

EVE Online

Team presentation #1: Problem Pitch

Team 6:

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Agenda

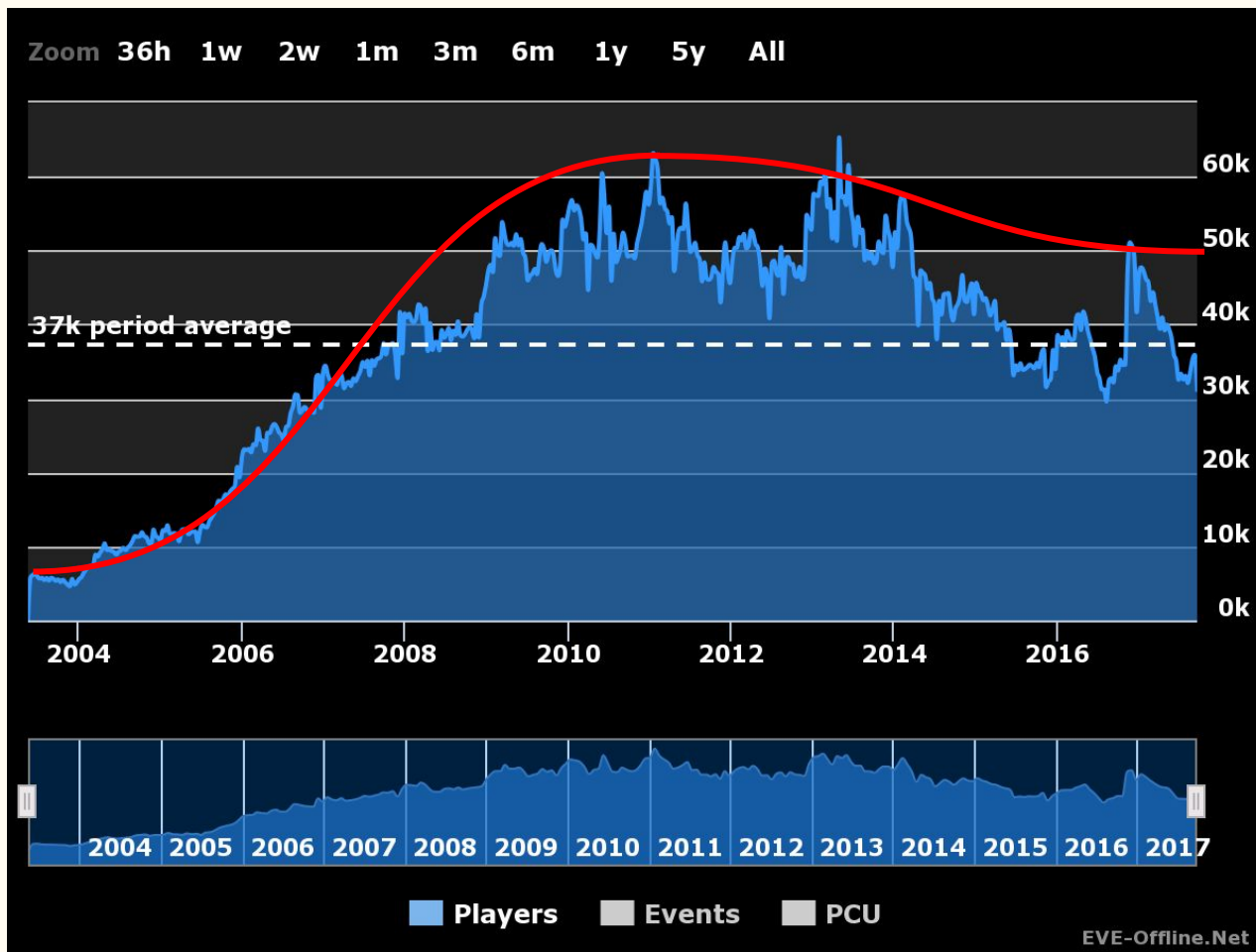
- How's the Eve online doing right now?
- Why “Achieve”?
- Why Us?
- How can we “achieve” this?
- What will we provide?



How's the Eve online
doing right now?

Why “Achieve”

Trend of the EVE Online users since 2004.



source: <http://eve-offline.net/?server=tranquility>

Why “Achieve”

Trend of the EVE-Online players within 5 years.



source: <http://eve-offline.net/?server=tranquility>

What's your next 5 years ?

Understand your Players

Who are they?

What do they care about?

What makes them stick on this game?

Why Analyze over the
keyword Achieve?

Why Studying “Achieve” is important

Out of all the dimensions and categories and subcategories, we picked “achieve”, because it:

1. Reflects our players’ emotion and this particular word is related to success so it gives the players a sense of achievement, happiness, and commitment;
2. Encourage and enforce positive reaction;
3. Measure the impact of every update over users to understand every perspective and iterate over those points for further updates.

Definition of “Achieve” in LIWC Poster

abilit*, able, accomplish*, ace*, achievable, achieve*, achievi*, acquir*, acquisition*, actualiz*, adequa*, advanc*, advantag*, ahead, ambition, ambitions, ambitious, ambitiously, ambitiousness, attain, attainable, attained, attaining, attainment, attains, authorit*, award*, beal, beaten, beat, beaten, best, better, bonus*, burnout*, capab*, celebrat*, challeng*, champ*, cheat, climb*, compet*, confidence, confident, confidently, conquer*, conscientious*, create, created, creates, creating, creation, creations, creative, creativity, defeat*, demot*, determina*, determined, dilligen*, domina*, driven, dropout*, earn, earned, earning, ...

Why Us?

Our Team

Cecilia Liao: Project Manager

Carol Song: Business Analyst

Sheshadri Talla: Data Scientist works on Python and Tableau.

Balaji Katakam: Data Analyst.

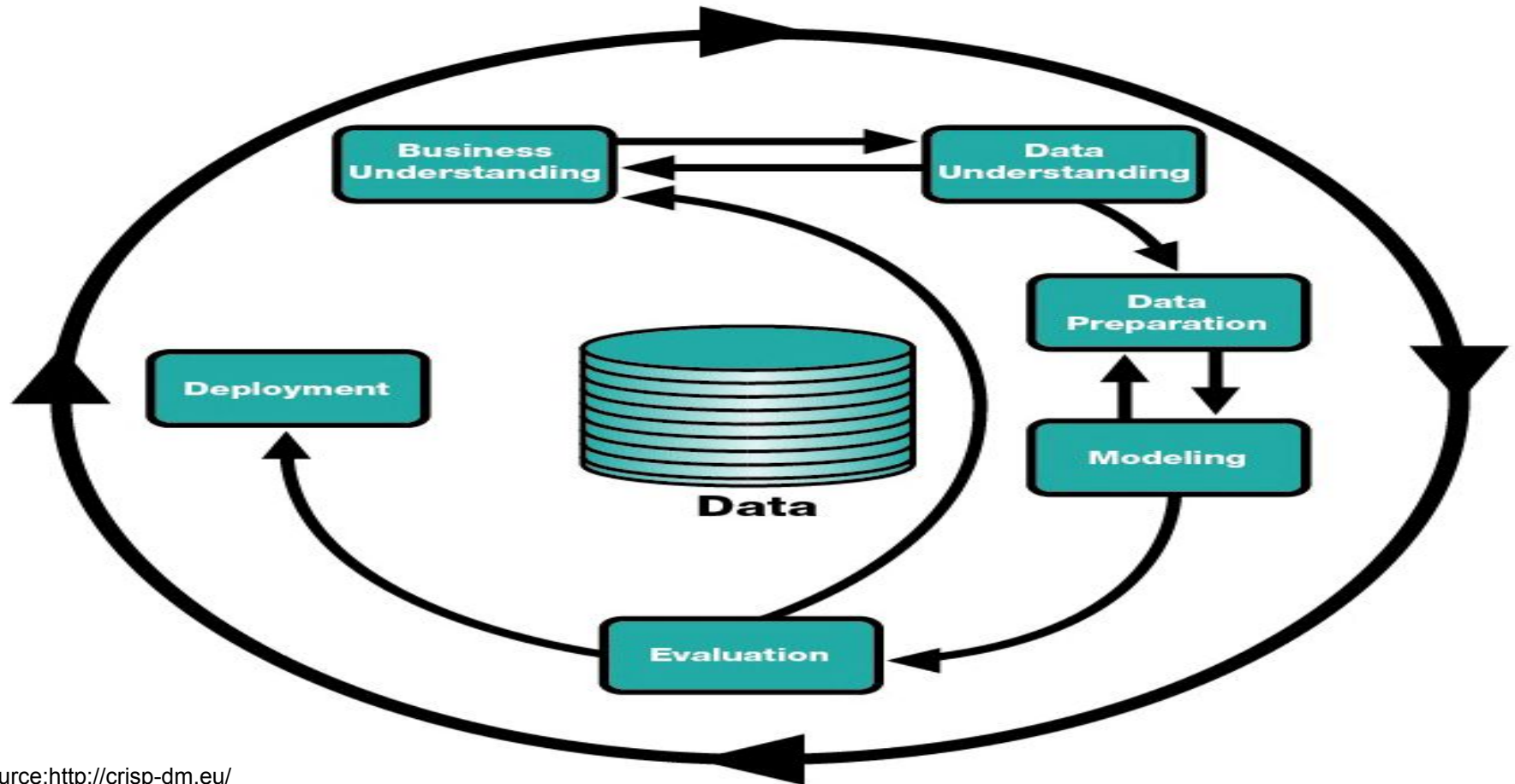
Anandu Anilkumar : Data Analyst, Data cleaning and Data migration

What can EVE Online benefit from the study

Know the past, know the future

By studying the timing (when) and events/reward/product (what) that caused the players to express such positive emotion (words such as ‘*win*’, ‘*success*’, ‘*better*’), it can help EVE Online plan on what action to carry out(event, announcement, new feature etc.) and when to carry out, in order to trigger positive reactions from its players.

How we “achieve” this?
-action plan



Action Plan:

1. Clean the data by filtering out 0 of the “Achieve” column.

columns to keep:

- Achieve (numbers under this column is a percentage value resulted from dividing target word count by total word count (column WC))
- WC (word count)
- Source (E) (datetime stamp)
- Source (F) (usernames)



Sort fields

Data source order



Show alias

# fulldata_LIWC.csv Source (A)	Abc fulldata_LIWC.csv Source (B)	 fulldata_LIWC.csv Source (E)	Abc fulldata_LIWC.csv Source (F)	# fulldata_LI... WC	# fulldata_LIW... WPS	# fulldata_LIWC.csv Achieve	# fulldata_LIWC... Power	# fulldata_LIWC.csv Reward	# fulldata_LIW... Risk	# fulldata_LIWC.csv Focuspast
<i>null</i>	all_subforums	<i>null</i>	usernames	1	1.000	0.0000	0.000	0.0000	0.0000	0.000
1	speakers corner	<i>null</i>	Killer2	341	31.000	3.8100	1.470	0.8800	0.2900	0.290
2	speakers corner	4/21/2011 9:35:00 PM	Shepard Book	24	24.000	0.0000	0.000	0.0000	0.0000	12.500
3	speakers corner	<i>null</i>	Olivia Ironsides	49	49.000	0.0000	4.080	0.0000	4.0800	10.200
4	speakers corner	4/25/2011 10:43:00 PM	Consortium Agent	106	35.330	1.8900	2.830	1.8900	0.0000	4.720
5	speakers corner	4/25/2011 10:55:00 PM	Killer2	162	54.000	1.8500	2.470	1.2300	0.0000	4.320
6	speakers corner	4/26/2011 8:57:00 PM	Falin Whalen	143	35.750	1.4000	2.800	1.4000	0.0000	4.200
7	speakers corner	4/29/2011 3:57:00 AM	Consortium Agent	255	51.000	1.1800	1.960	1.1800	0.0000	4.710
8	speakers corner	4/29/2011 4:00:00 AM	Consortium Agent	115	28.750	0.8700	1.740	0.8700	0.8700	4.350
9	speakers corner	5/1/2011 2:31:00 AM	Mr DurkaDur	112	28.000	2.6800	0.890	0.8900	0.8900	3.570
10	speakers corner	5/21/2011 9:03:00 AM	Hirana Yoshida	151	25.170	3.9700	3.970	0.6600	0.6600	2.650
11	speakers corner	6/15/2011 10:59:00 PM	Salomei	120	40.000	4.1700	2.500	0.0000	0.0000	2.500
12	speakers corner	7/13/2011 2:32:00 PM	Jon Helldrunk	53	53.000	0.0000	0.000	0.0000	0.0000	11.320
13	speakers corner	9/14/2009 2:41:00 PM	mazzilliu	565	25.680	1.7700	1.240	1.2400	0.1800	2.830

Action Plan:

measures that can be derived from source data:

- word count of target words (column Achieve * column WC)
2. New column for date has been added which contains only date and no time stamp.
 3. Load the cleaned data which is only related to “Achieve” in Tableau
 4. Data Analyzing within Tableau (build graphs such as bar chart, trend chart, etc.)
 5. Tell a story via Tableau Story Points (aggregate graphs into interactive pages and dashboard)

What will we provide?

The dimension of the data

1. Over 20% of achieve means positive achieve
2. During the past 5 years, how “achieve” reflect during how whole forum.
 - a. By looking all the trends or numbers of records in the forum
 - b. Then highlight in those forums what’s the reflection of the “achieve”
 - c. Mapping back to 4 events. How does the player feel
3. Who is the influence key players
4. Who can encourage other players?

Thank you
Q & A

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Reference

1. LIWC2015 Dictionary Manual
2. CANVAS - <https://sit.instructure.com/courses/21571/files>
3. <https://www.youtube.com/watch?v=-EhYY4gLt-c>
4. <http://eve-offline.net/?server=tranquility>
5. <http://crisp-dm.eu/>