

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 | A line for every user in the game | timestamp: when user first played the game. userId: 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. |
| ad-clicks.csv | Creates an entry when an user clicks an ad | timestamp: when the click occurred. txId: a unique id (within adclicks.log) for the click userSessionid: the id of the user session for the user who made the click teamid: the current team id of the user who made the click userid: the user id of the user who made the click adId: the id of the ad clicked on adCategory: the category/type of ad clicked on |
| buy-clicks.csv | Creates an entry when an user makes an in-app-purchase | timestamp: when the purchase was made. txId: a unique id (within |

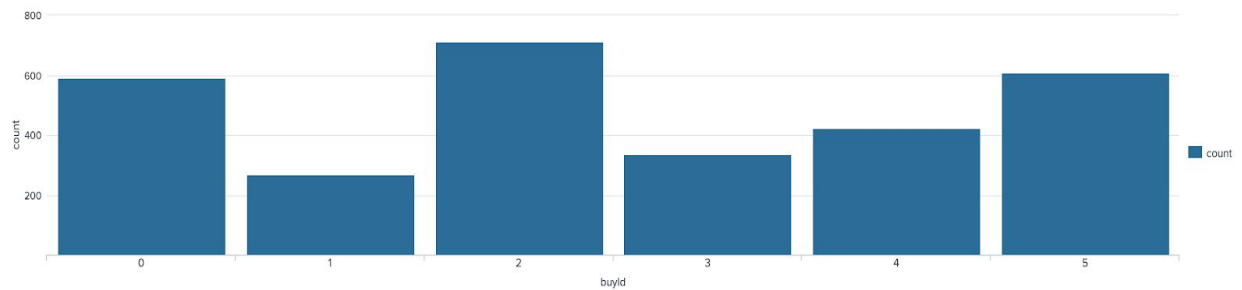
| | | |
|---------------------|---|---|
| | | <p>buyclicks.log) for the purchase</p> <p>userSessionId: the id of the user session for the user who made the purchase</p> <p>team: the current team id of the user who made the purchase</p> <p>userId: the user id of the user who made the purchase</p> <p>buyId: the id of the item purchased</p> <p>price: the price of the item purchased</p> |
| team.csv | A line for every team in the game | <p>teamId: the id of the team 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-assignmets.csv | Creates an entry when an user joins a team | <p>timestamp: 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> |
| level-events.csv | Creates an entry when a team starts or finishes a level | <p>timestamp: when the event occurred.</p> <p>eventId: a unique id for the event</p> <p>teamId: the id of the team</p> |

| | | |
|------------------|---|--|
| | | <p>teamLevel: the level started or completed</p> <p>eventType: the type of event, either start or end</p> |
| user-session.csv | Indicates when an user starts and stop playing in a session | <p>timestamp: a timestamp denoting when the event occurred.</p> <p>userSessionId: a unique id for the session.</p> <p>userId: the current user's ID.</p> <p>teamId: the current user's team.</p> <p>assignmentId: the team assignment id for the user to the team.</p> <p>sessionType: whether the event is 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> |
| game-clicks.csv | Creates an entry for all the clicks made | <p>timestamp: 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> |

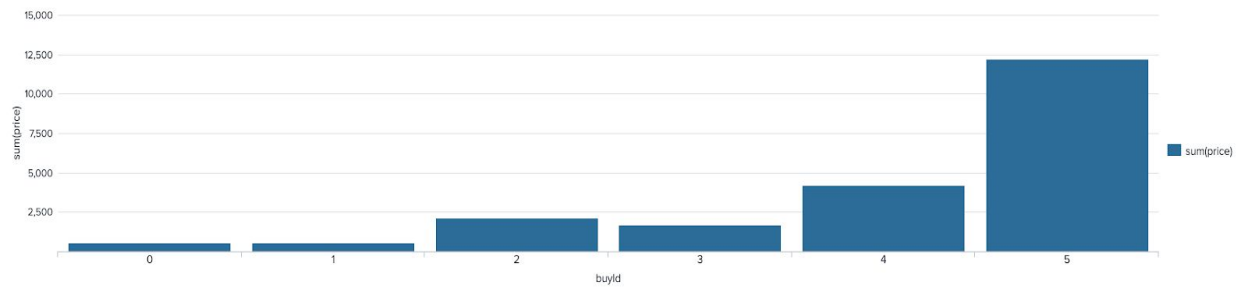
Aggregation

| | |
|--|----------|
| Amount spent buying items | \$21,407 |
| Number of unique items available to be purchased | 6 |

A histogram showing how many times each item is purchased:

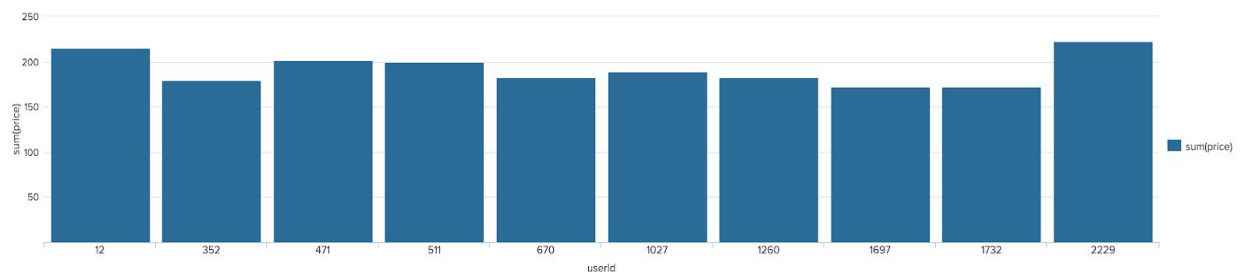


A histogram showing how much money was made from each item:



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 | 13.0% |
| 2 | 12 | iPhone | 11.6% |
| 3 | 471 | iPhone | 14.5% |