

Data Exploration

Data Set Overview

The table below lists each of the files available for analysis with a short description of what is found in each one.

File Name	Description	Fields
users.csv	This file contains a line for each user playing the game.	timestamp: when user first played the game. id: the user id assigned to the user. nick: the nickname chosen by the user. twitter: the twitter handle of the user. dob: the date of birth of the user. country: the two-letter country code where the user lives.
user-session.csv	Each line in this file describes a user session, which denotes when a user starts and stops playing the game. Additionally, when a team goes to the next level in the game, the session is ended for each user in the team and a new one started.	timeStamp: a timestamp denoting when the event occurred. userSessionId: a unique id for the session. userId: the current user's ID. teamId: the current user's team. assignmentId: the team assignment id for the user to the team. sessionType: whether the event is

		<p>the start or end of a session.</p> <p>teamLevel: the level of the team during this session.</p> <p>platformType: the type of platform of the user during this session.</p>
teams.csv	This file contains a line for each team terminated in the game.	<p>teamid: the id of the team</p> <p>name: the name of the team</p> <p>teamCreationTime: the timestamp when the team was created</p> <p>teamEndTime: the timestamp when the last member left the team</p> <p>strength: a measure of team strength, roughly corresponding to the success of a team</p> <p>currentLevel: the current level of the team</p>
team-assignments.csv	A line is added to this file each time a user joins a team. A user can be in at most a single team at a time.	<p>time: when the user joined the team.</p> <p>team: the id of the team</p> <p>userid: the id of the user</p> <p>assignmentid: a unique id for this assignment</p>
ad-clicks.csv	A line is added to this file when a player clicks on an advertisement in the Flamingo	timestamp: when the click

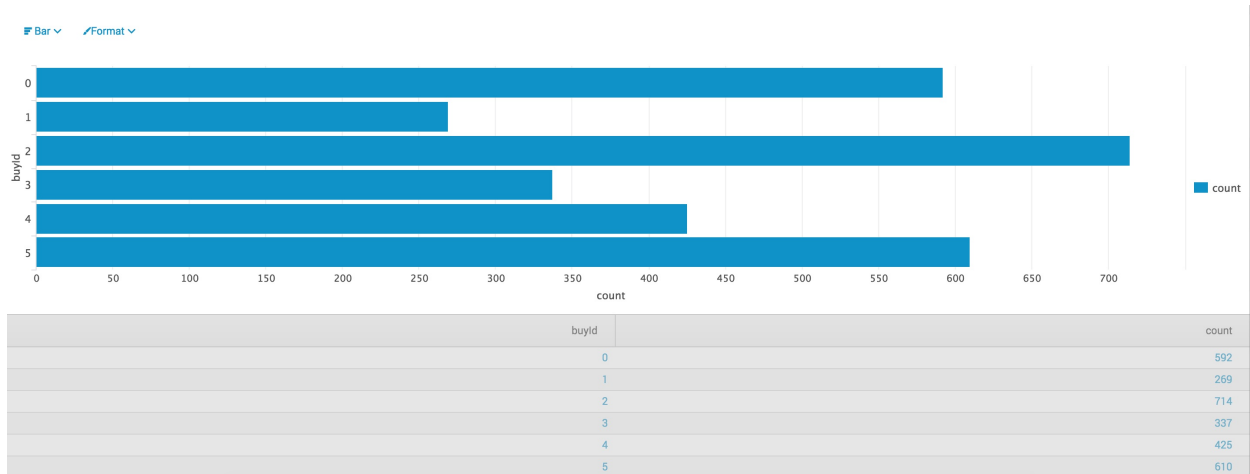
	app.	<p>occurred.</p> <p>txID: a unique id (within ad-clicks.log) for the click</p> <p>userSessionid: the id of the user session for the user who made the click</p> <p>teamid: the current team id of the user who made the click</p> <p>userid: the user id of the user who made the click</p> <p>adID: the id of the ad clicked on</p> <p>adCategory: the category/type of ad clicked on</p>
buy-clicks.csv	A line is added to this file when a player makes an in-app purchase in the Flamingo app.	<p>timestamp: when the purchase was made.</p> <p>txID: a unique id (within buy-clicks.log) for the purchase</p> <p>userSessionid: the id of the user session for the user who made the purchase</p> <p>team: the current team id of the user who made the purchase</p> <p>userid: the user id of the user who made the purchase</p> <p>buyID: the id of the item purchased</p> <p>price: the price of the item purchased</p>

game-clicks.csv	A line is added to this file each time a user performs a click in the game.	<p>time: when the click occurred.</p> <p>clickid: a unique id for the click.</p> <p>userid: the id of the user performing the click.</p> <p>usersessionid: the id of the session of the user when the click is performed.</p> <p>isHit: denotes if the click was on a flamingo (value is 1) or missed the flamingo (value is 0)</p> <p>teamId: the id of the team of the user</p> <p>teamLevel: the current level of the team of the user</p>
level-events.csv	A line is added to this file each time a team starts or finishes a level in the game	<p>time: when the event occurred.</p> <p>eventid: a unique id for the event</p> <p>teamid: the id of the team</p> <p>level: the level started or completed</p> <p>eventType: the type of event, either start or end</p>
<Fill In>	<Fill in short phrase>	<Fill In: Name and describe all fields>

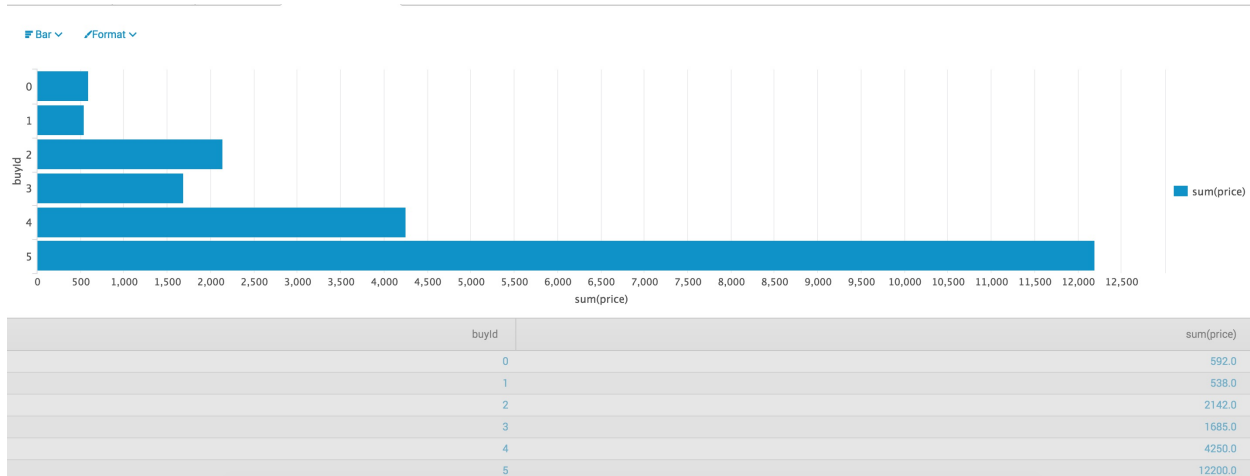
Aggregation

Amount spent buying items	21407.0
# Unique items available to be purchased	6

A histogram showing how many times each item is purchased:

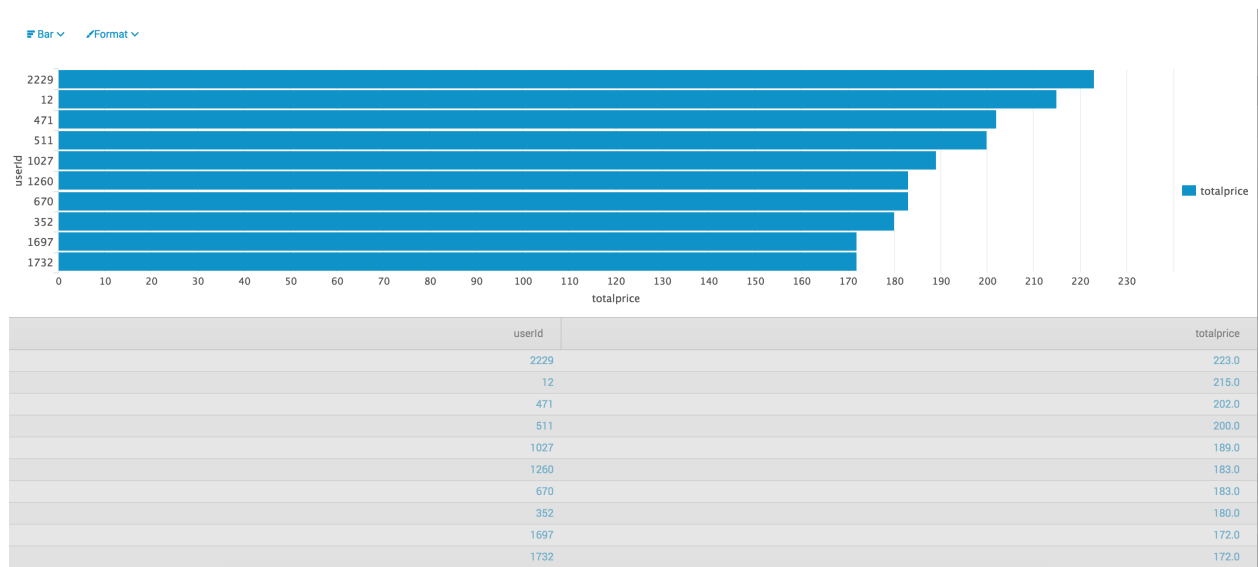


A histogram showing how much money was made from each item:



Filtering

A histogram showing total amount of money spent by the top ten users (ranked by how much money they spent).



The following table shows the user id, platform, and hit-ratio percentage for the top three buying users:

Rank	User Id	Platform	Hit-Ratio (%)
1	2229	iphone	0.116
2	12	iphone	0.131
3	471	iphone	0.145