

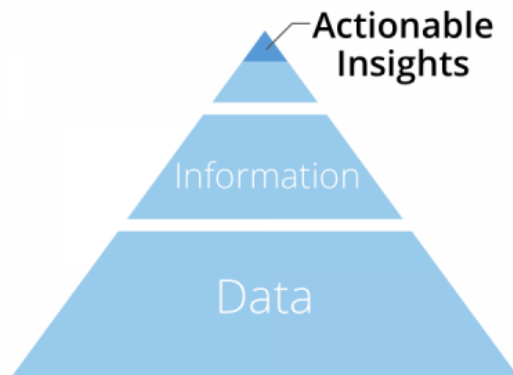
How can we increase revenue from Catch the Pink Flamingo?

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Problem Statement

How can we use the following data sets to understand options for increasing revenue from game players?



Data Exploration Overview

Customer Purchases...

Total Amount Spent:

\$21,407

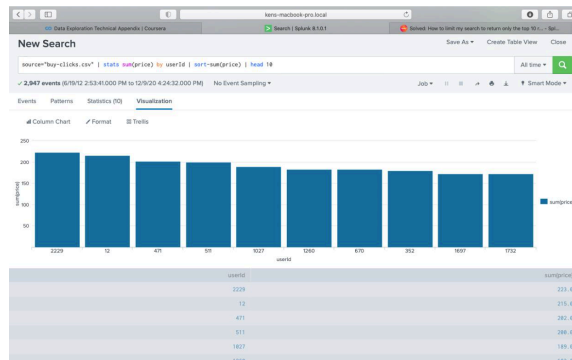
What They're Buying...

buyld

6 Values, 100% of events

Values	%
2	24.7%
5	19.9%
0	19.8%
4	16.6%
3	10.4%
1	8.6%

Who Are the Big Spenders?



What have we learned from classification?

Specific Recommendations to Increase Revenue

- 1. Create a marketing initiative that entices PennyPinchers (spend < \$5) to play the game on a mobile device.*
- 2. Build out more game features on mobile platforms to maintain a continued and growing interest in the game.*


What have we learned from clustering?

Recommended Actions...

Action Recommended	Rationale for the action
<i>Increase ads to users who play a lot</i>	It was seen that users who play a lot are also the users who spend less. If we increase ads to users who play a lot, it will promote these users to spend more and therefore increase the revenue
<i>Show higher price ads to users who spend more</i>	If we show higher price ads to users who spend more, we can increase the revenue faster. The users who spend more also do not play too much, thus by showing them the more valuable ads first, we can increase the revenue faster.

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

We can identify the most active users in the game based on Cluster Coefficients:



The screenshot shows a Neo4j query result window. The query is `neo4j$ match (u1:User)-[r1:InteractsWith]→(u2:User) wher...`. The result is a table with two columns: `u1.id` and `coeff`. The table contains 7 rows of data. The first two rows have a `coeff` of 1.0, while the others have decimal values. A status bar at the bottom indicates that 10 records were streamed after 32 ms and completed after 119 ms.

	u1.id	coeff
1	461	1.0
2	668	1.0
3	209	0.9523809523809523
4	516	0.9523809523809523
5	394	0.9166666666666666
6	999	0.8194444444444444
7	551	0.8000000000000000

Started streaming 10 records after 32 ms and completed after 119 ms.

Recommendations

Clearly, users spend more money when playing 'Catch the Pink Flamingo' on a social + mobile platform...

- *Build out more game features on mobile platforms to maintain a continued and growing interest in the game.*
- *Create a targeted marketing campaign aimed at users who are the most active as they tend to become 'social influencers' to other game players.*

