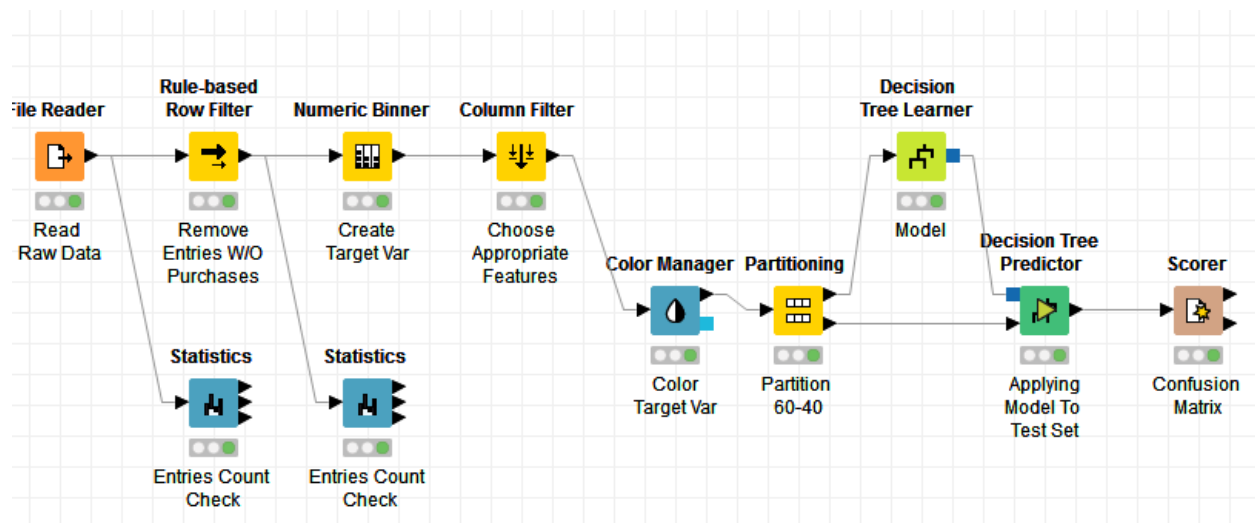


## Analysis Conclusions

The final KNIME workflow is shown below:



What makes a HighRoller vs. a PennyPincher?

- High Rollers:
  - Iphone users
- Penny Pinchers
  - The remaining platforms' users

Specific Recommendations to Increase Revenue
1. Promote <b>special promotions</b> of in-app purchases & <b>increase number of ads</b> to users of platforms other than Iphone
2. Send <b>thank you email</b> to Iphone users for their purchases and <b>send vouchers</b> to them to encourage them to keep on spending