Behavioral Comparison: Retained vs. Dropped Users

All differences significant:
p < .001 ***
Independent samples t-tests:
Riddles: t=12.30
Story: t=9.40
Totems: t=13.34
Engagement: t=12.85

Legend:
- Retained (n=106)
- Dropped (n=41)

Retained users show dramatically higher engagement across all metrics.
Largest differences:
• Riddles: 21× higher
• Story: 18× higher

Y-axis: Normalized Score (0-100 Scale)
X-axis: Behavioral Metrics

Riddles Solved: Retained 24.3 (3.64), Dropped 0.7 (0.10) ***
Story Chapters: Retained 76.7 (11.51), Dropped 4.2 (0.63) ***
Totems Collected: Retained 39.2 (3.92), Dropped 3.4 (0.34) ***
Engagement Index: Retained 52.3 (52.31), Dropped 7.6 (7.61) ***