

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	Everytime a user clicks on an add, the information is recorded in this file as a new row	timestamp: when the user clicked on the ad txId: an id for click on an ad userSessionId: the id for the session the user is playing during the time they clicked the ad teamId: the id of the team that the user who clicked on the ad is a part of userId: the id of the user adId: the id of the ad the user clicked on adCategory: the category of the ad that the user clicked on
buy-clicks.csv	Everytime a user buys an item, that information is recorded in this file as a new row	timestamp: when the user bought the item txtId: an id for the click to buy an item userSessionId: the id for the session the user is playing during the time they bought an item team: which team the user is part of userId: the id of the user buyId: the id of the item bought price: the price the user paid for the item
game-clicks.csv	All the clicks for the flamingo game are recorded in this file as a new row	timestamp: when the user clicked on the flamingo game clickId: an id for the click during the game userId: the id of the user userSessionId: the session id when the user made the click in the game isHit: whether a flamingo is hit or not (binary value)

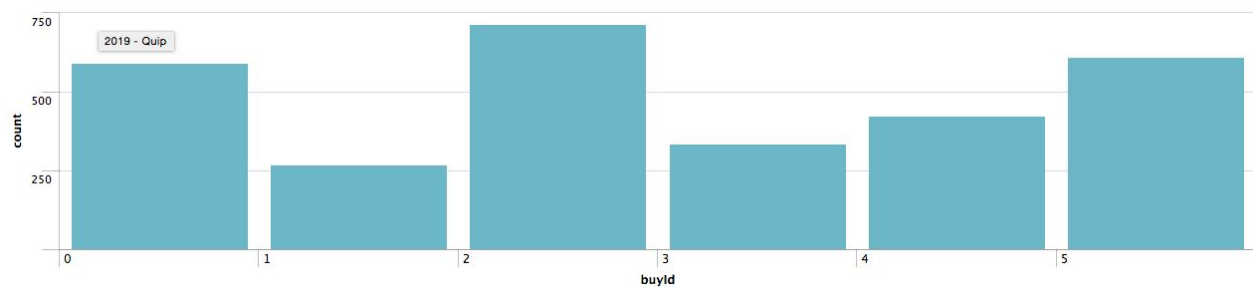
		<p>teamId: the id of the team the user is part of</p> <p>teamLevel: the level of the team in the game</p>
level-events.csv	This file has information regarding teams moving up, down, or staying the same in game levels	<p>timestamp: time when the event happened</p> <p>eventId: a unique id for the event</p> <p>teamId: the id of the team</p> <p>teamLevel: level of the team at that time</p> <p>eventType: the end or the start of the event</p>
team-assignments.csv	This file has information regarding which users are part of which teams	<p>timestamp: when the user joined the team</p> <p>team: name of the team</p> <p>userId: the id of the user</p> <p>assignmentId: the id when the user is assigned to the team</p>
team.csv	This file has information regarding teams	<p>teamId: the id of the team</p> <p>name: the name of the team</p> <p>teamCreationTime: when the team was formed</p> <p>teamEndTime: time when the last member of the team left the team</p> <p>strength: how well the team is playing</p> <p>currentLevel: the current level of the team in the game</p>
user-session.csv	This file keeps track of when a user starts and stops playing the game	<p>timestamp: time when the user started or stopped playing</p> <p>userSessionId: a unique id for the session</p> <p>userId: user playing that session</p> <p>assignmentId: an assignment id of the team the user is a part of</p> <p>sessionType: the start or end of the event/session</p> <p>teamLevel: the level of the team during that session</p> <p>platformType: on which platform (mobile, web, etc) the user is playing</p>

users.csv	This file has information regarding the user themselves	timestamp: when they became a user, signed up for the game userId: their unique id nick: nickname/username twitter: their twitter handler dob: their birthday information country: where they currently reside
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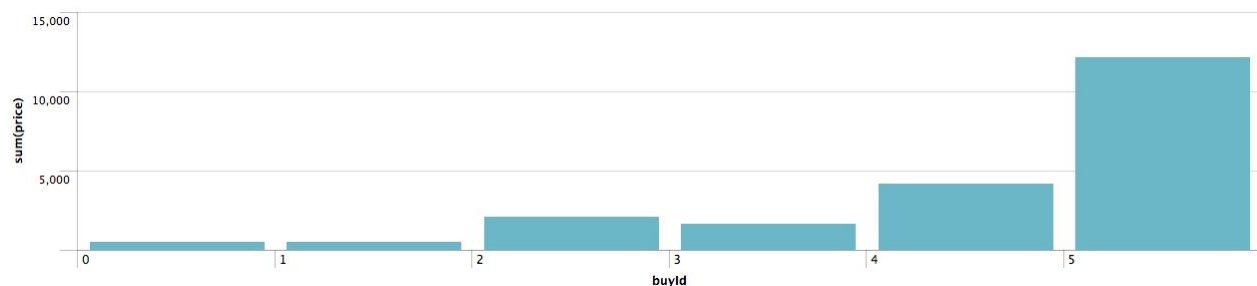
Aggregation

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

A histogram showing how many times each item is purchased:

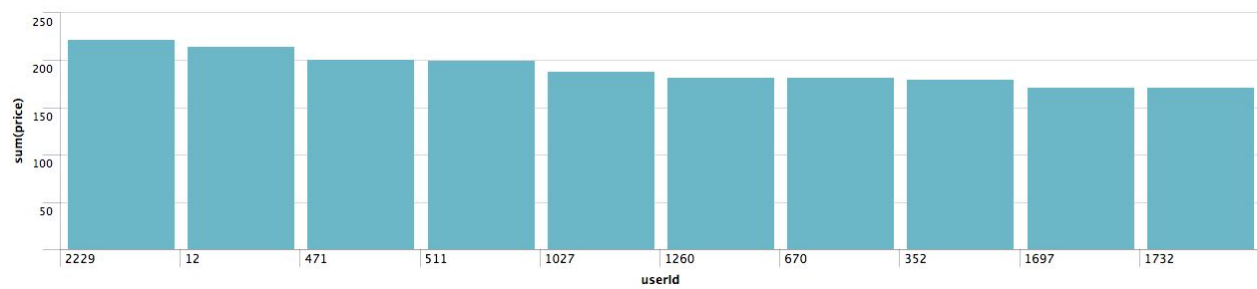


A histogram showing how much money was made from each item:



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	11.596958
2	12	iPhone	13.068182
3	471	iPhone	14.503817