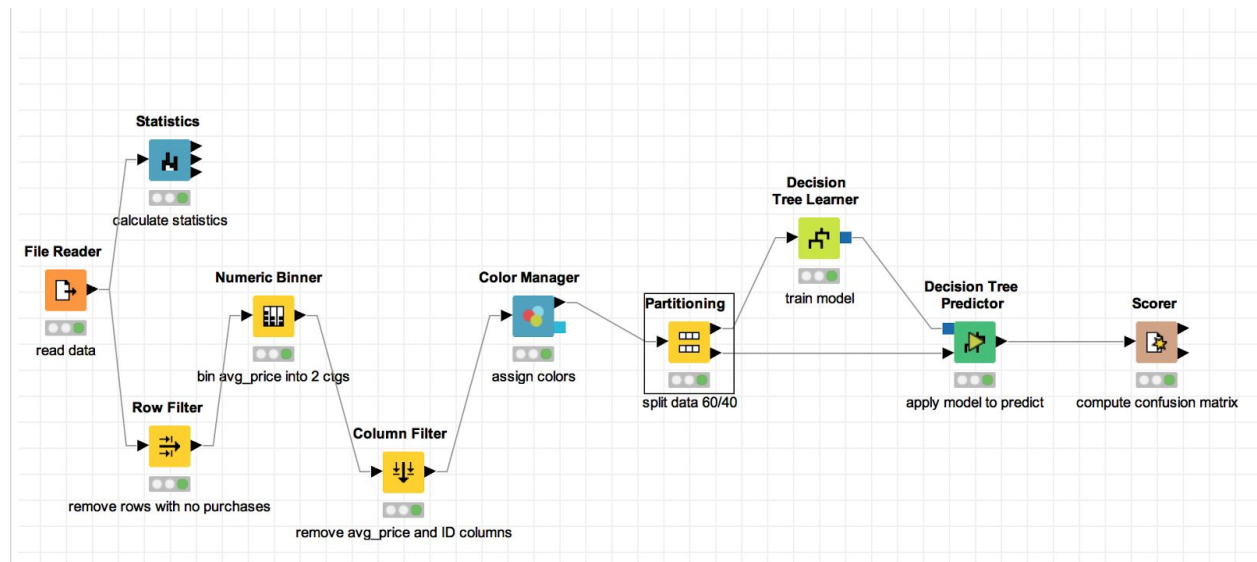# Analysis Conclusions

The final KNIME workflow is shown below:

What makes a HighRoller vs. a PennyPincher?

iPhone users are HighRollers and other platformType users are PennyPinchers.

Specific Recommendations to Increase Revenue
1. Show more ads to iphone users
2. Increase ads price for iphone platform device