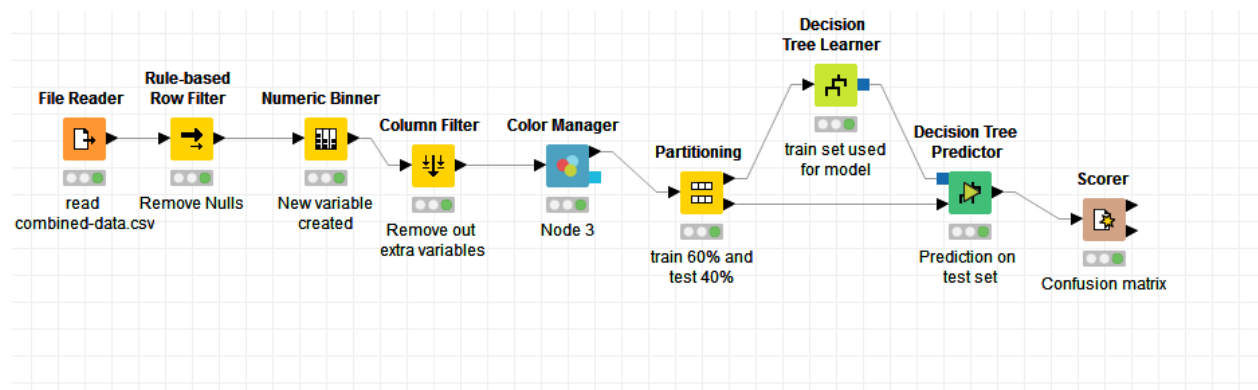## Analysis Conclusions

The final KNIME workflow is shown below:

What makes a HighRoller vs. a PennyPincher?

According to the decision tree, the platform used to play this game is the main independent variable which affects our depending variable. Thus a user using **iphone** has greater chances of being a high roller.

Specific Recommendations to Increase Revenue
1. Users who tend to spend more should be given more opportunities to spend i.e. more in app purchases for them in comparison to pennypinchers.
2. As more people advance towards a higher level its in app purchases can be made more expensive but only when a lot of people reach that level.