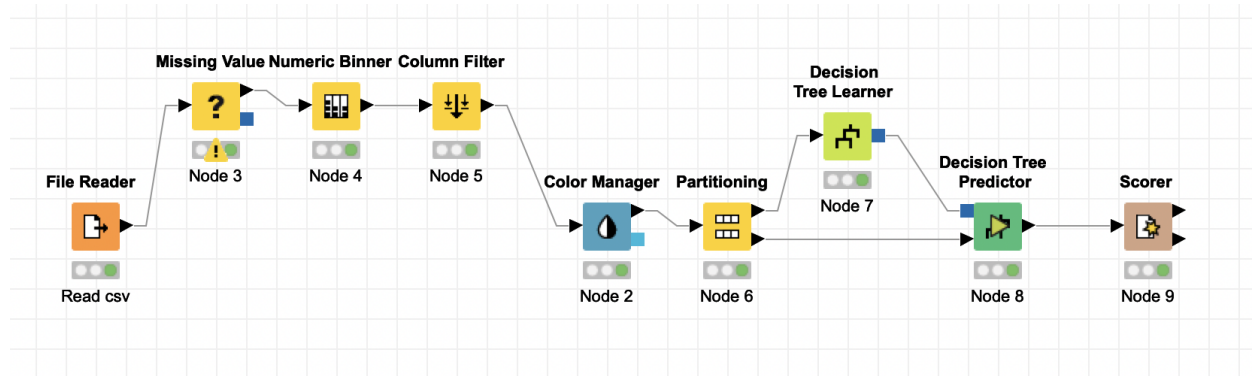


## Analysis Conclusions

The final KNIME workflow is shown below:



What makes a HighRoller vs. a PennyPincher?

The most important feature is the PlatformType. iPhone users tend to be HighRollers while the users of the remaining platforms tend to be PennyPinchers.

Specific Recommendations to Increase Revenue
1. Focus iPhone advertisement in high-ticket products.
2. Focus Windows, Android, Linux, Mac advertisement in cheap transactions. Lowering the prices in sales may increase the amount of buyers