

Data Exploration

Data Set Overview

Here it lists all the files available for analysis with a brief description

| File Name | Description | Fields |
|-----------------|---|--|
| Ad-clicks.csv | Database of clicks on ads | timestamp : when the click occurred. txld : 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. adld : the id of the ad clicked on. adCategory : the category/type of ad clicked on. |
| Buy-clicks.csv | Database of purchases | timestamp : when the purchase was made. txld : 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. buyld : the id of the item purchased. price : the price of the item purchased. |
| Game-clicks.csv | A record of each click a user performed during the game | timestamp : when the click occurred. |

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|----------------------|---|---|
| | | <p>clickId: a unique id for the click.</p> <p>userId: the id of the user performing the click.</p> <p>userSessionId: the id of the session of the user when the click is performed.</p> <p>isHit: denotes if the click was on a flamingo (value is 1) or missed the flamingo (value is 0)</p> <p>teamId: the id of the team of the user</p> <p>teamLevel: the current level of the team of the user</p> |
| Level-events.csv | A record of each level event for a team. Level events are recorded when a team ends or begins a new level | <p>timestamp: when the event occurred.</p> <p>eventId: a unique id for the event</p> <p>teamId: the id of the team</p> <p>teamLevel: the level started or completed</p> <p>eventType: the type of event, either start or end</p> |
| Team-assignments.csv | A record of each time a user joins a team | <p>timestamp: when the user joined the team.</p> <p>team: the id of the team</p> <p>userId: the id of the user</p> <p>assignmentId: a unique id for this assignment</p> |
| Team.csv | Record of each team in the game | <p>teamId: the id of the team</p> <p>name: the name of the team</p> <p>teamCreationTime: the timestamp when the team was created</p> <p>teamEndTime: the timestamp when the last member left the team</p> <p>strength: a measure of team strength, roughly corresponding to the success of a team</p> <p>currentLevel: the current level of the team</p> |
| User-session.csv | A record of each session a user plays. | <p>timestamp: a timestamp denoting</p> |

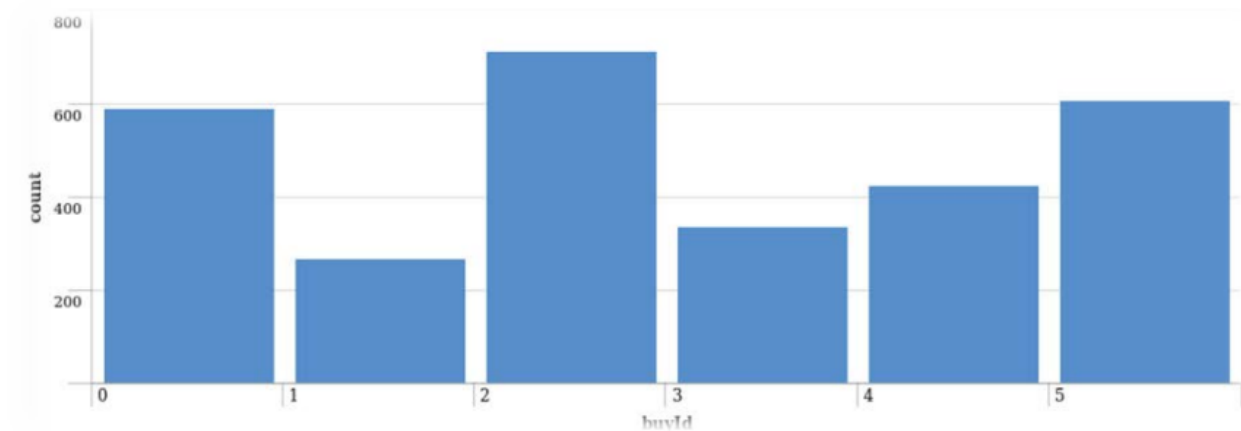
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| | | |
|-----------|--|---|
| | When a team levels up, each current user session ends and a new session begins with the new level. | <p>when the event occurred.</p> <p>userSessionId: a unique id for the session.</p> <p>userId: the current user's ID.</p> <p>teamId: the current user's team.</p> <p>assignmentId: the team assignment id for the user to the team.</p> <p>sessionType: whether the event is the start or end of a session.</p> <p>teamLevel: the level of the team during this session.</p> <p>platformType: the type of platform of the user during this session.</p> |
| Users.csv | Database of the game users | <p>timestamp: when user first played the game.</p> <p>userId: the user id assigned to the user.</p> <p>nick: the nickname chosen by the user.</p> <p>twitter: the twitter handle of the user.</p> <p>dob: the date of birth of the user.</p> <p>country: the two-letter country code where the user lives.</p> |

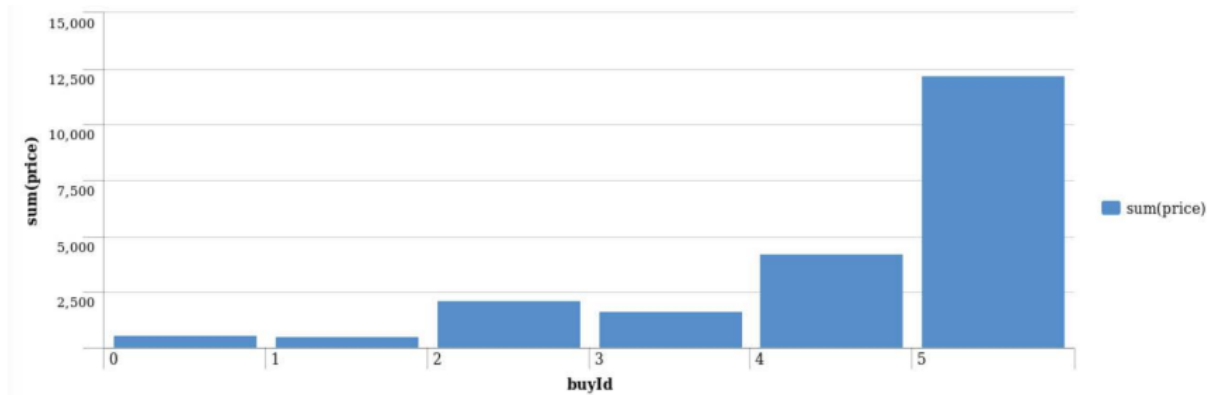
Aggregation

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

A histogram showing the quantity of purchases per time

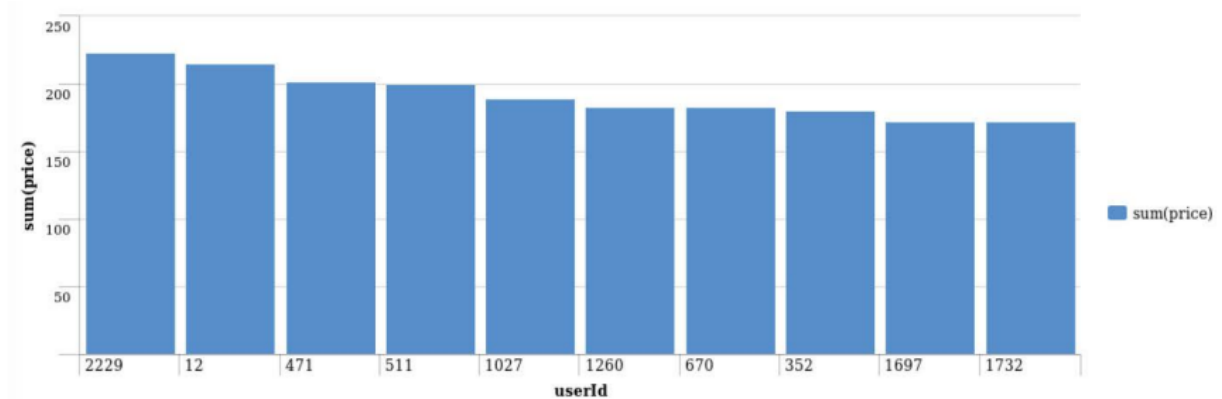


A histogram showing quantity of money made per item



Filtering

A histogram showing the total of money spent by the top ten users



The following table shows the top three buying uses ranking:

| Rank | User Id | Platform | Hit-Ratio |
|------|---------|----------|-----------|
| 1 | 229 | iphone | 11.5% |
| 2 | 12 | iphone | 13% |
| 3 | 471 | iphone | 14.5% |