How can we increase revenue from Catch the Pink Flamingo?

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Problem Statement

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

- There are 8 csv files that contain the simulated game data for the game
- We have 1 csv file that contains aggregated data
- We have too 6 csv files that contains chat data of the game.

We may use this data for the following proposites

- Get the buyid most frequently bought
- Get the BuyID which yielded the most money
- Get the Top 10 Users who bought the Ad-in
- What type if Device the users use who are top Buyer.
- Identify the Most Frequent and Active Users and team and target them for Advertisement to Increase the revenue

We have the possibility to explore, classify, cluster and analyze data

Data Exploration Overview

The most important things we have learned in this process are the folowing

- In the Data Exploration we got to know that the Top Purchased Item
- The top users of the platform are iphone users
- The data exploration results show that the most purchased item is associated with the third amount of money spent on products
- We find the Add-in which produced the most money
- We find the top three users with the most purchase of the add-in

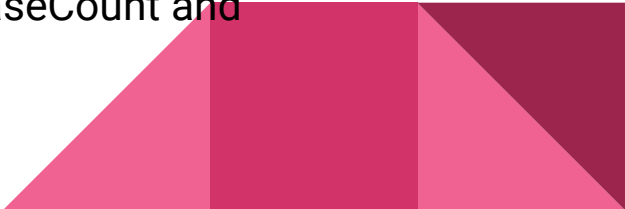# What have we learned from classification?

The most important or remarkable points from your classification analysis are:

- Out of the all four Platforms the Iphone have the most HighRollers
- From the total number of samples only approximately one third made purchases
- Mostly user of windows, android and linux are pennypinchers
- The users of mac have the second more number of highrollers
- At the start of the game the users are pennypinchers and when they advance in the game could transform in highrollers.

What have we learned from clustering?

The most important or remarkable points from your clustering analysis are:

- The Clustering is done on the basis of five Attributes : ClickCount, isHitCount, Ad_Click_Count, Purchase_Count and PurchaseAmount.
- Cluster 1: here are the Users with the most time spend on playing game with Most Click Count and HitCount. But Ad_Click are Medium and are the Second most buyer out of the three clusters.
- Cluster 2: User are most inactive Players and Lowest Ad-Click and Lowest PurchaseCount and Purchase Amount.
- Cluster 3: user comes to Second in term of Clicks and Hit. But when come to Ad_Click_Count they are Highest and have the most PurchaseCount and PurchaseAmount.

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

the most important or remarkable points from your graph analysis are:

- Chattiest Users are 394, 2067 and 1087 with Chat Count of 115, 111 and 109 respectively
- Chattiest Teams are 82, 185 and 112 with Chat Count of 1324, 1036 and 957 respectively.
- The Most Active and Cohesive Users who have received the response from the other Users and have high interaction are 1087, 554 and 209 with the response rate of 0.80, 0.90 and 0.95 respectively.
- The length of the longest chain (9) and the number of distinct users that participate in the longest chain (5) can provide information about the users that have the initiative to start and to maintain discussions
- The analysis of the relationship between the chattiest users and the chattiest teams shows that only one user from the top 10 chattiest users is a member of one the top 10 chattiest teams
- The analysis of the clustering coefficients shows that the top chattiest users do not have the highest clustering coefficient

Recommendation

The recomendations are:

- To Increase the Revenue from Add-in Purchase Recommend the BuyId 2 and 5 as these are most Purchase and Most Money maker for Company
- Target Iphone users for Add-in as they are most Frequent Buyer of Add-ins.
- More Relevant ads to Users in Cluster 3 through Recommendation engine with some motivation in the game and they have most Ad Clicks in the game
- The Cluster 1 Users could be given motivation through incentive in game to Click on Ads
- Relevant Ads can be posted to User and Teams with High Interactions which can help to increase advertisement Revenue