

Recommended Actions

| Action Recommended | Rationale for the action |
|---|---|
| Launch some promotions targeting at users in cluster 1. | Cluster 1 is formed by those who like clicking on the ads but seldom spend money in the game. We can launch some promotions to see whether it can encourage them to buy. |
| Perform A/B testing on users in cluster 4 when needed. | When new features are built, we usually perform A/B testing to avoid launching the features that most of the people do not like. Cluster 4 is formed by the inactive users. So if they decide to quit the game forever when they see the features they do not like, the loss is relatively small. |