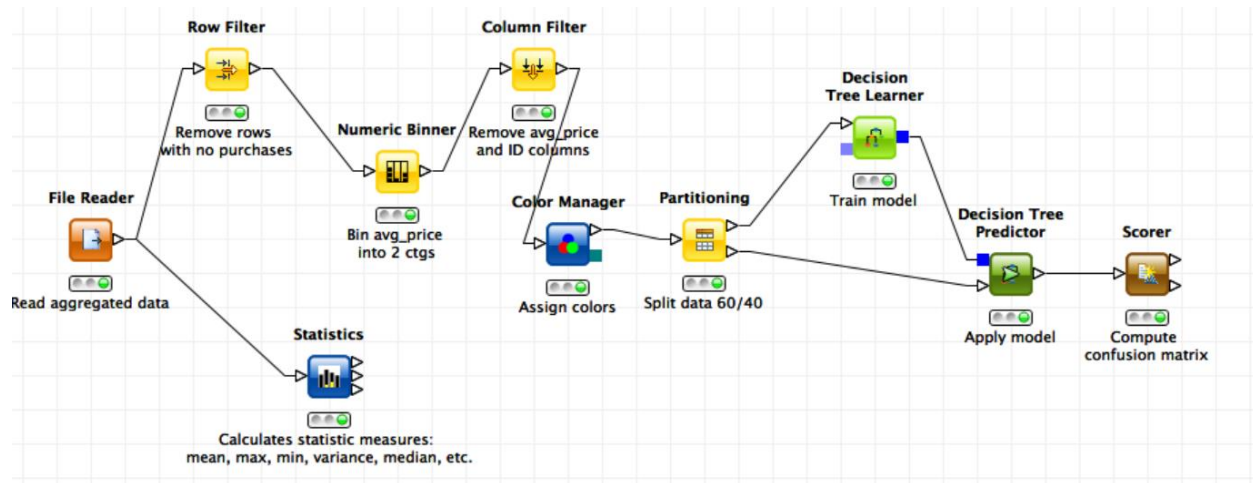


# Analysis Conclusions

The final KNIME workflow is shown below:



What makes a HighRoller vs. a PennyPincher?

The OS used by users who are HighRoller is iOS and PennyPincher is Android, Mac, Win, Linux. This is made clear by the fact that most of the HighRoller tend to use iOS as their OS and other platform types are generally used by PennyPincher. This analysis makes clear that HighRoller are iPhone users and PennyPincher use other types of platforms.

## Specific Recommendations to Increase Revenue

1. Target promotions to iPhone users: Generally, HighRoller who tend to spend more money are more likely to spend more on promotions rather than PennyPincher.
2. Target future product to iPhone users: If there are more products catering to HighRoller who are more willing to spend more money, we can see there being rapid increase in revenue.