

How can we increase revenue from Catch the Pink Flamingo?

Amirhossein Abaskohi

Problem Statement

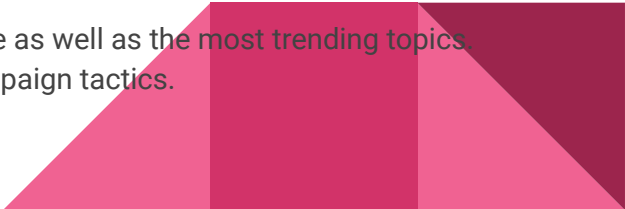
How can we use the following data sets to understand options for increasing revenue from game players?

Player activity during the game:

This information allows us to determine when and where a user taps on the screen, makes an in-app purchase, or clicks on a banner. Understanding this data allows us to assess and construct a better gaming user experience that converts more, as well as target particular promotions to certain people and develop a pricing plan.

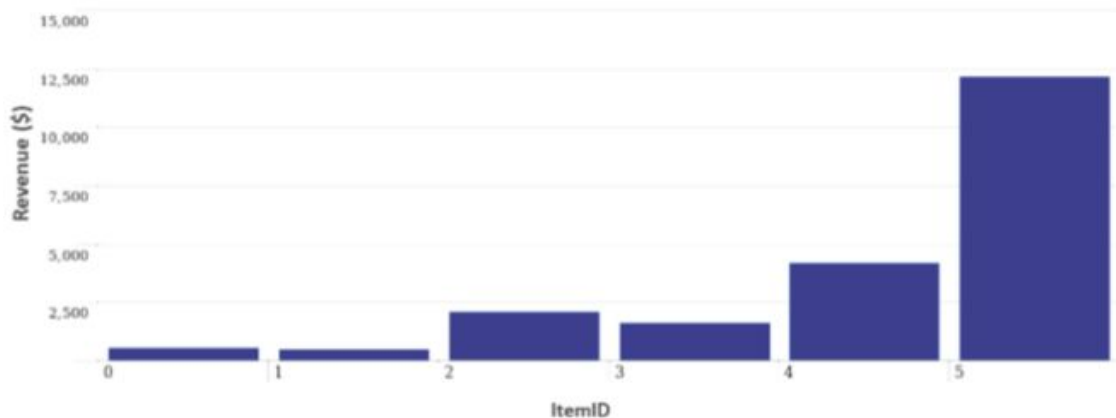
Chat between the players:

This information is extremely valuable since it allows us to identify the most prominent people as well as the most trending topics. Based on the insights we gained from this data, we can develop more efficient marketing campaign tactics.



Data Exploration Overview

Revenue generated from in-app purchase items



ItemID 5 generate 57% of total revenue. More than all other items combined! We could develop a marketing strategy that promote sales of itemID 5.

What have we learned from classification?



Most players are on mobile platforms, Iphone player are likely to be HighRoller while android players tend to be PennyPinchers. Promoting game among iOS and Mac users will increase the revenue.

What have we learned from clustering?

Cluster #	Cluster Center ['totalAdClicks', 'totalBuyClicks', 'totalRevenue']
1	[41.07, 10.29, 145.51]
2	[34.28, 6.45, 67.22]
3	[26.30, 4.48, 17.07]

Cluster 1 is different from the others in that the players in the cluster have the highest 'totalAdClicks', 'totalBuyClicks' and 'totalRevenue'. They are frequent ad-clickers. We could increase the price for ads targeting for these players. Cluster 2 is different from the others in that the players in the cluster have the second highest 'totalAdClicks', 'totalBuyClicks' and 'totalRevenue'. Cluster 3 is different from the others in that the players in the cluster have the lowest 'totalAdClicks', 'totalBuyClicks' and 'totalRevenue'. They spend items with lower price. We could encourage them to spend more with promotional codes.

From our chat graph analysis, what further exploration should we undertake?

The participants and length of the longest discussion chain were discovered. We may utilize this data to identify hot topics and develop commercial strategies around them. The association between the Top10 chattiest users and the Top10 chattiest teams was investigated. There appears to be no connection between the most chatty users and the most chatty teams. This shows that the two categories may require distinct business strategies. Based on the clustering coefficient, we discovered the top three most active users. Promoting these athletes should be more successful than promoting "regular" players.



Recommendation

- Focus on selling and developing in-app purchase items like the itemID 5, it's the most profitable item.
- Promoting the game to attract more iOS and Mac users. Players on these two platforms are more likely to be High Roller who are willing to spend more.
- Pushing promotion to the most influencer players, they could easily attract the community

