

MATIKS DATA ANALYST TASK REPORT

-Akash Parley



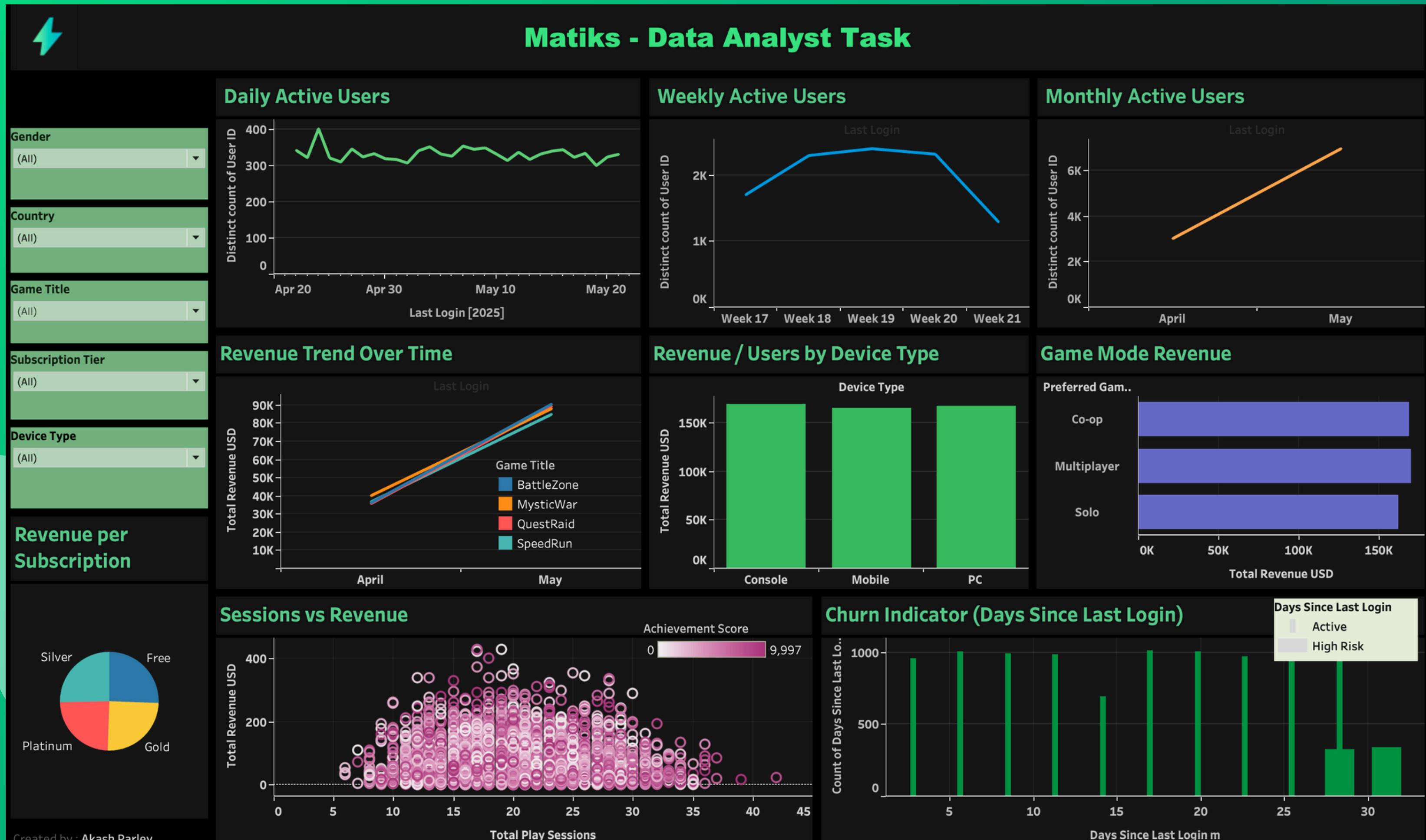
INSIGHTS REPORT



- *Discovered via LinkedIn post*
- *Built interactive dashboard using **Tableau***
- *Performed deeper analysis using **Python***
- *Dataset: User-level behavior & revenue data*

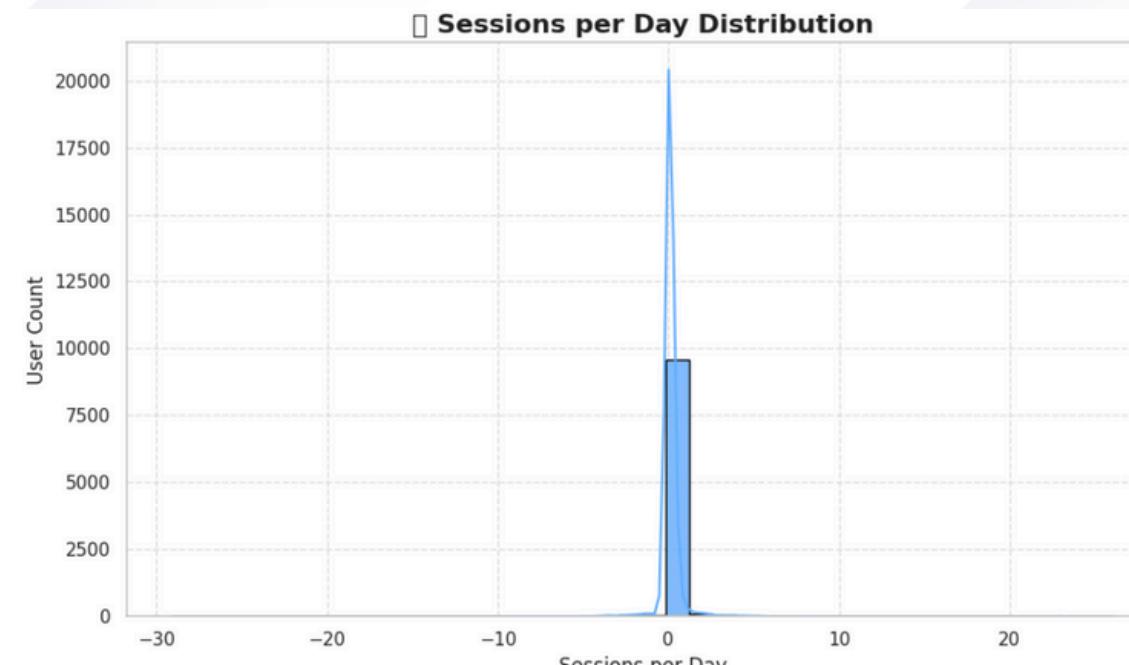
1.DASHBOARD

Matiks - Data Analyst Task

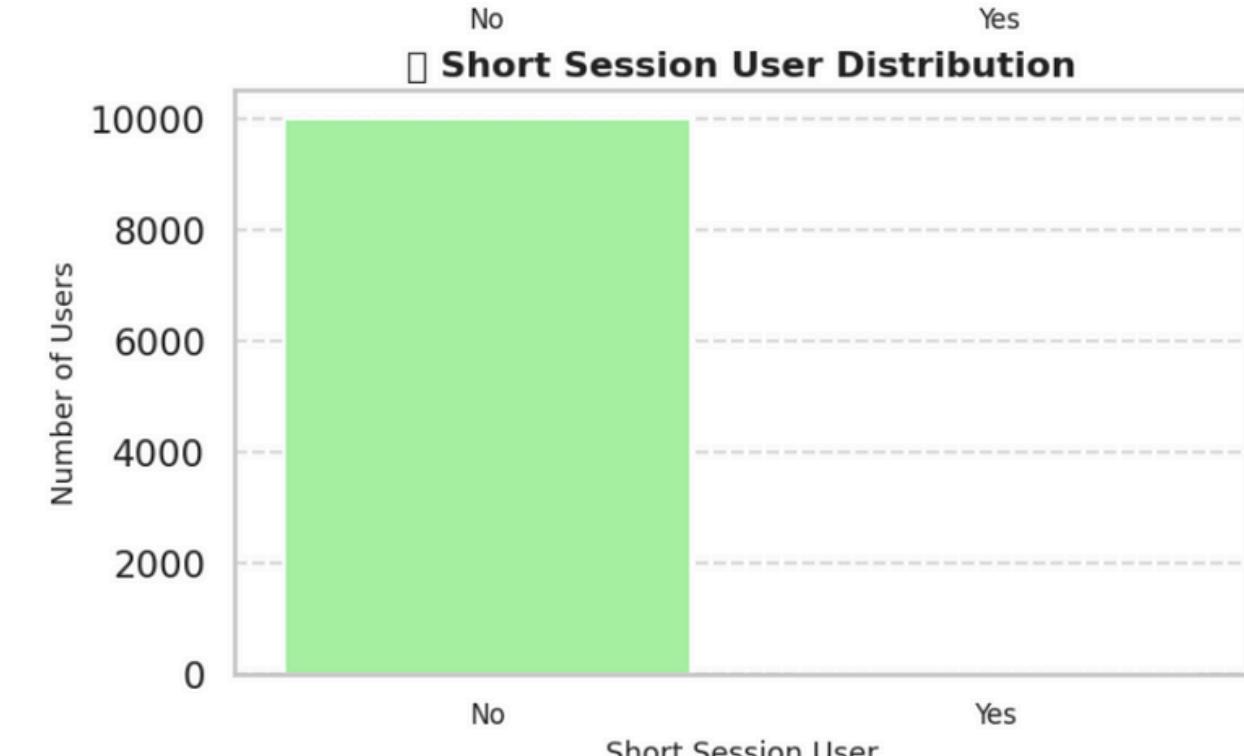
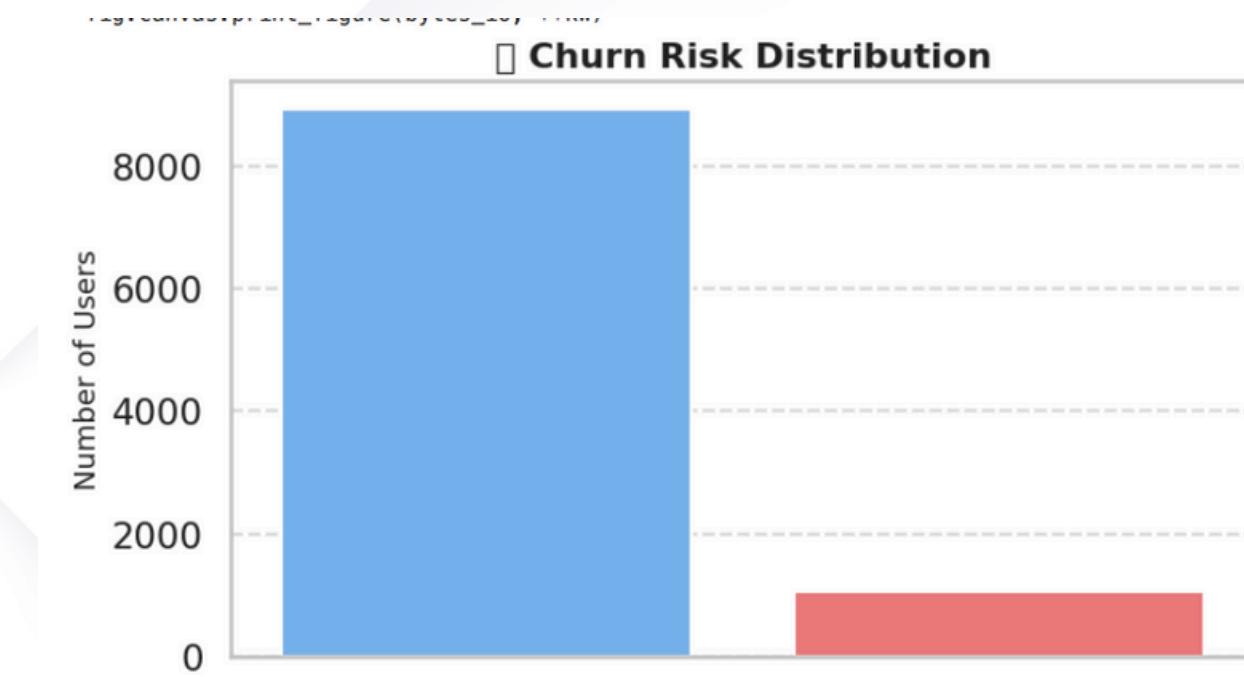
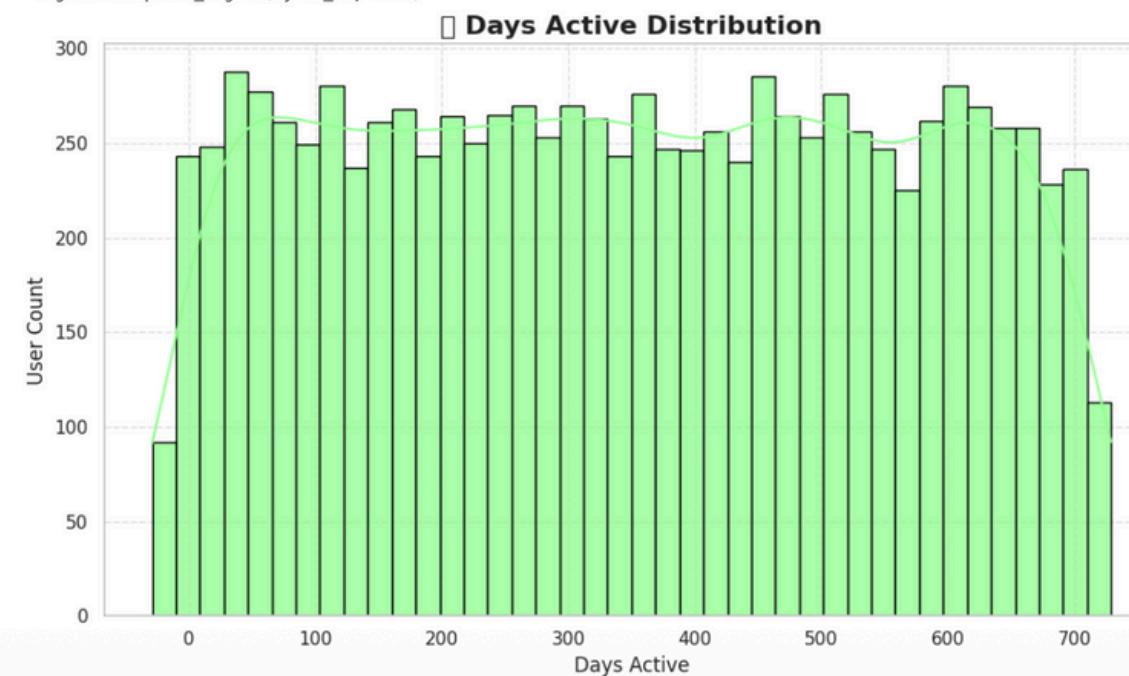


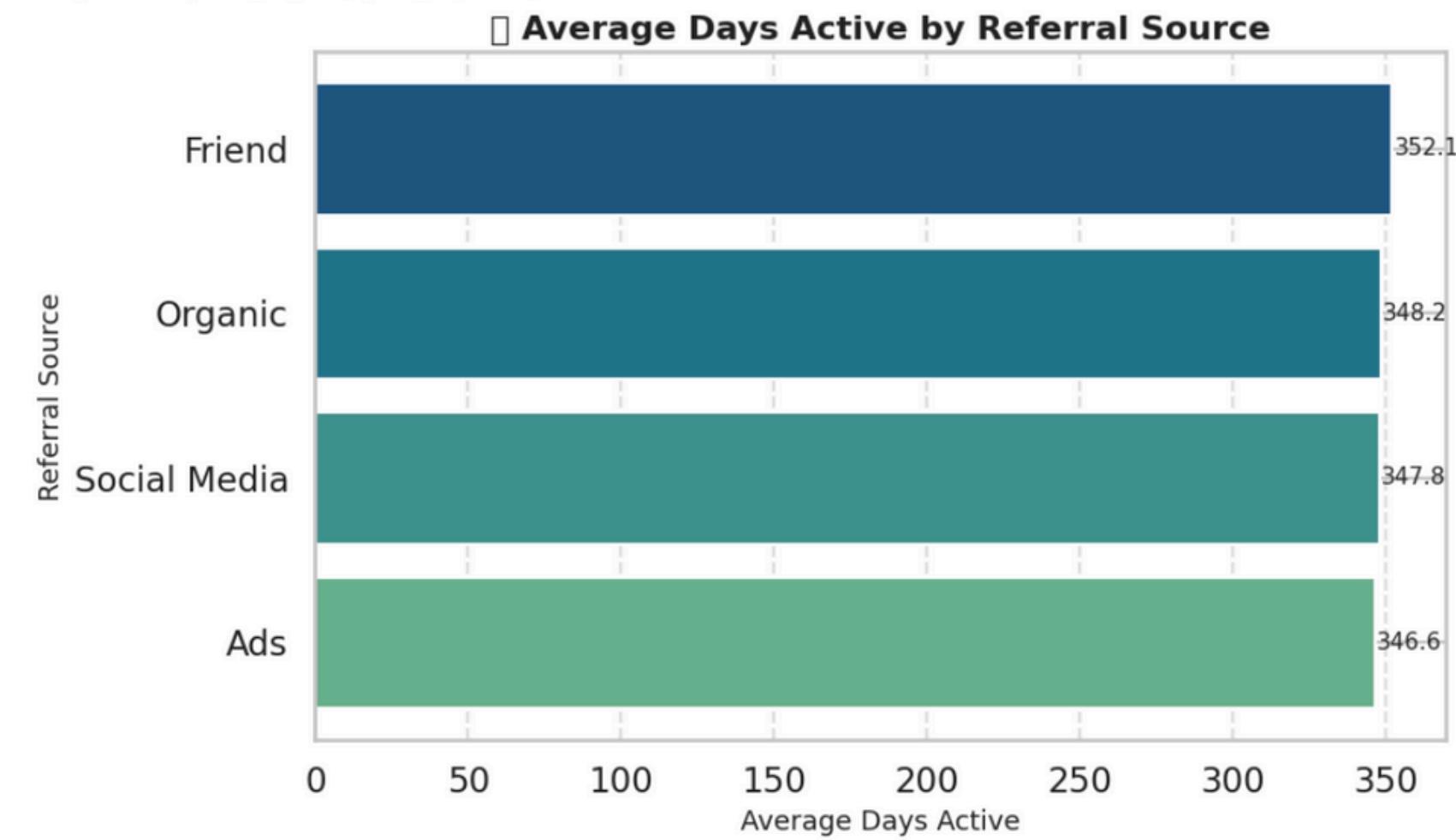
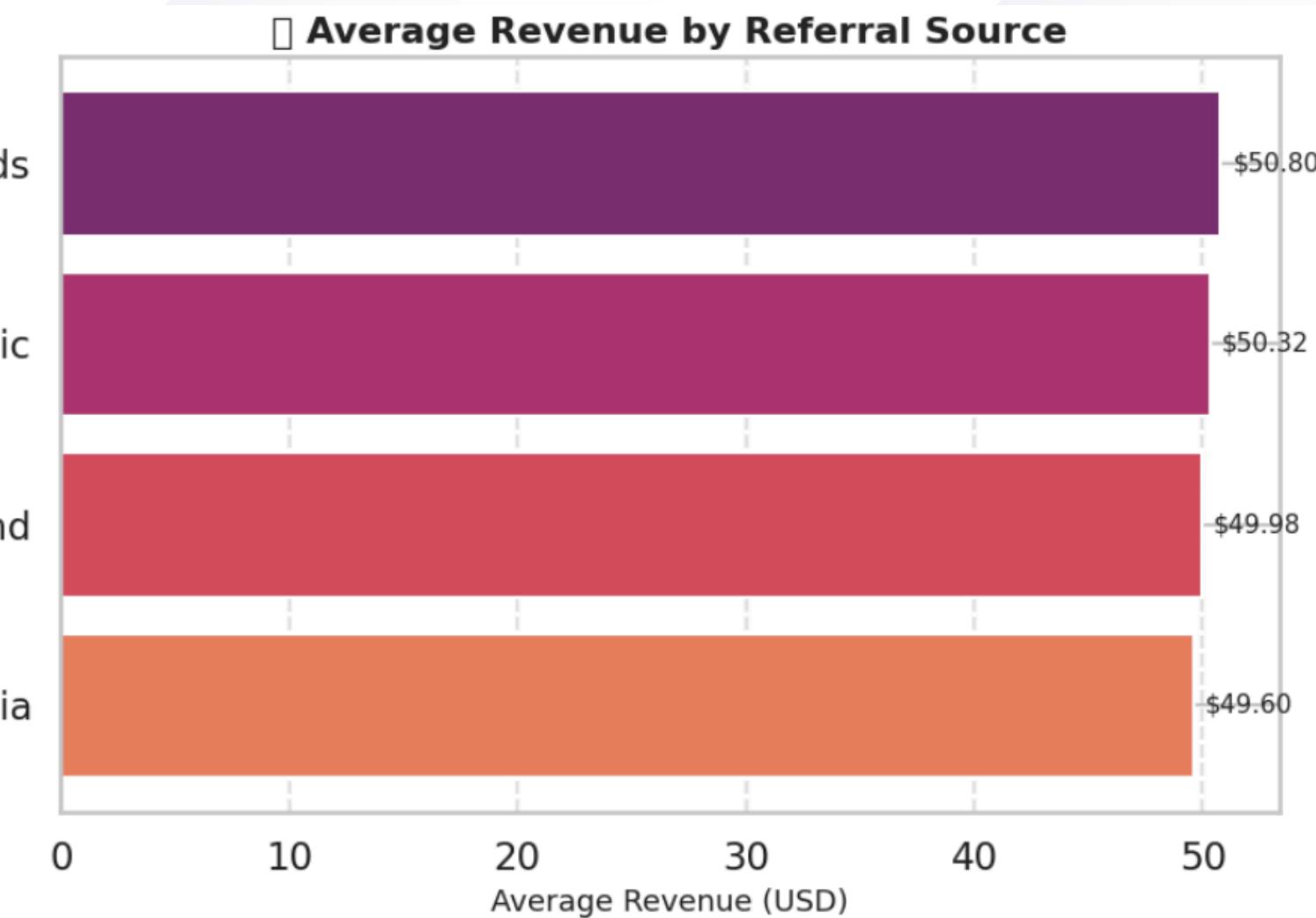
2. ANALYSIS IN PYTHON

[Click to access Collab File](#)



```
<ipython-input-9-6aef385a6f21>:21: UserWarning: Glyph 128197 (\N{CALENDAR}) missing from font(s) DejaVu Sans.  
plt.tight_layout()  
/usr/local/lib/python3.11/dist-packages/IPython/core/pylabtools.py:151: UserWarning: Glyph 128197 (\N{CALENDAR}) mis:  
fig.canvas.print_figure(bytes_io, **kw)
```





KEY INSIGHTS

-  *Mobile users generate the highest total revenue*
→ *Optimize experience and monetization for mobile platforms*
-  *'Battle Royale' mode has the highest average revenue per user*
→ *Indicates strong user engagement in that mode*
-  *High percentage of users have very short sessions (<10 mins)*
→ *Signals risk of early churn*
-  *Top 5% of users account for ~50%+ of total revenue*
→ *Indicates value concentration among few users*



RECOMMENDATIONS

Enhance mobile UX:

Mobile dominates revenue—prioritize app performance & layout.

Reduce churn risk:

Target low-session users with early incentives or guided onboarding.

Double down on 'Battle Royale':

Push events, offers, or content in high-performing modes.

Reward high-value users:

Launch loyalty perks or exclusive content to retain top spenders.



THANK YOU!

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