

Data set 1

Excerpt from a data set collected by an online streaming service, StreamNow. They provide a range of films and TV at a monthly cost.

User ID	Subscription service	Favourite genre	Average watch time	Gender
00011	Premium	Romance	2 hours a day	Female
00012	Basic	Documentary	0.5 hours a day	
00013	Free	Comedy	1 hours a day	Male
00014	Student	Horror	2 hours a day	Female
00015	Premium	Family	3 hours a day	Female
00016	Premium	Romance	2 hours a day	Male
00017	Basic	Comedy	0.25 hours a day	Female
00018	Free	Romance	4 hours a day	

1.You work for StreamNow:
What patterns do you notice in user behaviour?

Data set 2

Excerpt from a data set collected by an online shopping site, BuyOnline. BuyOnline is an online marketplace that facilitates online shopping. There are different levels of membership, which provide additional benefits such as discounts and free postage and packing.

User ID	Account	Browsing time	No. of purchases per month	% access via adverts	Amount spent (£)
00011	Guest	5 mins per purchase	1	100	10
00017	Premium	30 mins per purchase	5	20	150
10102	Premium	20 mins per purchase	2	0	17.98
10103	Basic	0 mins per purchase	1	100	14.99
00104	Student	1 hour per purchase	2	50	5
10105	Guest	2 mins per purchase	3	66	40
10106	Student	45 mins per purchase	6	33	100
00016	Premium	1 hour per purchase	8	0	200

2.You work for BuyOnline; which types of users are spending the most money on the site?

Data set 3

Extracts from a messaging service after a keyword search for 'Friday night.'

Sender ID	Receiver ID	Timestamp	Message 1	Message 2
10105	10104	19:37:56	"Do you want to go bowling on Friday night ?"	"If we're going bowling again, I should really buy some shoes..."
10103	00017	17:12:18	"We're going to the movies on Friday night , do you want to come?"	"Sure, there's nothing good on StreamNow, I think I'm going to cancel my membership."
10106	00014	09:17:24	"Can you work on Friday night ?"	"Not this week, I need to find a present for my mum's birthday."
00027	00025	21:29:00	"I can't wait until Friday night "	"Why, what's happening?"
00024	00016	12:05:12	"I can't believe how much I bought online last Friday night ."	"You need to get on BuyOnline, they have loads of discounts at the moment."

BestAnalytics is a data analytics firm that specialises in big data sets. They have purchased datasets 1, 2, and 3 and merged them to create one big data set.

3. a) You work for BestAnalytics; what insights (information) can you offer StreamNow to help them improve their services?

3.b) You work for BestAnalytics; what insights (information) can you offer BuyOnline to help them increase their number of premium customers?