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**Exercise 3: Deliverable 2**

### Recommendations

1. **Focus on Engagement**: Investigate why matches aren’t being started at the same rate. Consider improving onboarding or adding incentives to boost regular play.
2. **Tailor Strategies to Regions**: Use insights from high-performing countries to enhance player experience in larger markets like the US, China, and Germany.
3. **Retention Efforts**: Capitalize on the loyalty of the remaining players by implementing special events, offers, or community-building efforts.
4. **Harness the Loyal Fanbase**: Acknowledge and engage the small but dedicated loyal fanbase that has emerged despite low distinct user counts. This group is indicative of strong interest in the game and can be instrumental in word-of-mouth marketing. Consider offering them exclusive content or in-game rewards for their continued support and advocacy.
5. **Re-target Lapsed Users**: Focus on re-engaging users who dropped off in 2022 and 2023. These users may be enticed to return through personalized campaigns that highlight new game features, updates, or special events. Offering them exclusive "welcome back" incentives like bonuses, in-game rewards, or limited-time offers could reignite their interest in the game.

### Notes for Improving and Building Upon the Data

1. **Enhance Data Collection**: Ensure accurate data collection across all regions to better understand global performance and address any gaps in data capture.
2. **Analyze Match Difficulty**: Track player progression and match difficulty to identify barriers to engagement. Understanding if the game is too easy or too hard can provide insights into player behavior.
3. **Monetization Insights**: Investigate how in-game purchases impact player behavior and engagement. This can help tailor strategies to improve player experience and retention.
4. **Expand Data Granularity**:
   * Track session length and in-game actions to gain deeper insights into player behavior and identify engagement bottlenecks.
   * Measure progression through difficulty levels to see if players drop off due to the game being too easy or too hard.
5. **Track Player Journeys**:
   * Implement tracking of key moments in the player journey (e.g., when players abandon a match or complete certain goals). This will help understand why players stay engaged or leave.
   * Analyze in-game behavior more closely to discover which features resonate most with players and which cause disengagement.
6. **Refine Predictive Models**:
   * Incorporate additional variables (e.g., monetization events, match abandonment rates) into predictive models to improve the accuracy of engagement forecasts.
   * Test alternative models like classification algorithms to identify what types of players are most likely to churn or remain active.