How can we increase revenue from Catch the Pink Flamingo?

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Context

- Catch The Pink Flamingo
  - a mobile game
  - Eglence Inc.
  - a multi-user game

- Objective: to catch as many Pink Flamingos as possible by following the missions provided by real-time prompts in the game and cover the map provided for each level.
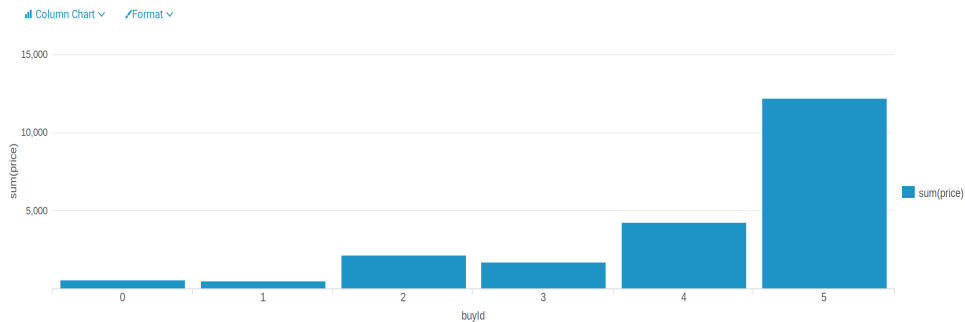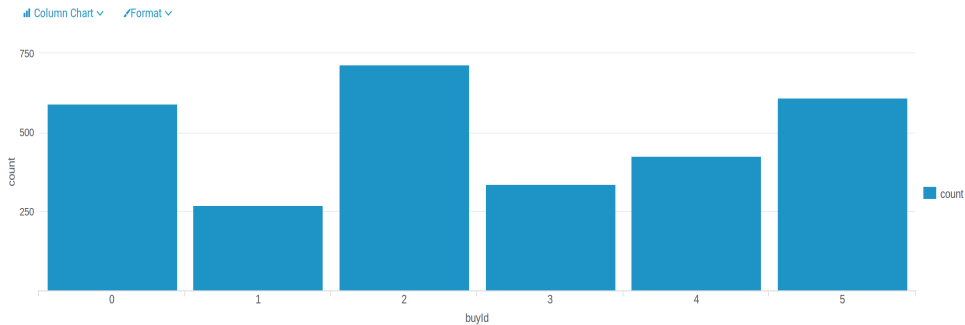
Problem Statement

flamingo-data
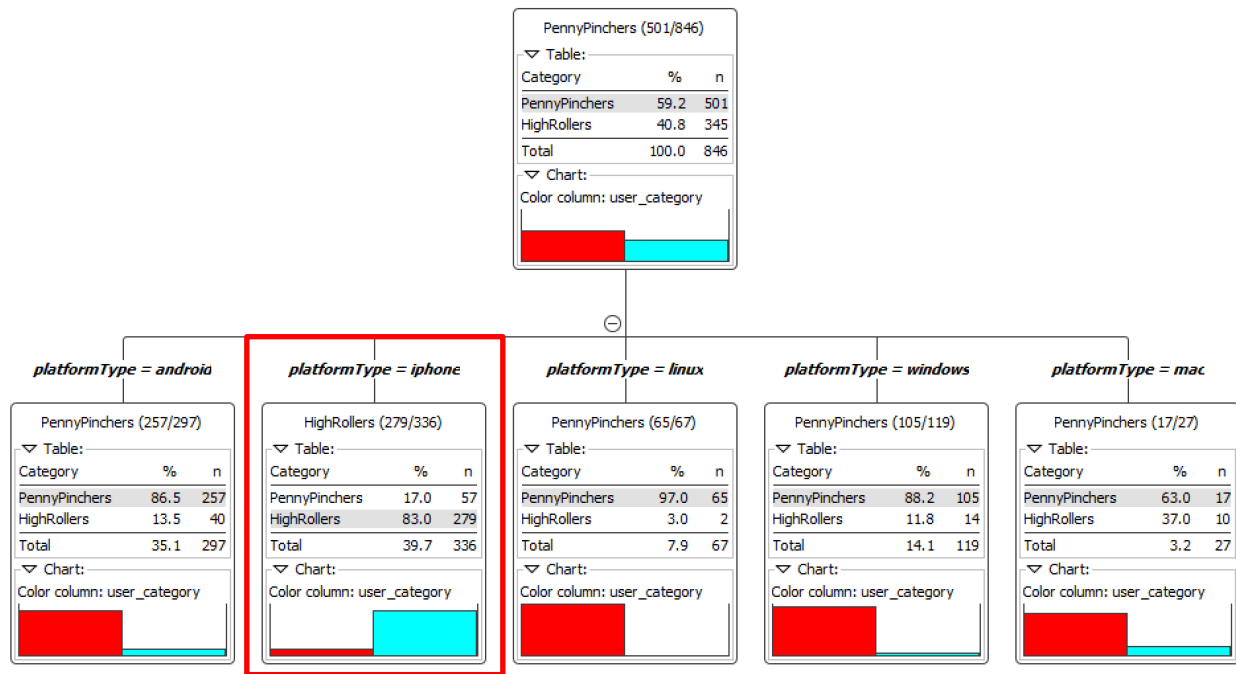

combined-data

chat-data

Data Exploration Overview

- the item "2" is the most purchased, the item "1" is the least purchased

- the item "5" made the most money, and the item "1" made the least money

Classification

- HighRollers:] 5, ∞[
  PennyPinchers:]- ∞, 5]

- most users which on the platform **iPhone** are HighRollers

Clustering

Cluster	Total ad clicking	Total game clicking	Revenue
1	25.12	362.50	35.36
2	32.05	2393.95	41.20
3	36.47	953.82	46.16

→ low level spending user (L)

→ neutral user (N)

→ high level spending user (H)

- ad clicking amount of H is 1.45 times more than L and 1.14 times more than N
- game clicking amount of H is 2.63 times more than L
- revenue from H is 1.31 times higher than L and 1.12 times higher than N

Chat Graph Analysis

Users	Number of Chats
394	115
2067	111
209	109
1087	109
554	107
516	105
1627	105
999	105
668	104
461	104

Chattiest Users

Teams	Number of Chats
82	1324
185	1306
112	957
18	844
194	836
129	814
52	788
136	783
146	746
81	736

Chattiest Teams

Users	Teams	Number of Chats
394	63	115
2067	7	111
209	7	109
1087	77	109
554	181	107
1627	7	105
516	7	105
999	52	105
461	104	104
668	89	104

Recommendation

- Offer more products to iPhone users

- Provide more products to "high level spending user"

- Provide some fixed pay packages or promotion to users, especially to "low level spending user"