

Improving Revenue Generation on Catch the Pink Flamingo

Technical Appendix

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	ERD TABLE	DESCRIPTION	FIELDS	
ad-clicks.csv	AdClicks	A line is added to this file when a player clicks on an advertisement in the Flamingo app.	timestamp	when the click occurred
			1	unique id for the click (within ad-clicks.log) for the click
			1	id of user session for user who made click
			1	current team id of user who made the click
			1	user id of user who made the click
			1	id of the ad licked on
			1	category/type of ad clicked on

buy-clicks.csv	InAppPurchases	A line is added when a player makes an in-app purchase on Flamingo app	<div><div>timestamp</div><div>when the click occurred</div></div> <div><div>txId</div><div>unique id for the click (within ad-clicks.log)</div></div> <div><div>userSessionid</div><div>id of user session for user who made click</div></div> <div><div>team</div><div>current team id of user who made the purchase</div></div> <div><div>userid</div><div>user id of user who made the click</div></div> <div><div>buyId</div><div>id of the item purchased</div></div> <div><div>price</div><div>price of the item purchased</div></div>
users.csv	User	File contains a line for each user playing the game.	<div><div>timestamp</div><div>when the click occurred</div></div> <div><div>userId</div><div>user id of user who made the click</div></div> <div><div>nick</div><div>nickname chosen by the user</div></div>

			<div></div> <div>twitter handle of the user</div> <div>date of birth of the user</div> <div>2-letter country code where the user lives</div>
team.csv	Team	File contains a line for each team terminated in the game.	<div></div> <div>id of the team</div> <div>name of the team</div> <div>timestamp when team was created</div> <div>timestamp when last member of the team</div> <div>measure of team strength roughly corresponding to the success of a time</div> <div>current level of a team</div>
team-assignments.csv	TeamAssignment	A line is added each time a user joins a team. A user can be in at most a single team at a time.	<div></div> <div>when the user joined the team</div> <div>id of the teamuser</div> <div>id of the user</div> <div>unique id for this assignment</div>
level-events.csv	LevelEvent	A line is added each time a team starts or finishes a level in the game.	<div></div> <div>when the click occurred</div> <div>unique id for the event</div> <div>id of the team</div> <div>level started or completed</div> <div>type of event (start or end)</div>

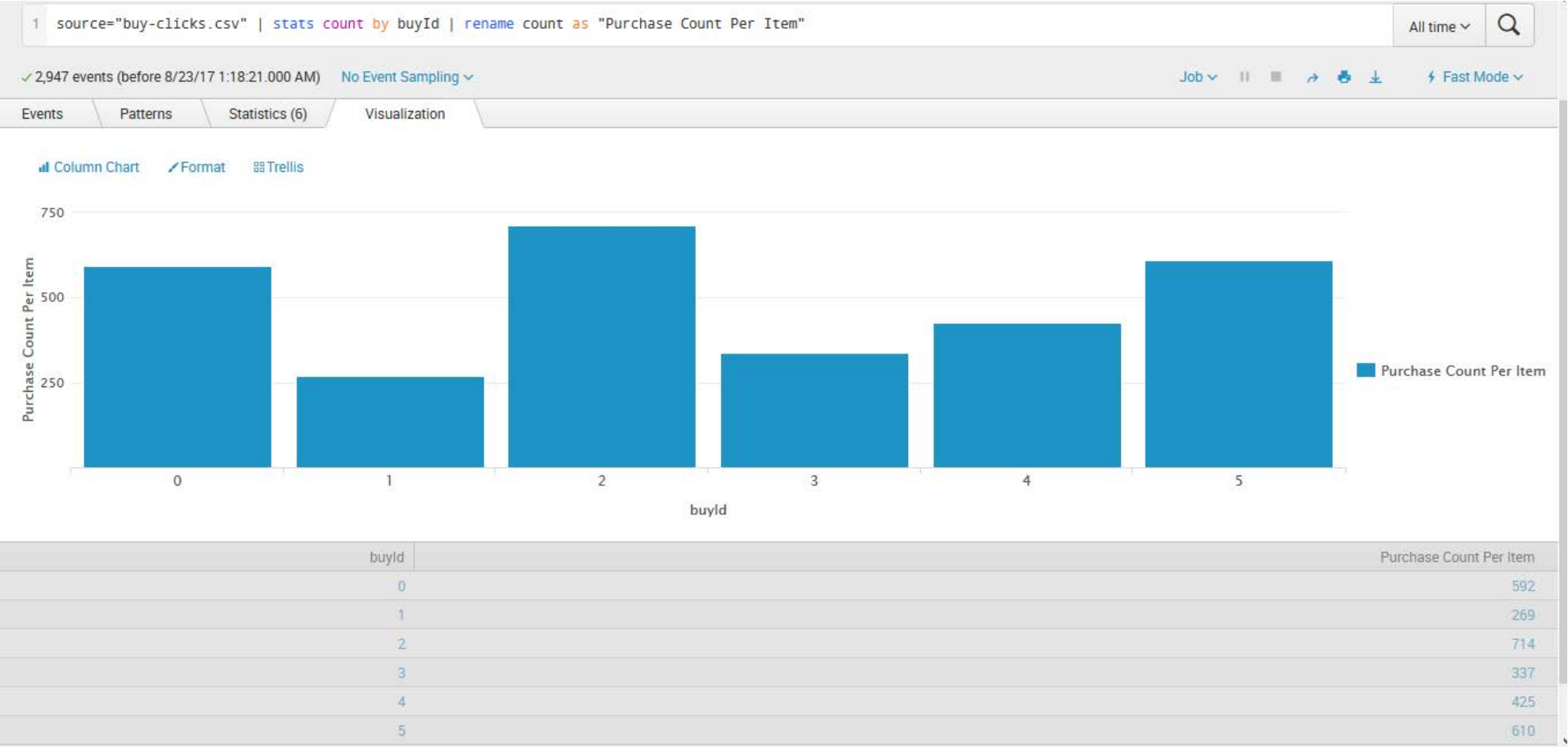
user.session.csv	User_Sessions	Each line describes a user session, which denotes when a user starts and stops playing the game. When a team goes to next game level, the session is ended for each user in the team and a new one is started.	<div></div> <div>when the click occurred</div> <div>unique id for the session</div> <div>current user's ID</div> <div>current user's team</div> <div>team assignment id for the user to the team</div> <div>whether the event is the start or end of a session</div> <div>level of team during the session</div> <div>type of platform of the user during the session</div>
game-clicks.csv	GameClicks	A line is added each time a user performs a click in the game.	<div></div> <div>when the click occurred</div> <div>unique id for the click</div> <div>click user's ID</div> <div>id of the session of user when click occurs</div> <div>if click hits flamingo (val=1) or missed (val=0)</div> <div>id of the team of the user</div> <div>id of the team of user</div> <div>level of team during the session</div>

Aggregation

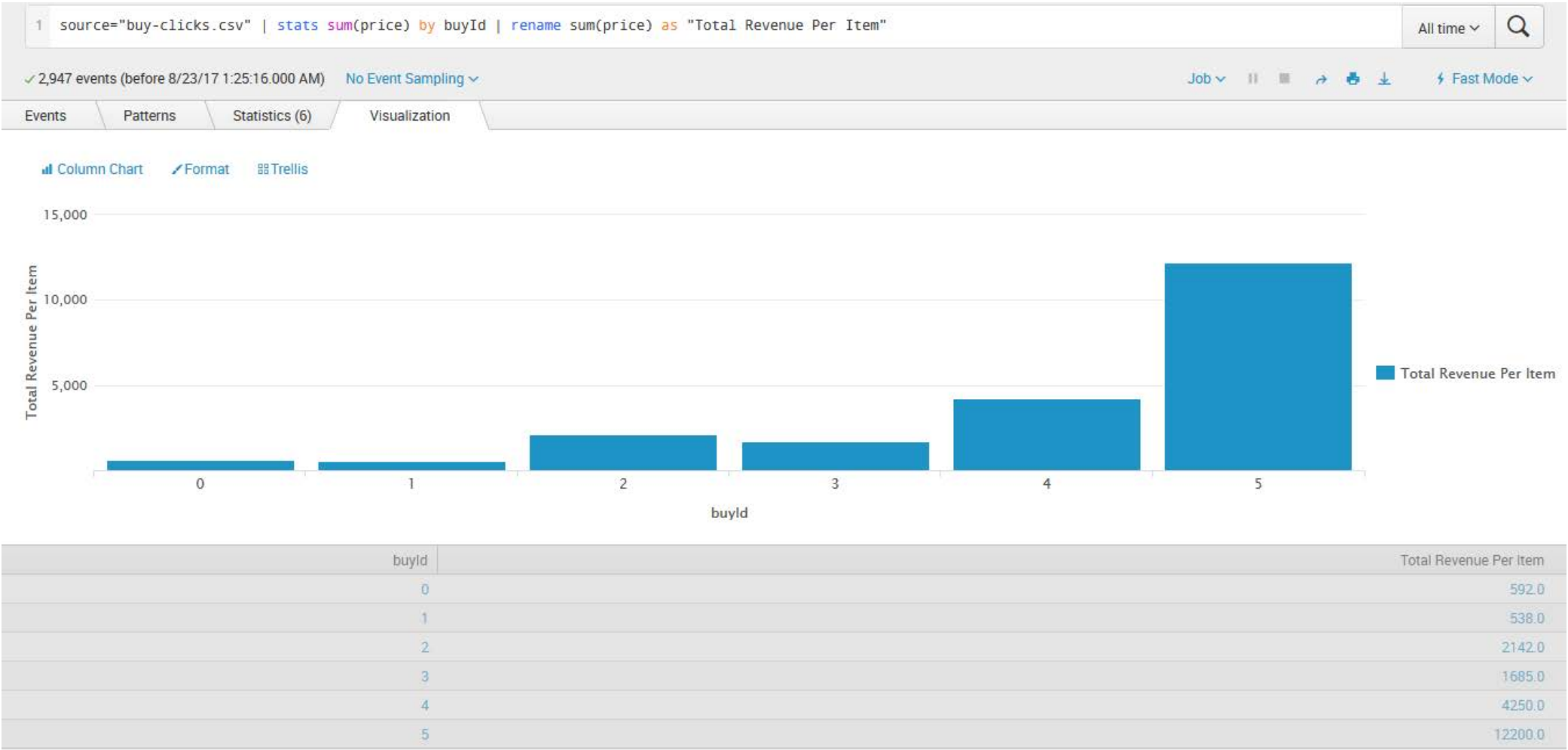
Amount spent buying items	source="buy-clicks.csv" stats sum(price)	21407.0
Number of unique items available to be purchased	source="buy-clicks.csv" stats dc(buyId)	6

Histograms

1. A histogram showing how many times each item is purchased:

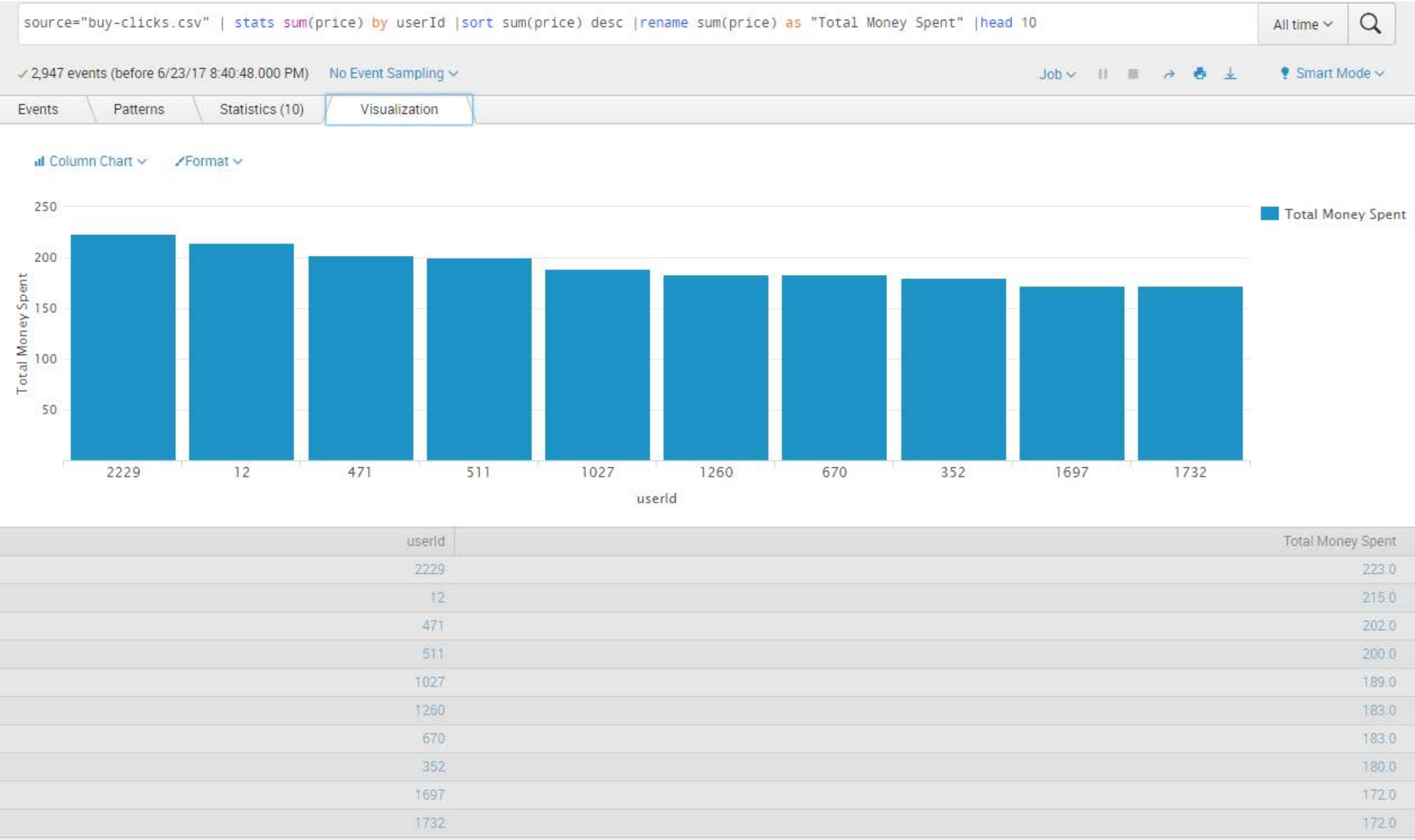


2. A histogram showing how much money was made from each item:



Filtering

1. A histogram showing total amount of money spent by the top ten users (ranked by how much money they spent):



userId	Total Money Spent
2229	223.0
12	215.0
471	202.0
511	200.0
1027	189.0
1260	183.0
670	183.0
352	180.0
1697	172.0
1732	172.0

2. The following table shows the user id, platform, and hit-ratio percentage for the top three buying users:

New Search

Save As

New Table

Close

1 source="buy-clicks.csv" | stats sum(price) by userId | sort -sum(price) | head 3

2 | join userId [search source="game-clicks.csv" | stats sum(isHit) count by userId| rename sum(isHit) as Hit | rename count as total | eval Ratio=Hit*100/total]

3 | join userId [search source="user-session.csv" | eventstats count by platformType| rename platformType as Platform]

4 | eval counter=1 | accum counter as Rank| rename userId as "User Id"| table Rank "User Id" Platform Ratio

All time

2,947 events (before 8/22/17 7:45:41.000 PM)

No Event Sampling

Job

Fast Mode

Events

Patterns

Statistics (3)

Visualization

20 Per Page

Format

Preview

Rank	User Id	Platform	Ratio
1	2229	iphone	11.596958174904943
2	12	iphone	13.068181818181818
3	471	iphone	14.50381679389313