▢ Post-Apocalyptic Game KPI Dashboard

Retention D1, D7, D30

Measure Names
- ▆ D1 Retained
- ▆ D30 Retained
- ▆ D7 Retained

group
- ▆ control
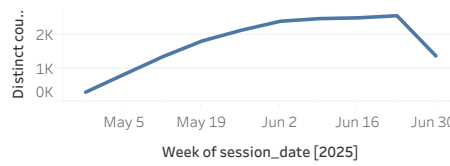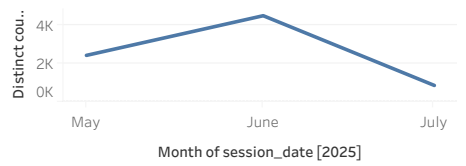- ▆ treatment
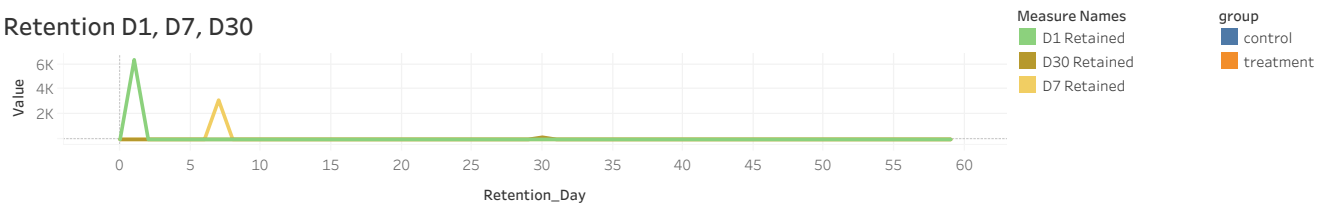
DAU – Daily Active Users
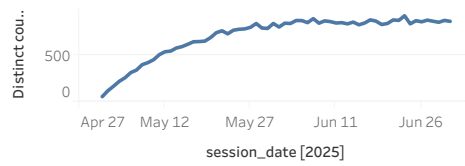
WAU – Weekly Active Users

MAU – Monthly Active Users

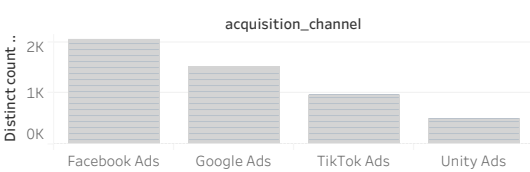## ARPU (Average Revenue Per User)

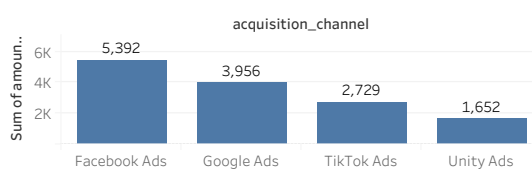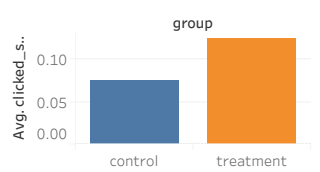## ARPDAU (Average Revenue Per Daily Active User)

Paying Users

Number of Users Based on Acquisition Channel

Channel-Based Revenue Contribution

acquisition_channel

Facebook Ads	Google Ads	TikTok Ads	Unity Ads
5,392	3,956	2,729	1,652

Click-Through Rate (CTR)

group

Revenue per User

user_id (ab_test.csv)

59.58 37.91 34.42 22.32 42.11 47.56 33.32 20.23 32.83 50.17 21.76 46.25 33.69 24.21 30.01 31.12 32.54 42.02 46.82 43.94 42.69 51.14 39.75 42.82 31.95 31.64 33.41 30.53 34.29 48.71 32.23 34.72 32.61 23.64 37.86 58.01 23.98 45.92 29.70