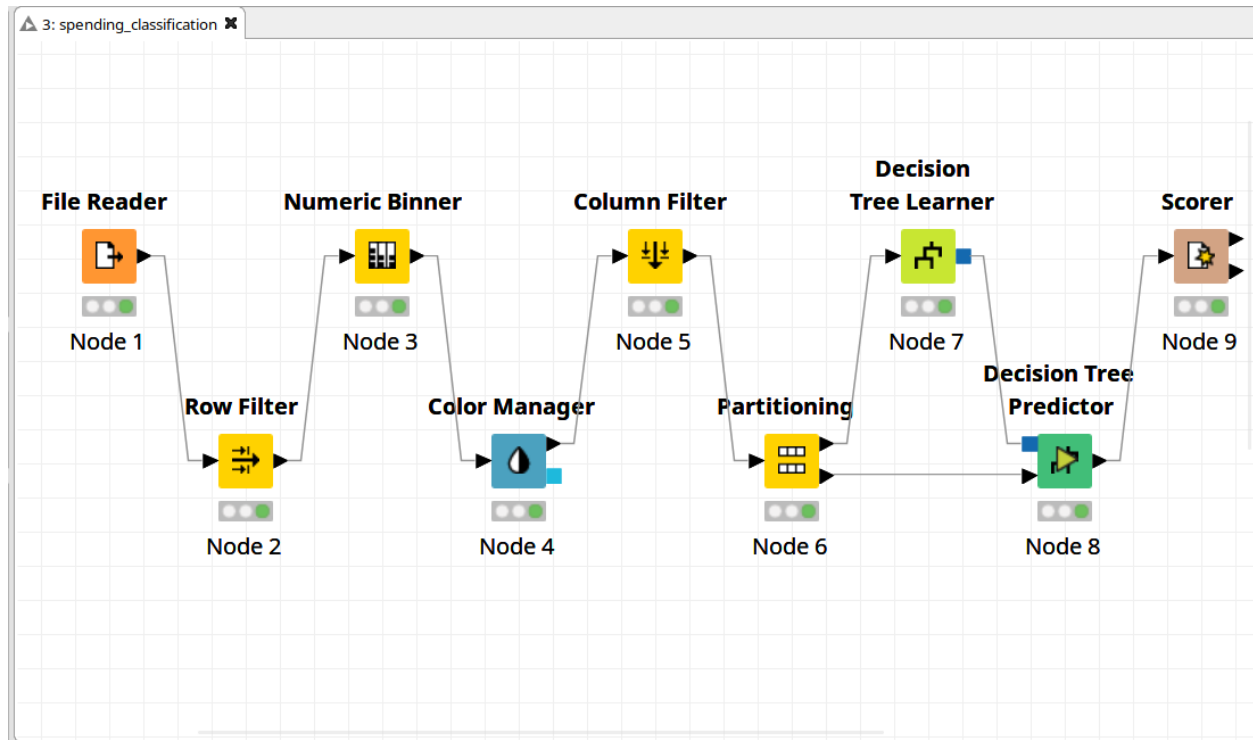


Analysis Conclusions

The final KNIME workflow is shown below:



What makes a HighRoller vs. a PennyPincher?

The best predictor for a HighRoller seems to be the platform of the players. Players on the iPhone platform are very likely to be HighRollers, the rest are very likely to be PennyPinchers.

Specific Recommendations to Increase Revenue
1. Provide extra perks for the iPhone platform so that new iPhone players feel incentivised to start playing the game.
2. On special occasions, gift in-game purchase bonuses to players. If some players like the bonuses, we'll be able to convert some non-purchasers into purchasers.