

## Recommended Actions

Action Recommended	Rationale for the action
Promote / stimulate low cost and promotional offers in order to stimulate purchases from user of Cluster 2 customers.	As we know, customers from cluster 2 are very active and generate a moderate amount of revenue. If we could stimulate them to buy a bit more, we could take advantage of their habit. To stimulate this consumption the idea is to have low cost / promotional offers, on this way appealing for the kind of purchase that better fit this profile.
Promote / stimulate premium and featured offers in order to stimulate purchases from user of Cluster 1 customers.	Cluster 1: As we know, customers from cluster are very cash convertible with ads even if they play a moderate amount, generating a high amount of revenue. These guys like to spend their money, even if they aren't playing all the time. We should target premium features and personalize adds so that they are aware and can spend their cash.