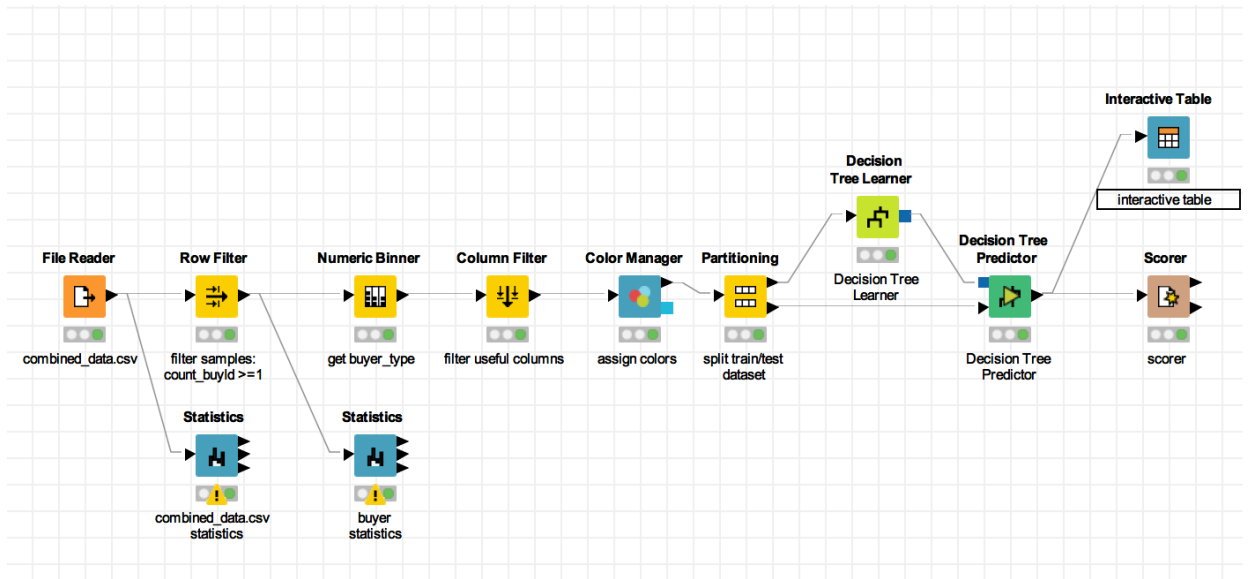# Analysis Conclusions

The final KNIME workflow is shown below:

What makes a HighRoller vs. a PennyPincher?
PlatformType is a key attribute to classify users. If user use iphone, he or she high probability is a HighRoller. And if users not use iphont, he or she high probability is a PennyPicher.

Specific Recommendations to Increase Revenue
1. Advertising to iphone users, to attract more new iphone users.
2. Offering discount items to users who are not use iphone.