

DATA ANALIST



TOP SCORE



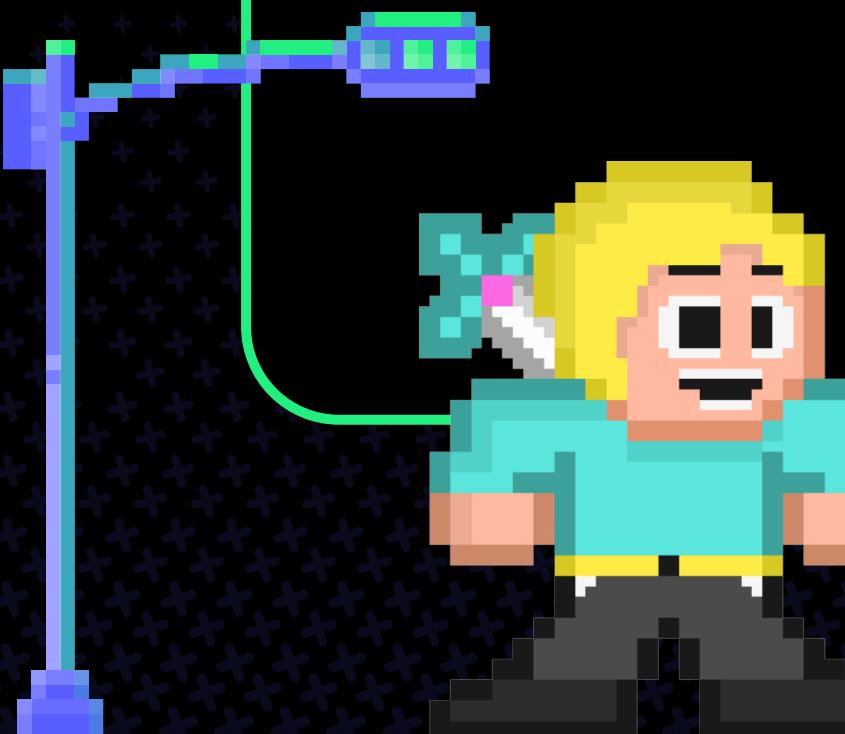
PITCH

PLAYER BEHAVIOR IN ONLINE GAMES

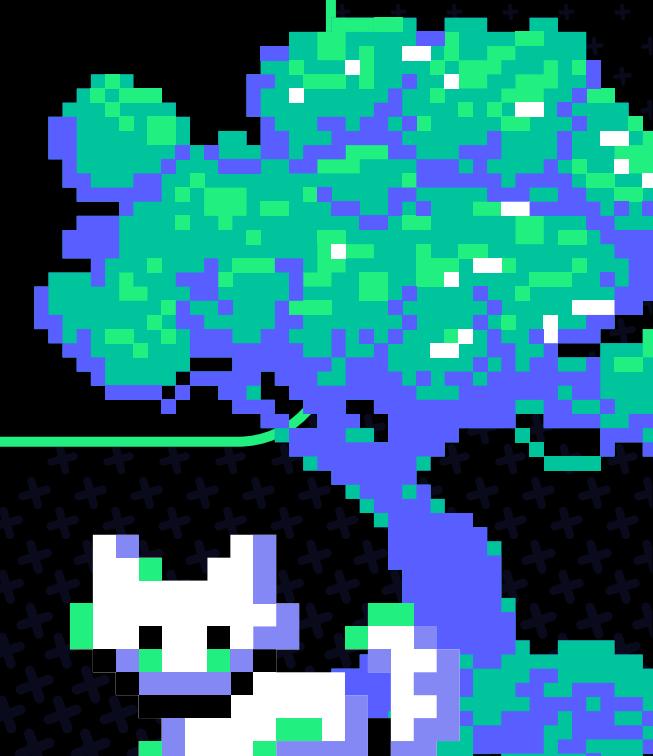
START

MENU

SIGN IN



◆ HELP PITCH MAKE DECISIONS TO CREATE HIS
ONLINE GAME



MENU

➡ 01

♦ 07

★ 12



HOME

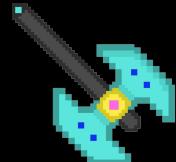
◆ OBJECT OF ANALYSIS



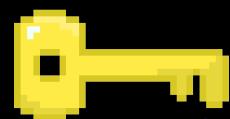
IN-GAME PURCHASES



GAME GENRE
POPULARITY



ENGAGEMENT
LEVEL



SESSION STARTS

MENU

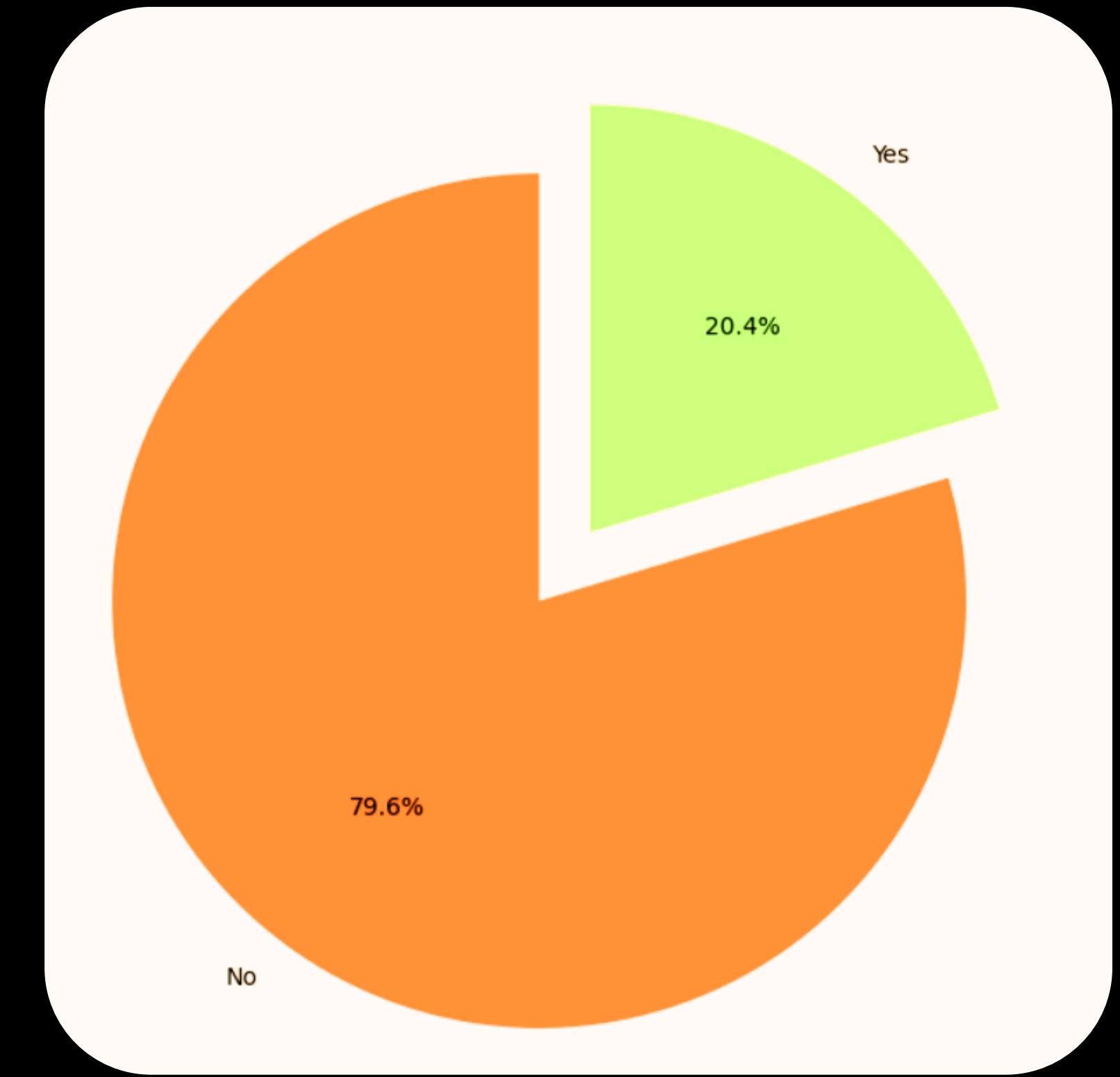
⚔ 01

♦ 07

★ 12



LET'S GET
ON WITH IT!



PERCENTAGE OF PURCHASES IN EUROPE

MENU

01

07

12



AVERAGE AGE: 32

TARGET
25 - 35 AGE

I DON'T HAVE A
SPECIFIC TARGET,
CAN YOU THINK OF
ANYTHING?



MENU

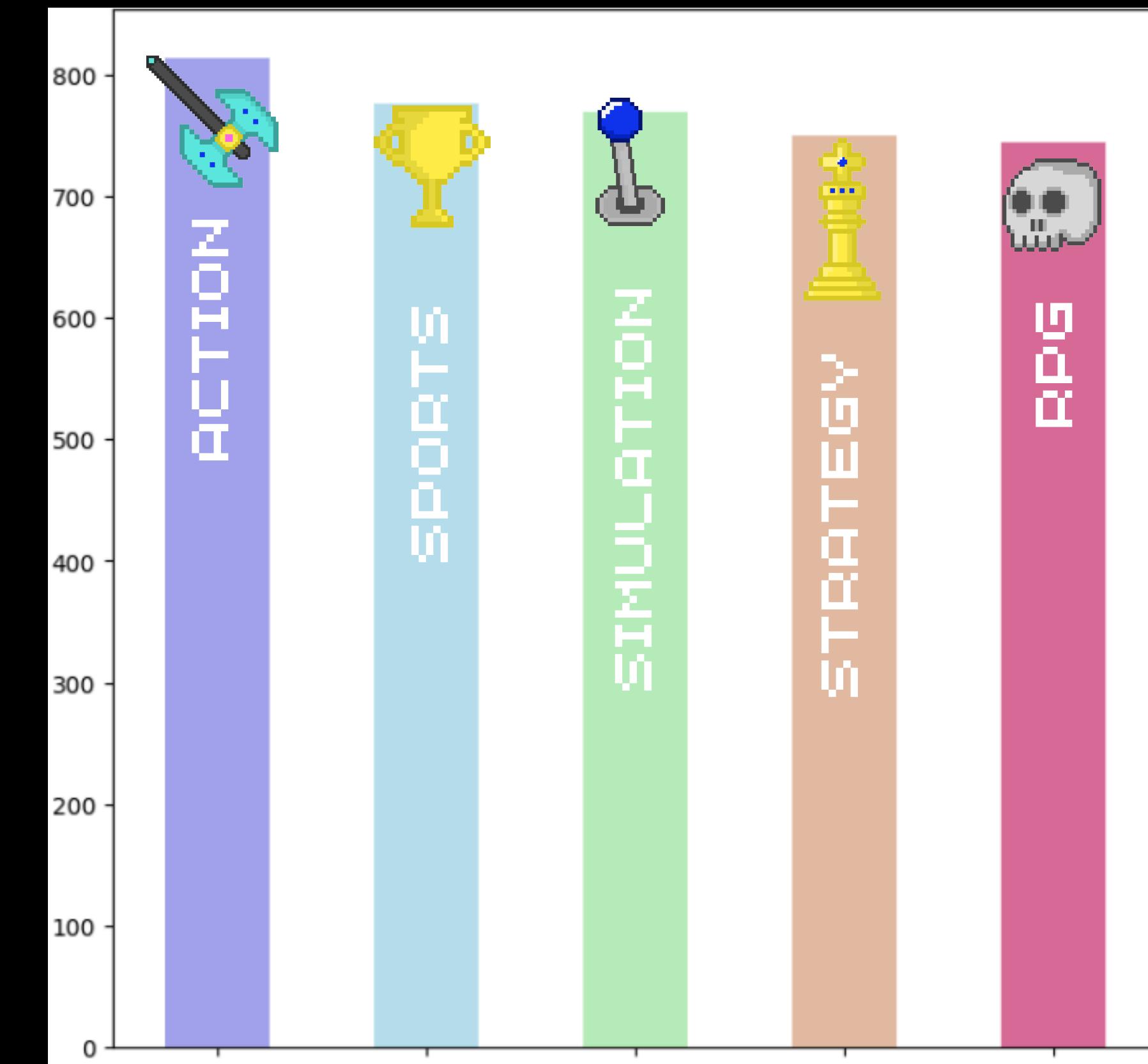
01

07

12



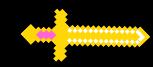
WHICH GENRE IS THE
 MOST POPULAR AMONG
 THE TARGET GROUP?



25 - 35 AGE



MENU



01



07



12



MOST POPULAR GAME AMONG THE
TARGET GROUP



LEVEL OF ENGAGEMENT FOR THIS GENRE



AVERAGE NUMBER OF SESSIONS PER WEEK

ACTION

MEDIUM

9.5 APPROX



PURCHASE INCENTIVE PLANS

Offer/reward
BATTLE PASSES

Special events /
exclusive missions

Logins = opportunity
for impact/ sales

WOW!

THEN, WHAT DO YOU
RECOMMEND?

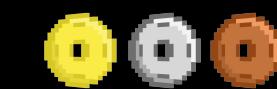


**POPULARITY
REACH THE MAXIMUM
NUMBER OF PEOPLE**

Development of games
focusing on the most
popular genres

Targeted and more
effective marketing
campaigns

THANK YOU



SCORE:

9888729198



ACHIEVEMENTS:

EXPLORATORY DATA ANALYSIS

YOU HAVE HELPED PITCH MAKE A DECISION

MENU

