1. **General visualisation.** Using the *takeHome.csv* data, plot differences in LTV (life time value), ttime (total time) and tue (total units earned) across the different ab groups.

2. **Game economy.** The basic mechanism of Mistplay is the more a user spends time on the app, the more units he gets. Moreover, for each game, users gain game levels when they reach certain GXP (Game Experience) thresholds. Users accumulate GXP by spending time on a game. When users level up in a game, they are rewarded in PXP points (Player Experience). Similar to game levels, users can level up on the Mistplay platform by reaching PXP thresholds. We tested 4 different "economies", with varying GXP and PXP thresholds needed to reach each game and user level.

   → Question: Using *takeHome.csv*, can you provide insight on how the time spent and units earned should relate to GXP and PXP, to further optimize the Mistplay economy by **maximizing the LTV** of users, while **minimizing the total units earned** (tue)?

   The file *econs.txt* describes the previous economies that were tested. Users assigned to different AB groups had different economies:

Group	AB group range
Control	[1-6], [55-60]
New Economy 1	[7-14], [19-34]
New Economy 2	[15,16], [35 - 44]
New Economy 3	[17,18], [45 - 54]