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 detailed description of players' clicks on advertisements	**timestamp**: when the click occurred. **txId**: a unique id assigned to the click **userSessionid**: the session id of the session in which the user made the click **teamid**: the current team id of the user who made the click **userid**: the id of the user who made the click **adId**: the id of the ad clicked on **adCategory**: the category of the ad clicked on
buy-clicks.csv	A detailed record of players' in-app purchases	**timestamp**: when the purchase was made. **txId**: a unique id assigned to the purchase **userSessionId**: the session id of the session in which the user made the purchase **team**: the current team id of the user who made the purchase **userId**: the id of the user who made the purchase **buyId**: the id of the item purchased **price**: the price of the item purchased
users.csv	This file contains information about the game's players.	**timestamp**: when user first played the game.

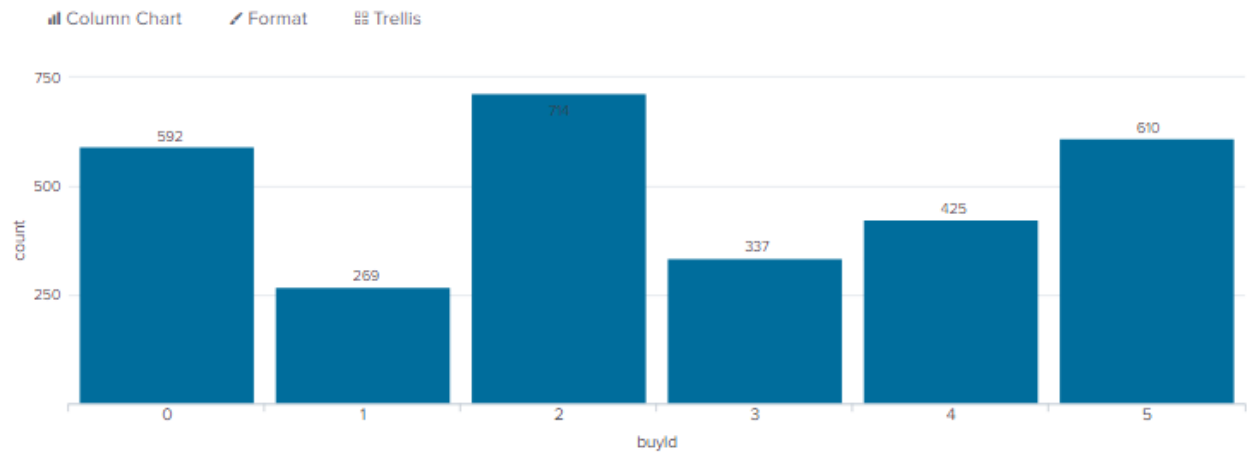|		
		userId: a unique id assigned to the user. **nick**: the nickname chosen by the user. **twitter**: the twitter handle of the user. **dob**: the date of birth of the user. **country**: the two-letter country code where the user lives.
team.csv	A detailed record of terminated teams	**teamId**: the id of the terminated team **name**: the name of the terminated team **teamCreationTime**: when the team was created **teamEndTime**: when the last member left the team **strength**: a measure of team strength at point of termination **currentLevel**: the level of the team at point of termination
team-assignments.csv	A record of players' team-joining events	**timestamp**: when the user joined the team. **team**: the id of the team that the user joined **userId**: the id of the user **assignmentId**: a unique id assigned to this joining event
level-events.csv	A detailed record of every time a team engages with levels	**timestamp**: when the engagement occurred. **eventId**: a unique id assigned to the engagement **teamId**: the id of the team **teamLevel**: the level engaged by the team **eventType**: the type of event, either 'start' or 'end'

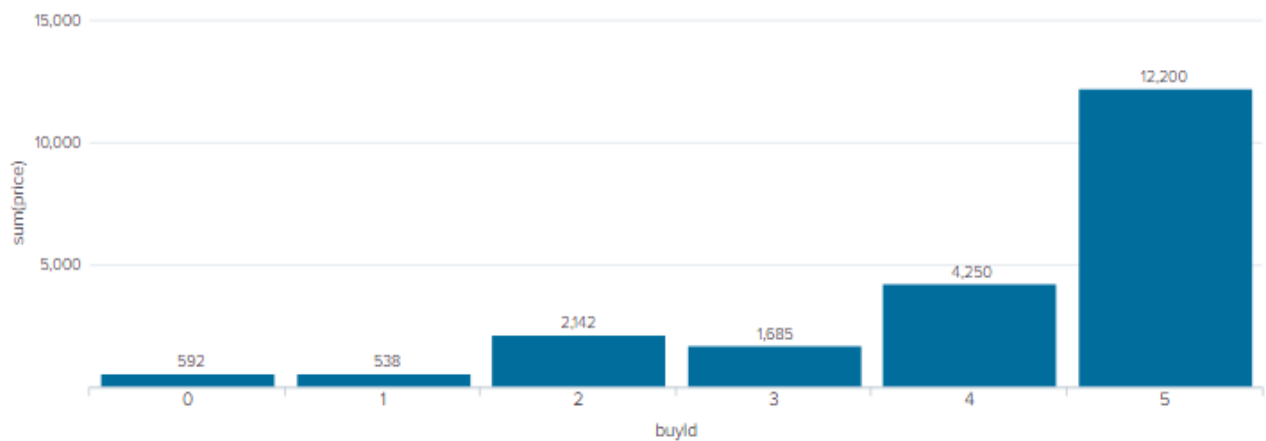| **user-session.csv**	A detailed record of every time a user starts/ends a playing session	**timestamp**: when the event occurred.
		userSessionId: a unique id assigned to the session.
		userId: the current user's ID.
		teamId: the id of the user's current team.
		assignmentId: the team assignment id assigned when the user joined the current team
		sessionType: whether the event type is 'start' or 'end'
		teamLevel: the level of the team during this session.
		platformType: the platform type the user used during the session.
game-clicks.csv	A detailed description of all clicks performed by the user during playing	**timestamp**: when the click occurred.
		clickId: a unique id assigned to the click.
		userId: the id of the user performing the click.
		userSessionId: the id of the session the user was in when the click occurred.
		isHit: Boolean value denotes if the click hit the flamingo (value is 1) or missed the flamingo (value is 0)
		teamId: the id of the user's current team
		teamLevel: the current level of the user's current team

Aggregation

Amount spent buying items	21407.0
Number of unique items available to be purchased	6

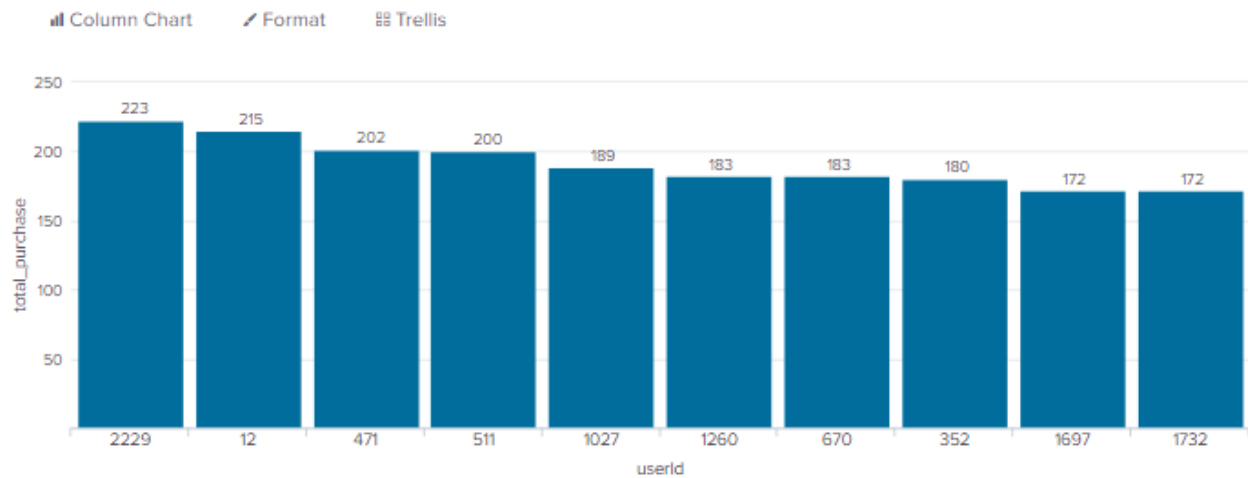A histogram showing how many times each item is purchased:

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	11.60
2	12	iPhone	13.07
3	471	iPhone	14.50