How can we increase revenue from
Catch the Pink Flamingo?

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Problem Statement

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

> Users Data -

- Summarising user behavior while playing the game
  - 8 tables connected via primary keys, can be processes as a relational database
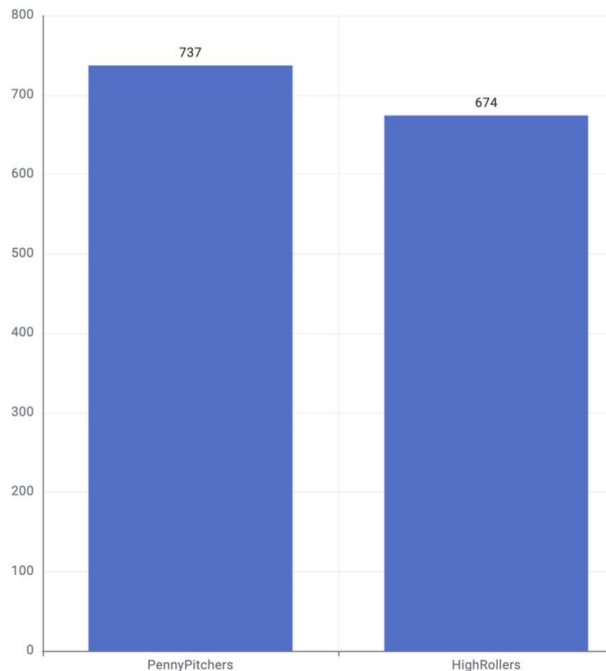
> Chat Data -

- Information on the interaction between users within teams as a graph dataset
  - 6 tables with unique Ids for users, teams and chat Items
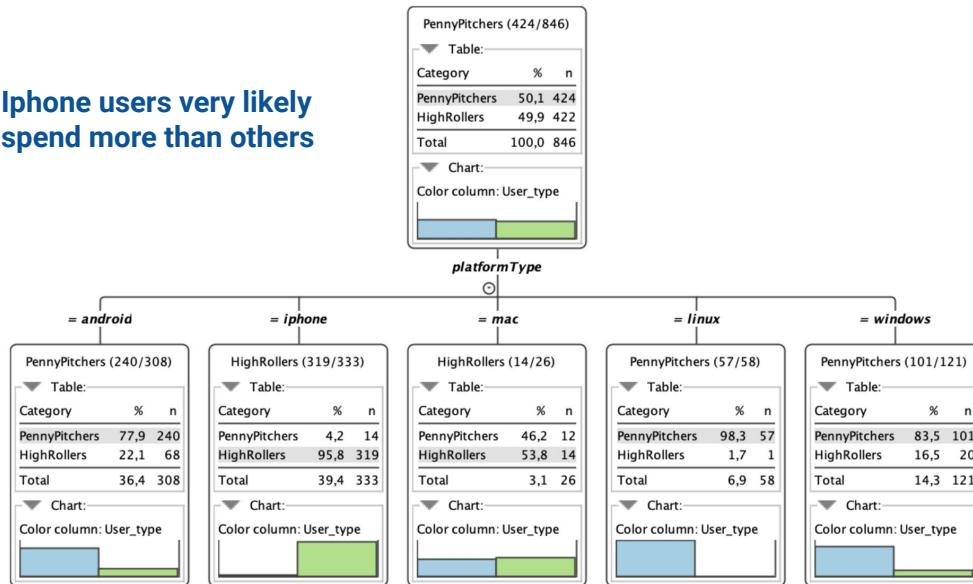
Data Exploration Overview

Revenue earned from each item

Users that spend the most
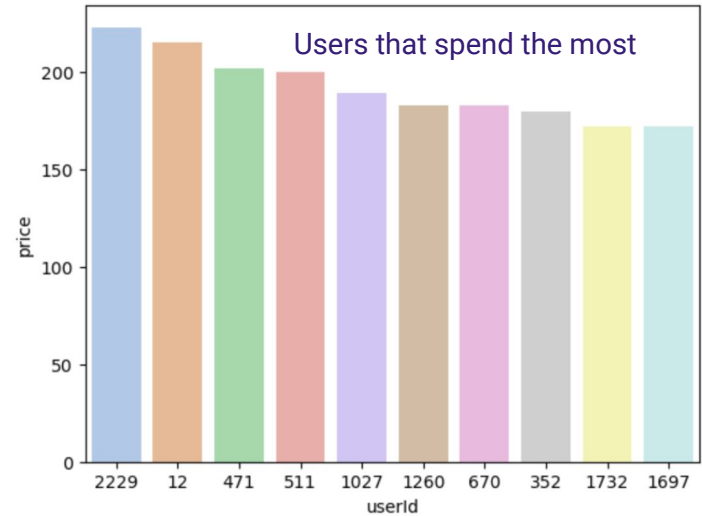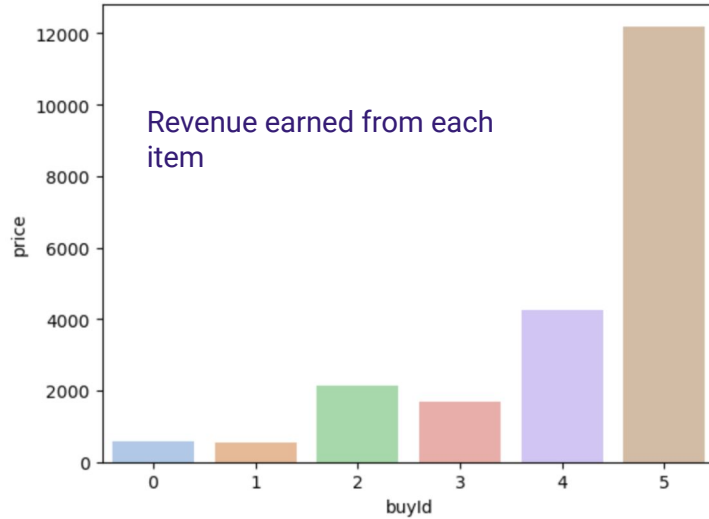
*price is in USD

What have we learned from classification?

Iphone users very likely spend more than others

Users are divided between two categories based on their expenditure

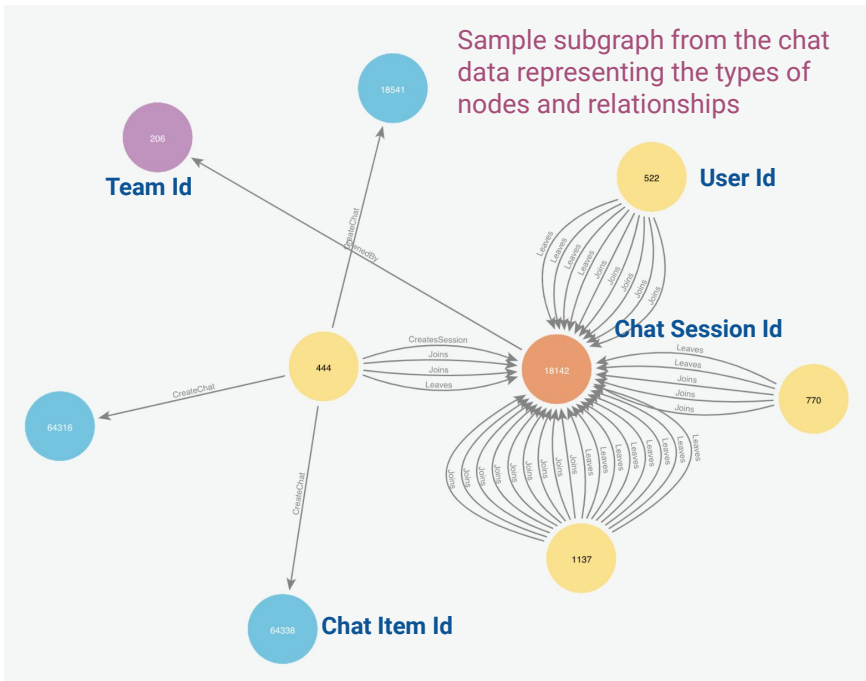# What have we learned from clustering?

User behaviour in each cluster based on the features chosen.
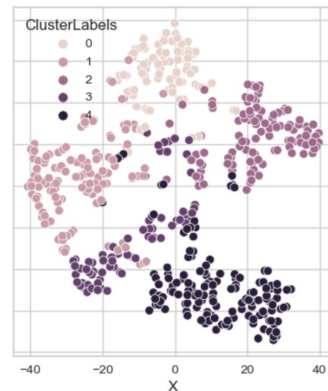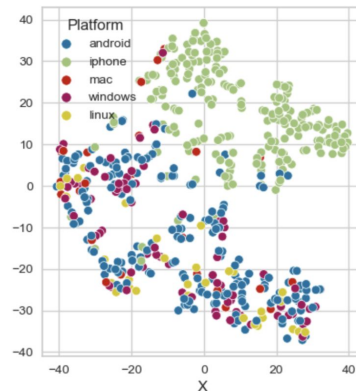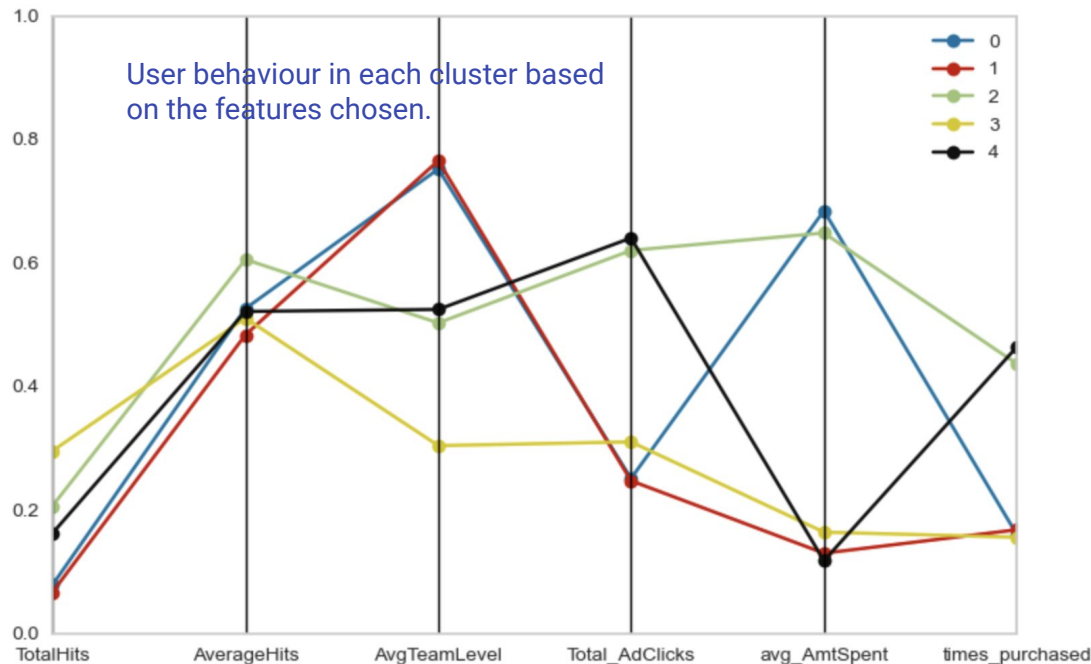
Similar users form clusters.

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

Sample subgraph from the chat data representing the types of nodes and relationships

Potential directions for further exploration

- Score and rank users, teams based on graph metrics

- Temporal analysis of the chat graph

- Correlation study between individual user behaviour and their interaction in the chat graph

Recommendation

- Target iphone users for more ads and future products.
  - Offer discounts in general to promote more ad clicks and sales
- Users who are influential in the team should be targeted with promotions and more offers. They can help with reachability within teams.
- Temporal Graph analysis should be used to find moments when the teams have most users online and are interactive.
  - These time windows can be used to promote ads and offers.