Data Exploration – Ken Wood   12/9/20
Data Set Overview

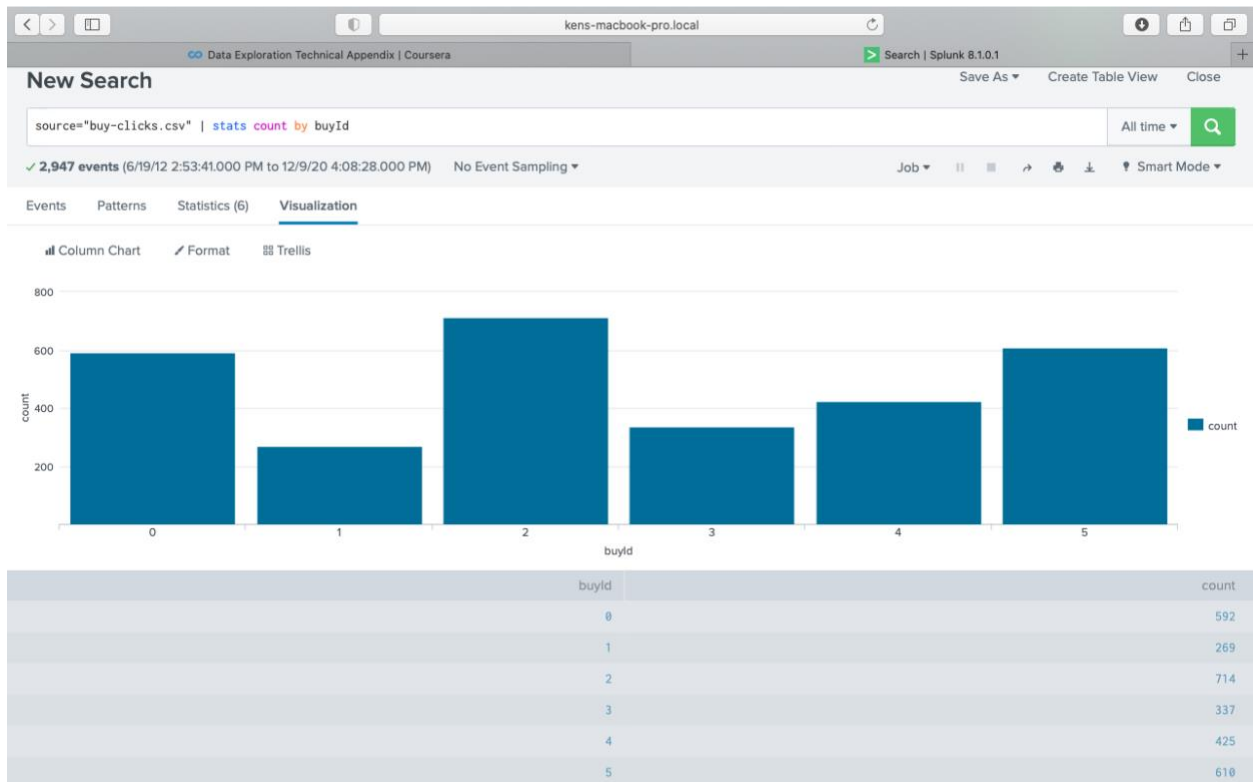| File Name	Description	Fields
ad-clicks.csv	A line is added to this file when a player clicks on an advertisement in the Flamingo app.	**timestamp:** when the click occurred. **txId:** a unique id (within ad-clicks.log) for the click **userSessionid:** the id of the user session for the user who made 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	A line is added to this file when a player makes an in-app purchase in the Flamingo app.	**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	This file contains a line for each user playing 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.

File Name	Description	Fields
team.csv	This file contains a line for each team 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	A line is added to this file each time a user joins a team. A user can be in at most a single team at a time.	**timestamp:** 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	A line is added to this file each time a team starts or finishes a level in the game.	**timestamp:** when the event occurred. **eventId:** a unique id for the event **teamId:** the id of the team **teamLevel:** the level started or completed **eventType:** the type of event, either start or end
user-session.csv	Each line in this file describes a user session, which denotes when a user starts and stops playing the game. Additionally, when a team goes to the next level in the game, the session is ended for each user in the team and a new one started.	**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.

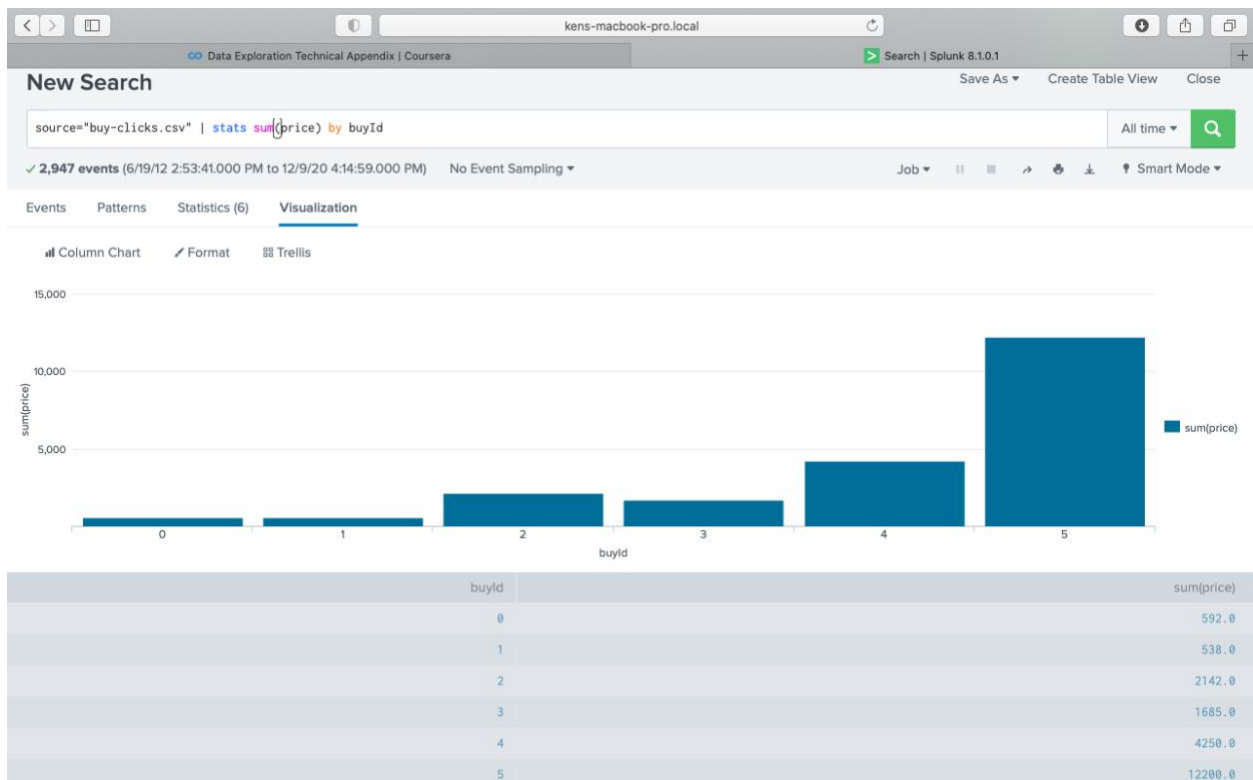| File Name	Description	Fields
game-clicks.csv	A line is added to this file each time a user performs a click in the game.	**timestamp:** when the click occurred. **clickId:** a unique id for the click. **userId:** the id of the user performing the click. **userSessionId:** the id of the session of the 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

Aggregation

Amount spent buying items	source="buy-clicks.csv" | stats sum(price) $21,407
Number of unique items available to be purchased	# buyId 6 Values, 100% of events | Values	% | |---|---| | 2 | 24.7% | | 5 | 19.9% | | 0 | 19.8% | | 4 | 16.6% | | 3 | 10.4% | | 1 | 8.6% |

A histogram showing how many times each item is purchased:

buyId	count
0	592
1	269
2	714
3	337
4	425
5	610

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

buyId	sum(price)
0	592.0
1	538.0
2	2142.0
3	1685.0
4	4250.0
5	12200.0

Filtering

A histogram showing total amount of money spent by the top ten users (ranked by how much money they spent).
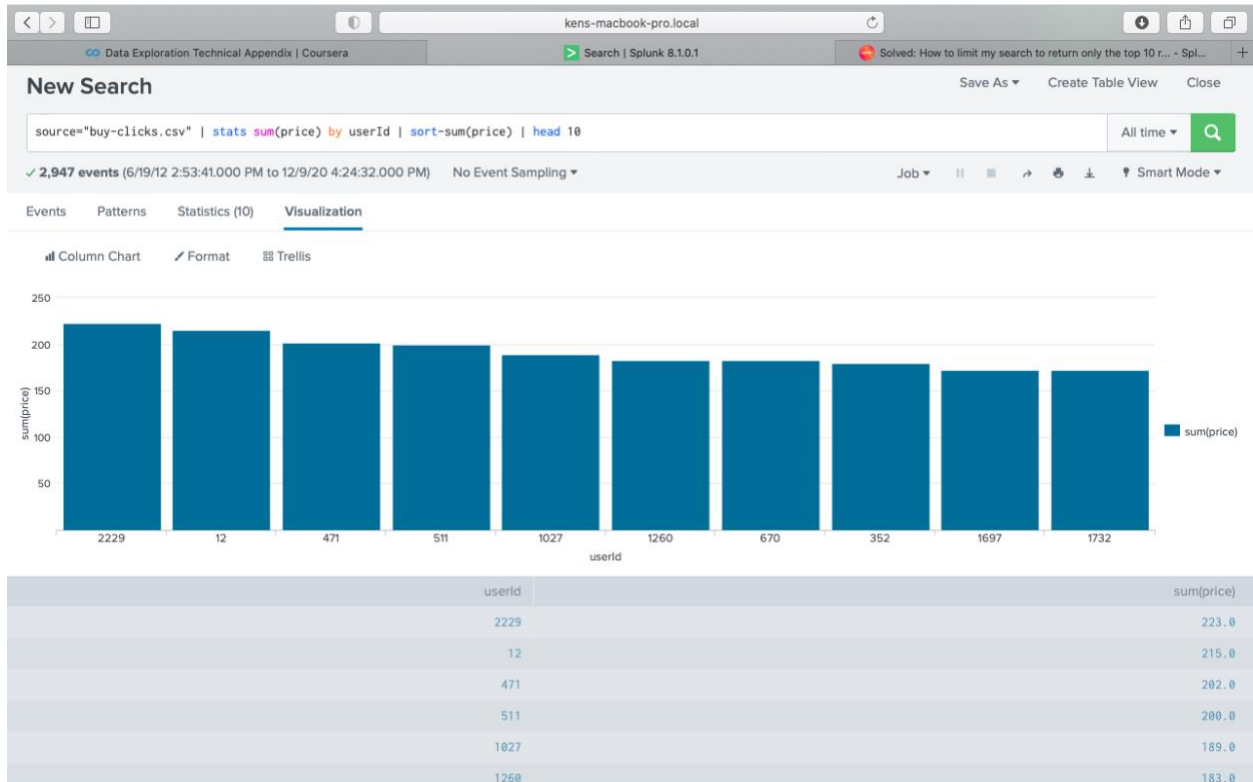
The following table shows the user id, platform, and hit-ratio percentage for the top three buying users:

Rank	User Id	Platform	Hit-Ratio (%)
1	2229	iPhone	11.6
2	12	iPhone	13.1
3	471	iPhone	14.5

Example Splunk screenshot: