


How can we increase revenue from Catch the Pink Flamingo?

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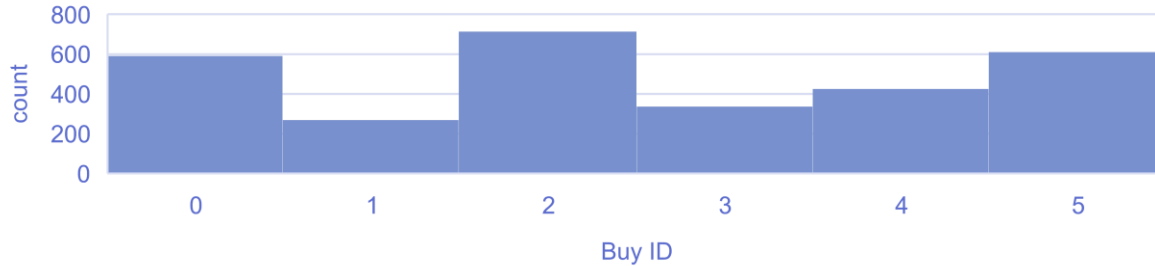
Problem Statement

The different datasets **chat-data**, **combined-data**, **flamingo-data** helps to perform analysis on activity of the user to help increase the revenue.

- **chat-data** contains **6** CSV files it is used in graph analysis using **Neo4J** it helps to determine the chattiest users.
 - **combined-data** contains only **1** file, it is used in classification with **KNIME**.
 - **flamingo-data** contains **8** CSV files it is used for data exploration in **Splunk**.
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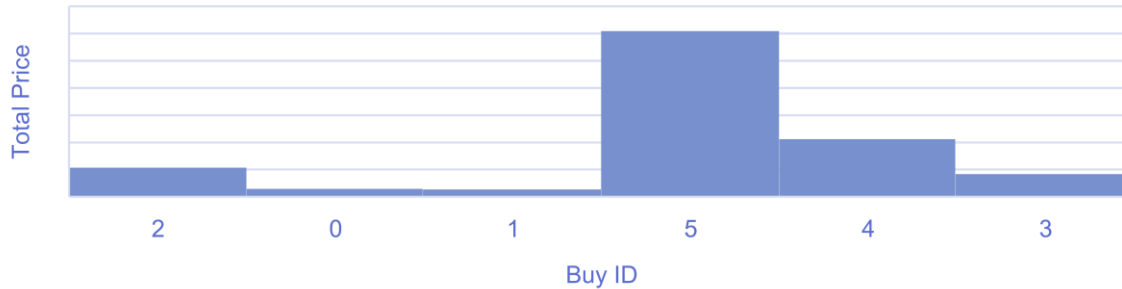
Data Exploration Overview

Items Purchased



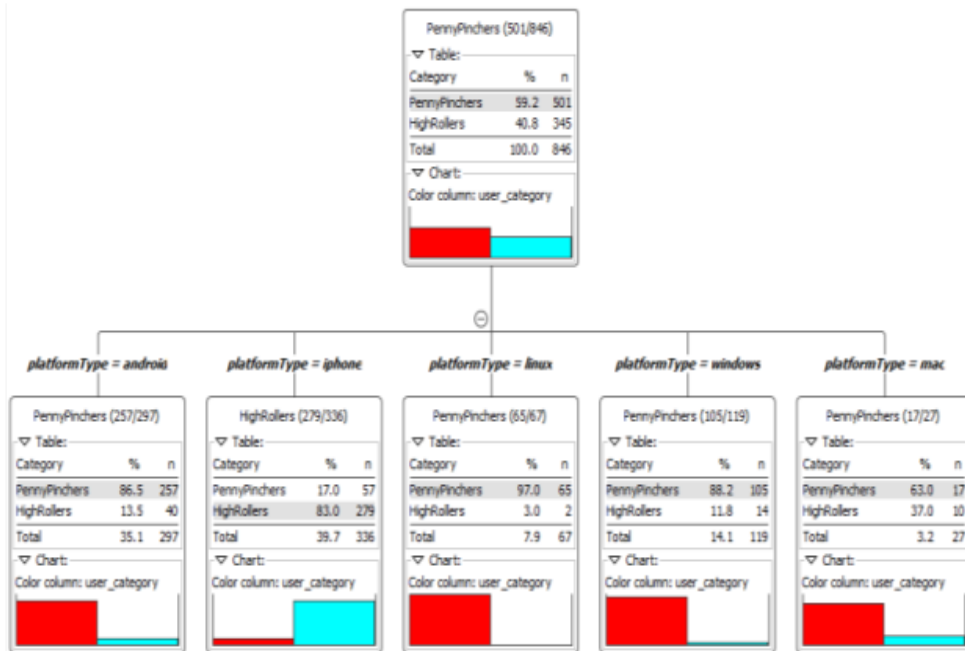
Most Purchased Item: Item **2**
Least Purchased Item: Item **1**

Total Sales



Most Profit: Item 5
Least Profit: Item 1

What have we learned from classification?



Classification: HighRoller, PennyPincher

- Users who spend more are HighRollers. Iphone users were found to spend more money.
- Users who spend less or never spend are PennyPinchers.

What have we learned from clustering?

Gamers were clustered into:

Cluster 1 - Less spending gamers


Cluster 2 - Neutral gamers

Cluster 3 - High spending gamers

Cluster	Center('ad-clicks', 'game-clicks', 'revenue')
1	array([25.12037037, 362.50308642, 35.35802469])
2	array([32.05, 2393.95, 41.2])
3	array([36.47486034, 953.82122905, 46.16201117])

Most **revenue** and **ad-clicks** is generated from 'High Spending gamers' followed by 'Neutral gamers' and 'Less Spending gamers'.

Most '**game-clicks**' is done by 'Neutral gamers' followed by 'High Spending gamers' and by 'Less Spending gamers'.



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

1)Chattiest Users

Users	Number of Chats
394	115
2067	111
1087	109

2)Chattiest Teams

Teams	Number of Chats
82	1324
185	1036
112	957

3)Chattiest User-Team

"u.id"	"t.id"	"count(c)"
"394"	"63"	"115"
"2067"	"7"	"111"
"209"	"7"	"109"
"1087"	"77"	"109"
"554"	"181"	"107"
"1627"	"7"	"105"
"516"	"7"	"105"
"999"	"52"	"105"
"461"	"104"	"104"
"668"	"89"	"104"

From Graph Analysis we can analyze the chattiest users, chattiest teams, and whether chattiest users belong to teams or not. The graph analysis helps to analyze gamer relations

Recommendation

Providing some extra items, packages or promotion to gamers, especially to “**High spending gamers**”.

In order to get “**Less spending gamers**” to buy more provide promotional offers and bonus items along with coupons that can be used in future , to get discounts.

