CIVILIZATION 6 DATA SCIENCE CHALLENGE

Sid Meier's Civilization VI is a turn-based strategy 4X video game developed by Firaxis Games, published by 2K Games, and distributed by Take-Two Interactive. This game`s launch date was on 10-21-2016. After the launch, we have released 2 expansion packs (Gahering Storm, Rise and Fall and 6 DLCs which are Poland, Nubia, Khmer_And_Indonesia, Persia and Macedon, Vikings and Australia).

You can learn more details about the game by using the link below.

https://en.wikipedia.org/wiki/Civilization_VI

We have very recently received an email from the Performance Marketing team as below:

"Hi Data Science Team,

You know we are working on a marketing project to trigger CIV 6 potential upcoming DLC sales. This project is different from our previous projects. We are working on a personalized marketing methodology. We want to target our CIV 6 players based on their interests, game behaviours, LTV etc. We have the required technology for this. For example, we can target each of our players with different promotions, rewards, offers, creative etc. For now, instead of targeting every single player with a different marketing strategy we want to segment the players and target them differently based on their segments. Could you please help us to segment our existing CIV6 players? "

Notes

1. Please use the attached dataset which includes 500,000 unique players
2. Please take a look at the data explanation table below
3. Please use Python or R to segment the players
4. The business requirements are in the email above. Try to do your best with the existing data to meet their requirements.

COLUMN NAME	EXPLANATION
PLAYERID	Unique Identifier of each players
INSTALLDATE	Player`s CIV 6 install date
ACTIVEDAYS	The number of unique days player played the game
LASTACTIVEDAY	Last active day of the player
LEADERMOSTSELECTED	Most selected leaders in the game
CIVILIZATIONMOSTSELECTED	Most selected civilization in the game
POLAND	Player`s install date of this DLC
NUBIA	Player`s install date of this DLC
KHMER_AND_INDONESIA	Player`s install date of this DLC
GATHERING_STORM	Player`s install date of this Expansion Pack
PERSIA_AND_MACEDON	Player`s install date of this DLC
VIKINGS	Player`s install date of this DLC
RISE_AND_FALL	Player`s install date of this Expansion Pack
AUSTRALIA	Player`s install date of this DLC