

# 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?

ad-clicks.csv

team-assignments.csv

buy-clicks.csv

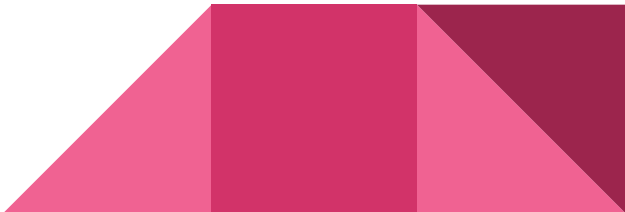
level-events.csv

users.csv

user-session.csv

team.csv

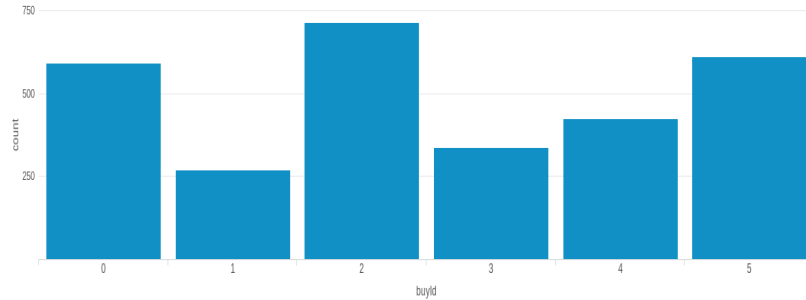
game-clicks.csv



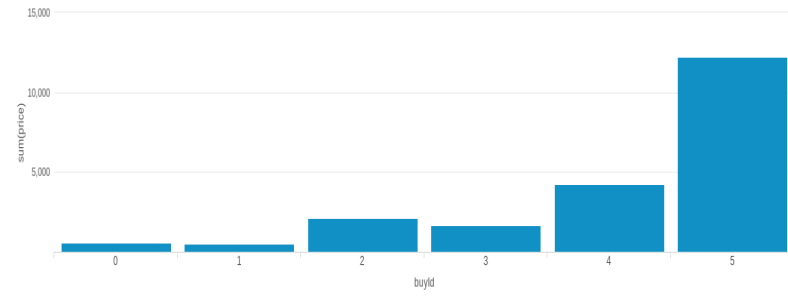
# Data Exploration Overview

Amount spent buying items	\$21407
# Unique items available to be purchased	6

how many times each item is purchased:



A histogram showing each item:



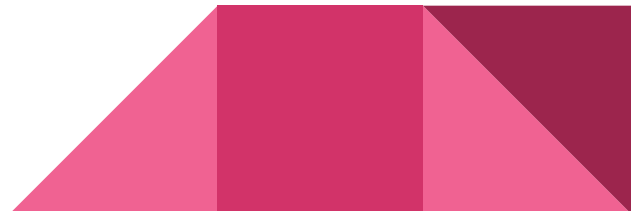
# What have we learned from classification?

## **What makes a HighRoller?**

PlatformType is a key attribute to classify users. If user use iphone, he or she high probability is a HighRoller. And if users not use iphont, he or she high probability is a PennyPicher.

## **Specific Recommendations to Increase Revenue**

1. Advertising to iphone users, to attract more new iphone users.
2. Offering discount items to users who are not use iphone.



# What have we learned from clustering?

If use totalAdClicks, revenue, hitRatio to clustering, we can find,

Cluster 1 is different from the others in that median totalAdClicks, median revenue, median hitRatio.

Cluster 2 is different from the others in that high totalAdClicks, high revenue, high hitRatio.

Cluster 3 is different from the others in that low totalAdClicks, low revenue, low hitRatio.

## Recommended Actions

Action Recommended	Rationale for the action
Add ads to cluster 3	Cluster 3 buy little items, so we can increase ads revenue from them.
Deep research cluster 2, keep them retention	Cluster 2 are high value users, we should attention to their churn tendency, keep them retention to get more income.

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

We should more care about teams. So I think we should analyze:

How “Dense” are groups of team members?

How ”Acitve” are groups of team members?



# Recommendation

## **Recommendation (learn from classification)**

1. Advertising to iphone users, to attract more new iphone users.
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## **Recommendation (learn from classification)**

1. Add ads to cluster 3: Cluster 3 buy little items, so we can increase ads revenue from them.
  2. Deep research cluster 2, keep them retention: Cluster 2 are high value users, we should attention to their churn tendency, keep them retention to get more income.
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