Recommended Actions

Action Recommended	Rationale for the action
Users in the 3rd cluster should be shown more ads and given more app purchases	This is because these users have the maximum adClicks and generate most revenue along with the highest hit-percentage. So these users can be offered more expensive products to buy just after they achieve a certain number of hits and be shown more ads.
Users in 2nd cluster should be given cheaper products and more ads	Users with lowest adClicks and least revenue should be shown cheaper products as they would be motivated to buy whenever they hit a flamingo.
<Optional Fill in>	<Optional Fill in 1-3 sentences>
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