Recommended Actions

Action Recommended	Rationale for the action
Provide promotional offers for cluster 1 users	Target these users with promotional offers to bring the users to buy more items and click more ads since they are users on the margin. Figuring out what incentivizes these users to become as "active" users as cluster 2 users could change their behavior and eventually shift them to cluster 2 users.
Provide cluster 2 users with more products (efficient resource allocation)	Target these users with more products since they are high spenders and have higher ad-click ratio and their ad category preference is higher. Maybe diverting some of the resources from cluster 3 users to cluster 2 users could benefit more since we will be allocating resources to higher spending users.