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Part 1: Exploratory Data Analysis
To analyze user data graphically to report interesting findings and correlations.
Deliverable: In this portion of the challenge, we are looking for you to: show us your creativity in asking rigorous questions, your methodology for executing analysis --Submitted Python file on Github

Part 2: Two-Page Write Up
Imagine that you have to present your analysis to the executive team. Please write up a 2-page google document that includes the following:
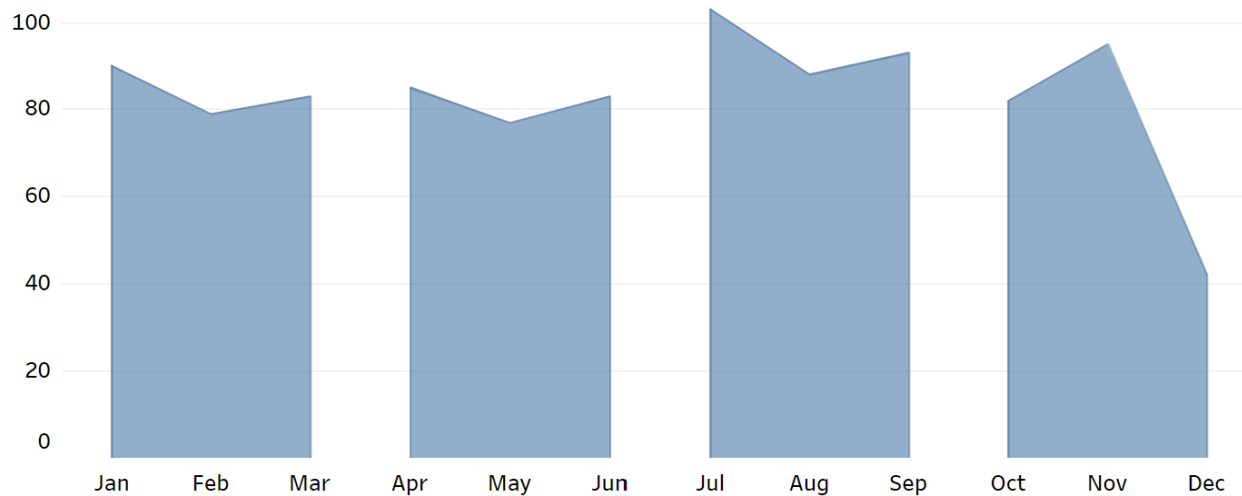
● Product recommendations section
User IDs are anonymous, should give some Name to them.
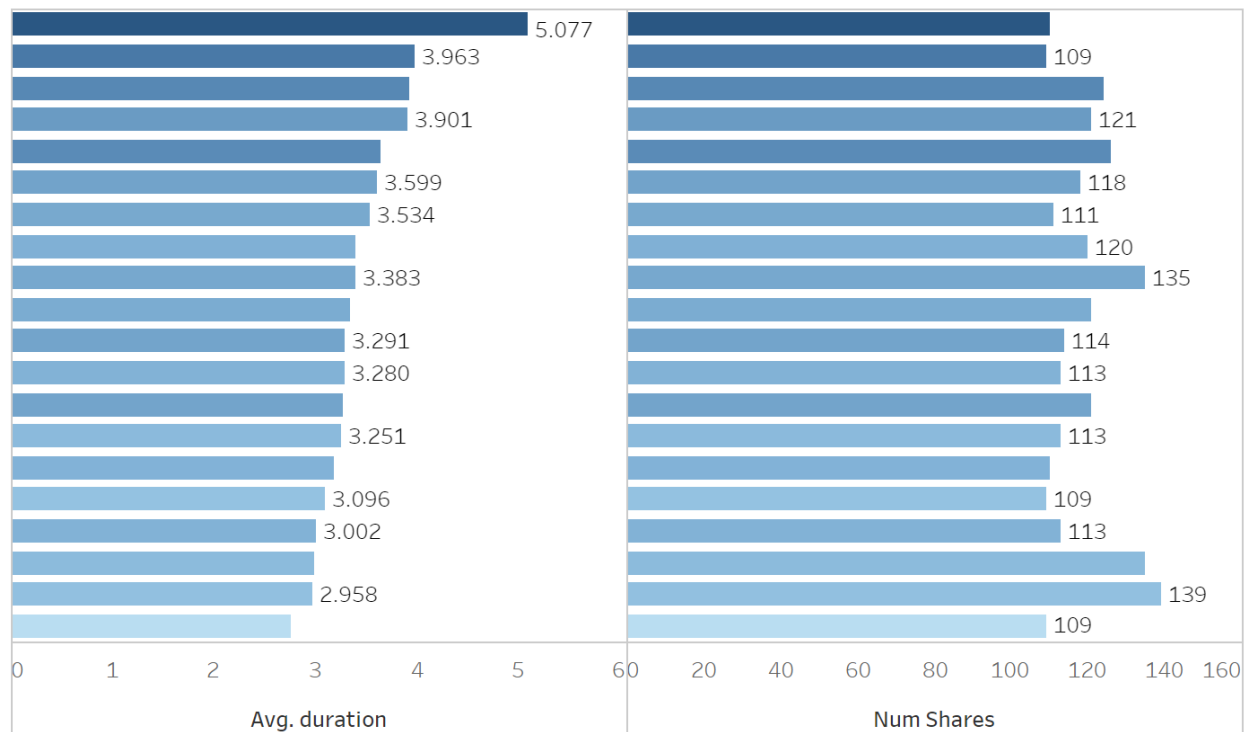Age of the users should have been captured

● Analysis details - findings, methodology, limitations, charts, source code
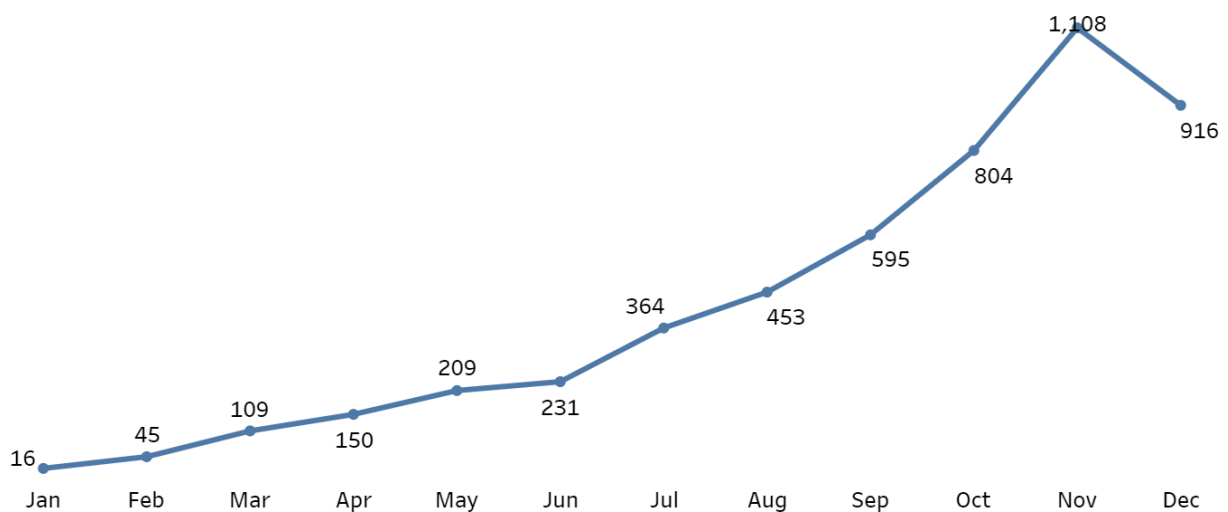
User Addition by Month

Graph shows Number of users registered every month, if you will refer the tableau dashboard it says that in Quarter 3 in the month of July the count of users registered were the max and it was 103. This shows during the summer holiday season the # of users that registered for our gaming app were more. Hence, you can give some great offers during that time, so that the registration can be increased during that time.

Top 20 Creators with Max Duration of Watched Videos with Average #ofShares

Avg. duration	Num Shares
5.077	
3.963	109
3.901	121
	118
3.599	111
3.534	120
3.383	135
3.291	114
3.280	113
3.251	113
3.096	109
3.002	113
2.958	139
	109

Avg. duration scale: 0 1 2 3 4 5 6
Num Shares scale: 0 20 40 60 80 100 120 140 160

The above graph shows top 20 creators/ Users whose video are watched for maximum duration and number of shares for that video for the user. This will help us in applying AI so that the trending videos can be easily accessible to other users and watched video duration can be increased, as I assumed more revenue with more duration of watched videos and # of videos created.
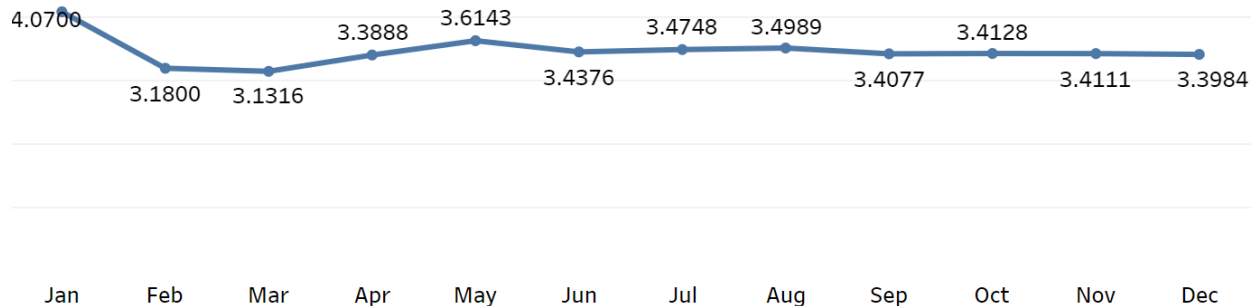
Videos Created By Month

Line graph data points by month:
- Jan: 16
- Feb: 45
- Mar: 109
- Apr: 150
- May: 209
- Jun: 231
- Jul: 364
- Aug: 453
- Sep: 595
- Oct: 804
- Nov: 1,108
- Dec: 916

Here we can see that in the month of November maximum number of videos were created and it is a linear graph that increased from Jan to Nov, but we see a drop in Dec., So to figure out the drop and get

our user's interest back we should build new features to the app, like they can share videos on Instagram or can capture real time video and convert them in comic character (Suggestion)

Average Durartion of Watched Videos By Month

4.0700

3.3888

3.6143

3.4748   3.4989

3.4128

3.1800   3.1316

3.4376

3.4077

3.4111   3.3984

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |

Here, we notice that watched videos were maximum in Jan, but after that it has been constant for the entire year. This should increase so that the revenue can be maximized, & it will also bring more shares and an increase in number of users.

● Next steps - outstanding questions or interesting ideas you think the team should explore
  1. Feeds/ videos should be story based.
  2. User's age should be one of the fields in data, to draw analysis for what age group is more interested. Looks like it will be kids but you can target different audience of other age group as well by making different stories of their interest. For instance, you can make stories of sports, Nature and many more.

Part 3: Krikey App Data Projects
Please download the Krikey App. After exploring the app for a few minutes, please list out the first 3 analytics reports you would generate and how they would contribute to the app's overall growth and retention. Please keep this section to less than a page.

Report1:

Generate a report of User ID, Total Duration, Total Shares that will show user data, that what is the duration of video the user has created and how many shares he has got.

    Select users.id, feed.name as Video_Type, sum(Videos.Duration) as Total Duration, sum([Num Shares]) as Total Shares
    From Users
    Join Videos on Videos.creator =users.id
    Join watchedVideos on videos.id =watchedVideo.Videoid
    Join Feed on feed.f2 = watchedVideo.FeedId
    Group by users.id, feed.name
    Order by desc

Report 2:
Generate a report of User ID, Count of Videos created, Count of shared videos, Total Duration of Video & Total Duration of watched video by month (date) & by location

Report 3:

Generate a report by aggregating user & video type(feed)

Suggestions:

These reports will help in deciding winners for that particular month and the winner can be awarded. This will not only help keeping users' interest, maximizing video creations, maximizing shared videos but also attract more users. By getting the details of feeds that most of the users are using can be kept and those that are not used by many creators can be eliminated.
Analyzing the user activity by date/month, interesting offer can be created to attract more users in peak season and in non-business generating months, we can add some other feature to the app so that during those months we keep getting new users. This can be achieved by knowing the age of users or their location.