


How can we increase revenue from Catch the Pink Flamingo?

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Problem Statement

Using the data sets provided by Eglence, analysis following scenarios and find ways to increase revenue from the game players -

- a. Where to put highest priority and resources in choosing the platform and developing it further.
 - b. Understand what advertisements are generating more revenue, and which advertisement vendors to bring in more?
 - c. When to show an advertisement and when to show an in-app purchase item to player and what player?
 - d. Understand the communities and understand what to promote to these influencers.
 - e. Understanding the type of players and how to treat them individually ?
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Data Exploration Overview

Exploring data using the splunk, observed following observations –

- a. Looking at the sample of top 10 buyers in the data set, we see most of them are using Iphone platform. Unfortunately, there hit-ratio is around 10 – 15%.
- b. Observed players are buying items 2 , 5, 4 are the most in the order. But the revenue generated from these buy items is from 5, 4 and 2.

Recommendation –

- a. Help iphone player's to play better. If there are satisfied, they will bring in new users, and they buy a lot.
- b. Increase the buy item 2 price to more. Players are very attractive to this buy item. (Do A/B testing to see players are still buying item 2 with price increase)



What have we learned from classification?

iPhone players are tend to spend more than \$5 in revenue in their life team.

So, it is important to put in effort to make sure iPhone platform is bug free and provide better customer service.

In other platform's, promote player's to bring in new player's who has iphone 😊




What have we learned from clustering?

Maintain ideal team size around 100. [Team around 100, are the one who spend more revenue on in-store purchases, advertisement clicks and there scores are high]

Give recommendation to players -

If team size is less than 90, promote them to increase team size to 100, so their scores will go up.

Similarly if team size is more than 115, gently tell the influencer's to downsize the team, so their score will go up.



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

We should see these chattiest team's, has any significant achievements like more hit-ratio, more advertisement clicks or more in-app purchase. If we see that significant achievements, then we should check the relationship weather the chattiest user in the chattiest team is the really influencer in the team.

If so, we should pay attention to these chattiest user's. These are the influencer's and they are the key driver's for the team growth and Eglence revenue 😊



Recommendation

Promote to bring in new iPhone players and make sure iPhone platform has good customer support.

Rationale –

Using data exploration, we see iPhone users are the highest revenue generators. Unfortunately, their hit-ratio is 10%. Should provide some kind of support, so their scores go up and they stay long time span. In turn they will spend more on in-store purchase and advertisements.

And using classification analysis, we found one important attribute that leads to generation more revenue. That attribute is “platform” and the players using iPhone platform spends more money!!

So Egence should advertise more to bring in new iPhone players and make sure existing iPhone player's has great support as the highest priority.

