

### **3.4 Recommended Actions**

Action Recommended	Rationale for the action
provide more products to “high level spending user”	since they clicked less but buy more than others, we can provide more products to them for increasing the revenue
provide some fixed pay packages or promotion to users, especially to “low level spending user”	this action can stimulate consumption of users, and since the paying probability of “low level spending user” is low, the promotion can encourage them to purchase