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 line is added to this file when a player clicks on an advertisement in the Flamingo app.	timestamp: when the click occurred. txId: a unique id (within adclicks.log) for the click userSessionid: the id of the user session for the user who made the click teamid: the current team id of the user who made the click userid: the user id of the user who made the click adId: the id of the ad clicked on adCategory: the category/type of ad clicked on
Buy-clicks.csv	line is added to this file when a player makes an inapp purchase in the Flamingo app.	timestamp: when the purchase was made. txId: a unique id (within buyclicks.log) for the purchase userSessionId: the id of the user session for the user who made the purchase team: the current team id of the user who made the purchase userId: the user id of the user who made the purchase buyId: the id of the item purchased price: the price of the item purchased
User.csv	This file contains a line for each user playing the game.	timestamp: when user first played the game. userId: the user 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 twoletter country code where the user lives.
Team.csv	This file contains a line for each team terminated in the game.	teamId: the id of the team name: the name of the team teamCreationTime: the timestamp

		when the team was created teamEndTime: the timestamp when the last member left the team strength: a measure of team strength, roughly corresponding to the success of a team currentLevel: the current level of the team
Team-assignments.csv	A line is added to this file each time a user joins a team. A user can be in at most a single team at a time	timestamp: when the user joined the team. team: the id of the team userId: the id of the user assignmentId: a unique id for this assignment
Level-events.csv	line is added to this file each time a team starts or finishes a level in the game	timestamp: when the event occurred. eventId: a unique id for the event teamId: the id of the team teamLevel: the level started or completed eventType: the type of event, either start or end
User-session.csv	Each line in this file describes a user session, which denotes when a user starts and stops playing the game. Additionally, when a team goes to the next level in the game, the session is ended for each user in the team and a new one started.	timestamp: a timestamp denoting when the event occurred. userSessionId: a unique id for the session. userId: the current user's ID. teamId: the current user's team. assignmentId: the team assignment id for the user to the team. sessionType: whether the event is the start or end of a session. teamLevel: the level of the team during this session. platformType: the type of platform of the user during this session
Game-clicks.csv	A line is added to this file each time a user performs a click in the game	timestamp: when the click occurred. clickId: a unique id for the click. userId: the id of the user performing the click. userSessionId: the id of the session of the user when the click is performed. isHit: denotes if the click was on a flamingo (value is 1) or missed the flamingo (value is 0) teamId: the id of the team of the

		user
		teamLevel: the current level of the team of the user

Aggregation

Amount spent buying items	21407
Number of unique items available to be purchased	6

A histogram showing how many times each item is purchased:
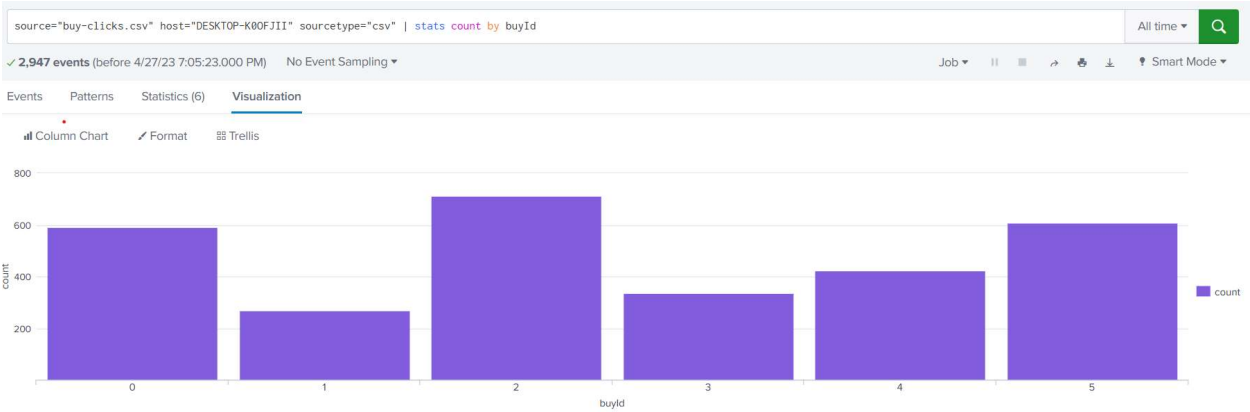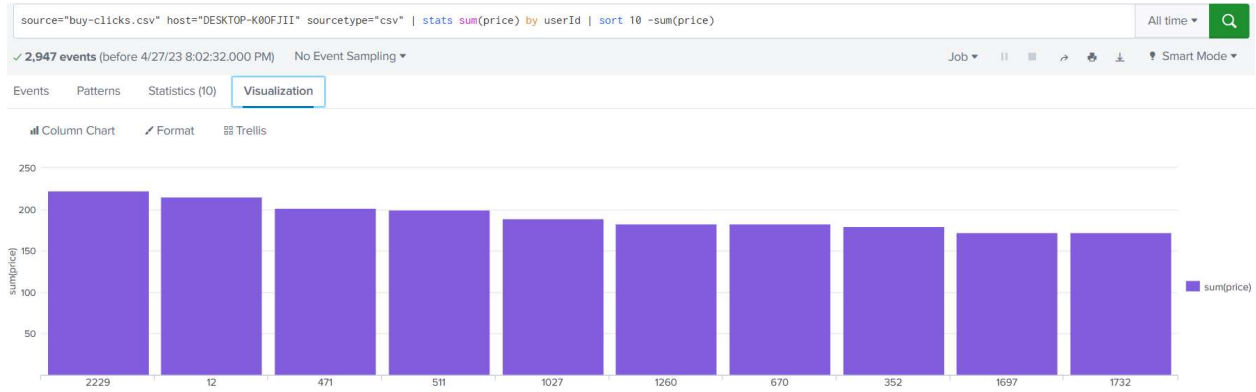

A histogram showing how much money was made from each item:
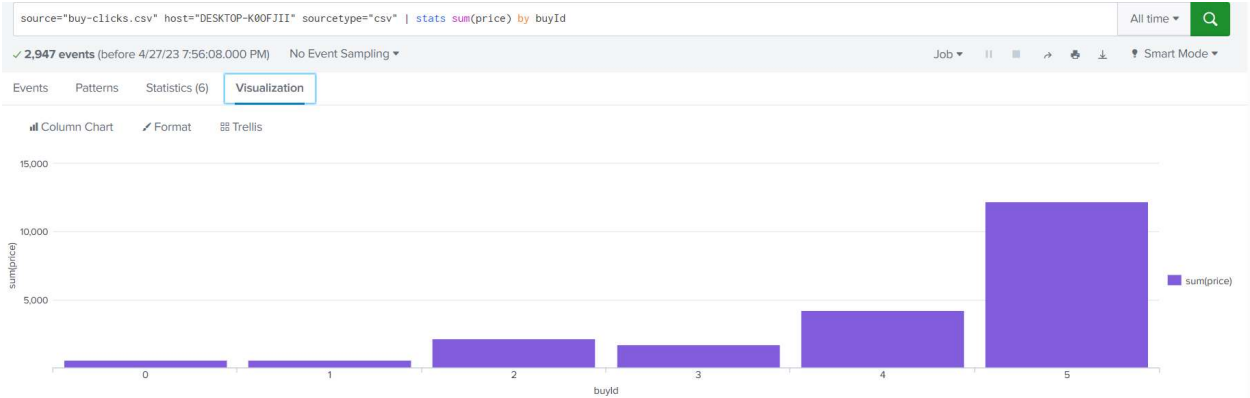
Filtering

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	0.11596958
2	12	iphone	0.130681
3	471	iphone	0.1450381