**Data Preparation**

Analysis of combined\_data.csv

Sample Selection

| **Item** | **Amount** |
| --- | --- |
| # of Samples | <Fill in> |
| # of Samples with Purchases | <Fill in> |

Attribute Creation

A new categorical attribute was created to enable analysis of players as broken into 2 categories (HighRollers and PennyPinchers). A screenshot of the attribute follows:

<Fill In Screenshot>

<Fill In: Describe the design of your attribute in 1-3 sentences.>

The creation of this new categorical attribute was necessary because <Fill in 1-2 sentences>.

Attribute Selection

The following attributes were filtered from the dataset for the following reasons:

| **Attribute** | **Rationale for Filtering** |
| --- | --- |
| <Fill in> | <Fill in 1-3 sentences> |
| <Optional Fill in> | <Optional Fill in 1-3 sentences> |
| <Optional Fill in> | <Optional Fill in 1-3 sentences> |
| <Optional Fill in> | <Optional Fill in 1-3 sentences> |

**Data Partitioning and Modeling**

The data was partitioned into train and test datasets.

The <Fill In> data set was used to create the decision tree model.

The trained model was then applied to the <Fill In> dataset.

This is important because… <Fill Nn>

When partitioning the data using sampling, it is important to set the random seed because… <Fill In>

A screenshot of the resulting decision tree can be seen below:

<Fill In>

**Evaluation**

A screenshot of the confusion matrix can be seen below:

<Fill In screenshot>

As seen in the screenshot above, the overall accuracy of the model is <Fill In>

<Fill In: Write one sentence for each of the values of the confusion matrix indicating what has been correctly or incorrectly predicted.>

**Analysis Conclusions**

The final KNIME workflow is shown below:

<Fill In screenshot>

What makes a HighRoller vs. a PennyPincher?

<Fill In 2-3 sentences answering this question based on insights from your analysis.>

| **Specific Recommendations to Increase Revenue** |
| --- |
| 1. <Fill In 1-2 sentences describing 1 recommended action> |
| 2. <Fill In 1-2 sentences describing a 2nd recommended action> |