**Recommended Actions**

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| **Action Recommended** | **Rationale for the action** |
| **Increase the prices for advertisements showed to players into first cluster** | **Players into the first cluster are frequent ad-clickers and increase the price of their ad, could increase the company’s revenue.** |
| **Charge players into third cluster lower fees for the price of the in-app purchase items** | **Players into the third cluster only purchase items with lower prices. Lowering the price of the in-app purchase or giving them coupons could encourage them to spend more.** |