Uken Games Data Agreement Form

Dear Student Candidates,

Uken Studios, Inc. ("Uken") acknowledges that undergraduate student candidates currently require certain information (the "Information") in the custody or under the control of Uken for the purpose of the 2015 Simon Fraser University Department of Statistics and Actuarial Science Case Study Competition, as listed at http://stat.sfu.ca/~dac5/casestudy. The Information consists of the database elements listed in Schedule "A", appended hereto, and does not contain Personal Information, as such terms are defined in the Freedom of Information and Protection of Privacy Act, 1990 (FIPPA).

Accordingly, Uken will provide students with the Information, subject to the following terms:

1. The Information is being provided solely for the purpose of 2015 Simon Fraser University Department of Statistics and Actuarial Science Case Study Competition. Any further uses of the Information are subject to prior written approval by Uken.

2. The Information is being provided on an "as is" basis. Uken makes no representation to and assumes no responsibility for the accuracy or completeness of the Information.

3. All copyright and other intellectual property rights in any written materials or reports ("Output Works") produced by student candidates based on their use of the Information shall belong to the student candidate that produces the Output Work, however Uken shall have the right to use, copy or distribute for Uken purposes, without cost, any Output Works produced by students, as Uken in its sole discretion considers appropriate.

4. Student candidates shall acknowledge the support of Uken in all Output Works and shall indicate that the views expressed in Output Works are the views of student candidates and do not necessarily reflect those of Uken.

Please acknowledge your agreement to the terms above by signing this letter, and returning it to Dr. David Campbell dac5@SFU.ca who will send a copy of the letter to:
Alex Yakubovich and Rob Braun
Uken Studios, Inc., 266 King St. W, 2nd Floor, Toronto, ON M5V 1H8,
www.uken.com

I agree to the terms set out above:

_____   _____   _____
Team Lead Name and signature   Name of Witness   Date

_____   _____   _____
Team Member Name and signature   Name of Witness   Date

_____   _____   _____
Team Member Name and signature   Name of Witness   Date

Schedule A Requested Data ("Information")

The dataset consists of a single table, user_stats.csv, with one record for each user. There are 300,000 rows and the following columns:

Demographic features
user_id   - integer uniquely identifying each user
install_date - in the format of year, month, date
platform (ipad, iphone). What platform does a user install on?
platform2_install_date date when a user installs on a second platform (NA if they only install on one platform throughout the observation period)
fb_connect date when user connects their game account to Facebook (NA if they don't do so during the observation period)
country   string specifying the country the user is from (NA is unknown)
gender   (male, female, NA). Gender is known if and only if the user connects to Facebook. Note that if a user connects to Facebook after the observation period, their gender is known but fb_connect will be NA.

Metrics
return_player (0,1) 1 if a player plays a session on the last day of the observation period, 0 otherwise **engagement** number of minutes the game was played during the observation period
revenue amount of money the user spent during the observation period

Event features
tutorial_completed date when user completes the tutorial.
first_game_player d ate when user plays their first round of the game (note that some users quit before ever starting a game)
first_type_1_game t here are four variations of the game, each with different intensity. Each round, a user chooses what variation they would like to play. first_type_1_game is the date of the first time a user played the first variation.
first_type_2_game
first_type_3_game
first_type_4_game
first_win d ate of the first round the player won
first_bonus w hen a user accumulates enough energy, they can exercise a bonus which allows them to win a game faster and accrue more ingame currency. first_bonus is the date when this first happens

first_special_purchase date of f irst inapp purchase of any kind that the user has made.
first_purchase_A date of first of first inapp purchase of type A that the user has made
first_purchase_B
first_purchase_C

first_purchase_D
first_purchase_E

first_purchase_F
first_purchase_G
first_purchase_H
first_gift_sent I f a user connects their account to facebook, they can send and receive gifts with their facebook friends. There are two types of gifts they can receive (corresponding to different ingame currency). The dates in which these events first occur are coded by first_gift_sent, first_gift_received, and first_gift_2_received

first_gift_received
first_gift2_received
first_uken_gift_received o ur company can also send a gift to the players (for example, during Holiday promotions). This feature indicates the date of the first such gift they received from us. **first_collection** u sers have the option of collecting some artifacts in the game. Once enough artifacts are gathered, a collection is complete, and the user gets a bonus of virtual currency. first_collection is the date when this first happens.
first_prize_A I n each round played, a user may win one of three prizes; prize A, prize B, or prize C **first_prize_B**
first_prize_C
stage1 date when user first plays stage 1.

stage2 date when user first plays stage 2.

stage3 etc.

stage4 stage5 stage6

Remarks:
1. the revenue and engagement numbers have been rescaled
2. Stage 1 becomes available as soon as the user completes the tutorial. Subsequent stages become available as a player plays rounds on the stages available to them. A player may choose whichever unlocked stage they like, and it is possible, for example, that they unlock and play stage 4 without ever playing stage 3.
3. For all event features, NA indicates that the event did not occur in the observation period
4. In-app purchases provide users with virtual currency that allows users to continue playing when they run out of currency, or to increase the intensity of the game. They can also be used to change the game aesthetics.

Data access
In order to access the dataset, please complete this agreement and send it to Dr. David Campbell dac5@SFU.ca