**Part 3: Krikey App Data Projects**

After some exploration of the app, I came out with the following.

1. **User location and related level of engagement**

By analyzing further where the majority of active / non-active users are located, it would be possible to develop an expansion strategy, for example by adapting the app to the wishes of multiple groups of people.

Furthermore, this can be a starting point for the development of the idea proposed in Part 2: the implementation of a virtual network, where users are requested to complete challenges in various key places.

1. **Most popular games**

As mentioned in Part 2, few data have been provided for the gaming aspect of the app.

This analytic report could help investigating what types of games users appreciate the most.

1. **Features that users prioritize in making videos**

By analyzing what users are more attracted on (for example a type of music, a type of avatar movement), it would be possible to upgrade the app further and make it more engaging. Tik Tok, for example, has become extremely popular due to some background music / sounds allowing people to come out with viral performances.