

## Recommended Actions

Action Recommended	Rationale for the action
Increased Ads and Store Promotions to extremely weak Team Players	It was seen that players from the <b>weakest teams</b> tend to click on ads and buy from the store a lot. Hence increasing the ads shown, and promotions such as discounts given to these users, the higher the revenue generated.
Show higher price and higher frequency of ads to players of extremely strong teams.	It was seen that players from the <b>strongest teams</b> tend to click on ads a lot. Hence increasing the ads shown or showing more revenue generating ads to these users, the revenue generated could be increased.