

# 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	A line is added to this file when a player clicks on an advertisement in the Flamingo app.	<b>timestamp</b> : when the click occurred. <b>txId</b> : a unique id (within ad-clicks.log) for the click <b>userSessionId</b> : the id of the user session for the user who made the click <b>teamid</b> : the current team id of the user who made the click <b>userid</b> : the user id of the user who made the click <b>adId</b> : the id of the ad clicked on <b>adCategory</b> : the category/type of ad clicked on
buy-clicks.csv	A line is added to this file when a player makes an in-app purchase in the Flamingo app.	<b>timestamp</b> : when the purchase was made. <b>txId</b> : a unique id (within buy-clicks.log) for the purchase <b>userSessionId</b> : the id of the user session for the user who made the purchase <b>team</b> : the current team id of the user who made the purchase <b>userId</b> : the user id of the user who made the purchase <b>buyId</b> : the id of the item purchased <b>price</b> : the price of the item purchased
users.csv	This file contains a line for each user playing the game.	<b>timestamp</b> : when user first played the game. <b>userId</b> : the user id assigned to the user. <b>nick</b> : the nickname chosen by the user. <b>twitter</b> : the twitter handle of the user. <b>dob</b> : the date of birth of the user. <b>country</b> : the two-letter country

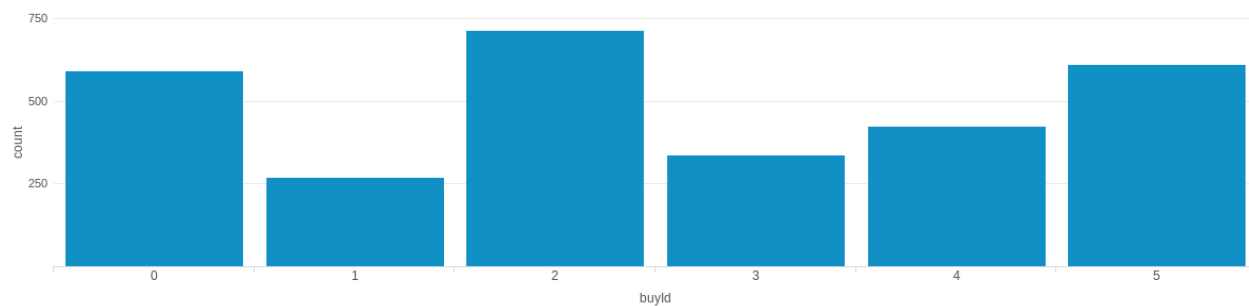
		code where the user lives.
team.csv	This file contains a line for each team terminated in the game.	<b>teamId</b> : the id of the team <b>name</b> : the name of the team <b>teamCreationTime</b> : the timestamp when the team was created <b>teamEndTime</b> : the timestamp when the last member left the team <b>strength</b> : a measure of team strength, roughly corresponding to the success of a team <b>currentLevel</b> : the current level of the team
team-assignments.csv	A line is added to this file each time a user joins a team. A user can be in at most a single team at a time.	<b>timestamp</b> : when the user joined the team. <b>team</b> : the id of the team <b>userId</b> : the id of the user <b>assignmentId</b> : a unique id for this assignment
level-events.csv	A line is added to this file each time a team starts or finishes a level in the game	<b>timestamp</b> : when the event occurred. <b>eventId</b> : a unique id for the event <b>teamId</b> : the id of the team <b>teamLevel</b> : the level started or completed <b>eventType</b> : the type of event, either start or end
user-session.csv	Each line in this file describes a user session, which denotes when a user starts and stops playing the game. Additionally, when a team goes to the next level in the game, the session is ended for each user in the team and a new one started.	<b>timestamp</b> : a timestamp denoting when the event occurred. <b>userSessionId</b> : a unique id for the session. <b>userId</b> : the current user's ID. <b>teamId</b> : the current user's team. <b>assignmentId</b> : the team assignment id for the user to the team. <b>sessionType</b> : whether the event is the start or end of a session. <b>teamLevel</b> : the level of the team during this session. <b>platformType</b> : the type of platform of the user during this session.
game-clicks.csv	A line is added to this file each time a user performs a click in	<b>timestamp</b> : when the click occurred.

	the game.	<b>clickId</b> : a unique id for the click. <b>userId</b> : the id of the user performing the click. <b>userSessionId</b> : the id of the session of the user when the click is performed. <b>isHit</b> : denotes if the click was on a flamingo (value is 1) or missed the flamingo (value is 0) <b>teamId</b> : the id of the team of the user <b>teamLevel</b> : the current level of the team of the user
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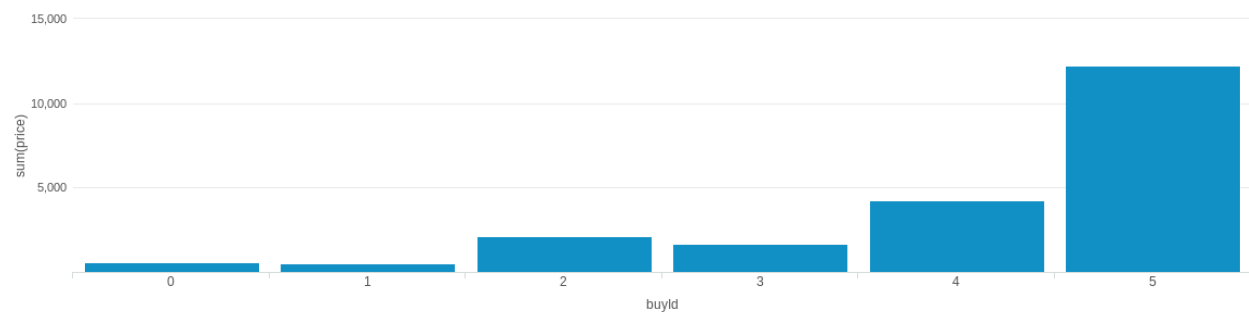
## Aggregation

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

A histogram showing how many times each item is purchased:

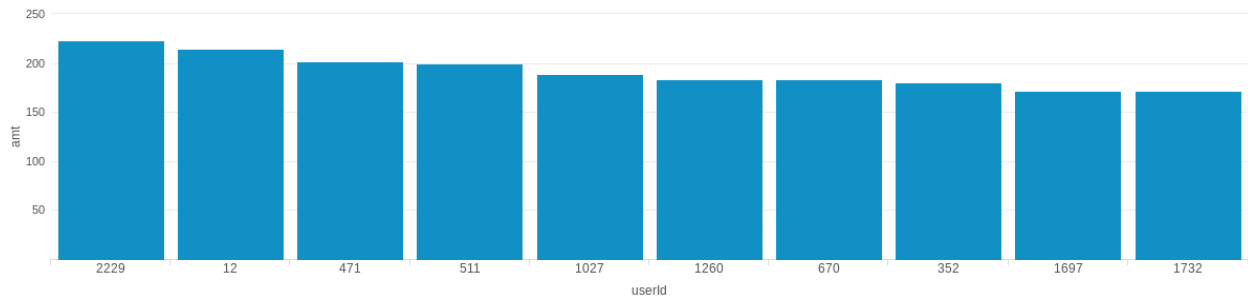


A histogram showing how much money was made from each item:



## Filtering

A histogram showing 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	11.6%
2	12	iphone	13.1%
3	471	iphone	14.5%