

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
ad-clicks.csv	Records on every instance an ad was clicked	Timestamp: when exactly was the ad clicked txId: unique ID for every ad click userSessionid: The ID of the active user session when the user clicked the ad teamid: The ID of the team the user belonged to when he clicked the ad userid: The ID of the user who clicked the ad adId: Unique of the ad that was clicked adCategory: Category of the app
buy-clicks.csv	Records every transaction from the game's store	Timestamp: when exactly was item bought txId: unique ID for every transaction userSessionId: The ID of the active user session when the user bought the item team: The ID of the team the user belonged to userid: The ID of the user buyId: ID of the item bought price: Price of the item

users.csv	Records each User joining the game	<p>timestamp: When did user register</p> <p>userId: Unique User ID</p> <p>nick: Chosen Nickname</p> <p>twitter: Twitter Handle</p> <p>dob: Date of Birth</p> <p>country: 2-Letter code of User's country</p>
team.csv	Record for each team terminated	<p>teamId: the id of the team</p> <p>name: the name of the team</p> <p>teamCreationTime: the timestamp when the team was created</p> <p>teamEndTime: the timestamp when the last member left the team</p> <p>strength: a measure of team strength, roughly corresponding to the success of a team</p> <p>currentLevel: the current level of the team</p>
team-assignments.csv	Record added when User joins team	<p>timestamp: when the user joined the team.</p> <p>team: the id of the team</p> <p>userId: the id of the user</p> <p>assignmentId: a unique id for this assignment</p>

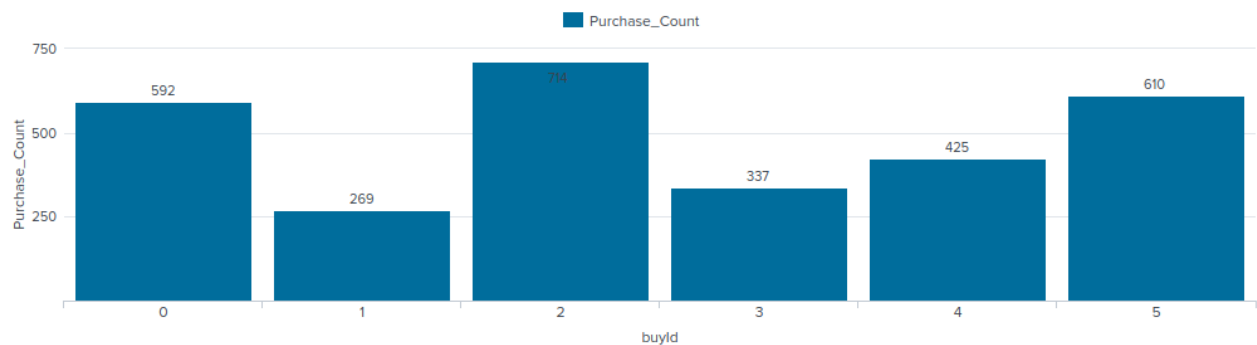
level-events.csv	Record added each time a team starts or finishes a level	<p>timestamp: when the event occurred.</p> <p>eventId: a unique id for the event</p> <p>teamId: the id of the team</p> <p>teamLevel: the level started or completed</p> <p>eventType: the type of event, either start or end</p>
user-session.csv	Record added for every new UserSession. i.e User starts and stops playing the game, or a team moves to the next level	<p>timestamp: a timestamp denoting when the event occurred.</p> <p>userSessionId: a unique id for the session.</p> <p>userId: the current user's ID.</p> <p>teamId: the current user's team.</p> <p>assignmentId: the team assignment id for the user to the team.</p> <p>sessionType: whether the event is the start or end of a session.</p> <p>teamLevel: the level of the team during this session.</p> <p>platformType: the type of platform of the user during this session.</p>

game-clicks.csv	Record added each time a user performs a click in the game	<p>timestamp: when the click occurred.</p> <p>clickId: a unique id for the click.</p> <p>userId: the id of the user clicking</p> <p>userSessionId: the id of the userSession at the time.</p> <p>isHit: denotes if the click was on a flamingo(value 1) or missed(value 0).</p> <p>teamId: the id of the team of the user</p> <p>teamLevel: the current level of the team of the user</p>
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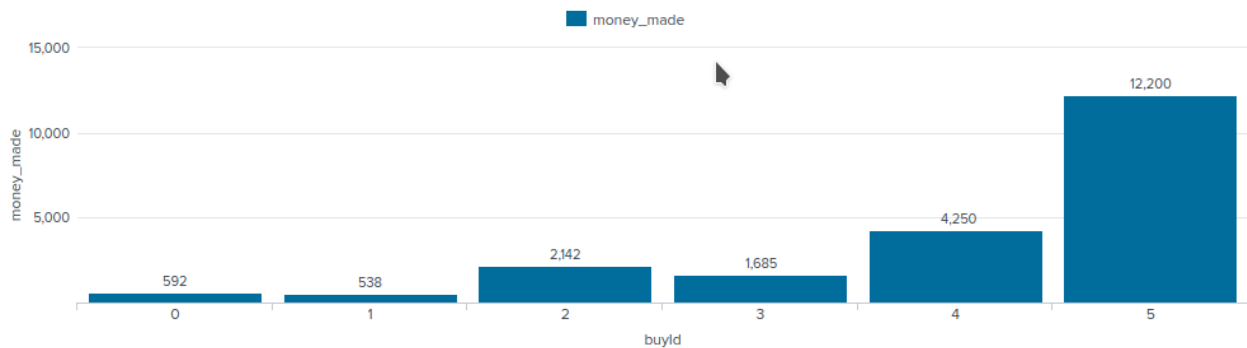
Aggregation

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

A bar chart showing how many times each item is purchased:

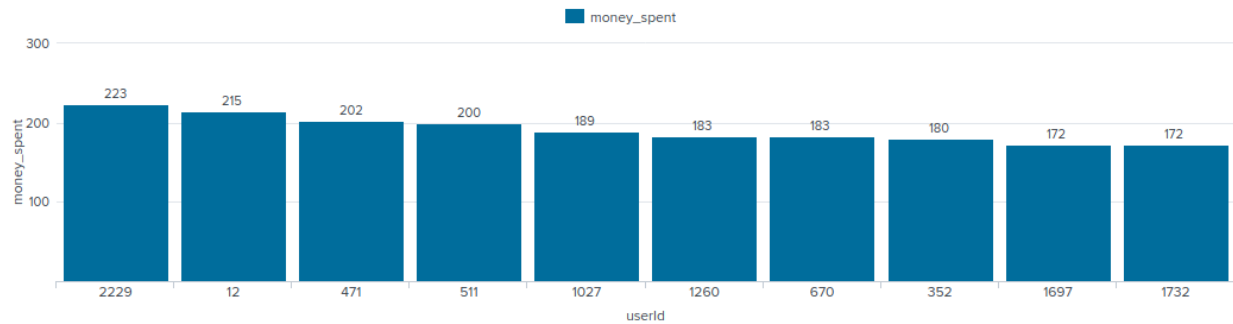


A bar chart showing how much money was made from each item:



Filtering

A bar chart showing the 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	11.596
2	12	iphone	13.068
3	471	iphone	14.503