Presentation on how we can increase revenue from the Catch the Pink Flamingo Project

Tshepo Matlhabe

Problem Statement

Use the power of data analytics to identify new revenue opportunities and gain insight into player behaviours

Data Is sourced from:

- **Player activities during the game**

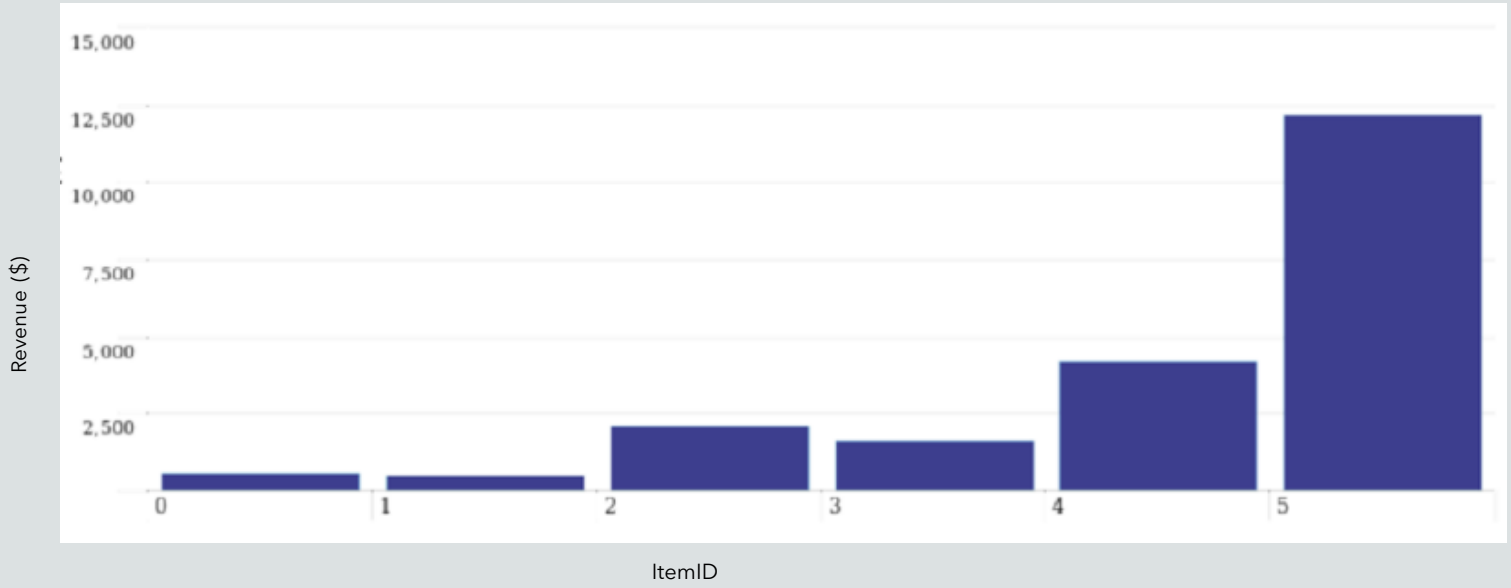
- This data help us to evaluate when and where the users clicks on the screen, when the user purchase an in-app item or clicks on a banner. Understanding this data help us to evaluate and design better game UX that convert more, target specific promotion to specific users and price strategy.

- **Chats between players**

- This data is very useful; we can find the most influential players and what is the hottest topic. We can define more efficient marketing campaign strategies based on the insights we discovered from this data.

Data Exploration Overview

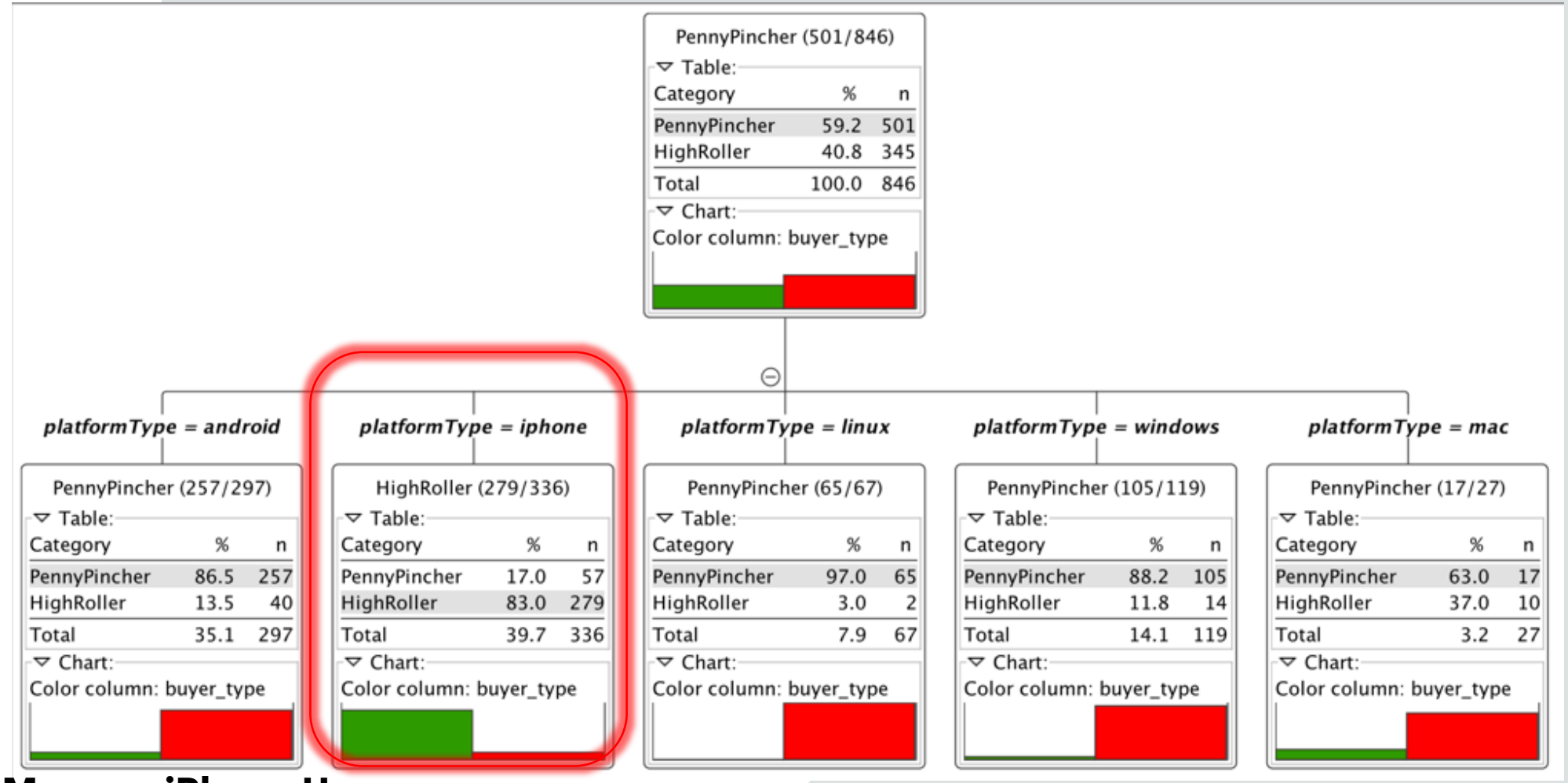
Revenue Generated from In-App Purchased Items



ItemID5 generates 57% of total revenue. More than all other items combined!

We could develop a marketing strategy that promotes sales of itemID5.

What has classification taught us?



Focus More on iPhone Users

Most players are on mobile platforms and iPhone users are most likely to be HighRoller players while android players tend to be fans of PennyPinchers.
Promoting the game among iOS and MAC users should increase the revenue.

What has clustering taught us?

Cluster Number	Cluster Center [totalAdClicks, TotalBuyClicks, Total Revenue]
1	[41.07, 10.29, 145.51]
2	[34.28, 6.45, 67.22]
3	[26.30, 4.48, 17.07]

totalAdClicks – Total number of ad-clicks per user
TotalBuyClicks – Total number of in-app purchases per user
Total Revenue – Total money spent on in-app purchased items per user

K-means Cluster analysis based on these 3 attributes resulted in 3 cluster:

Cluster 1 is different from the others in that the players in the cluster have the highest'totalAdClics', 'totalBuyClicks' and 'totalRevenue'. They are frequent ad-clickers. We could increase the price for ads targeting for these players.

Cluster 2 is different from the others in that the players in the cluster have the second highest'totalAdClics', 'totalBuyClicks' and 'totalRevenue'.

Cluster 3 is different from the others in that the players in the cluster have the lowest'totalAdClics', 'totalBuyClicks' and 'totalRevenue'. They spend items with lower price. We could encourage them to spend more with promotional codes.

Graph Analysis on Chart Data

Found the longest conversation chain and its participants

- We could use this information to find hottest topic and formulate business strategies around these.

Analyzed relationship between Top10 chattiest users and Top10 chattiest teams

- It seems that there is no relationship between chattiest users and chattiest teams, this suggests that we may need different business strategies between the two categories.

Found the Top 3 most active users based on clustering coefficient

- Targeting these specific players should be more productive than targeting “normal” players

Recommendations

Focus on selling and developing in-app purchase items like itemID5, it's the most profitable item.

Promoting the game to attract more iOS and Mac users. Players on these two platforms are more likely to be High Roller fans who are willing to spend more.

Promoting to the most influential players, could easily attract their communities to join the game.

End of Presentation

Thank you!!!