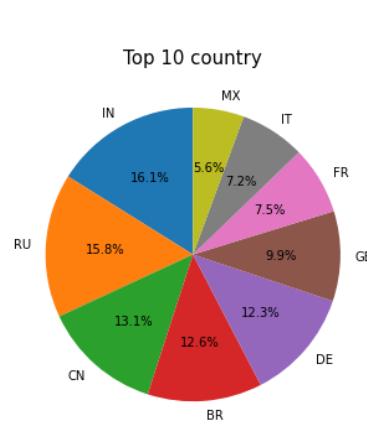
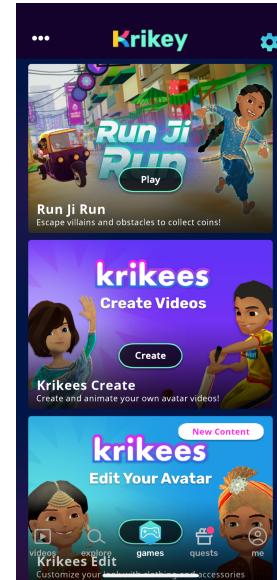


1. Top 10 countries that use Krikey

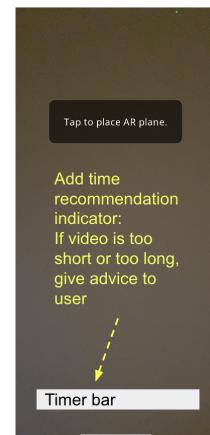
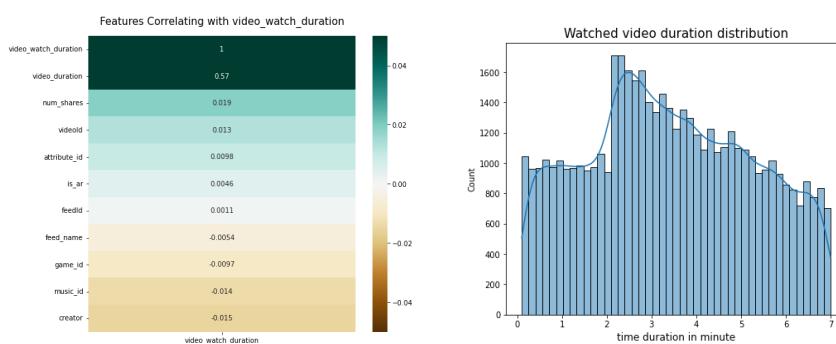
- a. Based on the data analysis, the Krikey app is most popular in 4 major countries.



Suggestion: Develop games with more countries as background and shows locally related games on the top list depending on the user's location and profile



2. Watched video duration is highly correlated to video duration



3. Recommend music and games per user

- a. Music and games are correlated with Video. Krikey can add a recommendation feature to the product depending on what videos are watched
 - Recommend games and music to users when users browse certain video clips or create videos (see right side app screenshot)

game_id	music_id	count	unique	top	freq
2609b6b5-3a08-451e-bce5-75fe506559d2	19e4db13-d854-4913-a8ca-3612ee1a6071	988	96	8aa4c9a8-ec26-411f-bc79-06ed62a4eb3b	17
	1f80192e-3bf-41b8-b272-7062bd7b6de	997	99	23add3ab-f66d-49a7-a368-5303e113173c	18
	3de11516-8627-47c3-98ab-265d429ac91	933	93	5a716136-8dcb-4188-94d6-ca3a5016fd66	17
	4ee0de5b-e271-4d73-a3c6-52cf26e36c54	992	100	4b83d671-2164-4828-a855-b8b193c4da38	18
	8ff50feb-3b5d-4dd0-84b0-8409753bd166	822	84	56c9a3ec-5110-4d80-8191-278bdc4504ad	19
	b5b679a5-e769-4d95-82a6-f75e439b1efb	1142	111	067e4a05-aa5f-4cca-86ac-b96a59dcf0b5	19
	c3721b09-6896-465a-8e13-4d73ef0d0674	1090	108	0e768791-47ec-45ce-92e8-954611993db	19
	d5323414-1efb-4299-97c1-11658118cba5	860	82	32ba0f44-5fba-40bd-9243-4d58f3555620	18
	da2fc9b0-32d5-4a1b-8b40-2706eb133b10	1055	104	6eaaf985-e3db-41b2-b8b0-9c32dc7734d	17
	e2bfb51d2-edc2-47cb-b23f-1147c1a292	942	93	58a64556-54a4-49f0-b475-885e109622b	18
4d54f6ab-cd8f-43a5-9be0-c497c2c32d24	19e4db13-d854-4913-a8ca-3612ee1a6071	931	99	d6f8a61c-5236-4040-a831-61449e2b840b	17

