

Recommended Actions

Action Recommended	Rationale for the action
Make a promotion to new users	Going from 8 sessions to 10: the revenue is multiply by 4. Eglence should highly encourage the users who have around 8 sessions to continue. Big bonuses if the player continue until his 10 th session. The same would be efficient from the players who have 10 sessions and the ones who have almost 13 as the revenue is, this time, multiply by 2.
Make attractive ads to average users	As the number of ad-clicks, between average spenders and big spenders, increased by 20% the revenue is multiply by 200%. To better the quality, survey and watch out the ads displayed for this group seems important.