**Recommended Actions**

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| **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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