Data dictionary

NOTE: *Data in this task is not representing the real behavior, but is simulated for the purpose of this task. Yet, it should be "interpreted" as a real, representative behavior of Top Eleven players during the work on the assignment.*

NOTE2: *Please, do not share this document, nor data with people outside of the Nordeus process.*

The *task_table_1.csv* file contains attributes and measures of daily active users (logged in at least once during the day), per day, for a date range between 2023-01-01 and 2023-03-25.

Column name	Column type	Column description
date	date	date written in format 'YYYY-MM-DD'
season	int	integer value describing Top Eleven (TE) season, provided dataset contains values [167-169]
season_day	int	integer value in range [1,28] describing season day, each season contains 28 season days
global_user_id	bigint	unique identifier of the user
registration_date	date	date (written in format 'YYYY-MM-DD') when user registered to TE
cohort_day	int	days since the registration (for user on his registration day, it contains value 0, day after registration 1, etc.)
registration_country_name	string	String value, containing full country name in the moment of registration
registration_platform	string	String value representing platform on which user registered [Android, iOS, Windows, FB or Site]
last_session_country	string	Country from which user was active in his last session on the date
last_session_platform	string	Platform on which user was active in his last session on the date
session_count_daily	int	Integer value describing number on times user logged in to TE on the date
playtime_daily	bigint	Daily total time user spent in TE (expressed in mili sec)
training_count	bigint	Number of times user trained squad (any training included, e.g. quick training/whole squad training /training per role, etc.)
iap_transaction_count_daily	int	Number of successful payment transaction in the game user made on the date (InAppPurchase)
net_revenue_usd_iap_daily	double	Net revenue expressed in dollars Nordeus earned from InAppPurchase
is_payer_lifetime	boolean	Boolean value describing if user made a purchase (InAppPurchase) during his TE lifetime
first_transaction_date_iap	date	Date when user made his first in a lifetime payment transaction (InAppPurchase)
tokens_earned	bigint	Amount of tokens user earned on the date (from in-game features or rewards, yet doesn't include tokens received from InAppPurchase)
rest_boosters_earned	bigint	Amount of rest boosters user earned on the date (doesn't include InAppPurchase, nor purchase within the game shop by tokens)
morale_boosters_earned	bigint	Amount of morale boosters user earned on the date (doesn't include InAppPurchase, nor

		purchase within the game shop by tokens)
treatment_boosters_earned	bigint	Amount of treatment boosters user earned on the date (doesn't include InAppPurchase, nor purchase within the game shop by tokens)
rest_boosters_bought_for_tokens	bigint	Amount of rest boosters user bought for tokens on the date
morale_boosters_bought_for_tokens	bigint	Amount of morale boosters user bought for tokens on the date
treatment_boosters_bought_for_tokens	bigint	Amount of treatment boosters user bought for tokens on the date
tokens_bought_by_iap	bigint	Amount of tokens user purchased on the date (as InAppPurchase)
rest_boosters_bought_by_iap	bigint	Amount of rest boosters user purchased on the date (as InAppPurchase)
morale_boosters_bought_by_iap	bigint	Amount of morale boosters user purchased on the date (as InAppPurchase)
treatment_boosters_bought_by_iap	bigint	Amount of treatment boosters user purchased on the date (as InAppPurchase)
tokens_spent	bigint	Amount of tokens user spent on the date
rest_boosters_spent	bigint	Amount of rest boosters user spent on the date
morale_boosters_spent	bigint	Amount of morale boosters user spent on the date
treatment_boosters_spent	bigint	Amount of treatment boosters user spent on the date
tokens_stash	int	Amount of stashed tokens by user at the end of the date
rest_boosters_stash	int	Amount of stashed rest boosters by user at the end of the date
morale_boosters_stash	int	Amount of stashed morale boosters by user at the end of the date
treatment_boosters_stash	int	Amount of stashed treatment boosters by user at the end of the date
in_squad_auction_player_count	bigint	Number of players joined user's squad from auctions on the date
tokens_spent_on_auction_player	bigint	Amount of tokens spent by user on buying players on auction on the date
in_squad_scout_count	bigint	Number of scout players joined user's squad on the date
tokens_spent_on_scout	bigint	Amount of tokens spent by user on scout players on the date
in_squad_daily_assistant_player_count	bigint	Number of daily assistant players joined user's squad on the date
tokens_spent_on_daily_assistant_player	bigint	Amount of tokens spent by user on daily assistant players on the date
in_squad_recommended_player_count	bigint	Number of recommended players joined user's squad on the date
tokens_spent_on_recommended_player	bigint	Amount of tokens spent by user on recommended players on the date

The *task_table_2.csv* file contains all video ads watched by managers, as well as the reason for watching (regular placement or VALE) and the revenue Nordeus receives from providers for that video.

Column name	Column type	Column description
global_user_id	bigint	unique identifier of the user
time_utc	timestamp	time in utc when the user earned reward from video ad
va_reward_reason	string	Reason for watching video ad - reward. In the case of VALE, the reward is represented as the following string: “{lane}-{player_attribute}-{multiplyer}”
revenue_usd	double	Net revenue expressed in dollars Nordeus earned from every video ad watched