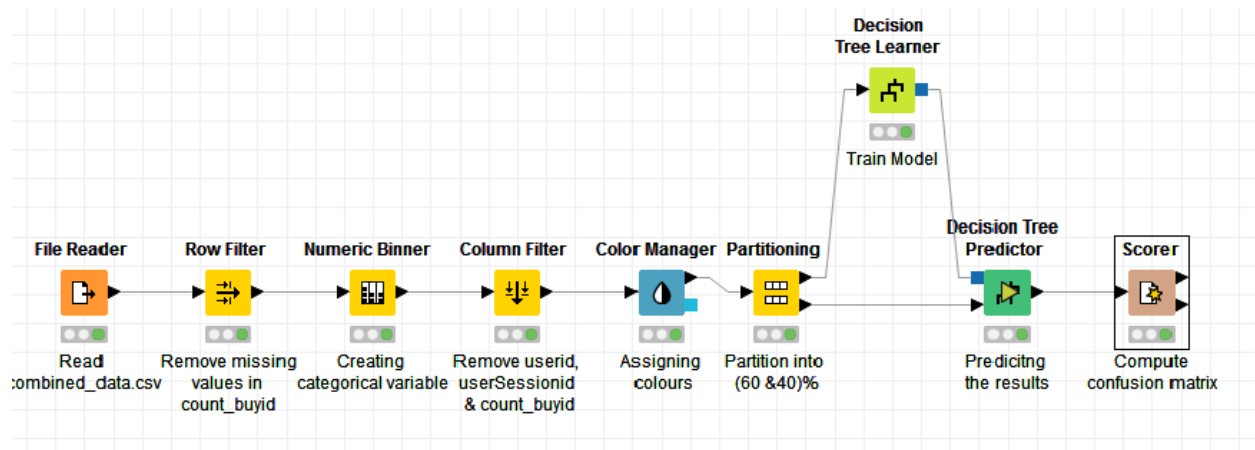# Analysis Conclusions

The final KNIME workflow is shown below:

What makes a HighRoller vs. a PennyPincher?

The user_type who buy more items like the iphone users are HighRollers. The user_type who tend to not purchase or purchase small items like users on android, linux, windows, mac are called PennyPinchers.

Specific Recommendations to Increase Revenue
1. Iphone users are constant buyers, increase in money can be done , combo offers can be provided so that the users can purchase more items.
2. Provide offers to PennyPinchers to make them consider buying items, give away additional bonus items when they purchase an item.