Data Preparation

Analysis of combined_data.csv

Sample Selection

Item	Amount
# of Samples	4619
# of Samples with Purchases	1411

Attribute Creation

A new categorical attribute was created to enable analysis of players as broken into 2 categories (HighRollers and PennyPinchers). A screenshot of the attribute follows:

Row ID	userId	userSe...	teamLevel	platfor...	count_...	count_...	count_...	avg_price	avg_price_binned
Row4	937	5652	1	android	39	0	1	1	PennyPinchers
Row11	1623	5659	1	iphone	129	9	1	10	HighRollers
Row13	83	5661	1	android	102	14	1	5	PennyPinchers
Row17	121	5665	1	android	39	4	1	3	PennyPinchers
Row18	462	5666	1	android	90	10	1	3	PennyPinchers
Row31	819	5679	1	iphone	51	8	1	20	HighRollers
Row49	2199	5697	1	android	51	6	2	2.5	PennyPinchers
Row50	1143	5698	1	android	47	5	2	2	PennyPinchers
Row58	1652	5706	1	android	46	7	1	1	PennyPinchers
Row61	2222	5709	1	iphone	41	6	1	20	HighRollers
Row68	374	5716	1	android	47	7	1	3	PennyPinchers
Row72	1535	5720	1	iphone	76	7	1	20	HighRollers
Row73	21	5721	1	android	52	2	1	3	PennyPinchers
Row101	2379	5749	1	android	62	9	1	3	PennyPinchers
Row122	1807	5770	1	iphone	177	25	2	7.5	HighRollers
Row127	868	5775	1	iphone	54	5	1	10	HighRollers
Row129	1567	5777	1	android	27	4	2	4	PennyPinchers
Row131	221	5779	1	iphone	37	2	1	20	HighRollers
Row135	2306	5783	1	android	67	5	1	1	PennyPinchers
Row137	1065	5785	1	iphone	37	5	2	11.5	HighRollers
Row140	827	5788	1	iphone	75	5	1	20	HighRollers
Row150	1304	5798	1	mac	71	9	2	11.5	HighRollers
Row158	1264	5806	1	linux	81	12	1	5	PennyPinchers
Row159	1026	5807	1	iphone	52	10	1	20	HighRollers
Row163	649	5811	1	linux	51	9	1	1	PennyPinchers
Row169	1958	5817	1	android	40	3	1	20	HighRollers
Row172	1300	5820	1	android	58	1	2	3	PennyPinchers
Row186	178	5834	1	iphone	54	6	1	20	HighRollers
Row196	670	5844	1	iphone	38	3	2	20	HighRollers
Row207	208	5855	1	iphone	32	3	1	20	HighRollers
Row210	157	5858	1	iphone	32	2	1	10	HighRollers
Row212	2221	5860	1	iphone	191	18	2	11.5	HighRollers
Row215	471	5863	1	iphone	45	6	2	15	HighRollers
Row218	1234	5866	1	android	46	3	1	10	HighRollers
Row222	371	5870	1	android	53	9	1	3	PennyPinchers
Row232	2146	5880	1	linux	46	7	1	2	PennyPinchers
Row239	935	5887	1	iphone	57	2	1	10	HighRollers
Row241	165	5889	1	iphone	49	3	1	5	PennyPinchers

The attribute is called avg_price_binned. The users who buy with average price above 5 are HighRollers and below or equal to 5 are PennyPinchers. It helps us to categorize users who buy more or buy expensive items from the less spending ones.

The creation of this new categorical attribute was necessary because **it helps determine which users have contributed most to the revenue of the company.**
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<u>Attribute Selection</u>

The following attributes were filtered from the dataset for the following reasons: **It means I kept these attributes because rest didn't make any special impact.**

Attribute	Rationale for Filtering
userId	It was filtered because it is the unique key for every single user and is thus always required to identify individual user.
platformType	Will help us in analyzing whether certain platform users make majority of "HighRollers" or "PennyPinchers"
avg_price_binned	This is the only dependent variable which is to be predicted and is thus required in the dataset so that predictions can be made later.
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