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	This table has accumulated all clicks of the users on an advertisement in the app	**timestamp**: the timestamp when the event occurs. **txId**: a unique id for the click, its a primary key **userSessionid**: the id of the user session, its a foreing key from the table User_sessions **teamid**: the current team id, its a foreing key from the table Team **userid**: the user id of the user who made the click, its a foreing key from the table User **adId**: the id of the ad clicked on. This id must be in other table wich have the id of the adds. **adCategory**: the category/type of ad clicked on. This attribute is an enumerated type.
buy-clicks.csv	This table have one row for each purchase in the app	**timestamp**: the timestamp when the event occurs **userSessionId**: the id of the user session for the user who made the purchase. its a foreing key from the table User_sessions **team**: the current team id of the user who made the purchase, its a foreing key from the table Team (teamId) **userId**: the user id of the user who

		made the purchase, its a foreing key from the table User **buyId**: the id of the item purchased, its a primary key **price**: the price of the item purchased
users.csv	This table contains the players of the game	**timestamp**: when user first played the game. **userId**: the user id assigned to the user. its a primary key. Numeric Id **nick**: the nickname chosen by the user. **twitter**: the twitter handle of the user. **dob**: the date of birth of the user. In this format AAAAMMDD **country**: the twoletter country code where the user lives.
team.csv	This table contains all the teams in the game.	**teamId**: the id of the team, its a primary key. Numeric Id **name**: the name of the team **teamCreationTime**: the timestamp when the team was created **teamEndTime**: the timestamp when the last member left the team **strength**: a measure of team strength, roughly corresponding to the success of a team **currentLevel**: the current level of the team
team-assignments.csv	Each row contains when a user join a team. When one user join a new team it indicates that leave the last team.	**timestamp**: when the user joined the team. **team**: the id of the team, foreing key **userId**: the id of the user, foreing key **assignmentId**: a unique id for this assignment, primary key.
level-events.csv	This table contains all the level events, when a team start an event on when finish it.	**timestamp**: when the event occurred. **eventId**: a unique id for the event, primary key **teamId**: the id of the team, foreing key

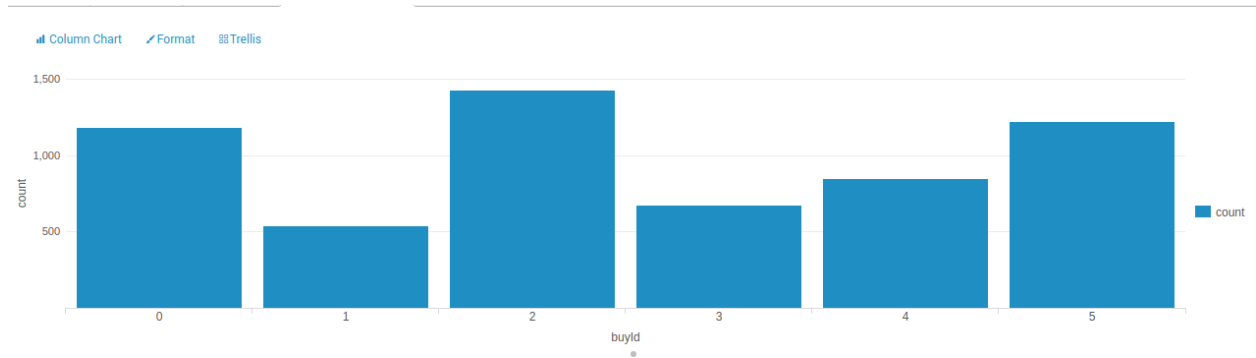|		
		teamLevel: the level started or completed. Its grater than 0 **eventType**: the type of event, either start or end. Enumerated value.
user-session.csv	Each line in this file describes a user session, which denotes when a user starts and stops playing the game. Additionally, when a team goes to the next level in the game, the session is ended for each user in the team and a new one started.	**timestamp**: a timestamp denoting when the event occurred. **userSessionId**: a unique id for the session. Primary key **userId**: the current user's ID. Foreing key **teamId**: the current user's team. Foreing key **assignmentId**: the team assignment id for the user to the team. Foreing key **sessionType**: whether the event is the start or end of a session. Enumerated type **teamLevel**: the level of the team during this session. Positive integer **platformType**: the type of platform of the user during this session.
game-clicks.csv	A line is added to this file each time a user performs a click in the game.	**timestamp**: when the click occurred. **clickId**: a unique id for the click. Primary key **userId**: the id of the user performing the click. Foreing key **userSessionId**: the id of the session of the user when the click is performed. Foreing key **isHit**: denotes if the click was on a flamingo (value is 1) or missed the flamingo (value is 0) **teamId**: the id of the team of the user, Foreing key **teamLevel**: the current level of the team of the user

Aggregation

Amount spent buying items	21407

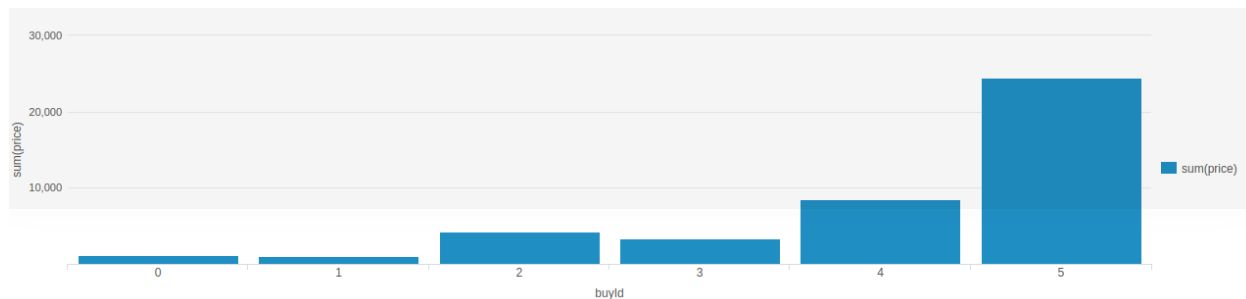| Number of unique items available to be purchased	6

- A histogram showing how many times each item is purchased:
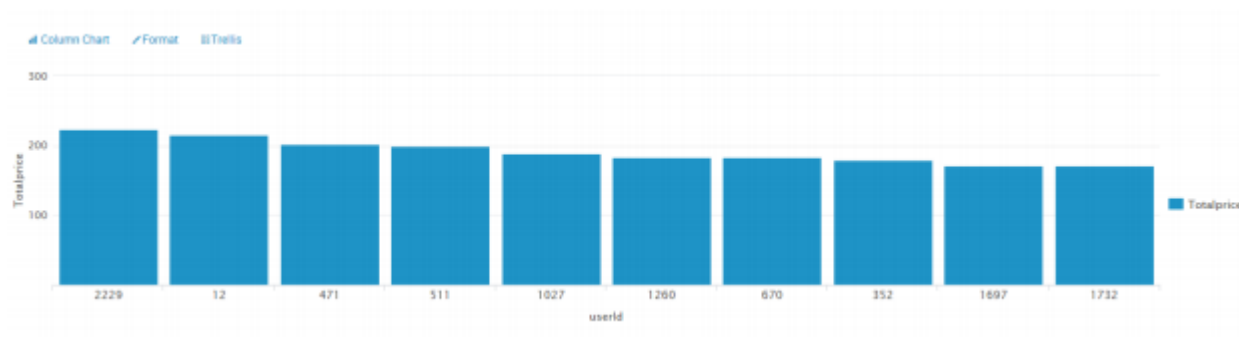

the item 2 is the top shell item

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

The item 5 is the top of how much money spent the players

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	11.59%
2	12	iphone	13.06%
3	471	iphone	14.50%