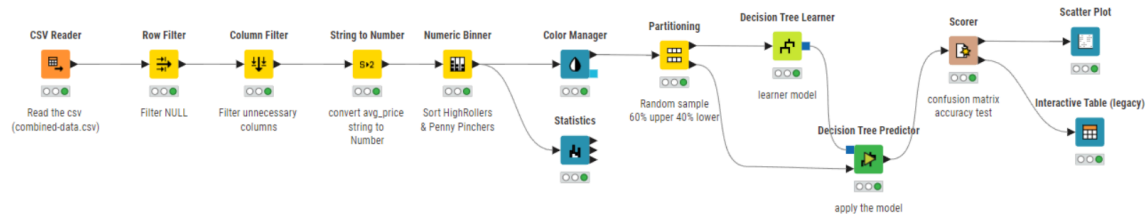


Analysis Conclusions (Catch the Pink Flamingo)

Analysis of combined_data.csv | Nyan Lynn Htet | 8 Sep 2024

The final KNIME workflow is shown below:



What makes a HighRoller vs. a PennyPincher?

The device and OS used by the players. According to the analysis, most of the HR(HighRollers) are using iOS which is apple device, specifically Iphones, Ipads. And PP(PennyPinchers) use the other OS and devices.

Specific Recommendations to Increase Revenue
1. We can make campaigns and events to attract android and other platform users to spend more. (and may be regional competitions to promote game purchases)
2. Make special events and targeted campaigns to the ios users to praise the behavior of high roller spending.