Post-Apocalyptic Game KPI Dashboard Measure Names group Retention D1, D7, D30 D1 Retained control D30 Retained treatment 6К AK 2K D7 Retained 10 15 20 25 50 0 40 45 55 60 Retention_Day DAU - Daily Active Users WAU - Weekly Active Users MAU - Monthly Active Users Distinct cou... Distinct cou... Distinct cou.. 500 Apr 27 May 12 Jun 11 Jun 26 May 5 Jun 16 Jun 30 June session_date [2025] Week of session_date [2025] Month of session_date [2025] ARPU (Average Revenue Per User) ARPDAU (Average Revenue Per Daily Paying Users Active User) Distinct cou.. ARPU 40 10 20 Apr 27 May 12 May 27 Jun 11 Apr 27 Day of purchase_date [2025] Day of purchase_date [2025] Day of purchase_date [2025] Click-Through Rate (CTR) Number of Users Based on Acquisition Channel Channel-Based Revenue Contribution acquisition_channel acquisition_channel group Distinct count .. Sum of amoun... Avg. clicked_s.. 5,392 0.10 2,729 0.05 1,652 0.00 Facebook Ads Google Ads TikTok Ads Unity Ads Facebook Ads Google Ads TikTok Ads Unity Ads control treatment Revenue per User

user_id (ab_test.csv)

46.82

100 89.65 Revenue per

50