# How can we increase revenue from
# Catch the Pink Flamingo?

Jonathan Jordan

# Problem Statement

How can we use the following data sets to understand options for increasing revenue from game players?

Splunk – analyzing buy clicks from users

Knime – analyzing devices users play and make purchases on

PySpark – analyzing types of user making purchases

Neo4J – analyzing stickiness of users through their chats

# Data Exploration Overview

Older, iPhone users who may not have been the chattiest spent the most on in game purchases.

# What have we learned from classification?

iPhone users = "HighRollers"

Linux and Android users = "PennyPinchers."

# What have we learned from clustering?

Older people (55+) spend the most money.

People in the 35-40 range spend the median amount of money.

Young people (20-25) spend the least amount of money.

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

How chatty are iphone users?

Can we show a connection between chattiness and any types of purchases?

# Recommendation

Develop higher cost products for iPhone users.

Can these products be bundled with existing products and marketed to 35-40 age users to increase their purchase amounts?

Cease advertising to Linux and Android users.