**Recommended Actions**

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| **Action Recommended** | **Rationale for the action** |
| Provide multiple in-game purchases at time varying discounts | *Higher-rollers* make close to 1.5 purchases per level tend  to spend much more than the *pennypinchers* (470%, i.e.  almost 4 to 5 times more in the long run), thus a slight discount  on bulk purchases can entice this group to continue  purchasing the items. in the long term (perhaps maybe spend  even more), or encourage the penny-pinchers to spend more.  This would also lead to greater revenue generated from in-app  purchases. |
| Assign high value ads  to users who make at  least 1 purchase per  game. | The cluster analysis reveals that the users who make at least 1 ingame purchase per level have a tendency to click up close  to 6 ads per level. This could optimise the revenue generated  from ‘high-rate’ ads.  The ‘common-rate’ ads can be assigned to the freeloaders. |