

How can we increase revenue from Catch the Pink Flamingo?

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Problem Statement

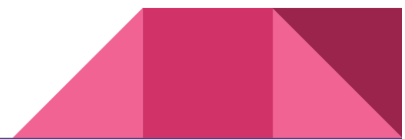
To gain insight into the users behavior in the app by analyzing data and to identify opportunities to increase the company's revenue.

Data Source:

Chat between users

Clicking in ads

Purchases made by users



Script:

The objective of this analysis is to gain insight into the users behavior and to identify opportunities to increase the company's revenue.

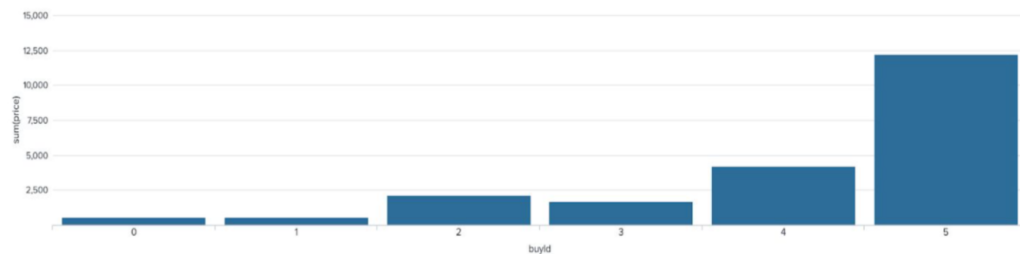
The data from chats between users would allow us to understand how the users communicate with each other and elaborate strategies to profit from those interactions.

The data from the clicks in ads would allow us to identify relationships between advertisement and revenue to better target our ads.

The data from purchases would allow us to identify patterns in the users' purchases. This will let us develop or improve products or advertising strategies.

Data Exploration Overview

Revenue generated by item from In-APP purchases



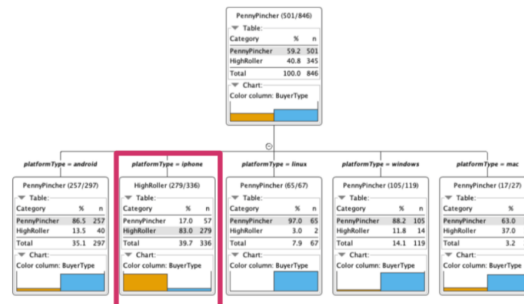
Item 5 generates more revenue than the other 5 items combined

Script:

By exploring data in Splunk, we were able to identify that Item 5 generates more revenue than the other items combined. Developing similar products or a more intensive marketing could help to increase the company's revenue.

What have we learned from classification?

Classification Tree by average purchase in HighRollers (>\$5) and PennyPitchers (<\$5)



iPhone users spend more per purchase than any other platform

Script:

By generating a new classification, HighRollers (users with an average purchase price bigger than \$5) and PennyPitchers (users with an average purchase price smaller than \$5) allowed us to create a Decision Tree model. This model showed that the most influential feature is the Platform Type. iPhone users tend to be HighRollers and the rest do not. This means we could offer high-ticket items to iPhone users to increase profit.

What have we learned from clustering?

Clustering by Ads clicked, Items bought and total Revenue

Cluster #	Cluster Center ['totalAdClicks', 'totalBuyClicks', 'totalRevenue']
1	[41.07, 10.29, 145.51]
2	[34.28, 6.45, 67.22]
3	[26.30, 4.48, 17.07]

People who click into more ads usually generate the most revenue and viceversa

Script:

We chose the total amounts of ads clicked, items bought and revenue to find 3 clusters. We found that users who click the most ads usually generate the most revenue and viceversa.

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

It is possible to find the longest chat chain and its participants.

The chattiest users usually do not belong to the chattiest teams

It is possible to find the most active users based on clustering coefficient

Script:

The graph analysis developed in Neo4j allowed us to find the longest chat chain and its participants. We also found that the chattiest users usually do not belong to the chattiest teams. We were able to find the most active users based on clustering coefficient.

Recommendation

- Develop items like Item 5 for in-APP purchases to increase revenue.
- Target iPhone users with high-ticket items ads because they are more likely to buy them
- Try to develop a relationship with the chattiest and most active users so they can influence other members of the community to purchase items

Script:

After the data analysis, we offer the following recommendations:

- Develop items similar to Item 5 to increase revenue from in-APP purchases.
- Target iPhone users with high-ticket items since they are more likely to buy them. Offering lower prices to the rest of the platforms could increase engagement.
- Develop relationships with the chattiest and most active users so they can be ambassadors for the company into the community.