Project Report: Game Marketing Analysis

Introduction

The objective of my project is to analyze marketing data for a game to gain insights into customer demographics, behavior, engagement, subscription patterns, funnel performance, channel attribution, and churn rates. The analysis is conducted using SQL queries on a comprehensive dataset containing various marketing-related characteristics.

Dataset Overview

The dataset comprises information on customer demographics, purchase details, engagement metrics, subscription types, and marketing channels. It provides a rich column for understanding player behavior and preferences.

Demographic Analysis

- Age, Gender, and Location Distribution: The analysis revealed the distribution of players across different age groups, genders, and locations.
- Product Purchases: Segmentation of players based on the products purchased helped in understanding product preferences among different customer segments.
- Purchase Amount Range: Segmenting players by purchase amount range provided insights into spending patterns.

Customer Behavior Analysis

- New vs. Returning Players: Understanding the difference between new and returning players helped in assessing customer retention strategies.
- Product Purchase Analysis: Analysis of total purchases and average purchase amounts for each product provided valuable insights into product performance.
- Conversion Rates: Analyzing conversion rates across different purchase channels helped in optimizing marketing strategies.

Customer Engagement Analysis

- Average Time Spent per Session: Calculating the average time spent per session provided insights into player engagement levels.

- Average Pages Viewed Per Session: Understanding the average number of pages viewed per session helped understand player interaction with the game.
- Engagement Metrics for Subscribers: Comparing engagement metrics for email subscribers and non-subscribers provided insights into the effectiveness of subscription programs.

Customer Lifetime Value (CLV) Analysis

- CLV by Customer Segment: Calculating CLV for different customer segments helped identify high-value customer groups.

Subscription Analysis

- Subscription Types: Analyzing the distribution of customers across different subscription types helped in understanding subscription preferences.
- Subscription Upgrades/Downgrades: Identifying subscription upgrades and downgrades provided insights into customer behavior regarding subscription changes.

Funnel Analysis

- Conversion Rate from Website Visit to Product View: Calculating the conversion rate at different stages of the funnel helped in assessing the effectiveness of the website in driving product views.
- Customer Drop-off Analysis: Analyzing the number of customers at each stage of the funnel helped in identifying areas for improvement in the conversion process.

Channel Attribution Analysis

- Customer Acquisitions and Conversions by Channel: Analyzing customer acquisitions and conversions by marketing channel helped in evaluating the performance of different marketing channels.
- Sequence of Channel Interactions: Identifying the sequence of channel interactions before purchase provided insights into the customer journey.

Churn Rate Analysis

- Churn Rate Calculation: Calculating the churn rate helped in understanding the customer retention rate.

- Risk Factor Segmentation: Segmenting customers based on risk factors will help in targeting retention efforts effectively.

Conclusion

The analysis of the game marketing data provides valuable insights into various aspects of customer behavior, engagement, subscription patterns, funnel performance, channel attribution, and churn rates. These insights can be leveraged to optimize marketing strategies, improve customer retention, and maximize revenue for the game.