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?

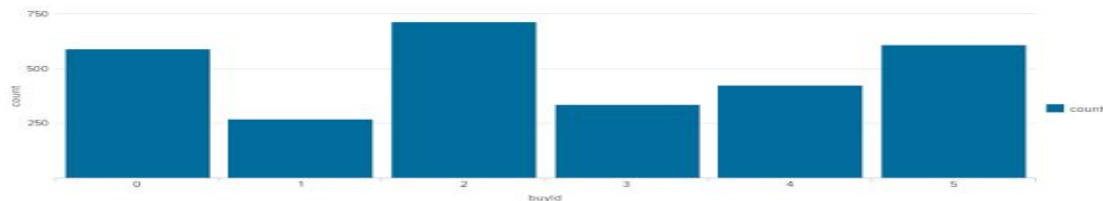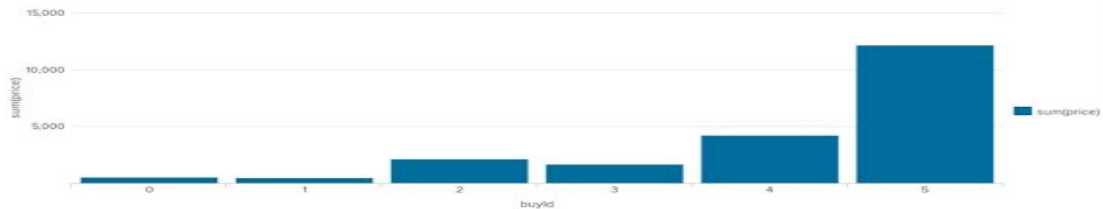🟧 **flamingo-data**

🟧 **combined-dala**

🟧 **chat-data**

Data Exploration Overview

The data exploration was performed on Splunk using the flamingo-data, some of the results are presented below:
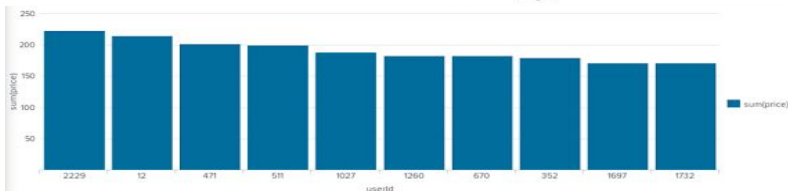
1. Histogram showing how many times each item was purchased

2. Histogram showing how much money was made from each item
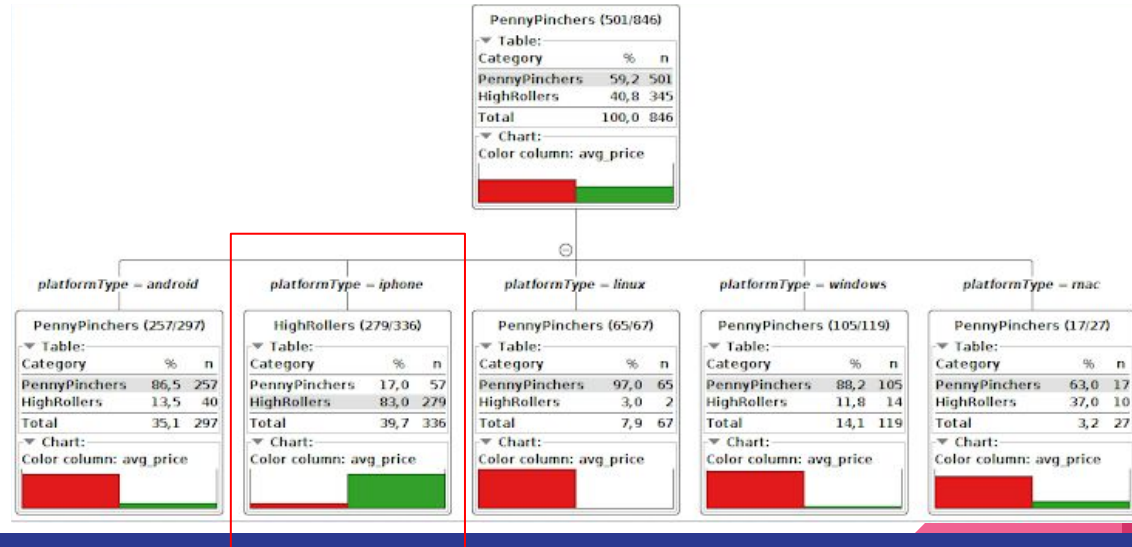
3. Histogram showing total amount of money spent by the top ten users

What have we learned from classification?

The classification was performed using KNIME with the method of decision trees, the threshold used was if the user bought items of 5 dollars or less and more than 5 dollars. As a result, it can be affirmed that users that perform purchases of 5 dollars of more use Iphone as presented below.

What have we learned from clustering?

The clustering was performed using Spark, three groups were identified and the following variables were used in the analysis:

- revenue: total amount of money spent by user;
- gameClickSum: sum of clicks are understood as engagement, amount by user;
- adClickSum: sum of clicks are understood as the chance of purchase by user.

Cluster	adClickSum	gameClickSum	revenue
1	25.14	362.5	35.36
2	32.05	2393.95	41.2
3	36.47	953.82	46.16

⇨ Low level spenders

⇨ Medium Level spenders

⇨ High level spenders

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

This final part of the project was performed using Neo4J, based on the chat-data datasets. The following questions were proposed by the course to guide the analysis:

UserID	ChatCount
394	115
2067	111
209	109

➡ Find the most chat active users.

Find the most chat active teams. ⬅

TeamID	ChatCount
82	1324
185	1036
112	957

UserID	Coefficient
209	0,95
554	0,9
1087	0,8

➡ How active are groups of users?

Recommendation

1. Android and Windows platform users are a representative part of the total of users so it makes sense invest on marketing and development to improve the turnover of sales on this group.
2. Due to the high spending of the Iphone users, it worths invest on marketing to bring more users of this platform.
3. Provide low rate fix pay for small advantages to promote low level spending groups.