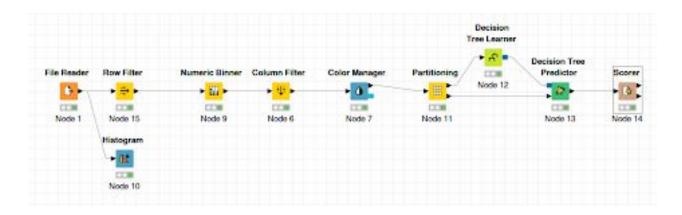## Analysis Conclusions

The final KNIME workflow is shown below:

What makes a HighRoller vs. a PennyPincher?
According to the classification tree, iphone users tend to spend more on their purchases when comparing with users that use other platforms.

Specific Recommendations to Increase Revenue
1. Focus development and marketing initiatives on iphone users
2. Give preference in terms of new developments or marketing to mobile users.