How can we increase revenue from Catch the Pink Flamingo?

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Hi, I am Rajat. I will walk you through with this presentation which aim to answer the question. How can we increase revenue from Catch the Pink Flamingo?

Problem Statement

How can we gain insight following data sets and take informed decision for increasing revenue from game players?

Data Sets:
1. Players in-game data
2. Players chat-interaction data

Several analysis were performed on the data sets to gain insight and take informed decision for increasing revenue from game players.
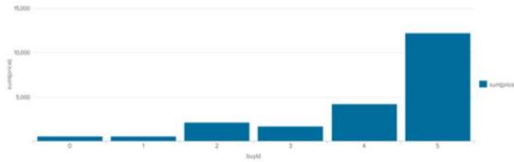The data set used for analysis is coming from two data sources.
First one is from Players in-game data which consists for Player's game information, performance, ad-click, and purchases.
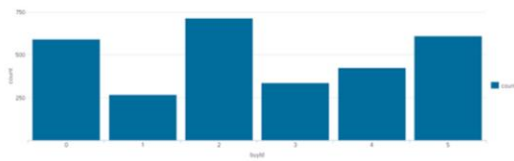Second one is Players chat data which consist of the interaction between Players in context of the game.

Data Exploration Overview

Item 5 is generating more than 50% of total revenue.

Item 2 is the most bought item and item 1 is the least bought item.

All the top three buying Playing are I-phone users

On exploring the players in-game data few interesting insights have been discovered below are the key ones:
#1 Item 5 is generating the highest revenue.
#2 item 2 is most bought items as it is cheapest and item 1 is the least bought due to higher price.
#3 All the top 3 buying plyers are I-[hone users.
This data exploration helped us in familiarize with the data sets we have.

What have we learned from classification?

- I-phone users tend to spend more on their purchases when comparing with users that use other platforms.
- Focus development and marketing initiatives on i-phone users.
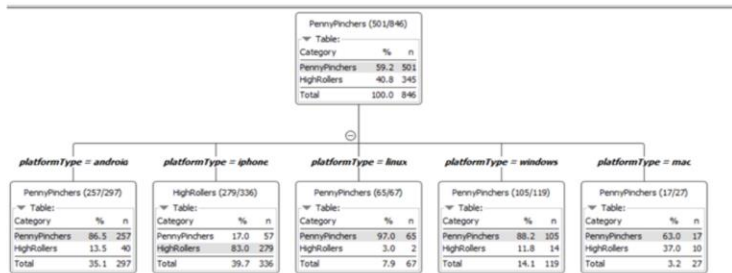
We tried to classify the players/customers in two groups – high rollers and penny pinchers based on the money they are spending in game purchases.
The penny pinchers are users who have spent less than $5 while high rollers are users that have spent more than $5. On executing our decision tree classifier on our data set we found that 90% of I-phone users tend to spend more on their purchases when comparing with users that use other platforms. This means we can focus development and marketing initiatives on i-phone users

What have we learned from clustering?

1. Customers **generate highest revenue** are **not the ones who play more but have intermediate results**.

    − Show very cash convertible ads to them.

2. **Very active customer** and **generating moderate amount of revenue**

    - Idea is to have low cost / promotional offers for them

Then we performed a clustering analysis on the data, grouping users based on how often they click ads or make puchase , how often they click in game (game engagement), and what is their in-game hits (Skill).
We discovered that customers generate highest revenue are not the ones who play more but have intermediate results. Hence we can show very cash convertible ads to them
Very active customer and generating moderate amount of revenue. So our idea is to have low cost / promotional offers for them in order to increase revenue.

What we have learned from graph analytics on chat data

1. Path length of longest conversation is 9, with 5 players involved.

2. Most of the chattiest users are not in the chattiest teams.

3. Cluster coefficient of top 3 active players is high.

At last we conducted some network analysis to identify how our users interact with one another using the chat data set.
We were able to identify that -
#1 Path length of longest conversation is 9, with 5 players involved.
#2 Most of the chattiest users are not in the chattiest teams.
#3 Cluster coefficient of top 3 active players is high.
However, we didn't get much meaningful insight and we would like to relate chattiness to other attributes such as money spent or game clicks to see how chattiness can impact our revenue.

Recommendation for Increasing revenue

1. I-phone users tend to spend more on their purchases. Focus development and marketing initiatives on i-phone users.

2. Show very cash convertible ads to user with intermediate results.

3. Need to create low cost/promotional offers for highly active users.

Based on all the analysis we have performed and have seen in previous slides, below are the recommendation:
#1 I-phone users tend to spend more on their purchases. We need to focus development and marketing initiatives on i-phone users as they are willing to spend more.

#2 Show very cash convertible ads to user with intermediate results due to the fact that they aren't the most active users but still generating the highest revenue

#3 Need to create low cost/promotional offers for highly active users as they are playing more but not spending on purchases.

THANK YOU!