JustDice data analysis report

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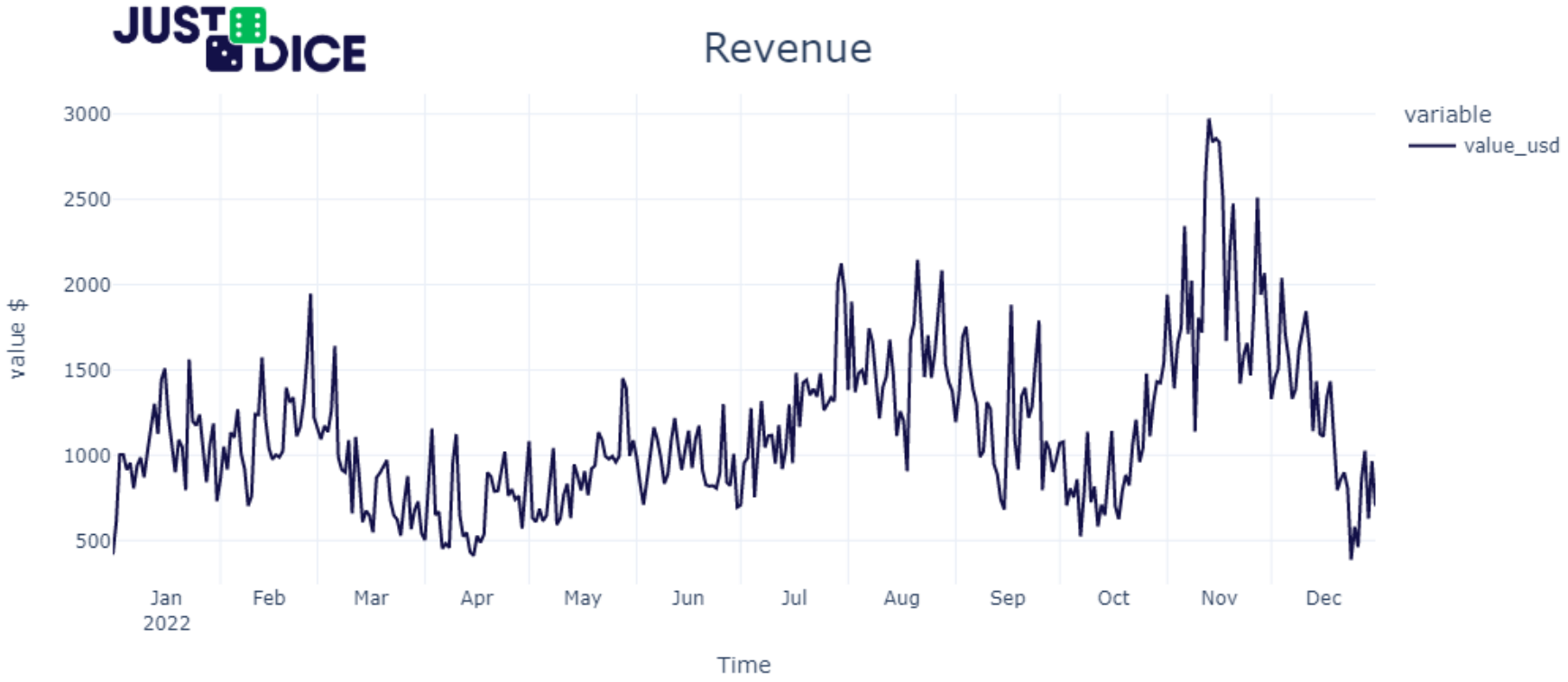
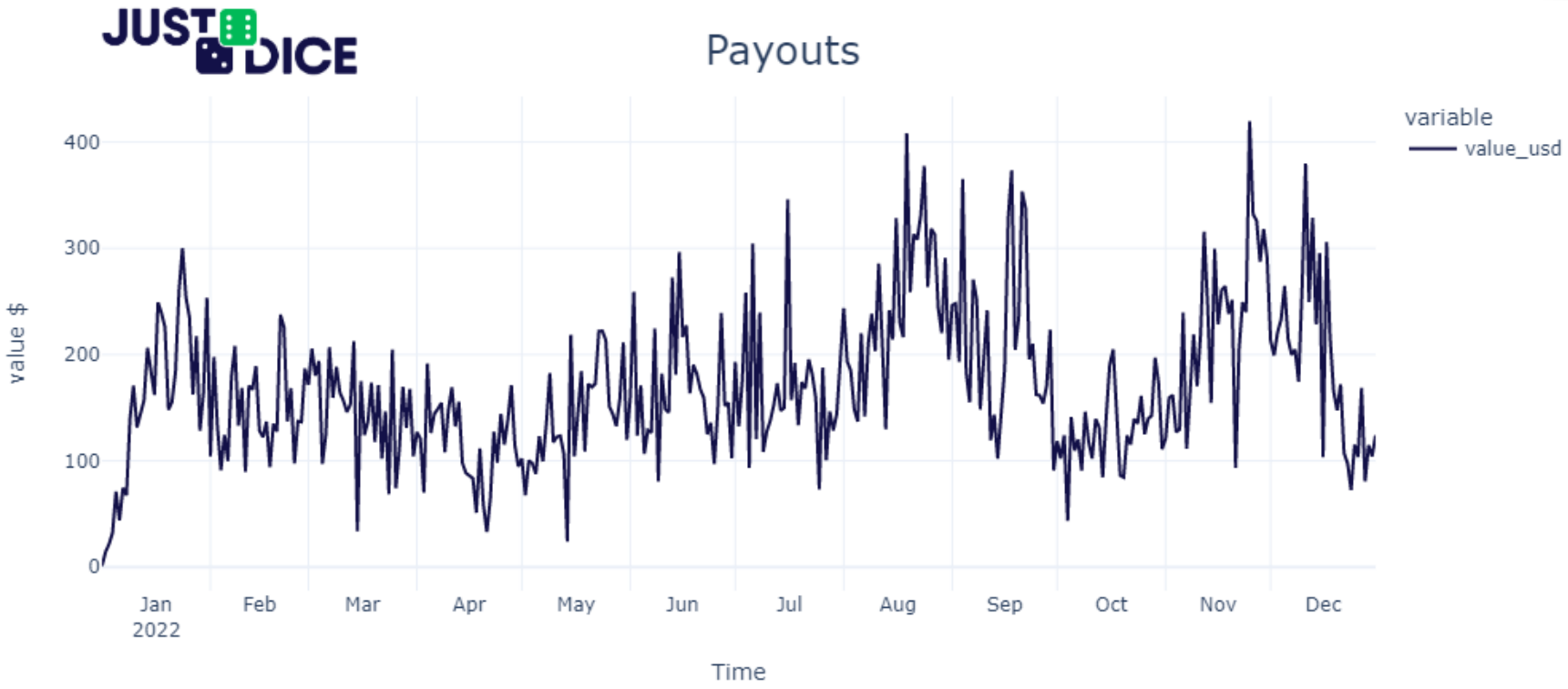
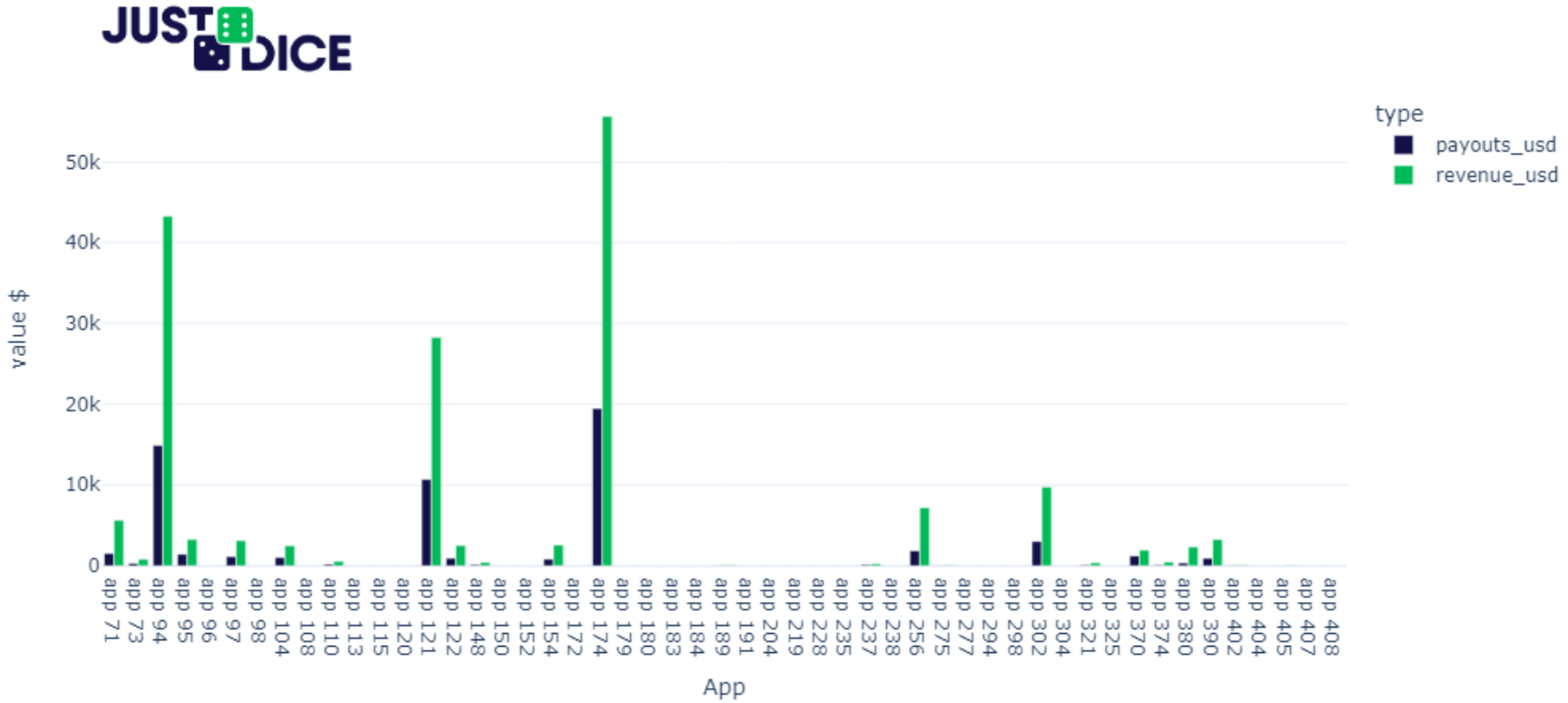
The company's revenue in 2022 is variable and not fixed throughout the year. There are identifiable patterns of revenue growth in February, August, and November, whereas revenue decreases in April, October, and December (around Christmas).
The fluctuations in revenue can be attributed to several factors, including the **month of the year**, **advertising initiatives**, and **trends in new applications**.



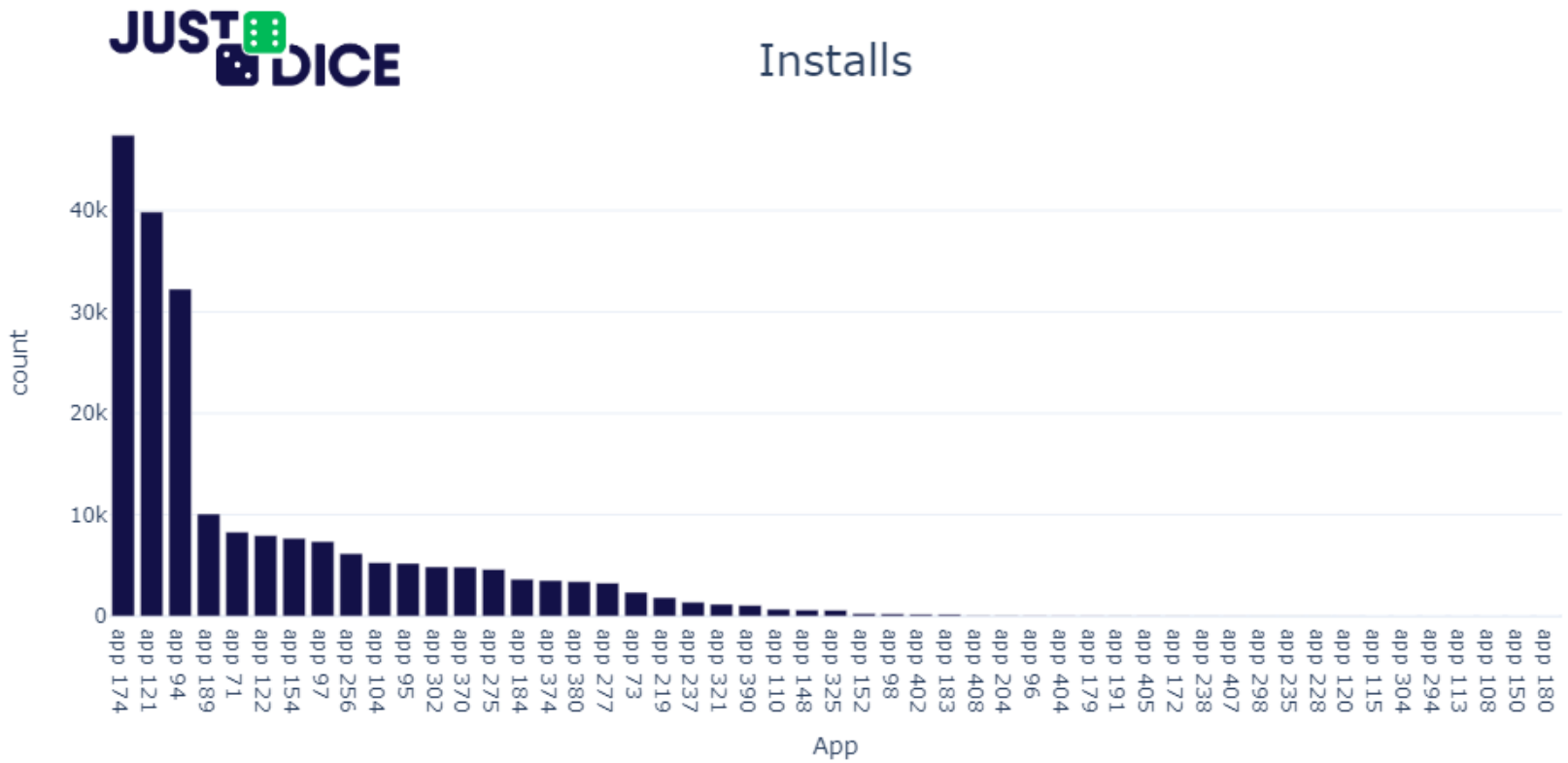
The payouts of the company are relatively stable over time, without significant increases or decreases.

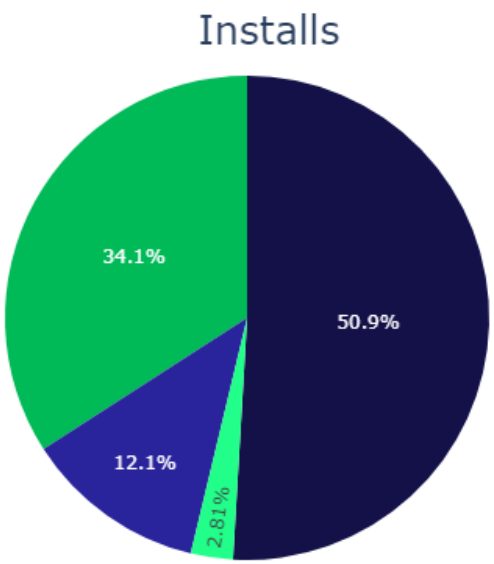


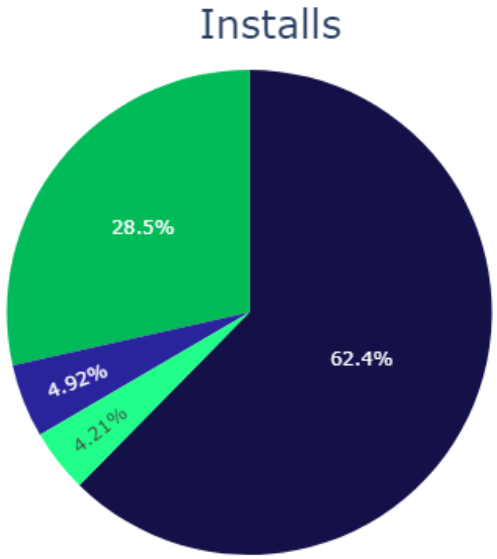
Apps 94, 121, and 174 generate the highest revenue and payouts, making them the top three revenue-generating apps.



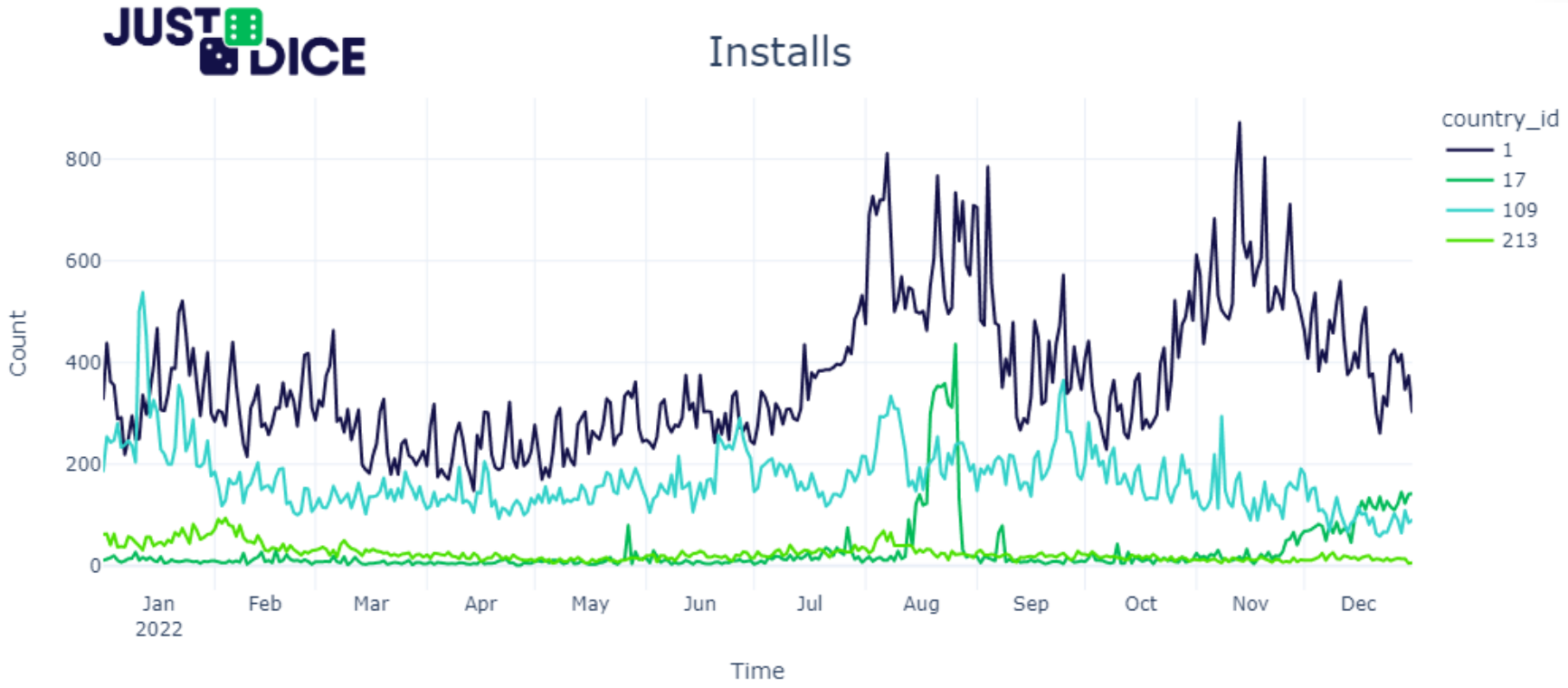
By graphing the number of app installations, we can observe that app 174, 121, and 94 have the highest installation counts.



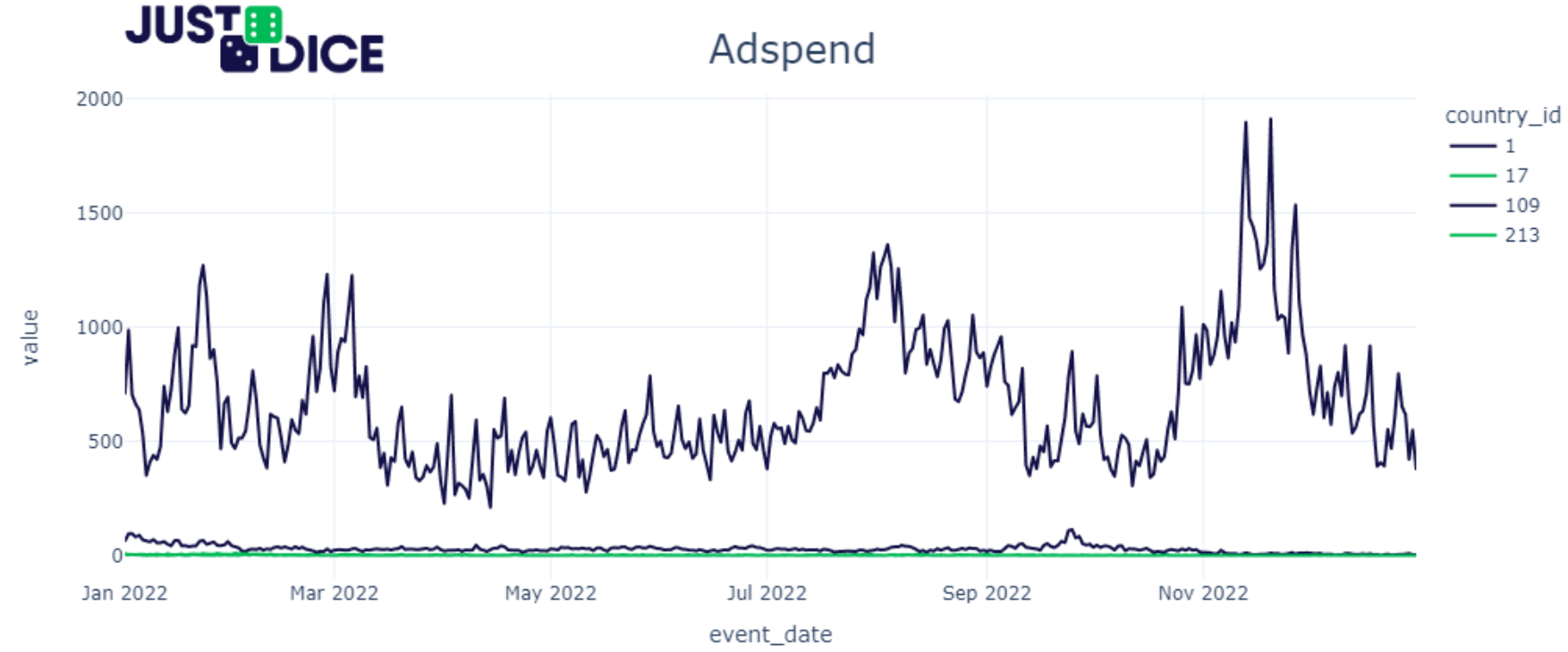

Installs
network id
60
26
10
1111
34.1%
50.9%
12.1%
2.81%

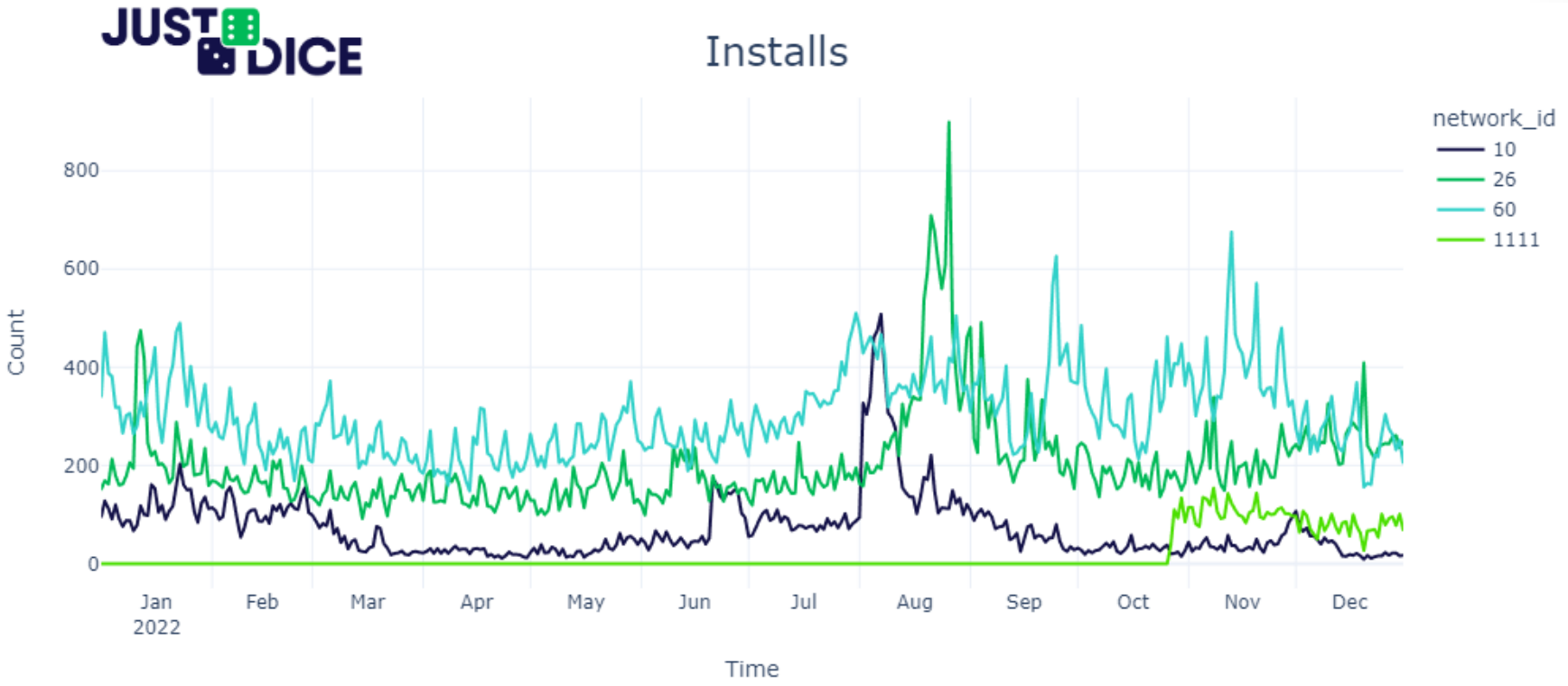

Installs
Country id
1
109
17
213
28.5%
62.4%
4.92%
4.21%

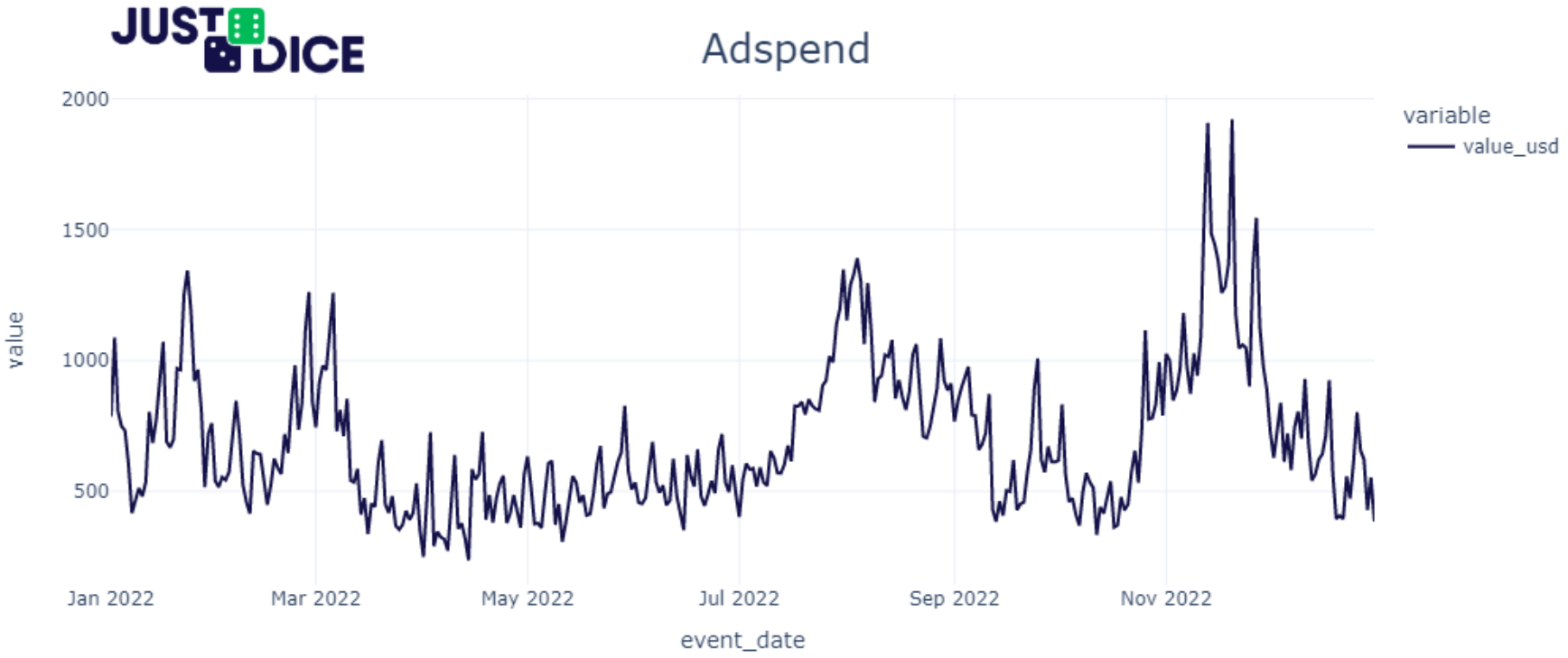
If we visualize the installation counts for each country on a graph, we can determine that country 1 has the highest installation count overall. Additionally, in August, the installation count for country 17 experienced a significant increase. Why?

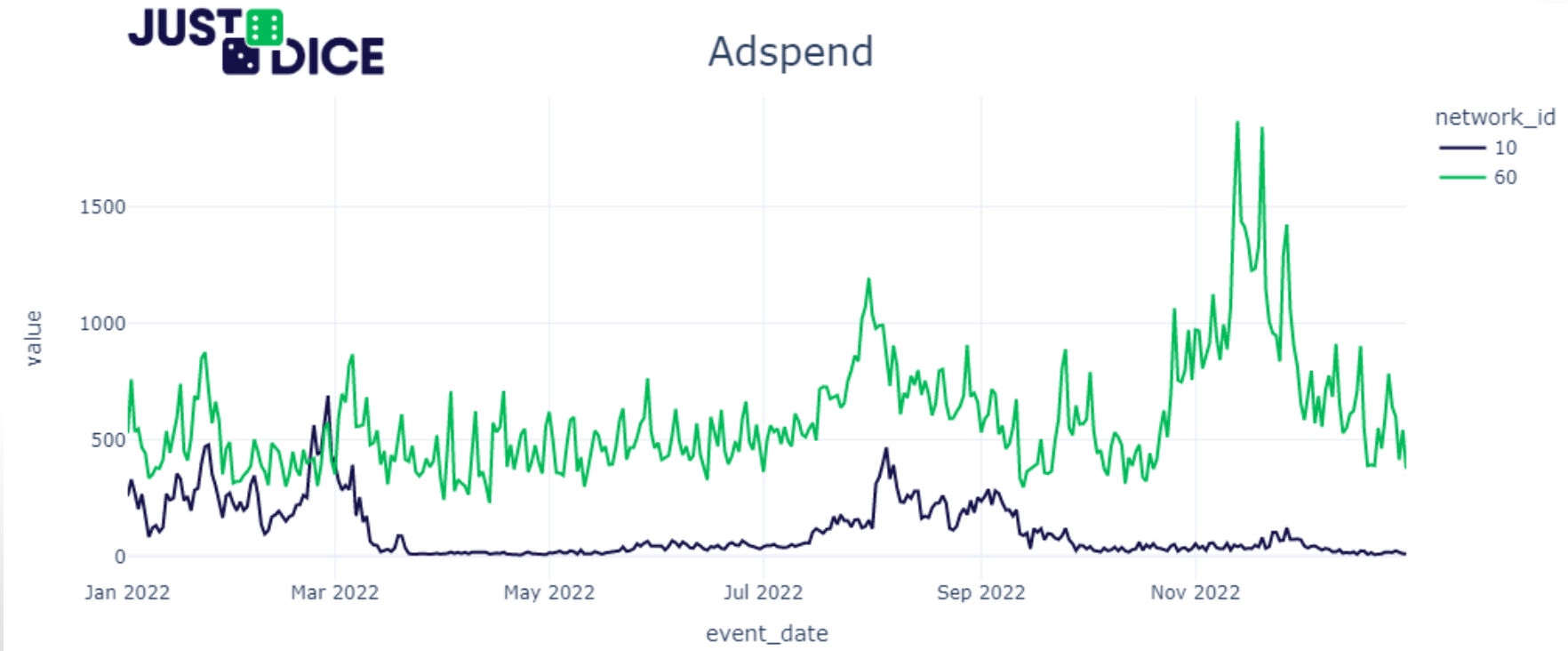


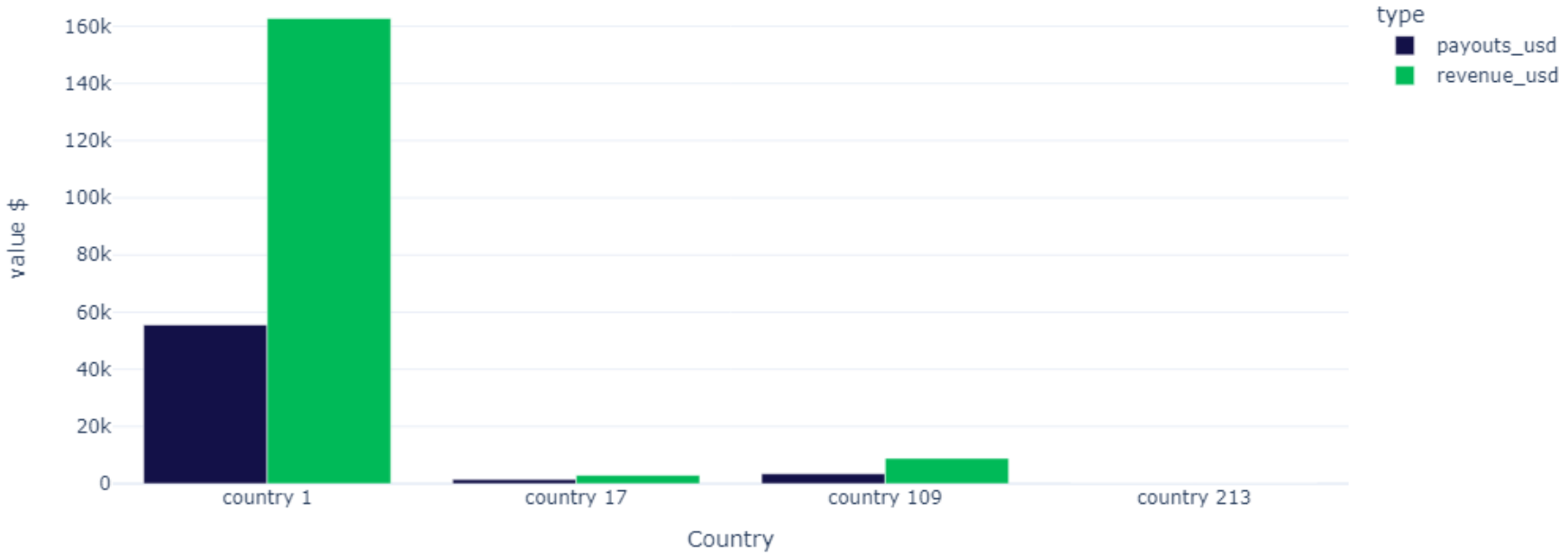
By looking at the ad spend for each country, we can see that the majority of the advertising budget is allocated to country 1, with less being spent on ads for other countries. Though it is worth noting that in August, the company did not spend a lot of money on ads for country 17. So, the reason behind the significant increase in installation count for country 17 during August cannot be solely attributed to the advertising spend.

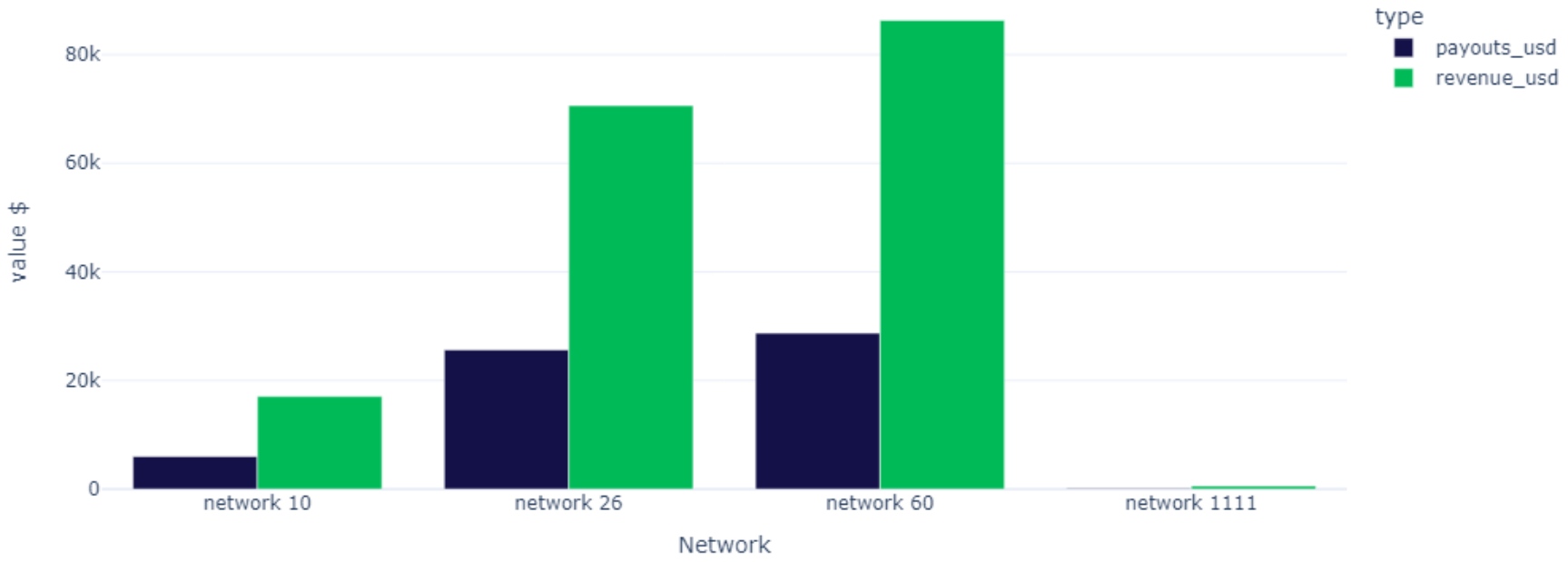



JUST DICE
Installs
network_id
10
26
60
1111
800
600
400
200
0
Count
Jan
2022
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec
Time


JUST DICE
Adspend
2000
1500
1000
500
value
Jan 2022
Mar 2022
May 2022
Jul 2022
Sep 2022
Nov 2022
event_date
variable
value_usd


JUST DICE
Adspend
network_id
10
60
1500
1000
500
0
value
Jan 2022
Mar 2022
May 2022
Jul 2022
Sep 2022
Nov 2022
event_date


JUST DICE
type
payouts_usd
revenue_usd
160k
140k
120k
100k
80k
60k
40k
20k
0
value $
country 1
country 17
country 109
country 213
Country


type
payouts_usd
revenue_usd
80k
60k
40k
20k
0
value $
network 10
network 26
network 60
network 1111
Network

JUST DICE
type
payouts_usd
revenue_usd
60k
40k
20k
0
value $
10
11
12
12.3.1
12.5.5
13
13.3.1
13.5.1
14.0
14.2
14.4
14.4.2
14.6
14.7.1
14.8.1
15.0.1
15.1
15.2
15.3
15.4
15.5
15.6.1
15.7.1
16.0
16.0.2
16.1
16.1.2
16.3
4.1.18-g370f28d
4.9.186-21003115
4.9.227-21443963
4.9.77+
5.0.1
5.1
6.0
7.0
7.1.1
8.0
8.1
9
9.0.0
device_os_version