

# How can we increase revenue from Catch the Pink Flamingo?

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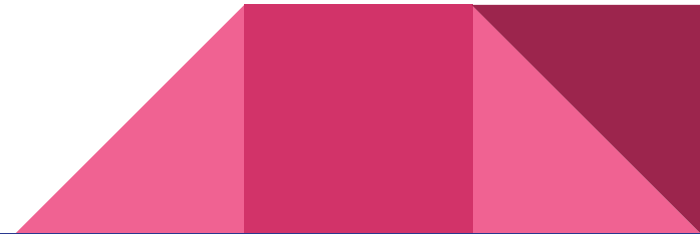
# Problem Statement

How can we use the following data sets to understand options for increasing revenue from game players?



# Data Exploration Overview

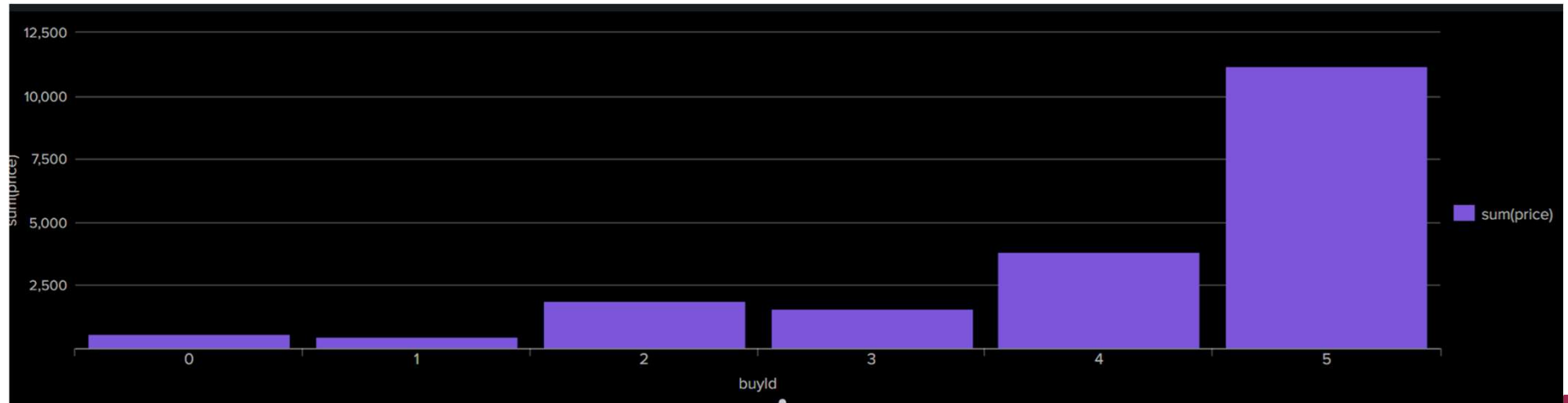
From Splunk, We took an insight from data about item, user, hit ratio and platform



# Data Exploration Overview

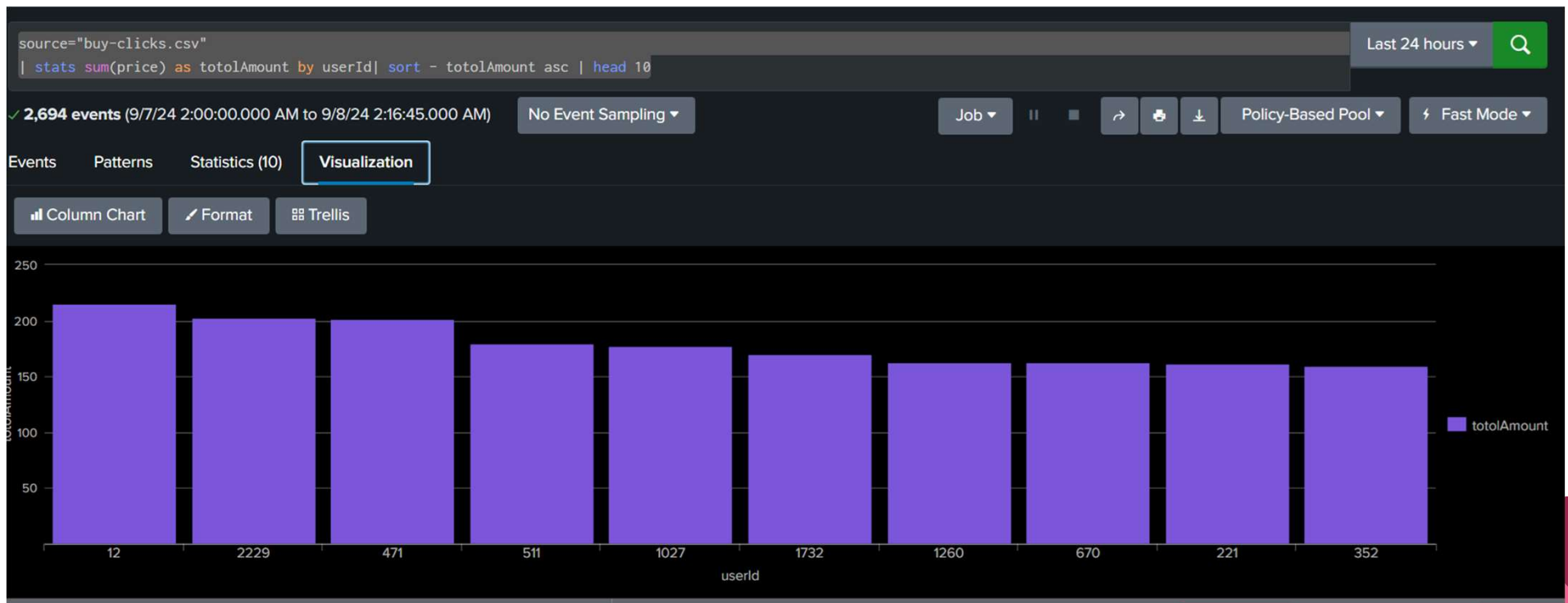
how much money was made from each item:

From Splunk, We took an insight from data about item, user, hit ratio and platform



# Data Exploration Overview

total amount of money spent by the top ten users



# Data Exploration Overview

top 3 users and their platform

From Splunk, We took an insight from data about item, user, hit ratio and platform

	Rank	User Id	platform	Hit-Ratio (%)
0	1	2229	iphone	11.6
1	2	12	iphone	13.1
2	3	471	iphone	14.5

# What have we learned from classification?

To predicted data, we made a new category with 2 kinds based on money spent for item

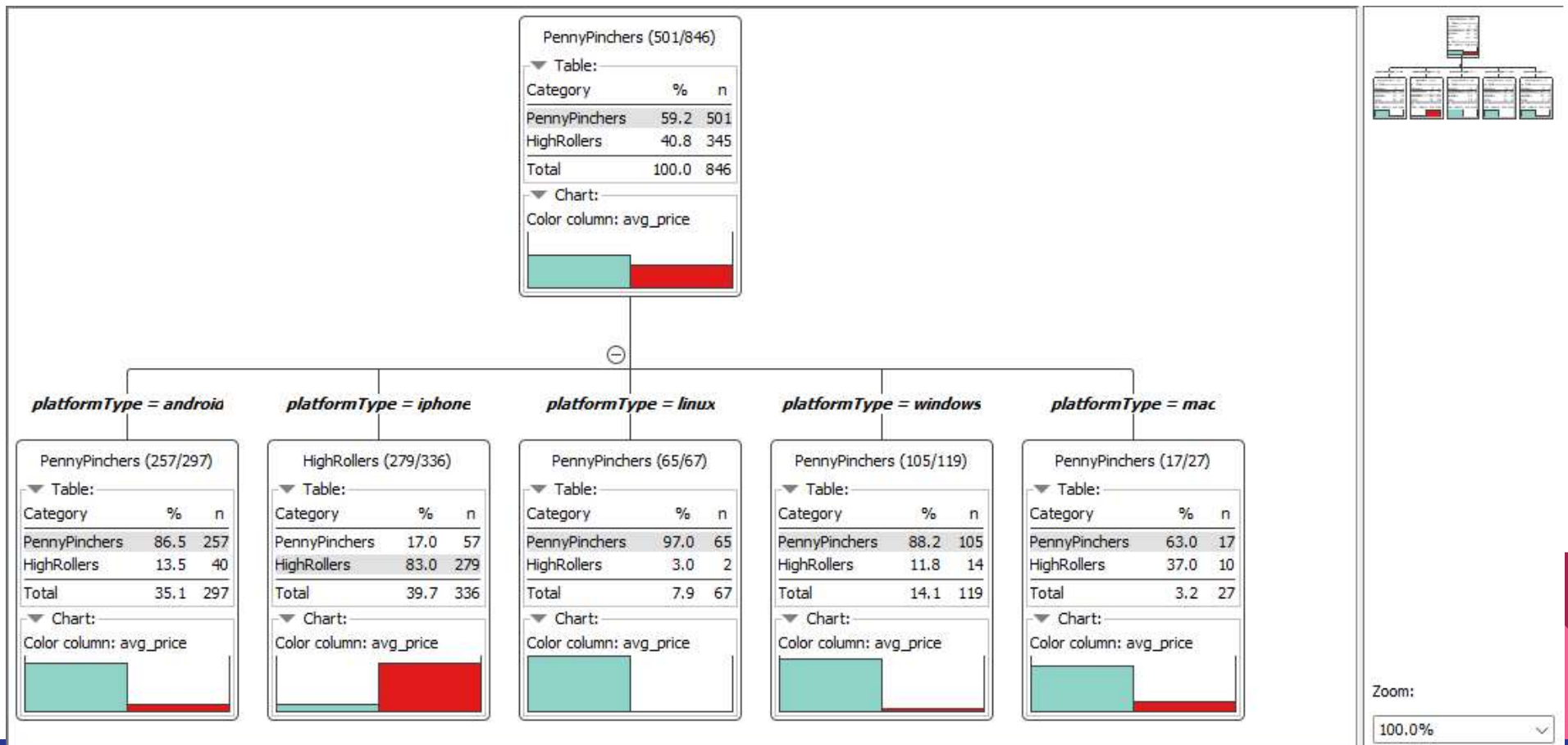
This because we saw a different in purchase item from data exploration

We kept platform for beginning analytics

Passing data through our pipeline, we have a decision tree with a good insight that fit with previous prediction



# What have we learned from classification?





What have we learned from classification?

**Wrong classified: 65**

**Error: 11.504%**

What have we learned from classification?

Correct classified: 500

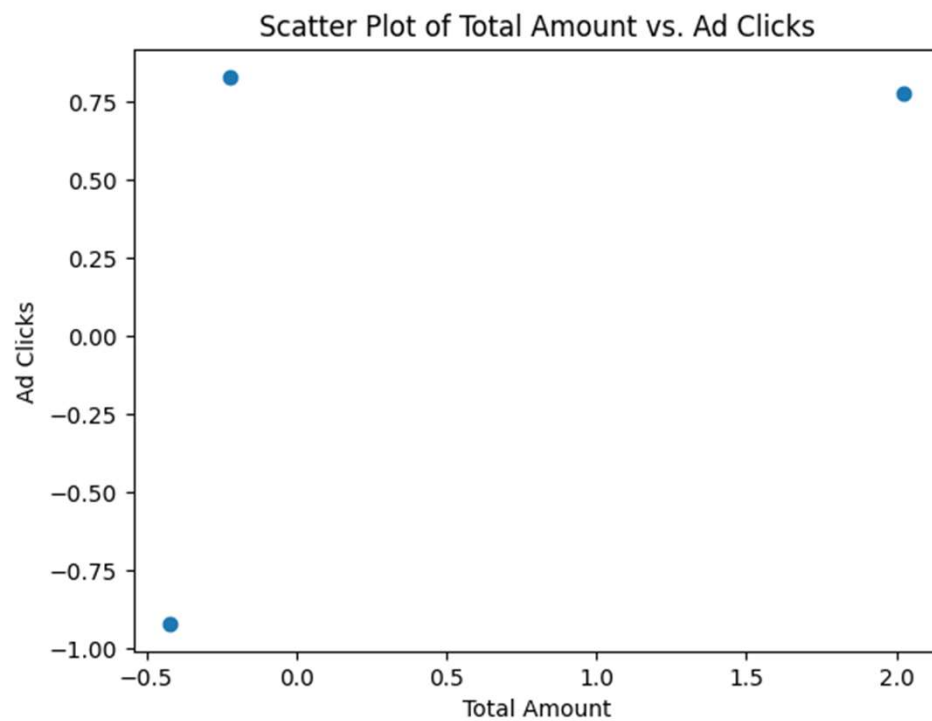
Accuracy: 88.496%

Cohen's kappa ( $\kappa$ ): 0.76%

What have we learned from classification?

avg_price ...	PennyPinc...	HighRollers
PennyPinchers	308	27
HighRollers	38	192

# What have we learned from clustering?



# From our chat graph analysis, what further exploration should we undertake?



From our chat graph analysis, what further exploration should we undertake?

 **Most Active Users (based on Cluster Coefficients)**

User ID	Coefficient
668	1.0
209	1.0
999	0.95

# Recommendation

A- B testing

Follow new technology in hardware, software, internet speed

Follow Social, Politics and Economic rules

Run pipeline when there are updates in our analysis tools

