Link Analysis in Online Games

# Data Points:

1. Timstamp
2. IP Address
3. User ID
4. Digital Fingerprint (unique computer ID)
5. Event
   1. Logon
   2. Trade
   3. Teleport
   4. Level-up
   5. Purchase/Payment
      1. Purchase with in-game gold
      2. CC purchase for in-game gold
   6. Logout
6. Event Key (FK to PK on another table)

## What can we do with the data?

1. Velocity of leveling: possible cheating, power leveling, TBD
2. Every 5th (or other) level, send an email with a discount code for in-game gold purchase (25%)
3. Link customer service calls to game logons
   1. Is the customer asking for a password reset while currently online
4. Multiple CC #s associated with the same account
   1. Single CC # associated with multiple accounts
5. Tracking referrals, advertising codes, social media
6. Logons from different IPs with different digital fingerprint
   1. Logon analysis by region, time, peak times
   2. session duration: checking for valid accounts
   3. Multiple logins from same IP with same digital fingerprint

## Banking Similarities

1. Money Laundering