



QuizUp

Redshift for Raw Data Analysis @ QuizUp

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What is QuizUp?

What is Quizup?

- The biggest trivia game in the world!
- 1M registered members in first week
- 32M+ registered members
- 600K questions in 1000+ topics in 6 languages
- 27 trillion (no joke) questions answered

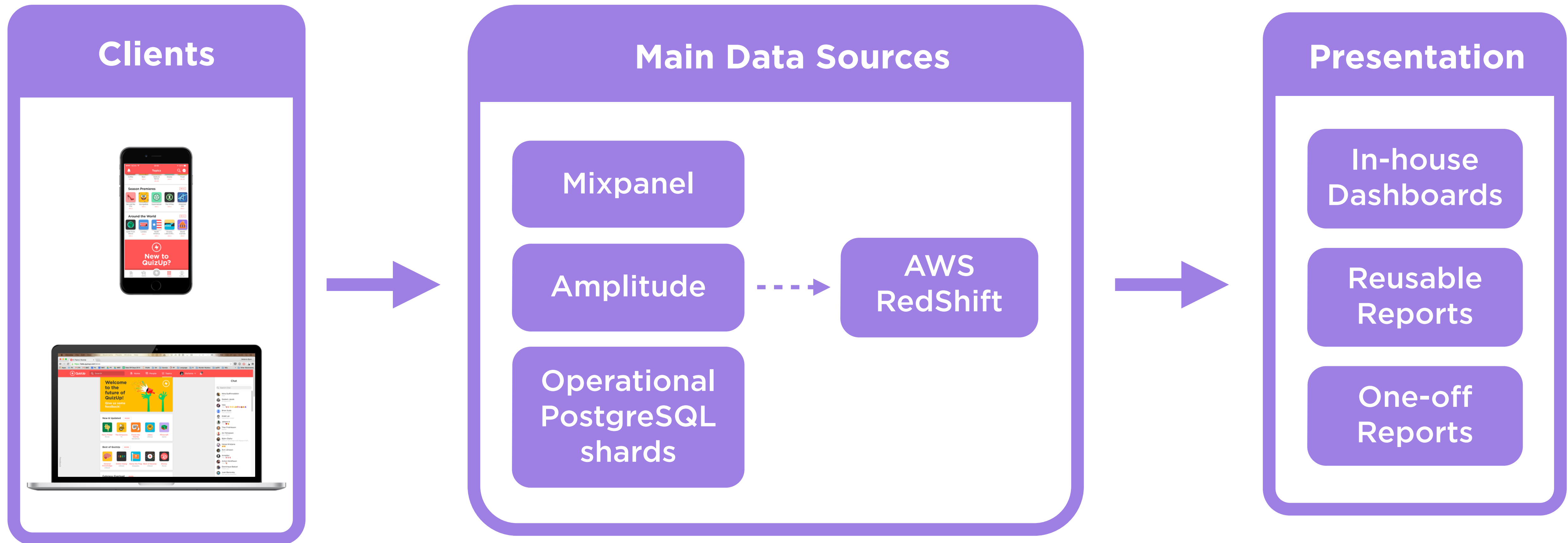


Data Science

@

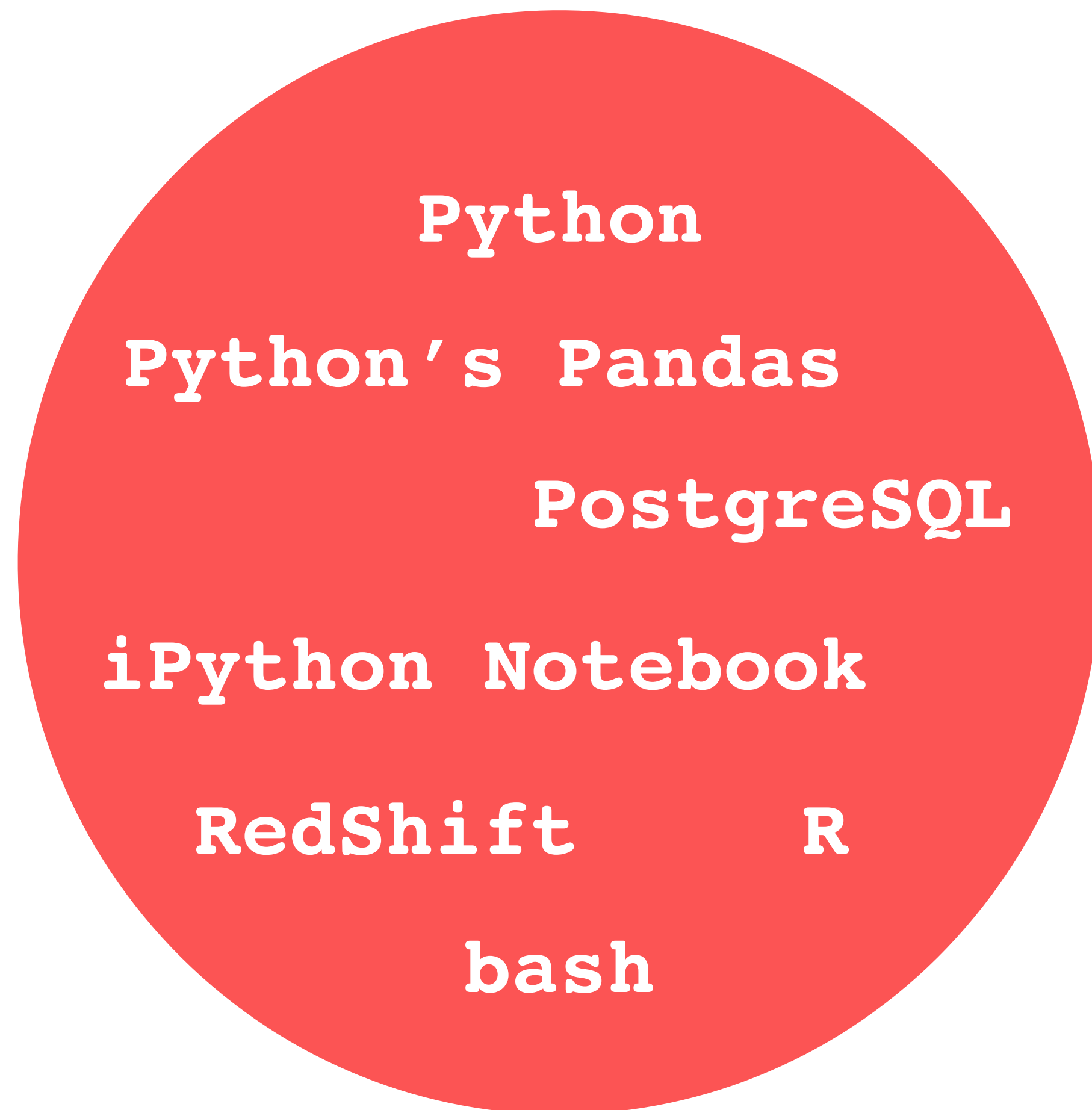
QuizUp

Data Stack



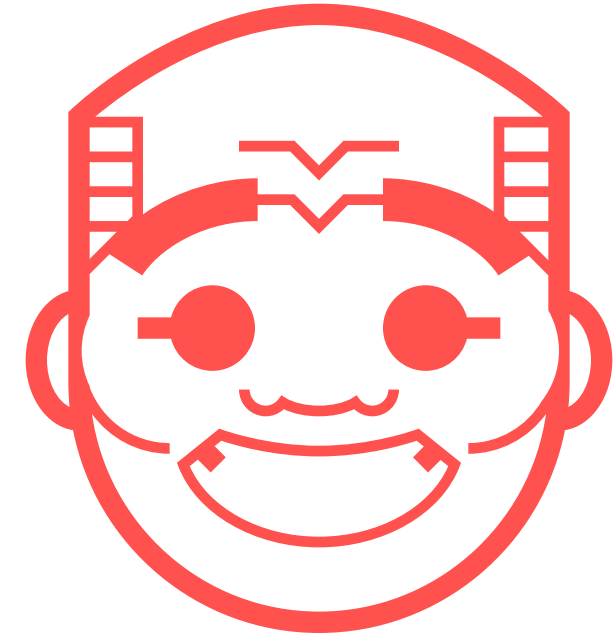
Tools & Data Sources

Tools / Data Storages



External tracking services





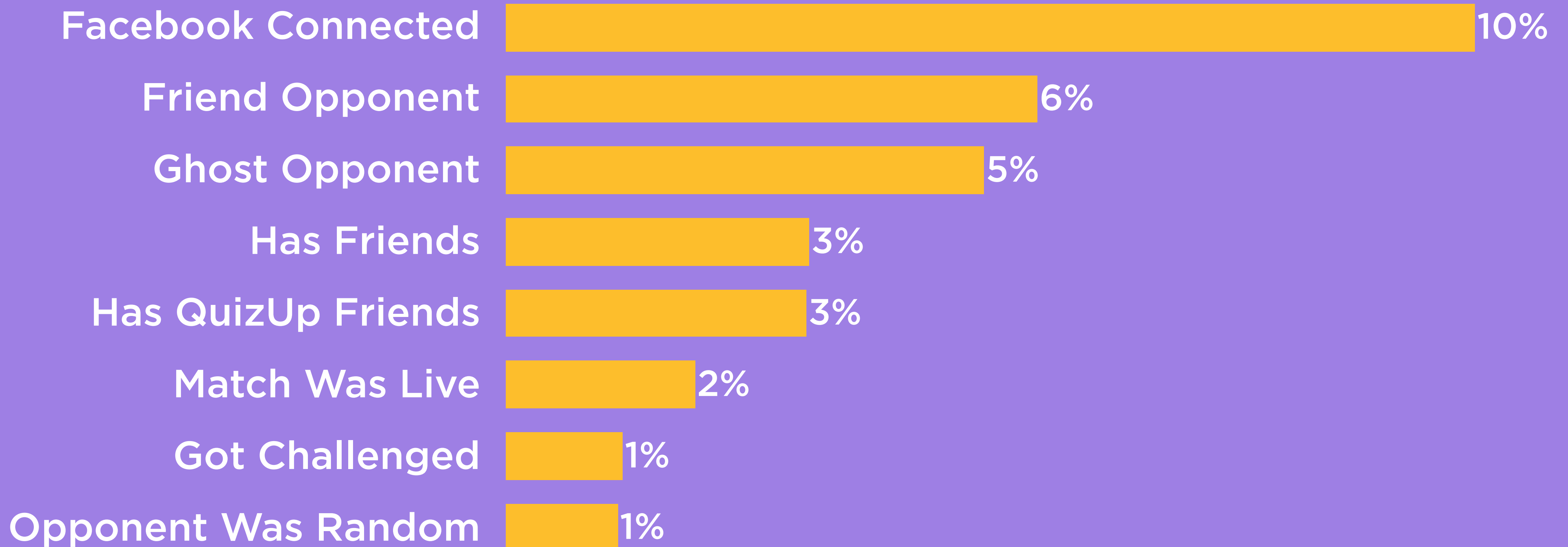
**How is RedShift
useful**

Random Forest

Random Forest

- **Utils:**
 - RedShift
 - iPython Notebook server
 - Random Forest Classifier from scikit-learn
- **Method:**
 - Aggregate data into “helper” tables in RedShift
 - All first games and their properties
 - All retained users and their properties
 - Transform user properties to boolean variables
 - Run Classifier to identify key factors for Day 1 Retention

Factors Impacting Return Day After First Game



Custom Aggregations

Quick Access to game / user details

- Game table
 - Join `game_started` with `game_ended`
 - Add useful stats to each game entry
 - E.g. number of chats until given game
- Player table
 - Chats
 - Posts
 - Games
 - Follows
 - ...

Dedicated Members – BFFs

- Experimented with “Four-by-Four”
 - User is active “daily” if she visits four days a week for four consecutive weeks
 - ... try a bunch of period sizes / minimum counts
- Do Random Forrest Classification for Four-by-Four users

Topics

Dashboards




1.0M
Impressions

Whats up?
QuizUp!

RANK ON BEST DAY: **#6**
of all QuizUp topics

CORRECT AT FIRST: **48%**

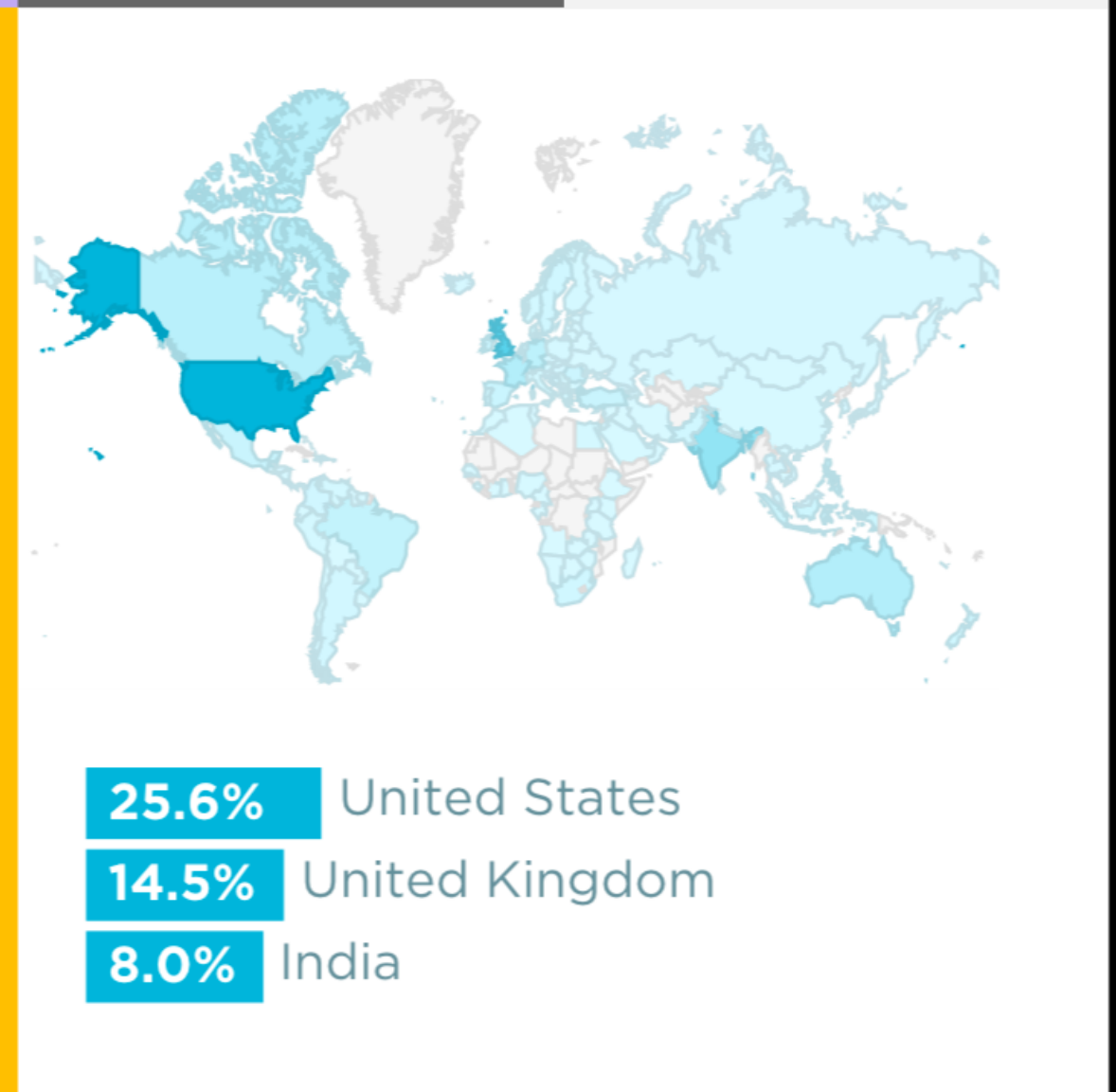

Time spent playing topic
46:13 min
per user

Gender breakdown
44% : 56%
Female to Male

Games/User **6.7** Unique Users **21K**

Games Played
143K

Average Age
24



All Stats – All Topics – 12 Minutes

- Stats for <100M games in 1200 topics last 30 days
 - Countries
 - Gender
 - ...
 - Time in game



Ask me anything!