🎯 Purchase Behavior

1. At which user levels do purchases most frequently occur?

2. What is the average time/session gap between install and first purchase?

3. What are the most purchased items (`adj_product_id`) and their revenue contribution?

4. How does the purchase rate vary by country?

5. How many users make just one purchase vs. repeat purchases?

6. How does the sequence of purchases evolve (e.g., low → mid → high value packs)?

7. What's the average purchase frequency per user type (e.g., casual vs. hardcore)?

8. Do high-value purchases happen at higher levels or earlier in the lifecycle?

9. What is the lifetime value (LTV) segmented by first purchase level or product?

10. How do session counts relate to total IAP spend?

📊 User Segmentation & Personas

11. Can users be clustered based on spending patterns (e.g., whales, dolphins, minnows)?

12. Are certain player personas (e.g., booster-heavy users, revive-reliant users) more monetizable?

13. How do engagement profiles (time spent, level attempts) relate to spend behavior?

14. Which lifetime status metrics best differentiate payers from non-payers?

15. What are the distinct paths (play styles) that lead to high conversion?

💸 Ad Monetization & Interaction

16. How does usage of RVs (rewarded videos) correlate with likelihood to purchase?

17. Do users who watch ads early churn more or less than those who don't?

18. Are some RV types (revive, booster refill) more predictive of future IAP behavior?

19. Does excessive RV usage delay or reduce IAP conversion?

20. What is the overlap between high RV users and high IAP spenders?

🧪 Purchase Intent & Funnel Conversion

21. How accurate is the purchase_intent flag in predicting future purchases?

22. What percentage of high purchase intent users actually buy something?

23. What in-game states (level, hard balance, lives) precede most purchases?

24. Do users with shop_intent but no purchase differ significantly from converters?

25. What's the abandonment rate in the shop funnel?

⏳ Timing & Session Dynamics

26. How long (in minutes/hours/days) does it typically take for a user to convert?

27. Are there "golden windows" — certain sessions or days — when users are most likely to purchase?

28. What's the session count distribution at first purchase for top spenders?

29. How do level streaks (win/loss) affect IAP behavior?

📉 Retention, Churn & Lifecycle

30. Does making a purchase reduce churn risk significantly?

31. What's the average time between last purchase and last session (i.e., decay)?

32. Do early payers have longer lifetime engagement than late payers?

33. Are certain purchase products more "retention-boosting" than others?

🧩 Gameplay Mechanics & Economy

34. Do players tend to purchase after failing a level?

35. Are hard currency balances typically low at the point of purchase?

36. Does lack of boosters (inventory = 0) trigger purchases?

37. Do high blocked-cell or goal-difficulty levels lead to more purchases?

38. Are there economic bottlenecks (balance gaps) that lead to conversion?

📐 Predictive Modeling Candidates

39. Can we predict likelihood of purchase based on 1st session behavior?

40. Which combination of features (level, time in app, boosters used) best predicts conversion?

41. Can we model expected LTV based on user's first 24–48 hours of behavior?

42. Which features are most predictive of whales vs. small spenders?

🔍 Cohort & Funnel Behavior

43. What % of users purchase within the first 1/3/7 days after install?

44. What's the funnel conversion at each stage: install → level start → ad view → purchase?

45. Do players from certain cohorts (by date, country, A/B group) monetize better?

46. What is the conversion rate by placement of IAP offers (if placement = UI location)?

47. How many purchases happen during or after session spikes?