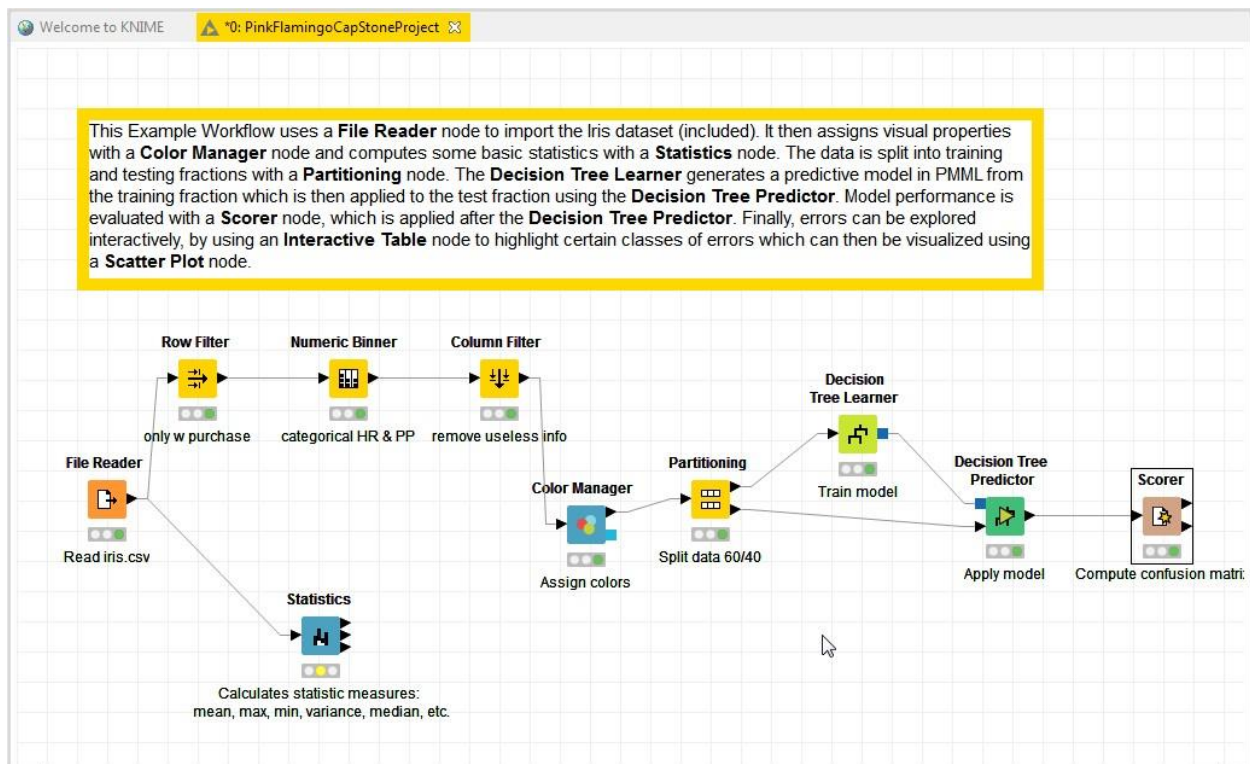# Analysis Conclusions

The final KNIME workflow is shown below:

What makes a HighRoller vs. a PennyPincher?

The decision Tree shows clearly that the vast majority of HighRollers belongs to iPhone owners. Around 83% of them are HighRollers. We can note and add that the Mac's owners are representative too of the category HighRollers as 37% of them belong to this category.

Specific Recommendations to Increase Revenue
1. Too increase the revenue we recommend first to inforce the advertisement on the Apple Store.
2. Secondly we recommend to augment the number of possibilities of in-app purchases on the others platforms : Linux, android and windows platforms.