

Recommended Actions

Action Recommended	Rationale for the action
Providing additional items to " High spending gamers ".	These High spending gamers may click less than others but they tend to buy more than others, we can increase the revenue by providing additional items or bonus items.
Providing some extra items, packages or promotion to gamers, especially to " Less spending gamers ".	To improve the revenue additional packages or promotional offers can be given frequently to these gamers in order to make them buy more items