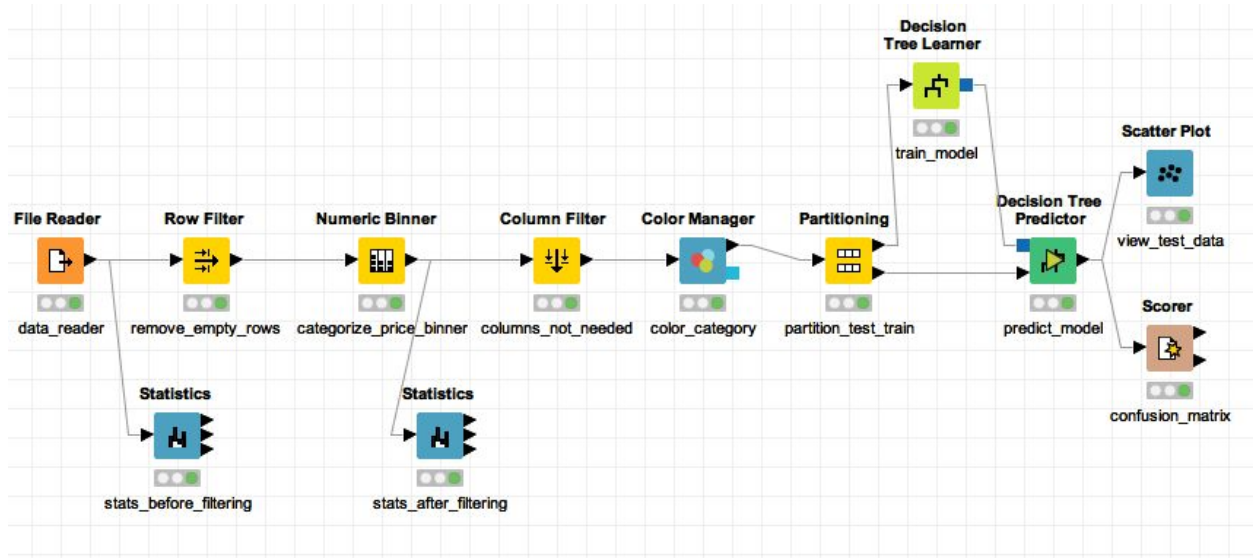# Analysis Conclusions

The final KNIME workflow is shown below:

What makes a HighRoller vs. a PennyPincher?

From the decision tree view where the users are grouped by *platformType*, it seems obvious that PennyPinchers are more likely to be users on platforms such as android, linux, windows and mac; whereas HighRollers are more likely to be iPhone users.

Specific Recommendations to Increase Revenue
1. Target iPhone users with high price items since they are more likely to be HighRollers
2. Increase the number of low price items for Android, Linux, Windows and Mac users since they are more likely to be PennyPinchers