



How can we increase revenue from
Catch the Pink Flamingo?

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Increasing Revenue from Catch Pink Flamingo

Problem Statement

Unlock the power of the data and the analytics to identify new revenue opportunities and gain insight into player behaviors.

Data Source:

- **Players activities during the game**

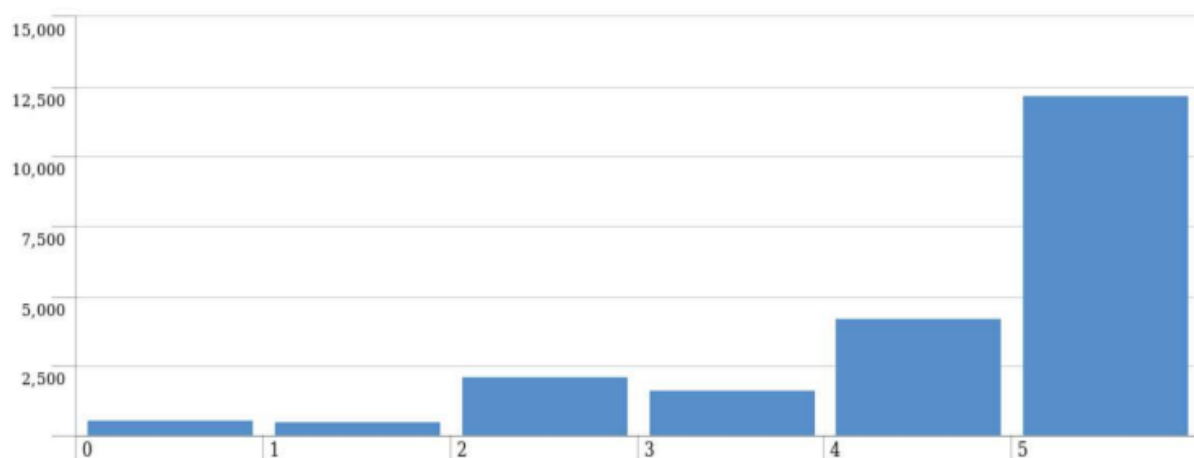
This data helps us to evaluate when and where the users clicks on the screen, when the user purchase an in-app item or clicks on a banner. Understanding this data help us to evaluate and design better game UX that convert more, target specific promotion to specific users and price strategy.

- **Chats between Players**

This data is useful, we can find the most influential players and what is the hottest topic. We can define more efficient marketing campaign strategies based on the insights we discovered from this data.

Data Exploration Overview

Revenue Generated from in-App Purchase Items

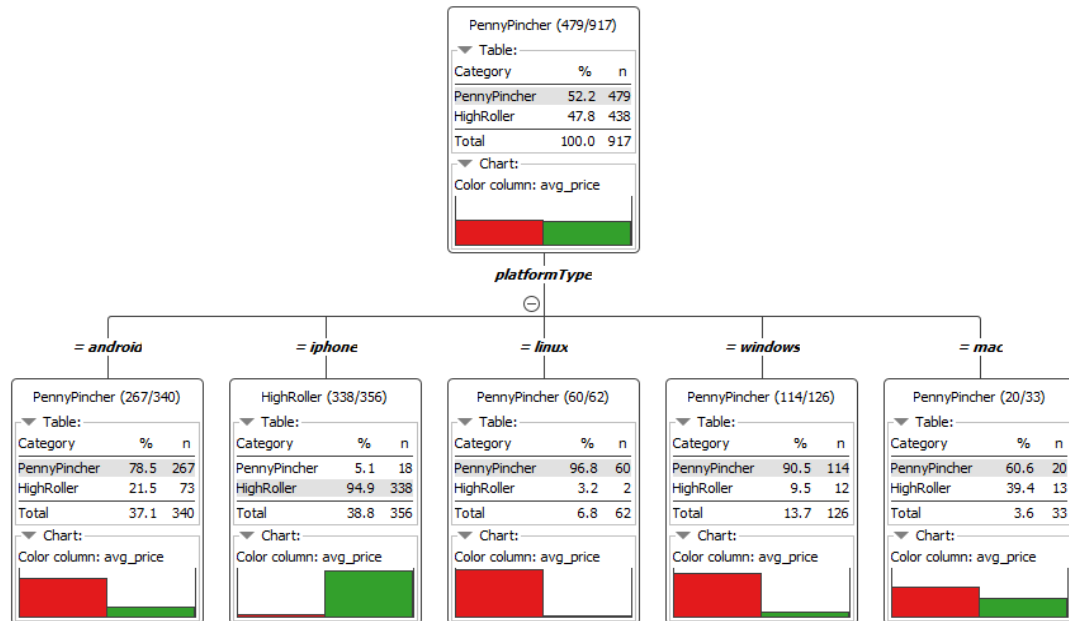


5th item generated the 57% of total revenue. More than other items combined

We could develop a marketing strategy that promotes sales.

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What have we learned from classification?



Users of iPhone are a great target focus.

Most players are on mobile platforms, iPhone players are likely to be HighRoller while android players tend to be PennyPinchers.

Promoting game among IOS and Mac users will increase revenue.

What have we learned from clustering?

Cluster	Cluster Center
1	[41.07, 10.29, 145.51]
2	[34.25, 6.45, 67.22]
3	[26.30, 4.48, 17.07]

totalAdClicks: Total number of ad-clicks per user

totalRevenue: Total money spent on in-app purchase items per user

totalBuyClicks: Total number of in-app purchase per user

K-means Cluster analysis based on these 3 attributes resulted in 3 clusters

Cluster 1 is different from the others in that the players in the cluster have the highest totalAdClicks, totalBuyClicks and totalRevenue.

Cluster 2 is different from the others in that the players in the cluster have the second highest totalAdclicks, totalBuyClicks and totalRevenue.

Cluster 3 is different from the others in that the players in the cluster have the lowest totalAdClicks, totalBuyClicks and totalRevenue