

## Recommended Actions

Action Recommended	Rationale for the action
Increase adds to users who play a lot	It was seen that users who play a lot are also the users who spend less and click less on adds, this adds increase will promote this users to spend more and therefore increase the revenue
Show higher price add adds to users who spend more	The users who spend the more show also that they do not play too much so they usually play and always spend, thus, by showing them the more valuable adds first, we can increase the revenue faster