**Kedir Nasir Omer Date: Nov. 28/2022**

**UC SanDiego- Big Data Specialization**

**3.4. Recommended Actions**

* **Recommending Actions from Clustering Analysis**

|  |  |
| --- | --- |
| **Recommended Action** | **Justification for the action** |
| Increase the cost of the ads that are displayed to players in the first cluster. | Players in the first cluster click on advertisements frequently, which raises the cost of their ads and potentially boosts revenue for the business. |
| Charge players a lower fee in the third cluster of in-app purchase items. | Only lower-priced items are purchased by players in the third cluster. Giving them coupons or reducing the cost of the in-app purchase could persuade them to spend more. |