Improving Revenue Generation on Catch the Pink Flamingo

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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 occured t unique id for the click (within ad-clicks.log) for the click u id of user session for user who made click t current team id of user who made the click u user id of user who made the click a id of the ad licked on a 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	**timestamp** **txId** **userSessionid** **team** **userid** **buyId** **price**	when the click occured unique id for the click (within ad-clicks.log) id of user session for user who made click current team id of user who made the purchase user id of user who made the click id of the item purchased price of the item purchased
users.csv	User	File contains a line for each user playing the game.	**timestamp** **userId** **nick**	when the click occured user id of user who made the click nickname chosen by the user

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

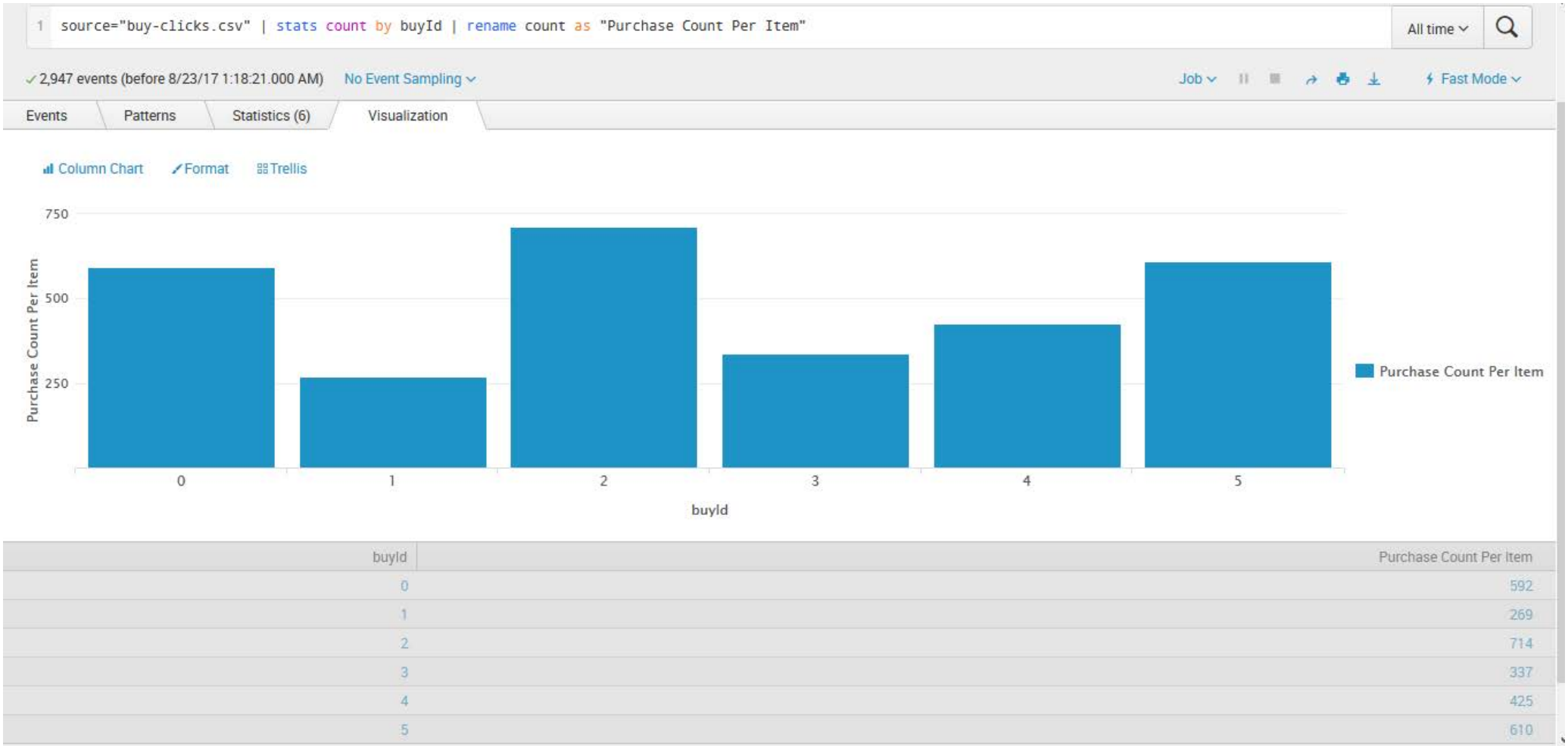
user.session.csv	User_Sessions	Each line describes a user session, which denotes when a user starts and stops playing the game. When a team goes to next game level, the session is ended for each user in the team and a new one is started.	when the click occured unique id for the session current user’s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

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:



buyId	Purchase Count Per Item
0	592
1	269
2	714
3	337
4	425
5	610

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

```
1 source="buy-clicks.csv" | stats sum(price) by buyId | rename sum(price) as "Total Revenue Per Item"
```

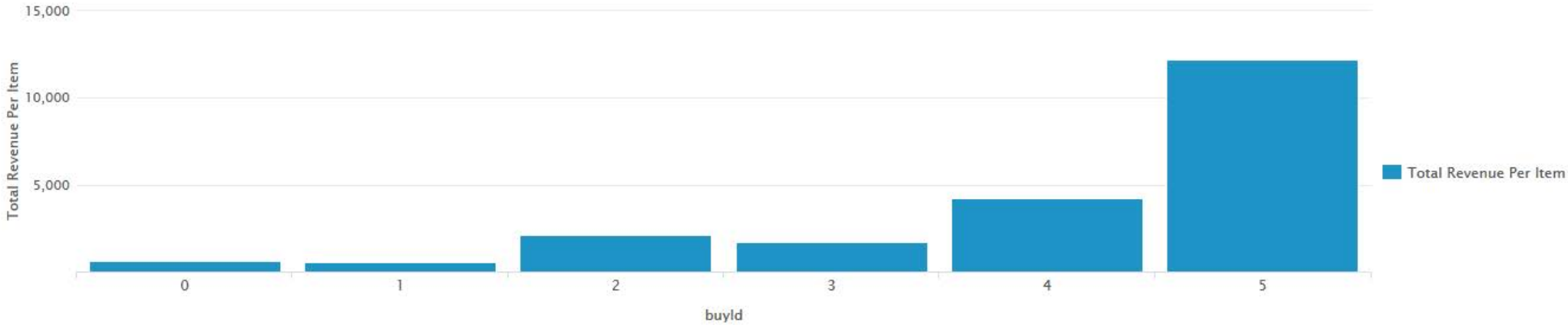
All time

✓ 2,947 events (before 8/23/17 1:25:16.000 AM) No Event Sampling

Job Fast Mode

Events Patterns Statistics (6) Visualization

Column Chart Format Trellis



buyId	Total Revenue Per Item
0	592.0
1	538.0
2	2142.0
3	1685.0
4	4250.0
5	12200.0

Filtering

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

```
source="buy-clicks.csv" | stats sum(price) by userId |sort sum(price) desc |rename sum(price) as "Total Money Spent" |head 10
```

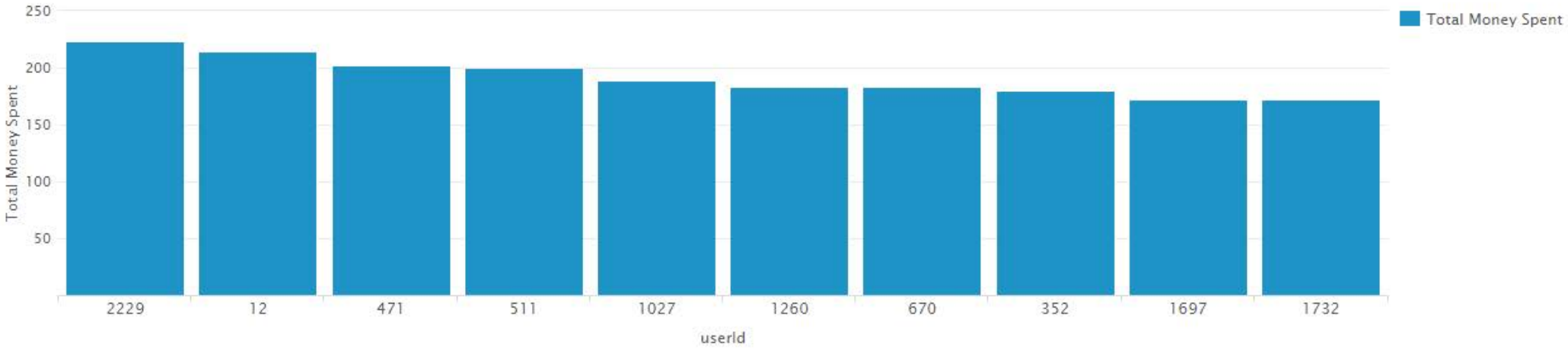
All time

✓ 2,947 events (before 6/23/17 8:40:48.000 PM) No Event Sampling

Job Smart Mode

Events Patterns Statistics (10) Visualization

Column Chart Format



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