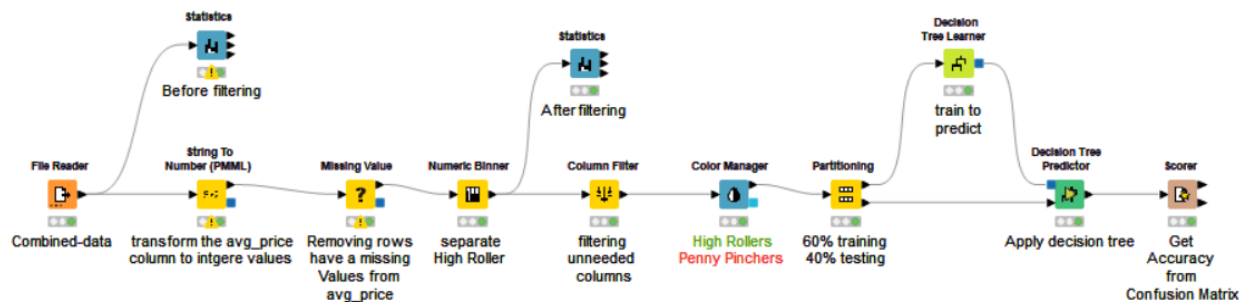


## Analysis Conclusions

The final KNIME workflow is shown below:



What makes a HighRoller vs. a PennyPincher?

- The OS “platform\_type” that the High Rollers use iOS and the Penny Pinchers use Mac, Win, Android and Linux.

| Specific Recommendations to Increase Revenue  |
|---|
| 1. Targeting players who use (IOS) to advertise a specific purchase package customized for them.    |
| 2. Making Game develop toward ios with special features.  |
| 3. Designing an advertisement for playing the game, where the game used is filmed on an iOS device. |