

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	A line added to this file whenever an ad is clicked.	adId: Id of clicked ad adCategory: Type of ad clicked on teamId: current team id of user timestamp: when the click occurred txId: Unique id for each click userId: Id of user userSessionId: Id of user session in which user clicked
buy-clicks.csv	A line is added to this file on each app-purchase in Flamingo app.	buyId: Id of purchased item price: Cost of item purchased timestamp: time of click team: current team id of user who made purchase txId: Unique id for each click userId: Id of user userSessionId: Id of user session in which user clicked
users.csv	This file contains a line for each user in the game.	timestamp: when user first played the game. id: the user id assigned to the user. nick: the nickname chosen by the user. twitter: the twitter handle of the user. dob: the date of birth of the user. country: the two-letter country code where the user lives.

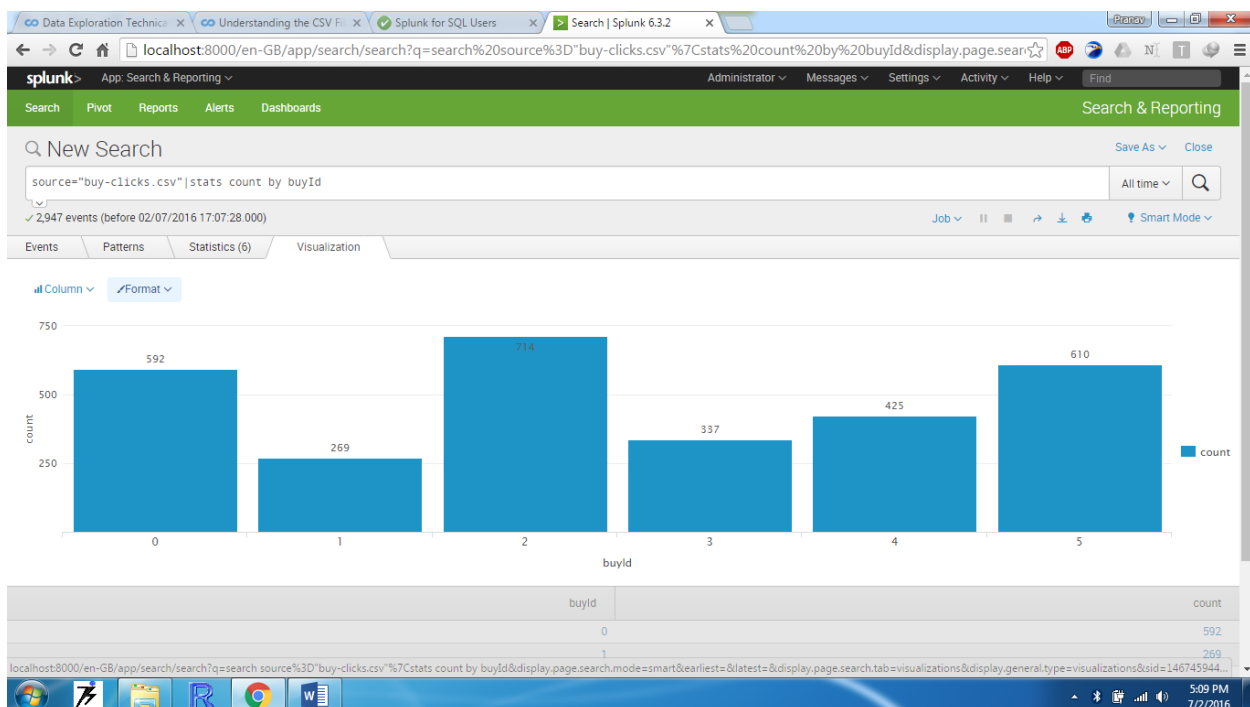
team.csv	This file contains a line for each terminated team in the game.	teamid: the id of the team name: the name of the team teamCreationTime: the timestamp when the team was created teamEndTime: the timestamp when the last member left the team strength: a measure of team strength, roughly corresponding to the success of a team currentLevel: the current level of the team
team-assignments.csv	A line is added to the file each time a use joins the team.	time: when the user joined the team. team: the id of the team userid: the id of the user assignmentid: a unique id for this assignment
level-events.csv	A line is added to this file whenever a team starts or ends a new level.	time: when the event occurred. eventid: a unique id for the event teamid: the id of the team level: the level started or completed eventType: the type of event, either start or end
user-session.csv	Each line describes the user session of a player i.e. when session starts and ends.	timeStamp: a timestamp denoting when the event occurred. userSessionId: a unique id for the session. userId: the current user's ID. teamId: the current user's team. assignmentId: the team assignment id for the user to the team. sessionType: whether the event is the start or end of a session. teamLevel: the level of the team during this session. 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.	time: when the click occurred. clickid: a unique id for the click. userid: the id of the user performing the click.

		<p>usersessionid: the id of the session of the user when the click is performed.</p> <p>isHit: denotes if the click was on a flamingo (value is 1) or missed the flamingo (value is 0)</p> <p>teamId: the id of the team of the user</p> <p>teamLevel: the current level of the team of the user</p>
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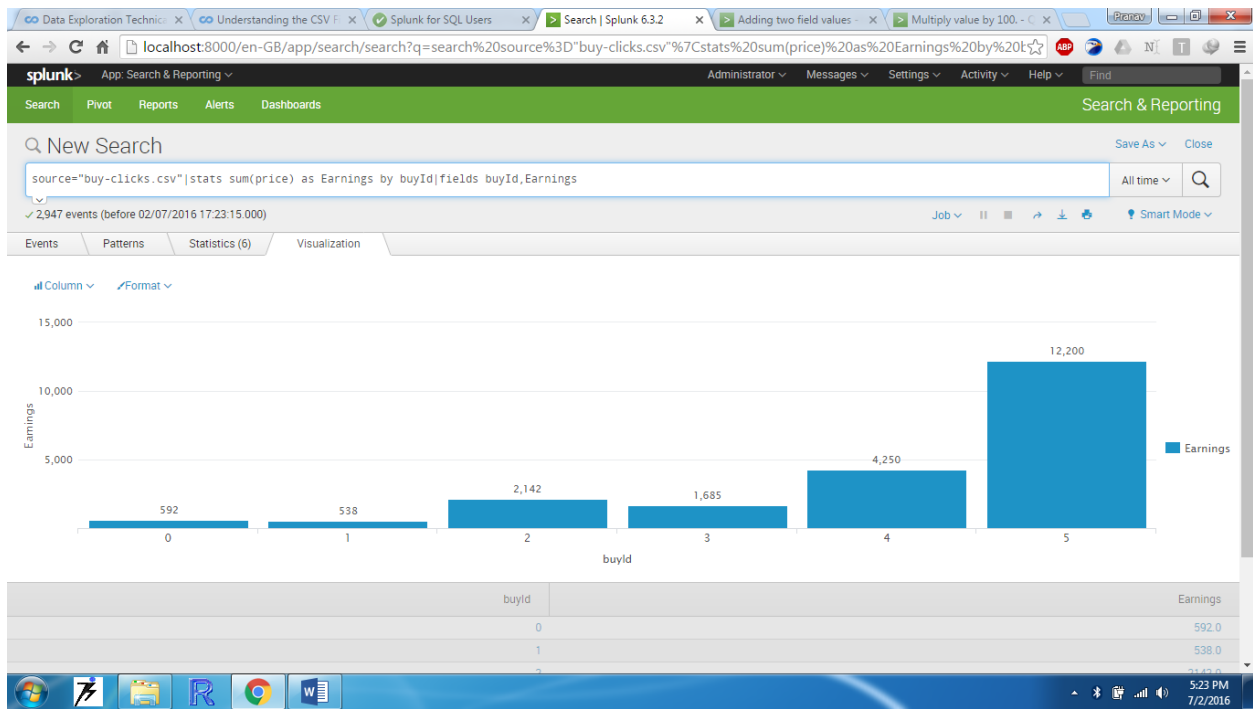
Aggregation

Amount spent buying items	21407.0
# Unique items available to be purchased	6

A histogram showing how many times each item is purchased:

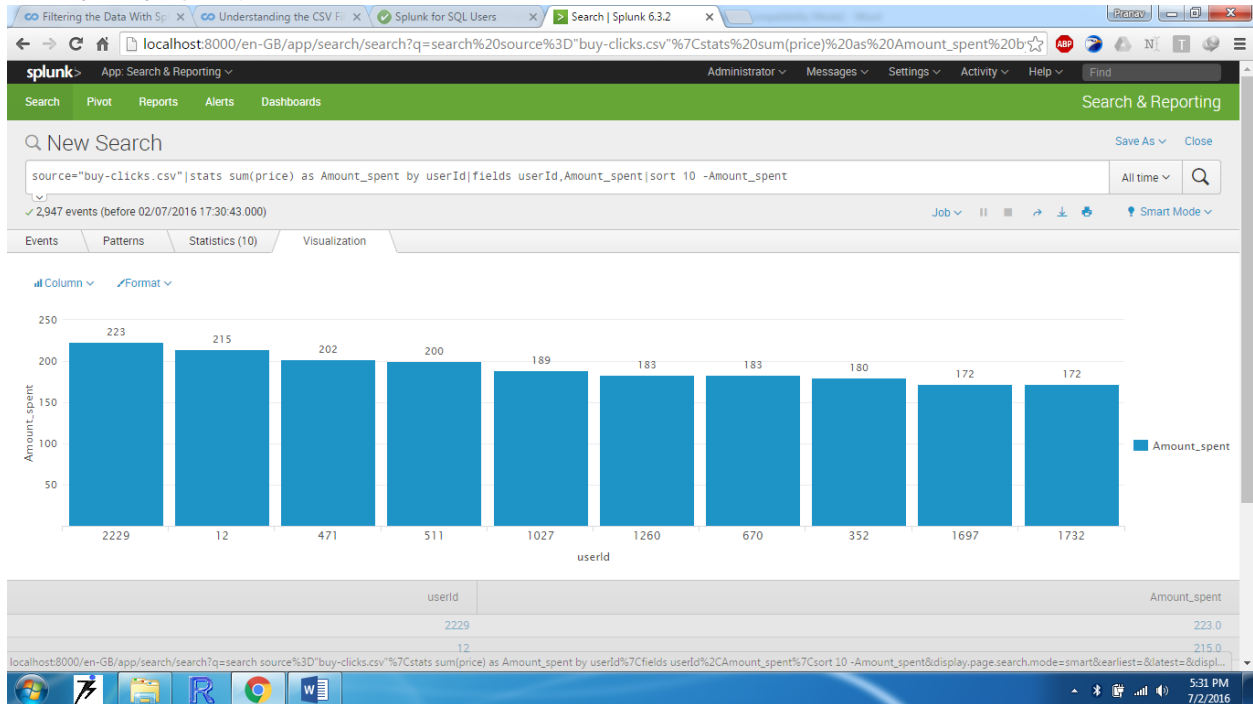


A histogram showing how much money was made from each item:



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	0.115970
2	12	iphone	0.130682
3	471	iphone	0.145038