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
ad-clicks.csv	record when a player clicks the ad	timestamp: when the click occurred. txID: a unique id (within ad-clicks.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	record when a player makes an in-app purchase	timestamp: when the purchase was made. txID: a unique id (within buy-clicks.log) for the purchase userSessionid: the id of the user session for the user who made the purchase team: the current team id of the user who made the purchase userid: the user id of the user who made the purchase

		buyID: the id of the item purchased
		price: the price of the item purchased
users.csv	Users 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.
team.csv	Teams terminated in the game	teamid: the id of the team
		name: the name of the team
		teamCreationTime: the timestamp when the team was created
		teamEndTime: the timestamp when the last member left the team
		strength: a measure of team strength, roughly corresponding to the success of a team
		currentLevel: the current level of the team
team-assignments.csv	Record when an user joins a team, at most one at a time	time: when the user joined the team.
		team: the id of the team
		userid: the id of the user
		assignmentid: a unique id for this

|		assignment
level-events.csv	When a team starts or finishes a level	time: when the event occurred. eventid: a unique id for the event teamid: the id of the team level: the level started or completed eventType: the type of event, either start or end
user-session.csv	Record when a user starts and stops in the game. When a team goes to next level all the team user sessions end and new ones start.	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 the start or end of a session. teamLevel: the level of the team during this session. platformType: the type of platform of the user during this session
game-clicks.csv	Record when a user clicks in the game	time: when the click occurred. clickid: a unique id for the click. userid: the id of the user performing the click. usersessionid: the id of the session of the user when the click is

| | | performed.

isHit: denotes if the click was on a flamingo (value is 1) or missed the flamingo (value is 0)

teamId: the id of the team of the user

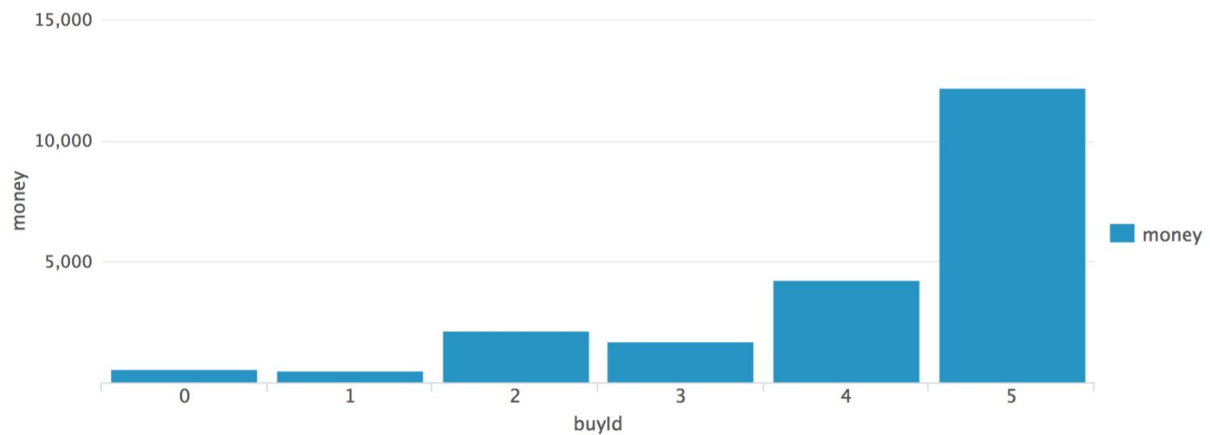teamLevel: the current level of the team of the user |
|---|---|---|
| <Fill In> | <Fill in short phrase> | <Fill In: Name and describe all fields> |

Aggregation

Amount spent buying items	21407
# Unique items available to be purchased	6

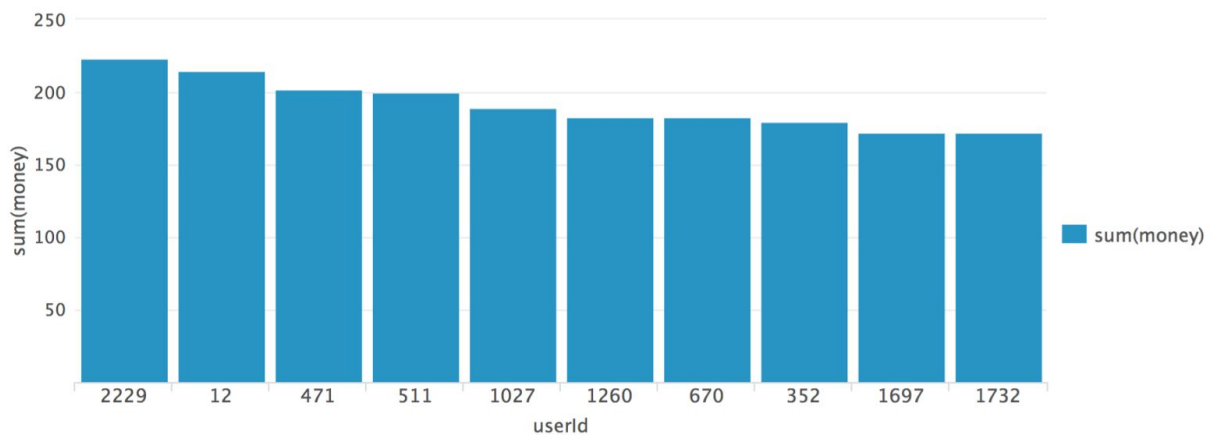A histogram showing how many times each item is purchased:
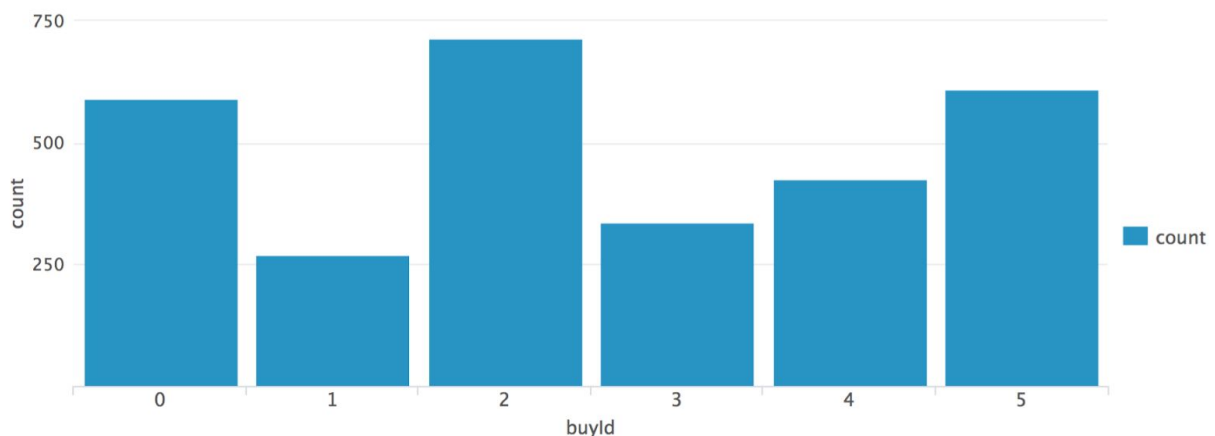
A histogram showing how much money was made from each item:

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	11.597%
2	12	iphone	13.0682%
3	471	iphone	14.5038%