**Recommended Actions**

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| **Action Recommended** | **Rationale for the action** |
| Increase ads to users who play a lot | It was seen that users who play a lot are also the users who spend less and click less on ads. If we increase ads to users who play a lot, it will promote these users to spend more and therefore increase the revenue |
| Show higher price ads to users who spend more | If we show higher price ads to users who spend more, we can increase the revenue faster.The users who spend the more also do not play too much, thus by showing them the more valuable ads first, we can increase the revenue faster |
| Show more ads to user who have intermediate result (less skilled user) | User with intermediate result buy more |