Krikey App Case Study

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NOTE: Data visualizations are presented within the iPythonNotebook in the file main.py.

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Data Cleansing

After an initial inspection, I note that there are 1000 users and 5000 videos on Krikey, and from the 50,000 total videos watched, I determine that each user watches 50 videos on average. Each user can be classified as a viewer, gamer, super gamer, creator, or super creator, and each video can be classified as either be filmed in AR or not. Additionally, I noticed that videos generated on the Krikey app are not personalized based on recommendations per session the user is logged into. Rather, it is more similar to a category or genre. I made sure that the dataset mapping different relational databases conveys these key themes, dropping the columns that hinder the analysis of our data, either by redundancy or accessibility. Therefore, any columns containing foreign keys that cannot be retrieved from their respective entities were dropped. As a personal preference, I encoded the coordinates column into two separate latitude and longitude columns. After validating that the dataset had no corrupt data, it is safe to move on to analysis.

Data Analysis

The findings from this analysis can be guided through the questions I've developed:

1. Who uses Krikey and where do they watch from?
    a. This service seems to have breached every region except Australia and the Americas, and has the majority of its user base in the Asian market. The distribution of each class seems to be normal. The distribution of users within each class seems to only vary by less than 50. There are more super creators than there are creators, but there seems to be about the same gamers as super gamers. There are as many viewers as there are creators. The European market seems to have the highest traffic with about ~11,000 videos watched. Then, the Middle East and mid-Asia follow with ~9300 and ~8000 videos. India and China both have around 6000 videos watched, while southeast Asia has 4,000. The lowest performing markets are the African and Russian.
2. Does the app have bugs affecting user satisfaction?
    a. We can check how compatible the app is to its platform by comparing how long the user spends watching a video with respect to both their OS and app version. Users don't have problems consuming content no matter which OS or version they have. In fact, the app is gaining more traction and success after each release.
3. Which feed is the most popular?
    a. The top 3 most popular feeds are fashion, travel, and fun, raking in on average 17,300 minutes. The top 3 feeds with the longest videos are fun, fashion, and music which go on for 3.44 minutes, and the top 3 shortest feeds are sports, jokes,

and dance which last 3.30 minutes. The range between the shortest and longest average videos aren't substantial, though.

4. What makes a user’s video successful on Krikey?
    a. A user's success can be measured through how long their videos are and how many times their video was shared. Creators have, on average, the longest videos at 4.61 minutes; gamers, viewers, and super creators hover near 4.53 minutes while the shortest videos, on average, are made by super gamers at 4.46 minutes. Creators have the most shares at 10.08 on average. gamers and super gamers both receive 9.82-5, respectively. Super gamers and viewers come in last around 9.77-1, respectively. However, it may be the case that the shorter videos get shared more than longer ones or vice versa. We analyze whether the number of shares of a video increases as its length increases. We don't see a strong enough correlation, so we try to see which class of user gets more shares according to the length of their videos. There isn't a strong enough correlation.
5. Do videos benefit from being AR?
    a. The videos don't benefit from being AR since their distribution behaves similarly when compared against how many times on average each gets shared.

Product Recommendations

- The purpose of the user class within the app can target different aspects of video making, such as gamers having longer videos or creators having shorter videos. This can allow the personalization of how the algorithm targets specific users within feeds. Additionally, the app can include attributes from shorter “TikTok-like” and longer “YouTube-like” videos.
- AR videos don’t get shared more or less than normal ones. I recommend A/B testing to review this feature in the app or different metrics to track to better assess this distribution.

App Recommendations

- Update UI with simple, modern design which favors user experience and *functionality*. An app that teaches you how to use it has already failed.
- Games should be separate from video content, perhaps as another business entity on the app store or another app entirely. Blending the two creates a hectic environment; we don’t want to be the jack of all trades but the master of none.