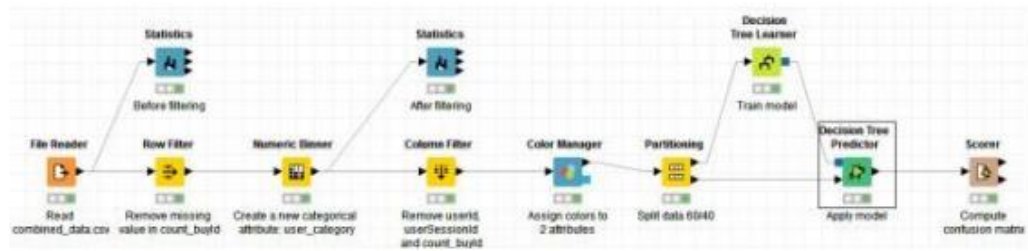## 4. Analysis Conclusions

The final KNIME workflow is shown below:

According to the resulting decision tree, it obviously shows that the predicted user_category is different in various platforms, the users on the platform android, linux, windows and mac are almost PennyPincher, however, most users which on the platform iphone are HighRoller.

Specific Recommendations to Increase Revenue
1. Offer more products to iPhone users.
2. Offer some promotions to PennyPinchers for attracting their consommation.