

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?

Flamingo Data: 8 Datasets capturing Ad, Purchase, Gameplay based behaviour and also User and Team behaviour and details.

Important for us to see what drives our **Revenues**

Chat Data: 6 Datasets recording the patterns in Chats between players.

Important for us to keep our Players **engaged** which in-directly generates revenue



We have looked into deriving value from two types of Datasets here, first, the Organisational Data, that is the data the organisation generates over time. This can mean logs, transactions, etc.

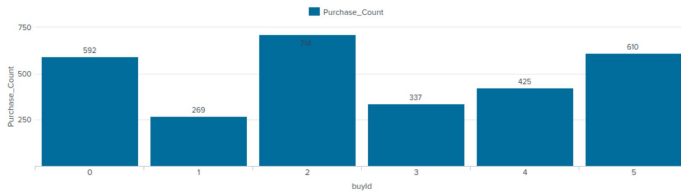
The second being user generated data. Here we are talking about chat data.

The organisational data of Catch The Pink Flamingo can help us pinpoint into behaviour that drives revenue.

The chat data can help us look into the social aspect of the game and perhaps drive engagement.

Data Exploration Overview

Store Item Popularity:



Revenue Generated per Item:

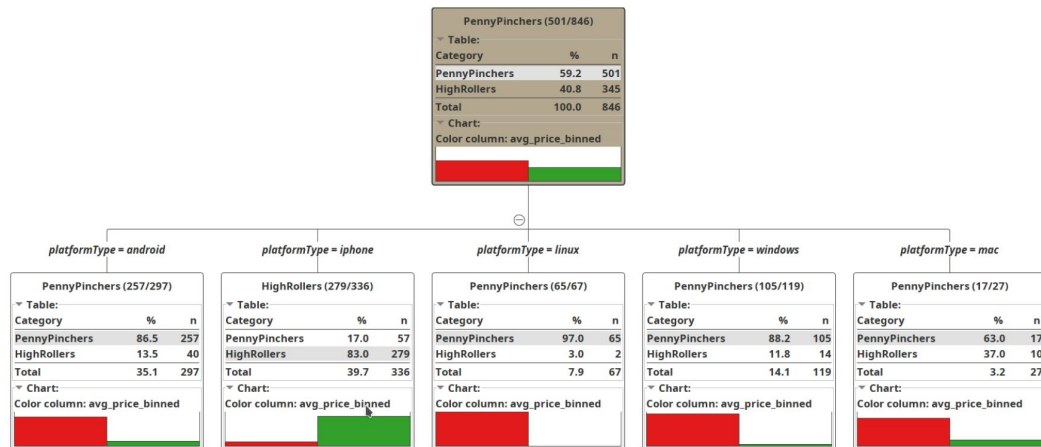


We noticed that Items 0,2 and 5 are the most popular, but individually not by a huge margin.

A huge amount of revenue is being generated simply by Item 6. Perhaps the items barely sold like 0,1,2 should be scraped and newer items should be brainstormed.

What have we learned from classification?

We learnt that almost **only iPhone** Users spend a lot in the game store.



iPhone is the only platform where users are extremely likely to spend over 5\$. They have a 83% probability of being HighRollers(individuals who spend over 5\$).

What have we learned from clustering?

We segmented our player base into 3 clusters, and observed the behaviour of each cluster.

Cluster1 is a segment of users who have moderately **high ad clicks** and **purchase** amount. Their teams are **very weak** and they click **slower** than normal.

Cluster2 is a segment of users that **barely click ads**, and have **fewer purchase amounts** too. Their teams are slightly on the **weaker side**, and so is their **click speed, slow**.

Cluster3 is a segment of users that have **moderately high ad clicks** but they purchase **lesser** than most, their teams are **extremely strong**, and their click speeds are **fairly high**.



So looking at the description of Cluster 1, perhaps they can be boiled down to weak players who buy from the store to compensate for performance.

The second cluster, consist of players with completely undesirable behaviours, don't generate revenue, and are weak at the game.

The third cluster seems to be high competitive players from strong teams, they click fast and also click on ads. But they don't rely on the store purchases much.

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

From the Chat graph analysis, we were able to look into players' chat behaviours.

Looks at chat engagements, how long threads can go, who are the chattiest users, who are the chattiest teams. We even saw which Users formed clusters when it came to chatting.

We should look into if the chattiness of a user or a team, or perhaps behaviours of chat clusters of different strengths could drive revenue generating behaviour.



We have looked into how long engaging chats can go, who the chattiest teams and the chattiest players are. We have looked into inter-player communication and the cluster networks they foster.

Further exploration is recommended on chatty behaviour and revenue driving behaviour.

Recommendation

Specific Recommendations to Increase Revenue	Rationale
1. Provide extra perks for the iPhone platform so that new iPhone players feel incentivised to start playing the game.	Perks or referral deals for new iPhone players can net us revenue generating users as they spend a lot.
2. On special occasions, gift in-game purchase bonuses to players. If some players like the bonuses, we'll be able to convert some non-purchasers into purchasers.	Players that have spent a little, are less afraid of spending again. We will try to convert some into purchasers.
3. Increased Ads and Store Promotions to extremely weak Team Players	It was seen that players from the weakest teams tend to click on ads and buy from the store a lot.
4. Show expensive and higher frequency of ads to players of extremely strong teams.	It was seen that players from the strongest teams tend to click on ads a lot.

The one best recommendation to make to Eglence is the first one in the list. It is expected to have a high efficacy. iPhone players are the primary revenue drivers in this game. Surplus marketing to net in more iPhone players is likely to boost our revenues.