**Analysis Conclusions**

The final KNIME workflow is shown below:

<Fill In screenshot>

What makes a HighRoller vs. a PennyPincher?

<Fill In 2-3 sentences answering this question based on insights from your analysis.>

|  |
| --- |
| **Specific Recommendations to Increase Revenue** |
| 1. <Fill In 1-2 sentences describing 1 recommended action> |
| 2. <Fill In 1-2 sentences describing a 2nd recommended action> |