**Recommended Actions**

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| **Action Recommended** | **Rationale for the action** |
| Increase ads to users of teams who exist longer than average and have a below average strengthLevelRatio | It was seen that teams that exist longer than average but have a lower than average strengthLevelRatio are willing to do in-game purchases. By targeting the users in these teams with high priced items revenue will increase. |
| Give discount on high priced items to users of new teams with a low strengthLevelRatio. | These teams have the lowest strengthLevelRatio, which indicate that these teams have low success in relation to their level. Mostly when people are not that good in a game they tend to like it less and therefore don’t spend much on in-game purchases. By helping them with discounts on expensive in-game purchases they will get better in the game and like it more and eventually spend more. |
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