

# Data Exploration

## Data Set Overview

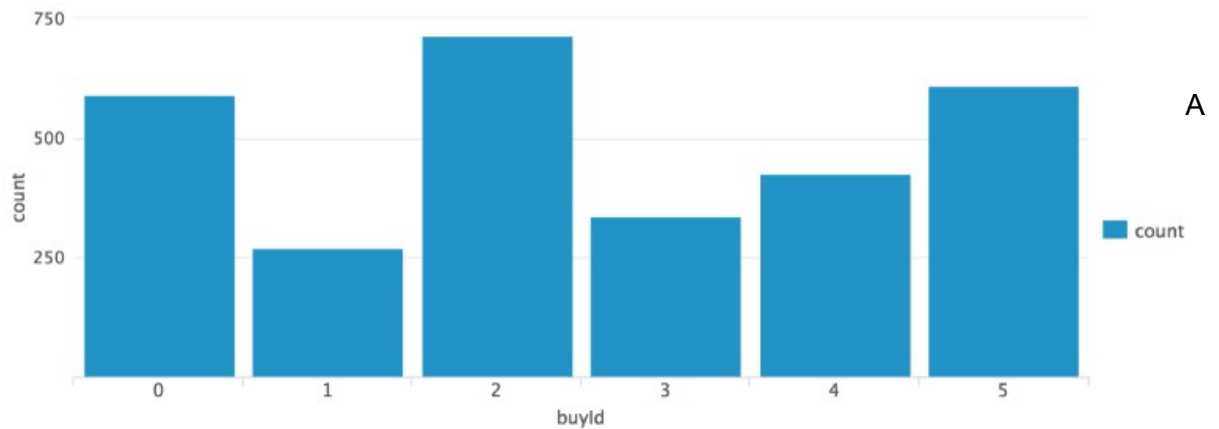
The table below lists each of the files available for analysis with a short description of what is found in each one.

File Name	Description	Fields
users.csv	user dataset	userId: usr id of game users nick: nickname of the game users dob: date of birth of the user. country: country code
team.csv	team dataset	teamId: id of the team name: name of the team teamCreationTime: team creation timestamp teamEndTime: team end timestamp level: current level members: list of memebrs
ad-clicks.csv	Ad-click data	timestamp: time of click userId: the id of the user teamid: team id of the adId: id of the ad adCategory: the category of ad
buy-clicks.csv	In-app purchase data	timestamp: purchase time purchaseItem: item purchased valueItem: value of the item userId: the id of the user transactionId: id of transaction

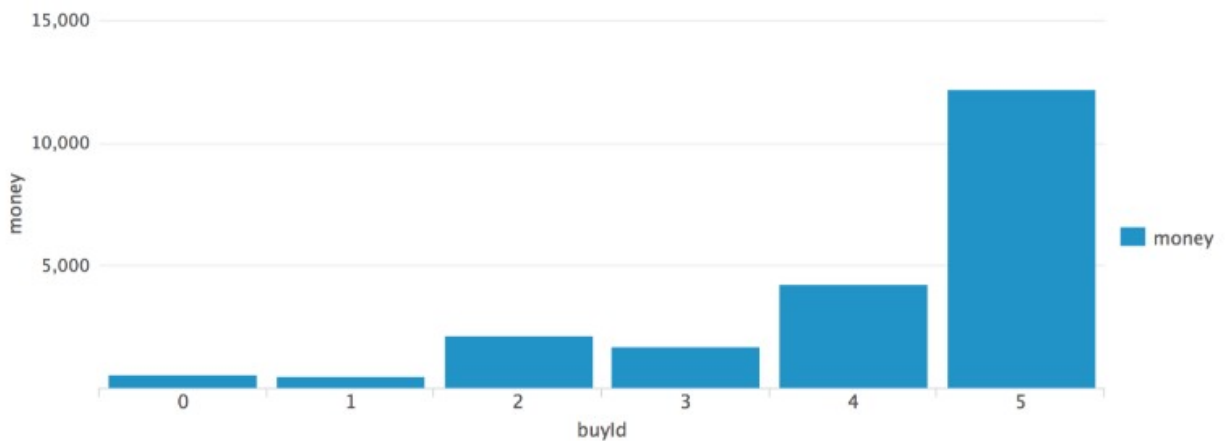
## Aggregation

Amount spent buying items	\$ 21407
Number of unique items available to be purchased	6

A histogram showing how many times each item is purchased:

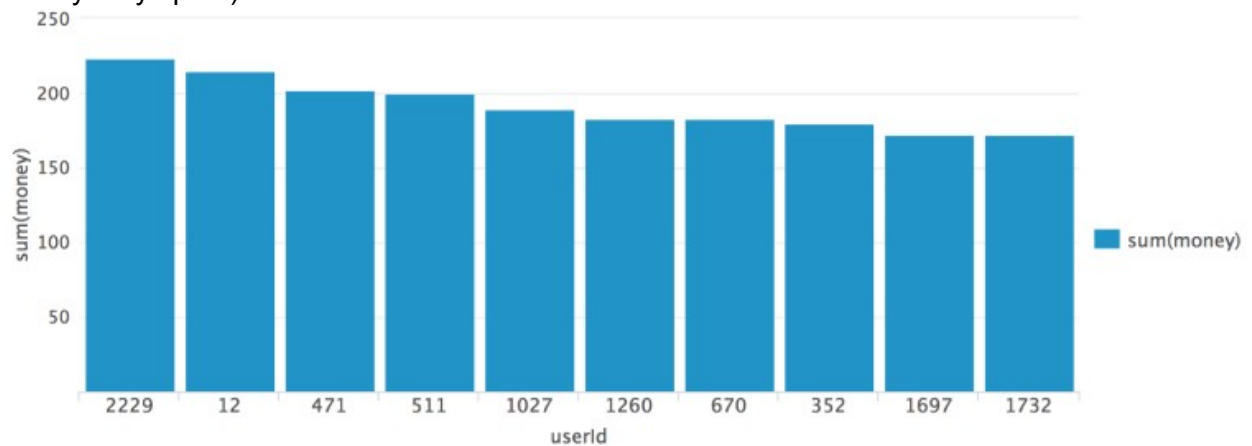


histogram showing how much money was made from each item:



## 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	11.6%
2	12	iPhone	13.1%
3	471	iPhone	14.5%