How can we increase revenue from Catch the Pink Flamingo?

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I'll be presenting our findings on how we can increase revenue from the game 'Catch the Pink Flamingo.' We've analyzed several data sets and generated insights that will help drive growth through better understanding of player behavior and opportunities to engage more players.

Problem Statement

How can we use the following data sets to understand options for increasing revenue from game players?

"Our key question is: How can we use the available data to identify new opportunities for increasing revenue? In this analysis, we'll focus on how player interactions, item sales, and ad clicks help us uncover insights that can guide Eglence in growing its revenue stream. Understanding these data points is crucial to better cater to different types of players and ensure we are offering the right incentives to increase spending."

Data Exploration Overview

Overview of generated revenue by each game item sale
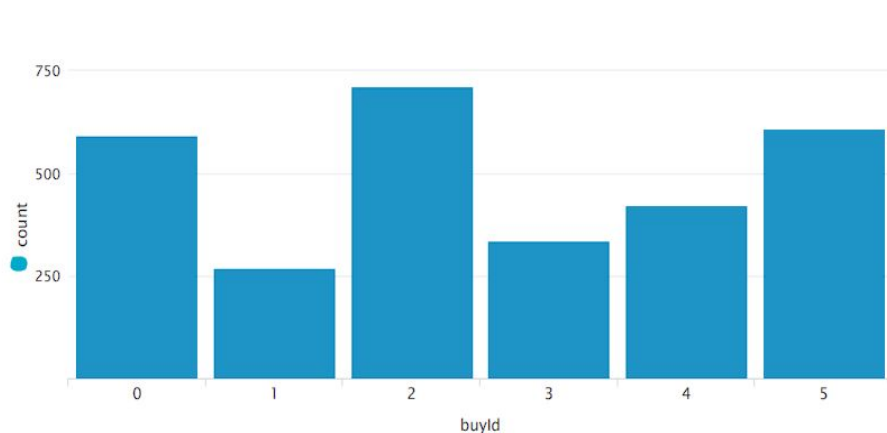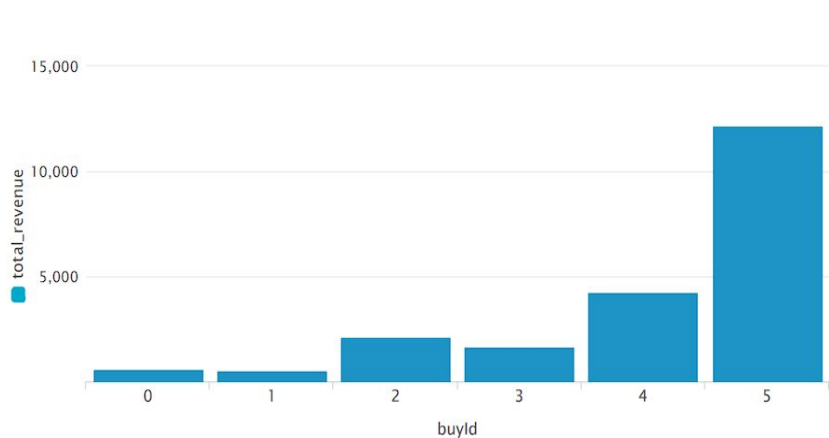
- 57% of the total revenue came from the sale of buyId(game item)5, exceeding the combined percentage of other game items.
- With 714 items sold, game item 2 is the most sold item by count.

"We found that 57% of the total revenue comes from game item 5, even though item 2 is the most sold by quantity, with 714 units sold. This indicates that while item 5 generates high value, item 2's popularity could be leveraged to increase overall revenue. Our goal is to explore these insights to create strategies that maximize both volume and revenue across items."

What have we learned from classification?
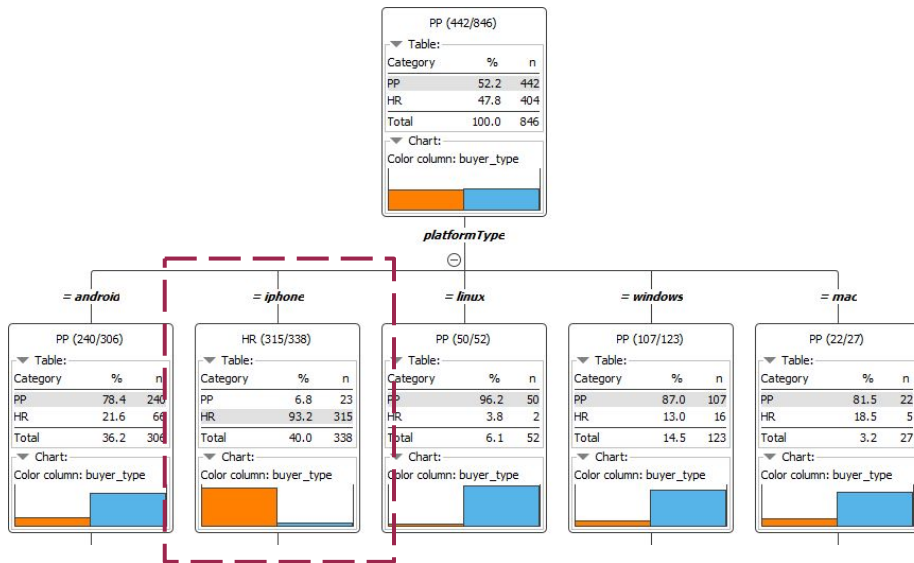
- HighRollers (who spend above $5) mostly use iPhone
- PennyPinchers (who spend less then $5) mostly use other devices and platforms.
- **High value items should be focused to iPhone users.**

"When classifying players, we discovered two key groups: HighRollers, who spend over $5, and PennyPinchers, who spend less than $5. Interestingly, HighRollers are predominantly iPhone users, suggesting that higher-value items should be targeted towards iPhone users. On the other hand, PennyPinchers mainly use other platforms, highlighting an opportunity to develop campaigns aimed at encouraging higher spending among non-iPhone users."

What have we learned from clustering?

Cluster #	Cluster Center ['totalAdClicks', 'totalBuyClicks', 'totalRevenue']
1	[41.07, 10.29, 145.51]
2	[34.28, 6.45, 67.22]
3	[26.30, 4.48, 17.07]

- Cluster 1 has the largest number of **totalAdClicks** (41.07) and **totalRevenue** (145.51) per user.
- Cluster 2 has the second largest values for both **totalAdClicks** (34.28) and **totalRevenue** (67.22), while its **totalBuyClicks** (6.45) is higher than Cluster 3 but lower than Cluster 1.
- Cluster 3 has the lowest values across all categories, including **totalAdClicks** (26.30), **totalBuyClicks** (4.48), and **totalRevenue** (17.07) per user.

"Our clustering analysis revealed three distinct groups. Cluster 1 shows the highest ad clicks and revenue per user, making them the most engaged and valuable segment. Cluster 2 shows moderate engagement, while Cluster 3 has the lowest activity. By focusing efforts on Cluster 1 with high-value promotions and personalized offers, we could significantly increase revenue, while strategies for re-engaging Cluster 2 and 3 are also key."

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

- 💬 We found the top 10 most active players and teams in chat conversations.
- 🎯 We should identify these players as potential influencers in game chats, influencing the behaviors of other players.
- 🕹️ Analyzing their gameplay patterns, behaviors, and purchasing habits can help us understand how they impact others.
- 🛒 We should also determine their favorite items, especially if we want to trial these items with influencers to keep them engaged and happy.

"From our chat graph analysis, we identified the top 10 most active players and teams. These individuals are likely influencers who can affect the behavior of other players. We should explore their gameplay and purchasing patterns further. By understanding what they like, we could introduce exclusive items or rewards to keep them happy, increasing their influence on others and ultimately boosting overall player engagement."

Recommendation

Specific Recommendations to Increase Revenue
● We can make campaigns and events to attract android and other platform users to spend more. (and may be regional competitions to promote game purchases).   ● Increase ads to increase reach to the android users.
● Make special events and targeted campaigns to the ios users to promote the behavior of high value spending.   ● Collab with social media influencers to promote the gameplay and spending items.
● Award the most engaged users to keep them entertained and be a good players, making them happy and spend, encourage others to engage with the game.

"To increase revenue, we propose several targeted strategies. First, create special campaigns and events aimed at Android users to boost spending, including regional competitions. Second, for iPhone users, focus on high-value promotions, as they already show a tendency for higher spending. Collaborating with social media influencers to promote gameplay and spending will also be beneficial. Finally, rewarding the most engaged players will help sustain their interest and encourage others to engage more deeply with the game."

END of PRESENTATION. Thank you for listening everyone. 💖