**Qestion A**

* **Daily Active Customer**
* As per the the table and plot from above, the number of active customers are very high at the begining of the period (I imagine is the relase of the game), the variation is not very high following that period, but has few drop-downs due to some game updates (I guess), where after that the activity increases again.

**Daily Active User Per build version and player level**

As per the the table and plot from above, more players with low lever are playing the new versions (second and third) of the game, while very few players reached a higher level with the old version. This might be due to the fact that they kept playing and did not upgrade the version.

More players played the old versions at the release of the game, followed by a uniform distrbution in players's level using the second and third version. Over the studied period, the old vesion was used by more users in large variations, while the second and third version were used by fewer players, but in a uniform distribution.

* **Daily Revenue**

As per the the table and plot from above, over the studied period, the items bundle\_1,2,3,8,9 and 10 seems to be preffered among players and to bring the most of revenue.

* **Daily Conversion**

As per the tables from above,first few days after the release, the daily conversion is high, especially for the bundle items.

**Question B**

**What segments will you use and how will you create it?**

Two segments would be very interesting to see:

* the players who spend in the game: on what/ how much?
* the players who are more active: when during the day/night and how many minutes

For this, more complex and elaborated data is necessary. Otherwise, the analysis on these segments will look similar to the one from question C. For the active players, I would separate them by day-hours and night-hours (hours corresponding to their country, log-in hour), minutes spent, in order to know when is best time to upgrade or release version.

**Question C**

* Point A: During the first day of game release, many users are active, as they were waiting to play the game
* Point B: After the Game update: possible there are few bugs, and users cannot play the game; the number of users drop down
* Point C: After the game has been fixed, the daily variation in active users has a positive variation above the average