



Pixon Games – Goods Frenzy

Overview

country ▼ versi...(2) ▼ Mar 30, 2025 - Apr 14, 2025 ▼

New user
4.6K
↑ 917.8%

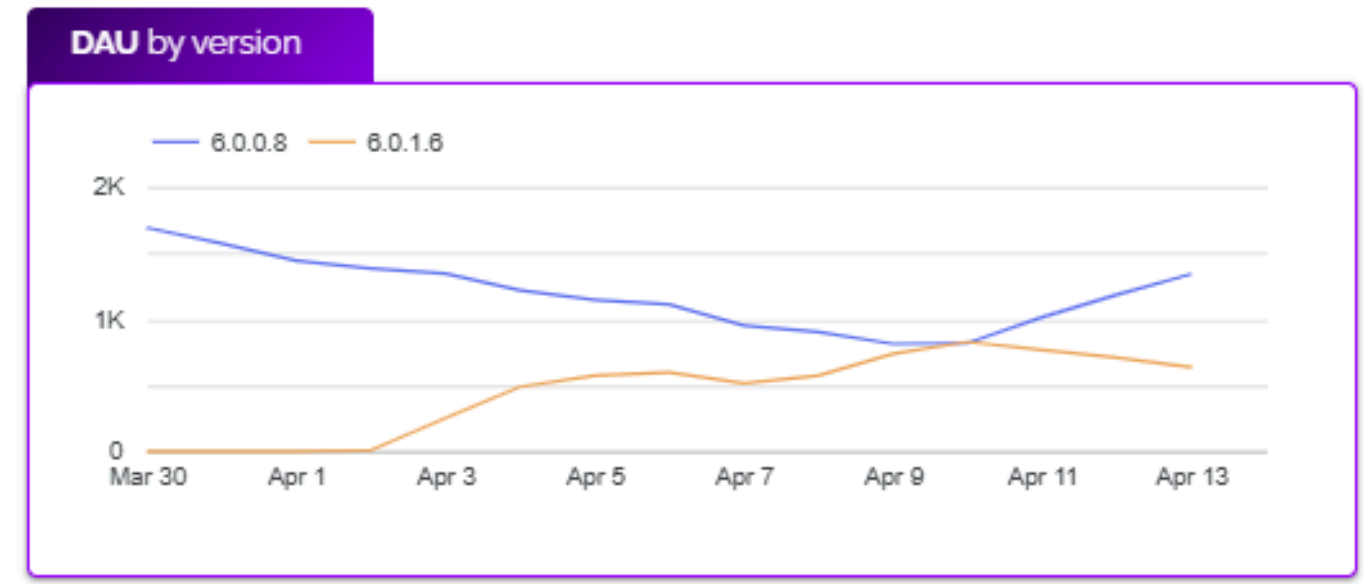
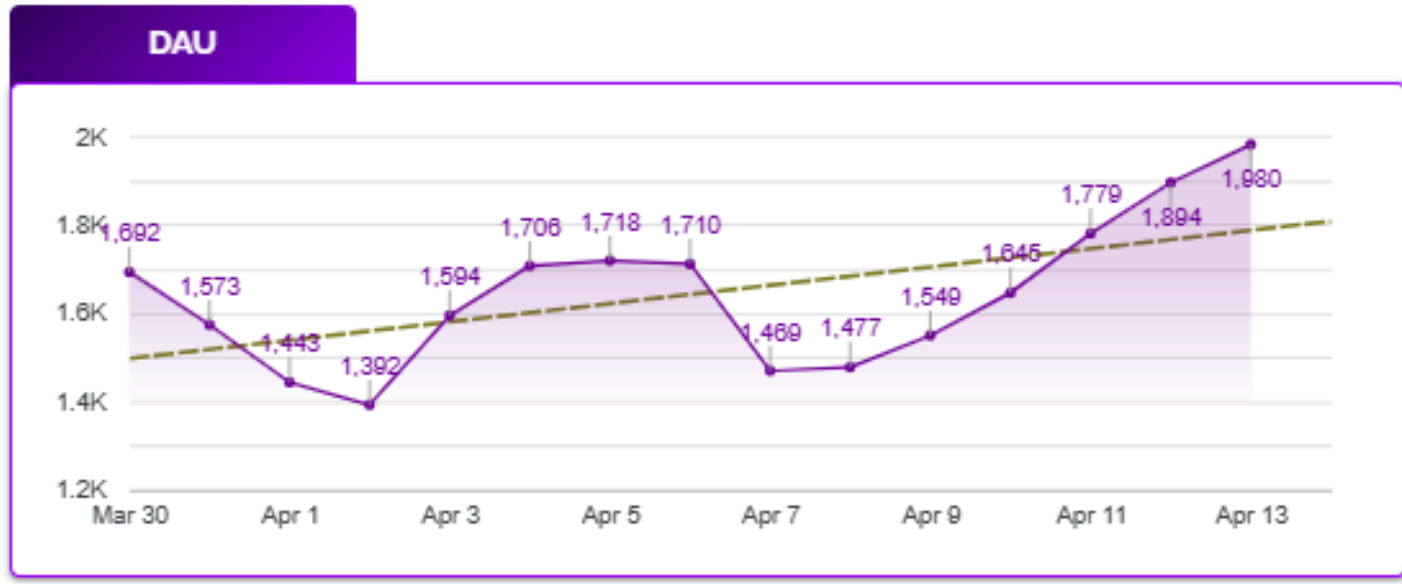
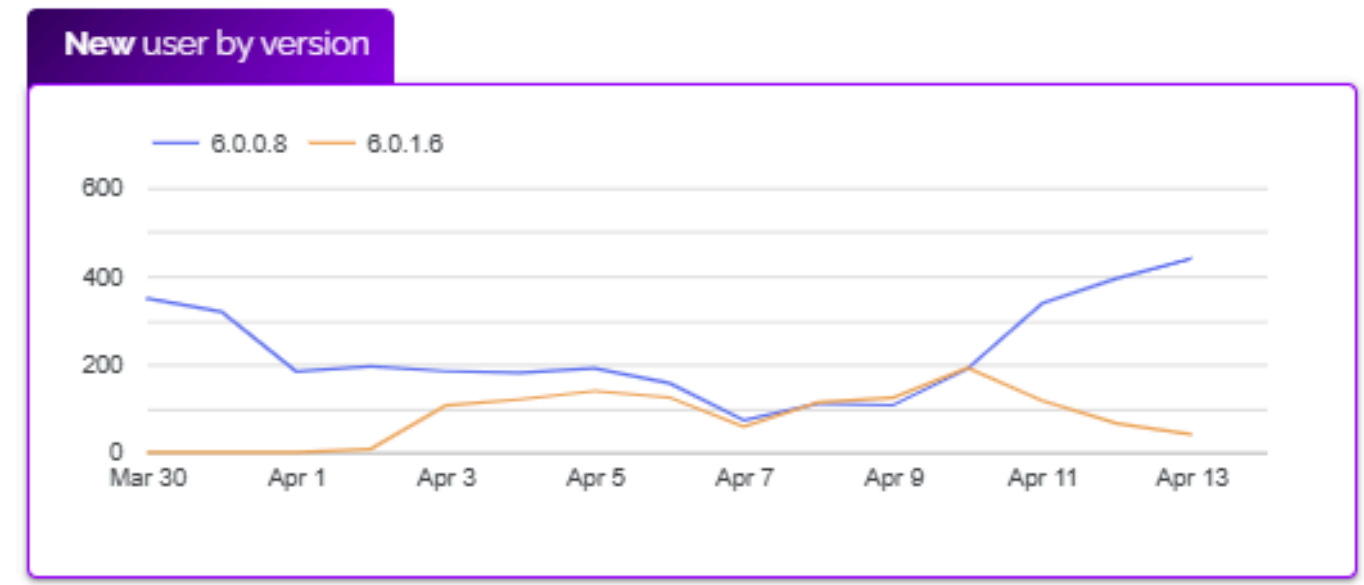
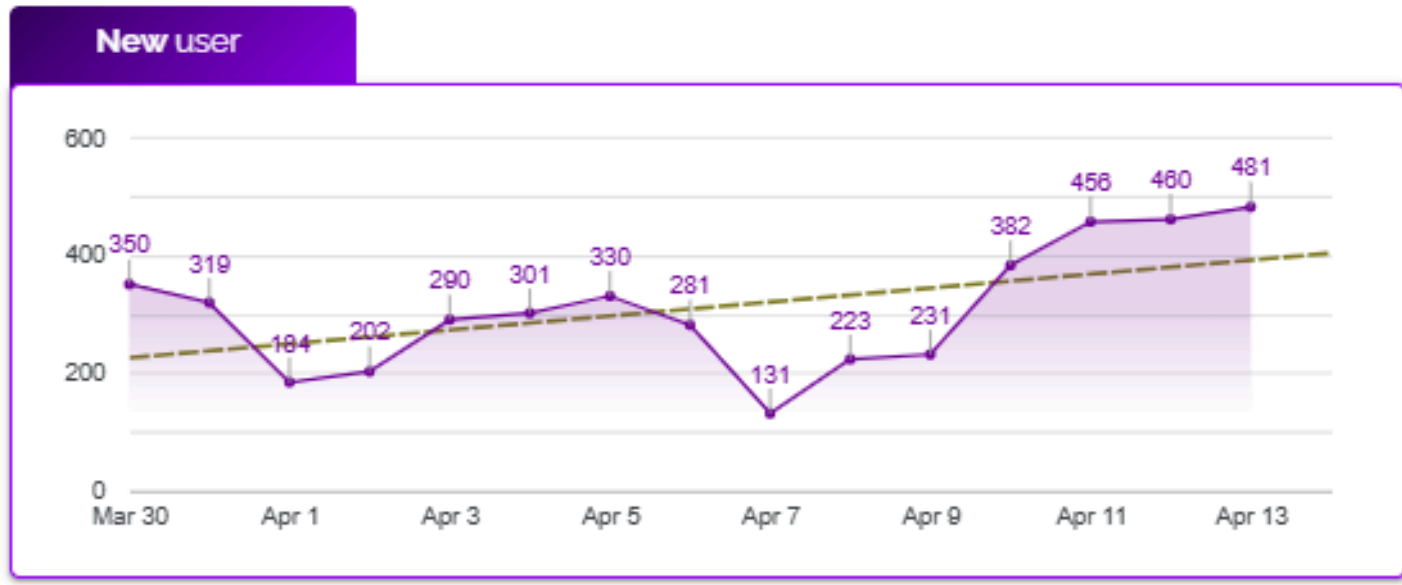
dau
19.4
↓ -30.4%

Avg_playtime
26.7
↓ -12.9%

Avg_session
1.8
↓ -4.7%

Total revenue
770.2
↑ 2,891.5%

ARPU
0.03
↑ 112.8%



Avg playtime, sesion per user

Date	avg_session	avg_playtime
Mar 30	28.5	1.85
Mar 31	33.5	1.95
Apr 1	18.5	1.80
Apr 2	18.5	1.85
Apr 3	16.0	1.75
Apr 4	15.5	1.80
Apr 5	27.5	1.90
Apr 6	26.5	1.85
Apr 7	13.0	1.75
Apr 8	22.5	1.85
Apr 9	23.5	1.80
Apr 10	37.5	1.85
Apr 11	21.5	1.75
Apr 12	14.5	1.80
Apr 13	24.0	1.85
Apr 14	-	1.85

Cohort (%)

event_date	0	1	2	3	4	5	6	7	
Mar 30, 2025	100.00%	56.95%	44.32%	45.80%	27.24%	27.91%	26.91%	23.90%	12
Mar 31, 2025	100.00%	41.59%	25.15%	28.76%	17.85%	21.32%	14.29%	15.42%	14
Apr 1, 2025	100.00%	45.18%	39.78%	29.23%	27.54%	24.22%	31.21%	17.08%	31
Apr 2, 2025	99.84%	57.70%	44.12%	40.44%	32.27%	24.55%	31.28%	23.63%	15
Apr 3, 2025	99.93%	50.13%	37.13%	37.54%	32.59%	29.53%	27.84%	32.28%	25
Apr 4, 2025	99.92%	47.44%	34.16%	28.03%	24.46%	27.73%	20.06%	18.53%	17
Apr 5, 2025	99.93%	54.17%	31.94%	25.16%	32.65%	18.67%	22.46%	14.07%	22
Apr 6, 2025	99.70%	52.22%	39.80%	33.17%	25.33%	26.63%	20.26%	19.45%	-
Apr 7, 2025	100.00%	48.54%	30.55%	31.09%	30.40%	28.23%	27.20%	-	-

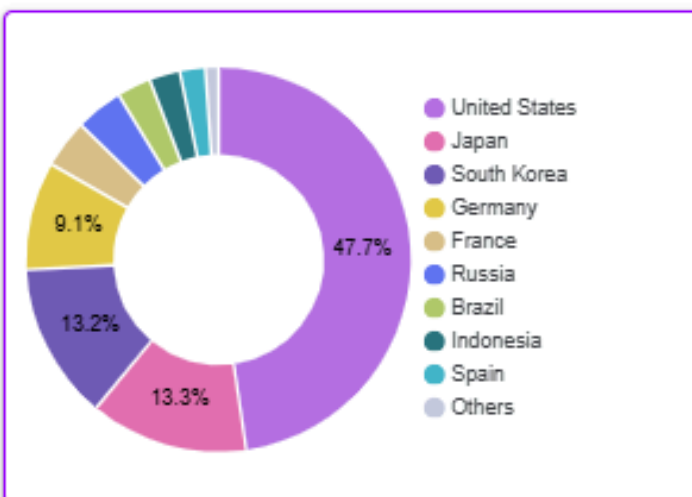
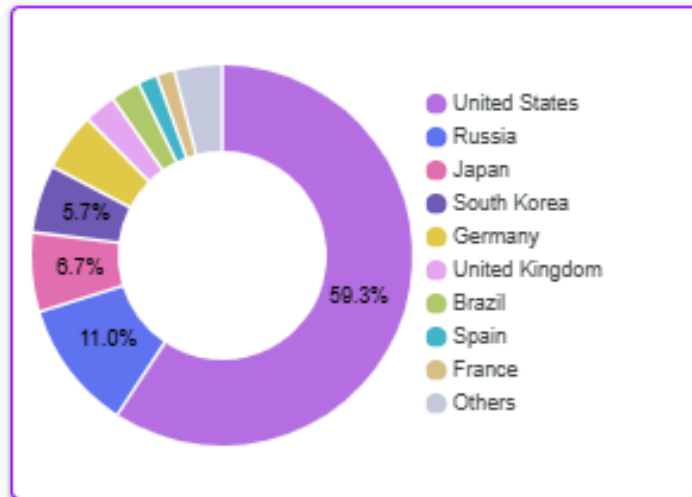
Cohort (num)

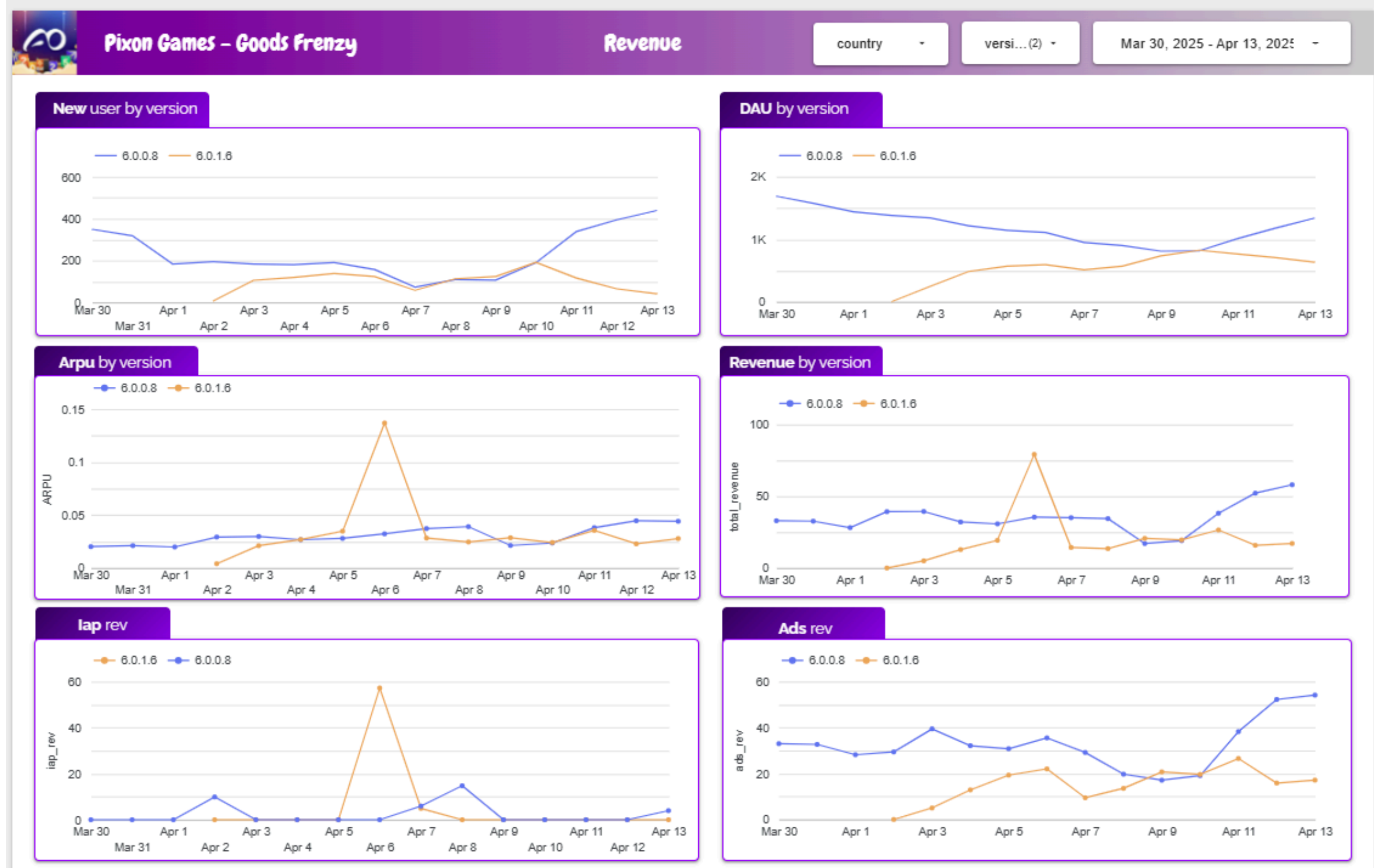
event_date	0	1	2	3	4	5	6	7	8	9	10
Mar 30, 2025	350	123	77	58	51	50	40	24	32	23	-
Mar 31, 2025	319	106	75	59	55	48	36	33	34	23	-
Apr 1, 2025	185	49	31	24	25	22	19	16	14	14	-
Apr 2, 2025	201	78	47	37	29	28	21	20	16	14	-
Apr 3, 2025	288	122	77	55	53	46	43	34	30	32	-
Apr 4, 2025	300	111	74	52	48	47	39	36	30	29	-
Apr 5, 2025	332	146	89	59	57	47	43	34	36	-	-
Apr 6, 2025	281	115	72	46	38	27	21	26	-	-	-
Apr 7, 2025	122	27	27	17	10	14	10	-	-	-	-

Revenue

Date	Revenue
Mar 30	33.02
Mar 31	32.7
Apr 1	28.2
Apr 2	39.36
Apr 3	44.51
Apr 4	45.03
Apr 5	50.15
Apr 6	114.81
Apr 7	49.52
Apr 8	48.08
Apr 9	37.83
Apr 10	38.75
Apr 11	64.82
Apr 12	68.14
Apr 13	75.27

Country	Percentage
United States	59.3%
Russia	11.0%
Japan	6.7%
South Korea	5.7%
Germany	5.7%
United Kingdom	5.7%
Brazil	5.7%
Spain	5.7%
France	5.7%
Others	5.7%

Cohort (%)Cohort (num)



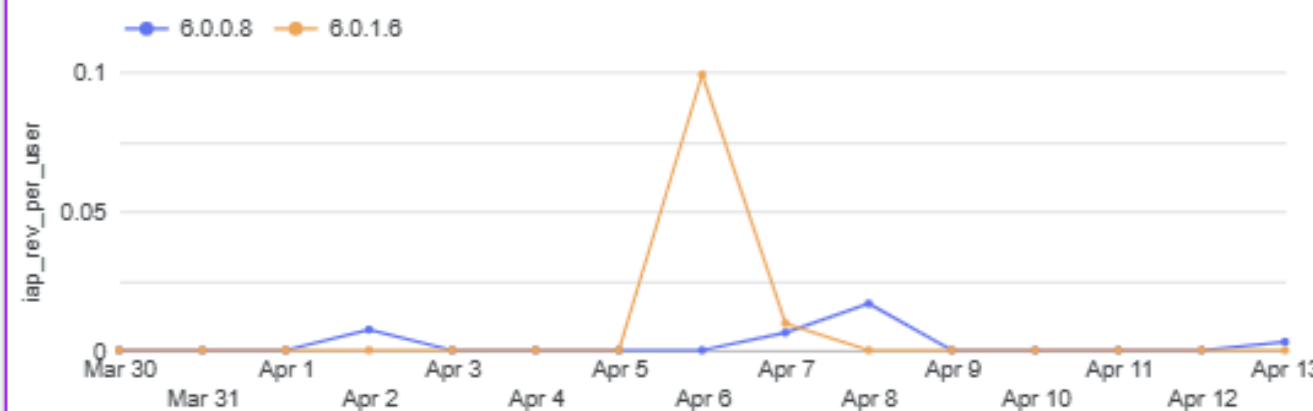


Overview

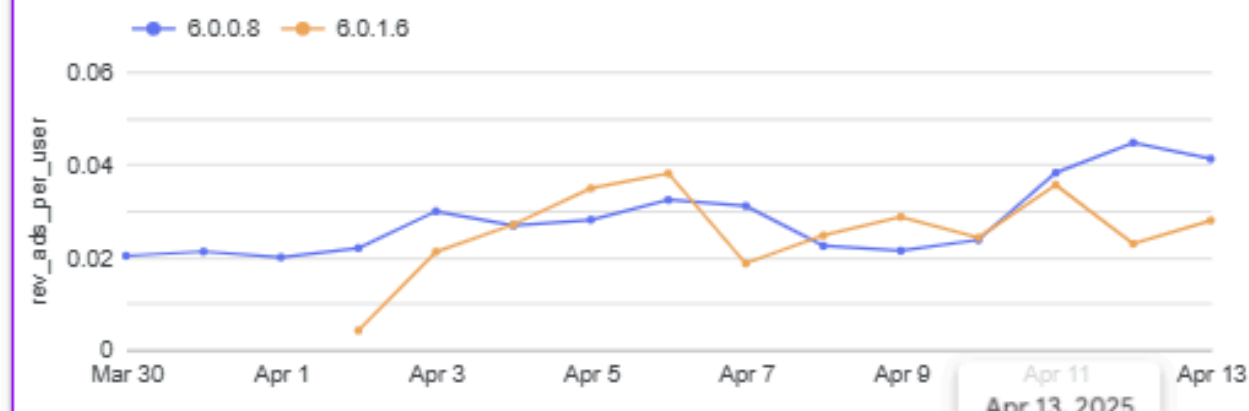
Revenue

Game play

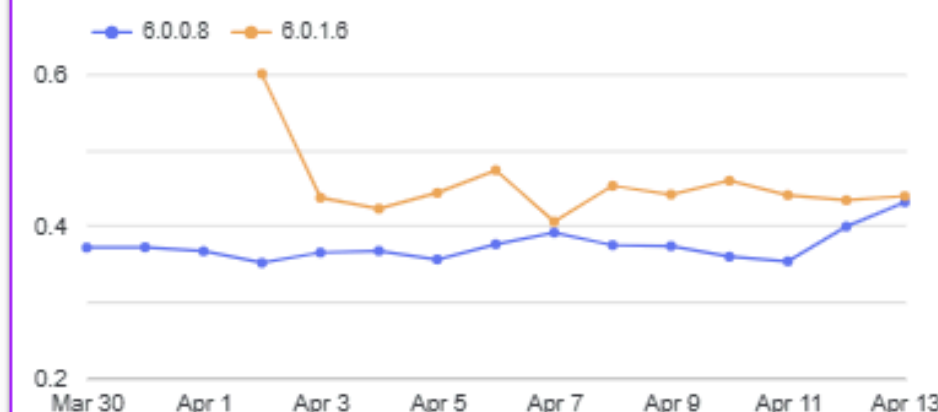
lap per user



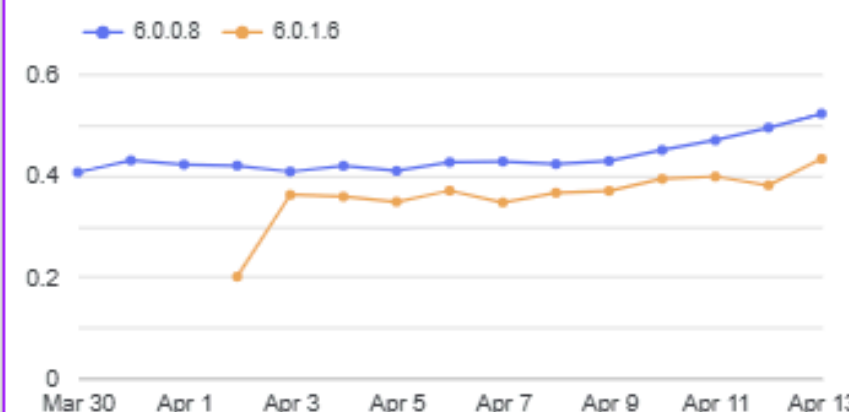
Rev_Ads per user



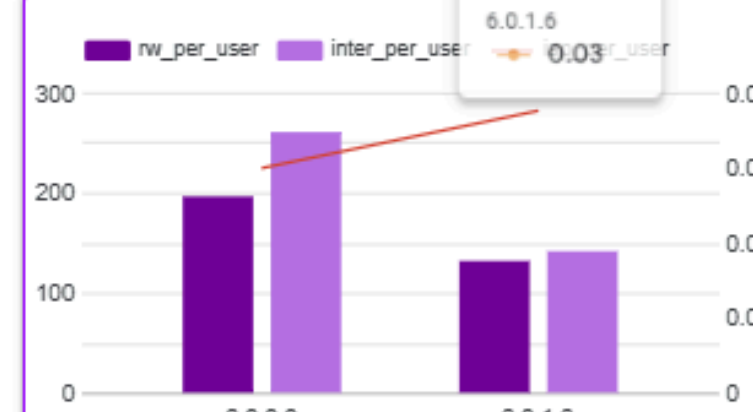
Ads_rw_cnt per user



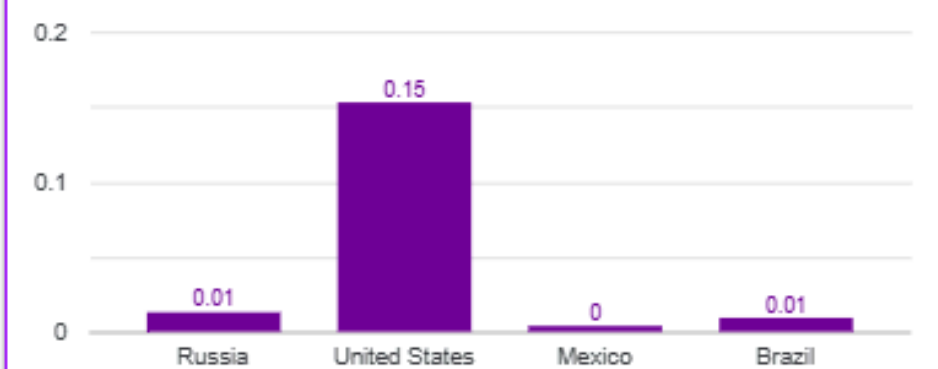
Ads_inter_cnt per user



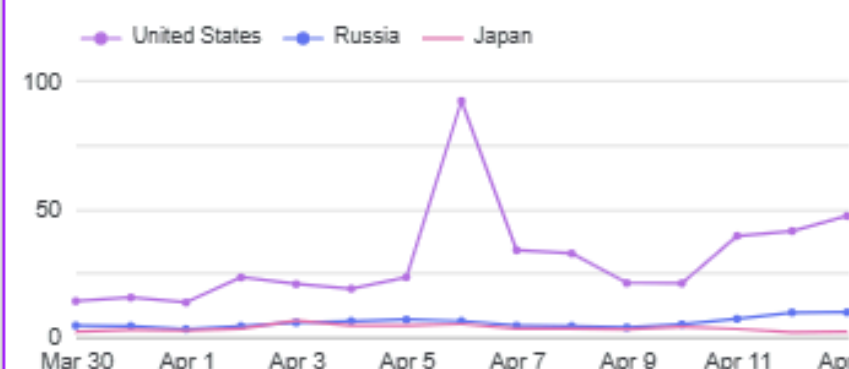
rw,inter per user



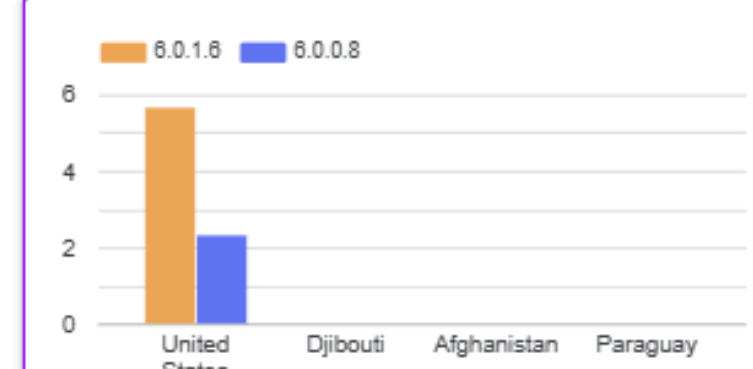
Arpu by country

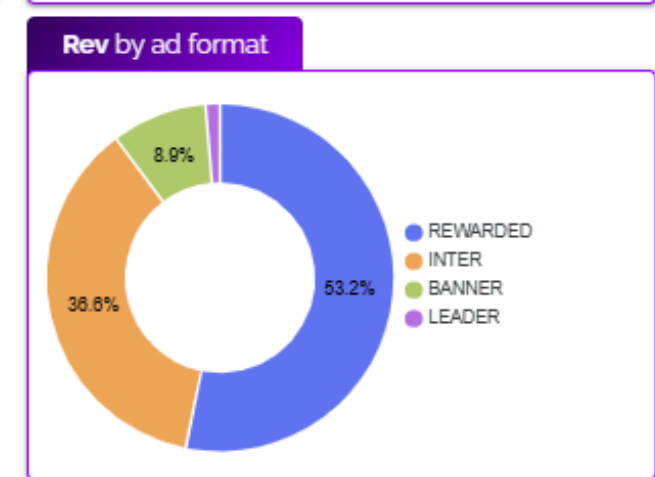
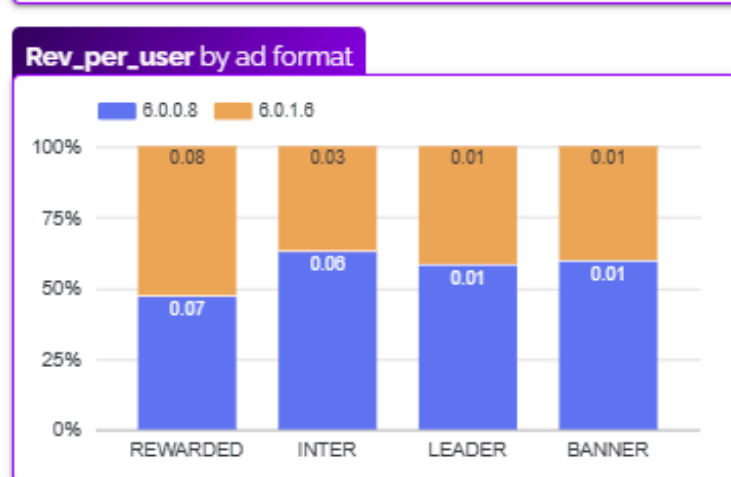
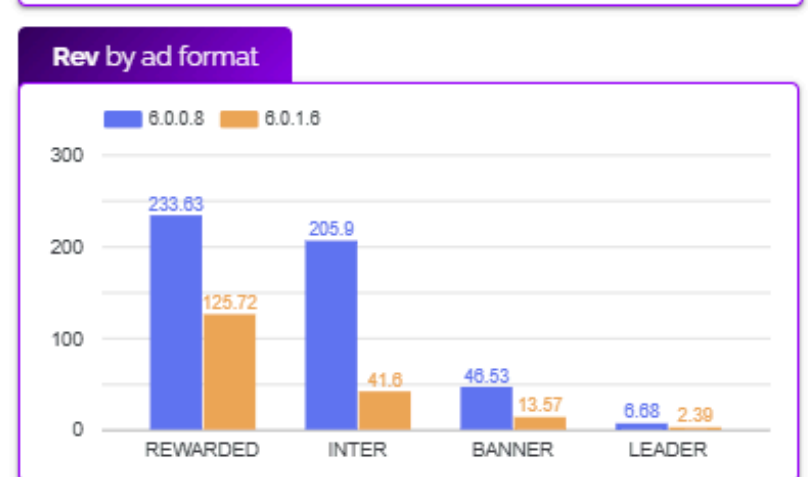
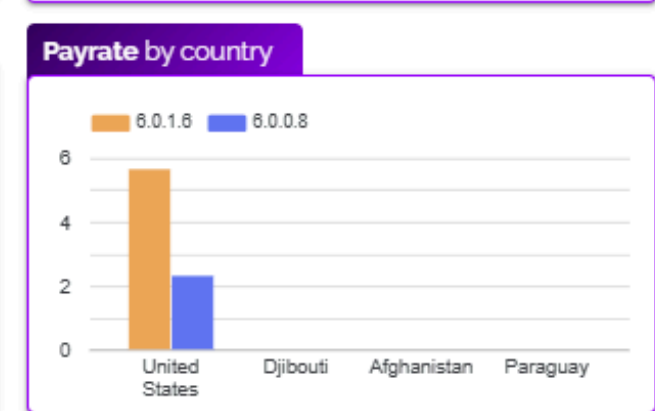
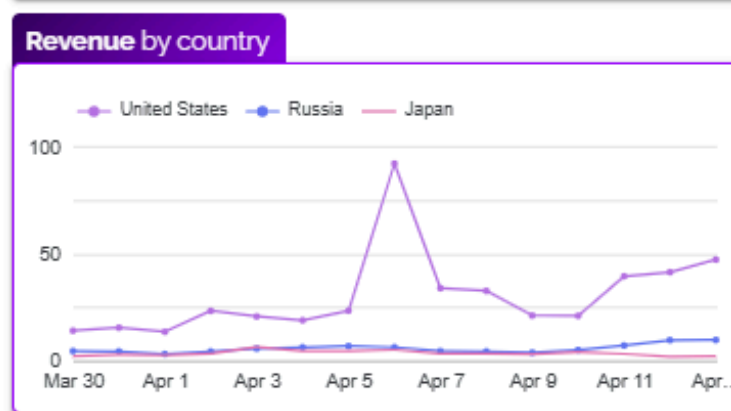
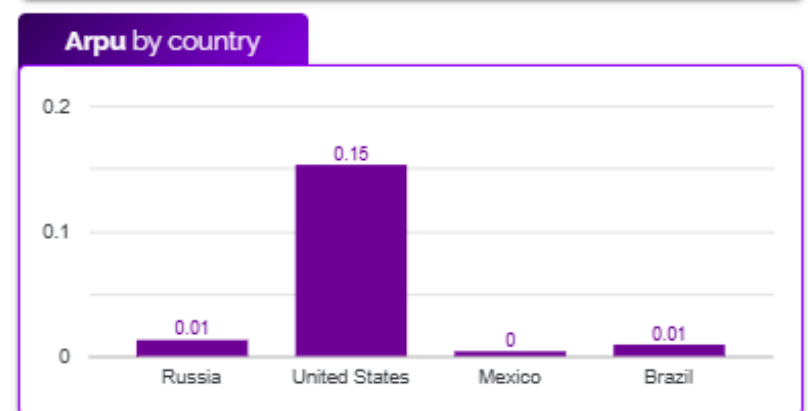
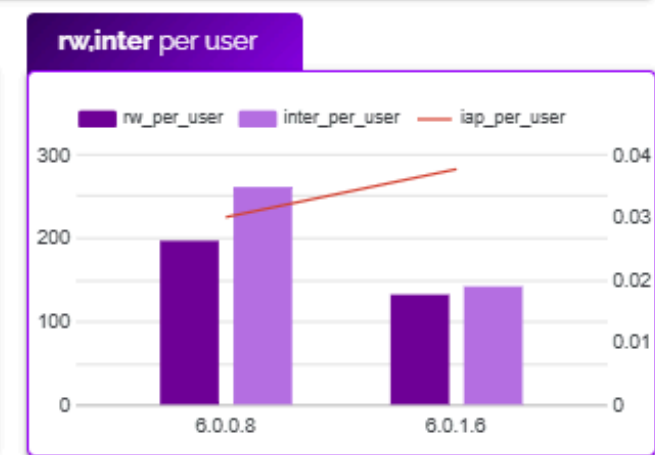
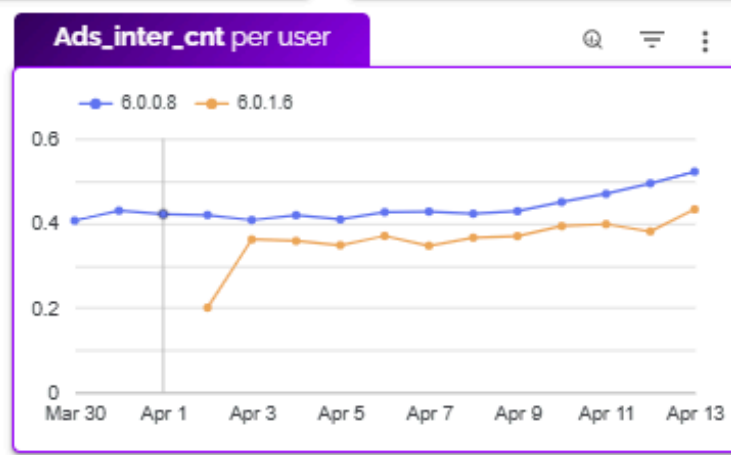
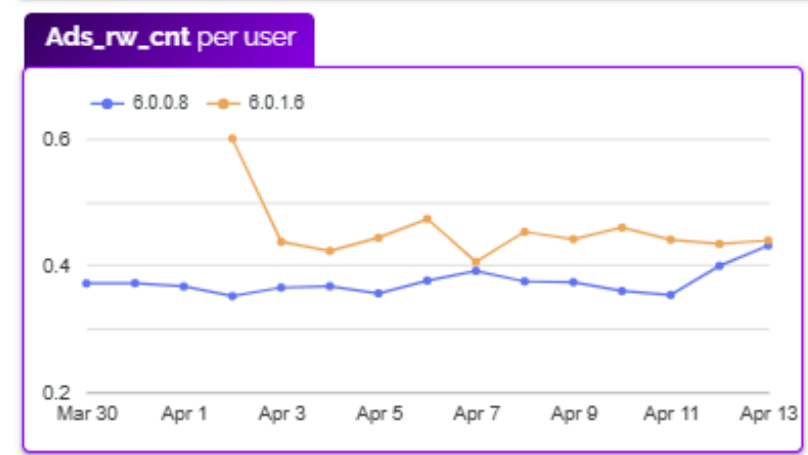
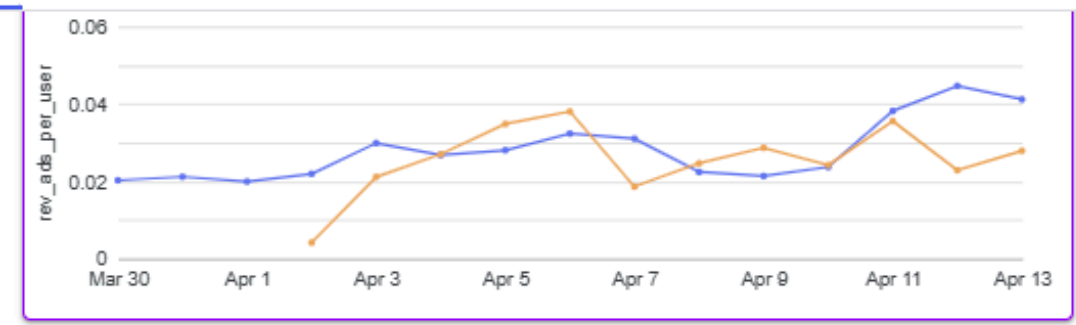
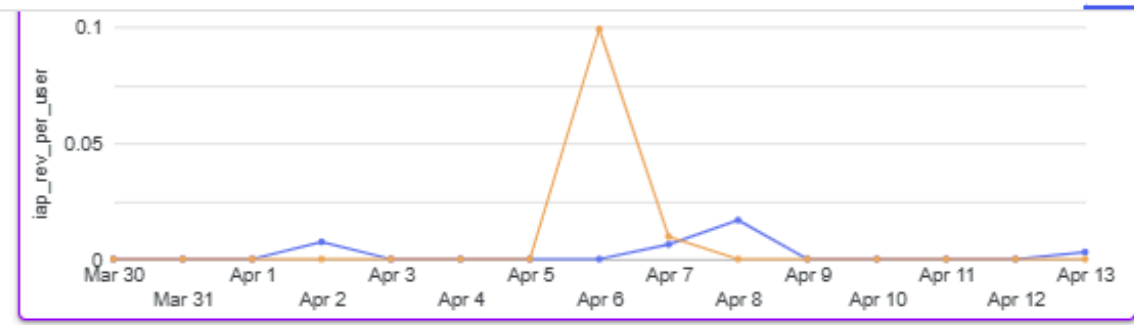


Revenue by country



Payrate by country





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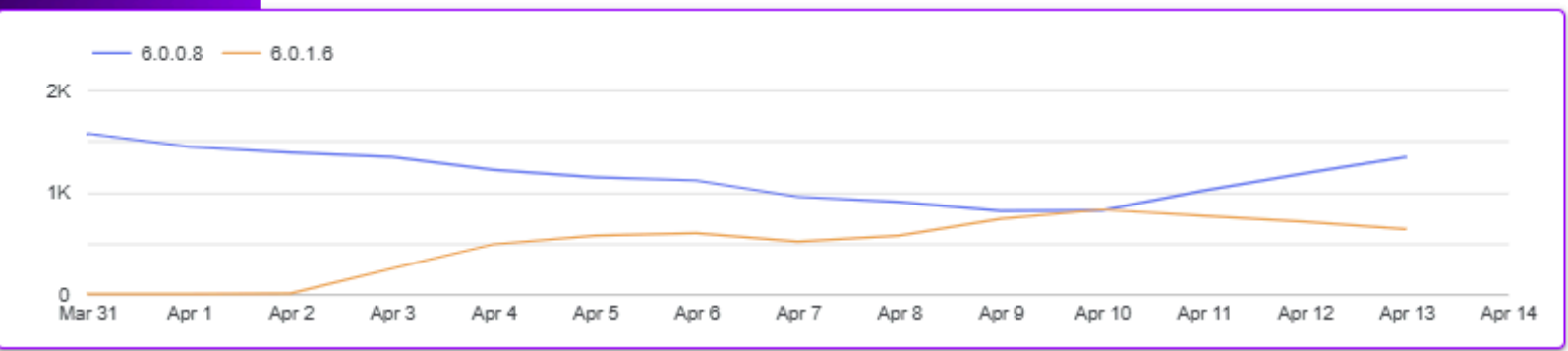
Game Play

level <= 50

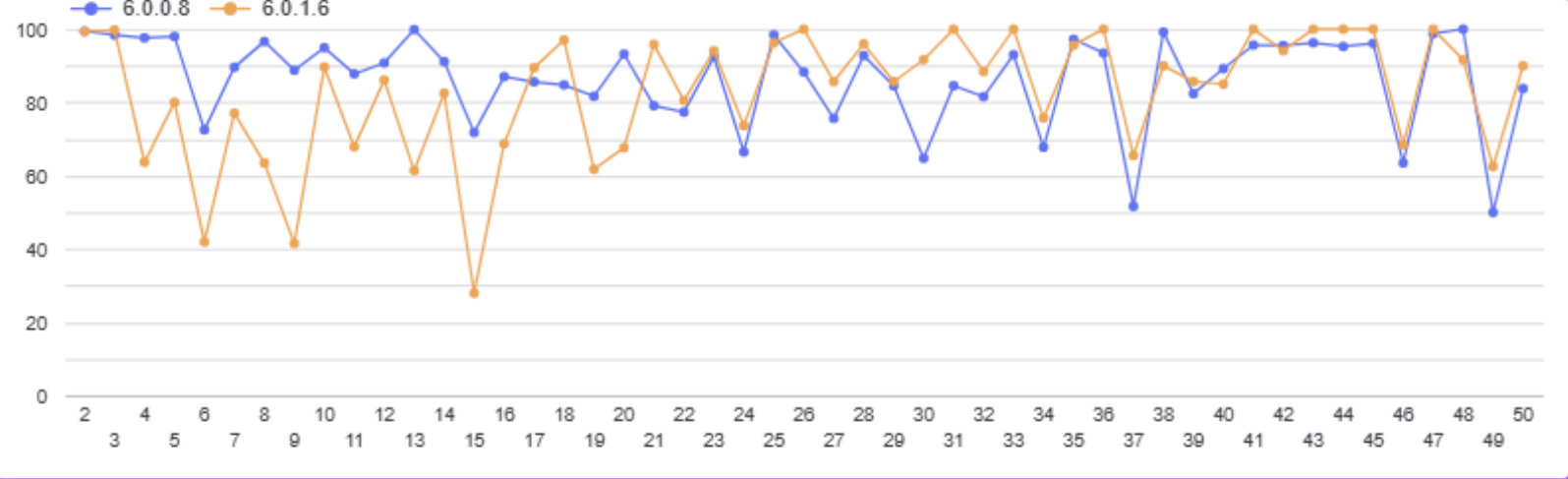
versi...(2)

Mar 31, 2025 - Apr 14, 2025

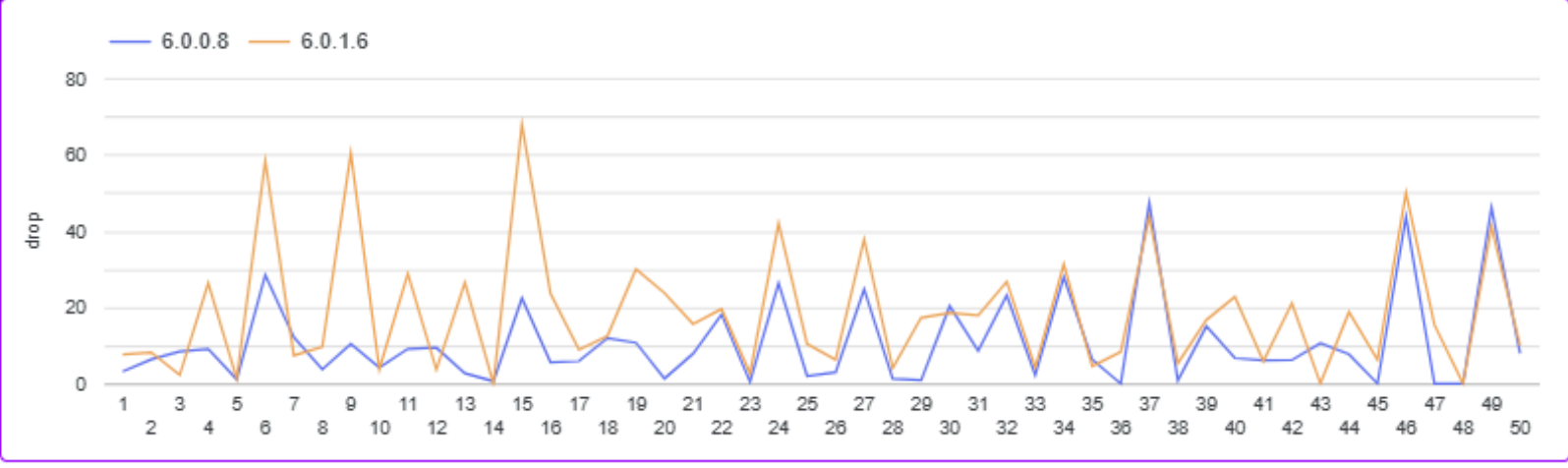
DAU by version



Winrate



Drop rate

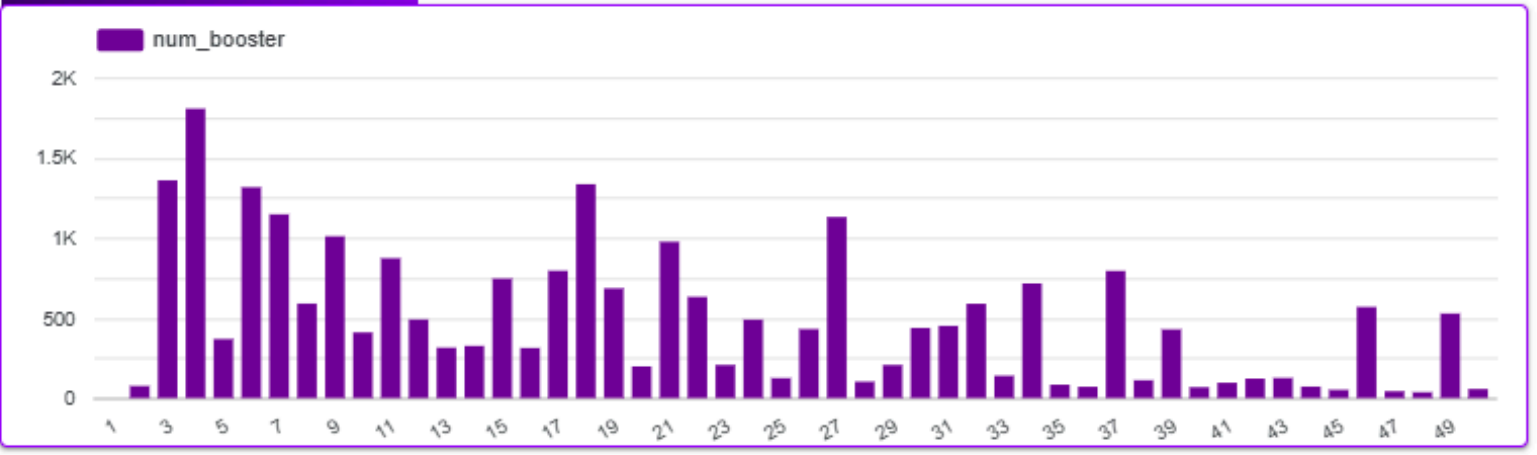


version / drop / winrate				
level	6.0.1.6		6.0.0.8	
	drop	winrate	drop	winrate
1	7.59	100	3.19	100
2	8.19	99.4	6.35	99.37
3	2.22	99.69	8.42	98.2
4	26.36	66.79	9.03	97.56
5	1.32	82.47	1.08	98.09
6	58.34	46.83	28.48	71.92
7	7.36	77.46	12.15	89.54
8	9.6	64.08	3.78	97.04
9	60.36	42.83	10.38	88.29
10	3.79	90.09	4.2	95.06
11	28.77	65.67	9.08	88.08
12	3.64	85.47	9.41	90.73
13	26.4	61.26	2.72	99.91
14	0	82.66	0.6	90.88
15	67.84	23.2	22.37	71.55
16	23.64	68.24	5.57	86.72
17	8.89	89.17	5.88	85.7
18	12.5	97.78	11.94	84.47
19	30	49.81	10.68	81.14
20	23.68	63.33	1.33	93.25
21	15.63	97.5	7.8	78.98
22	19.51	86.06	18.12	77.11
23	2.7	89.09	0.43	92.97
24	42	70.5	26.34	66.13
25	10.34	95	2	98.95
26	6.25	100	2.93	88.96
27	37.84	82.29	24.7	75.49
28	4	90	1.25	92.72

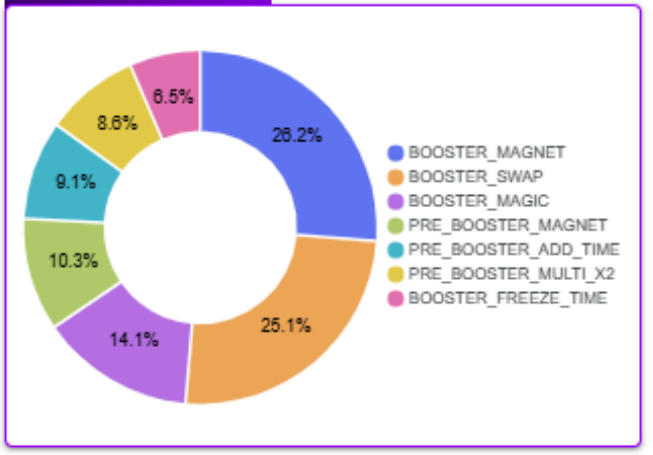


49	41.18	66.67	48.09	50.18
50	10	95.24	7.94	88.69

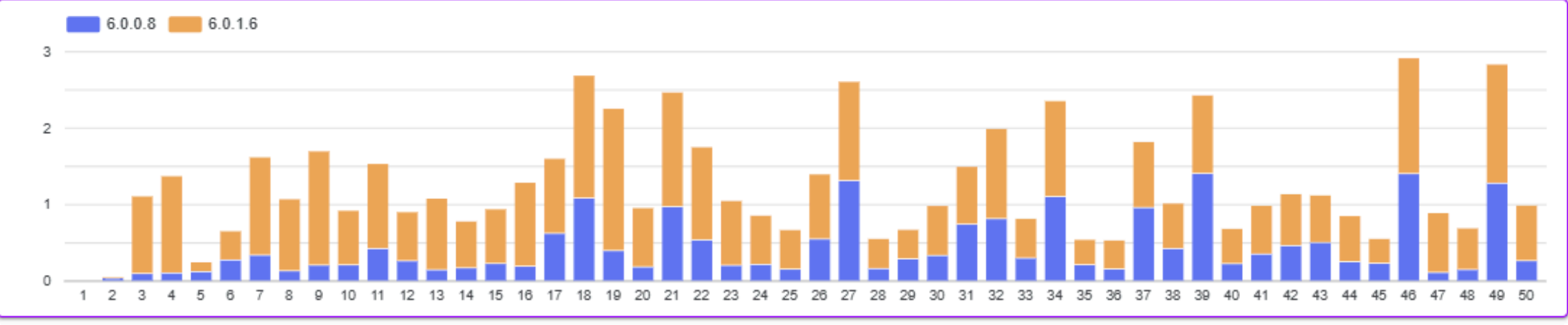
Num_booster used by level



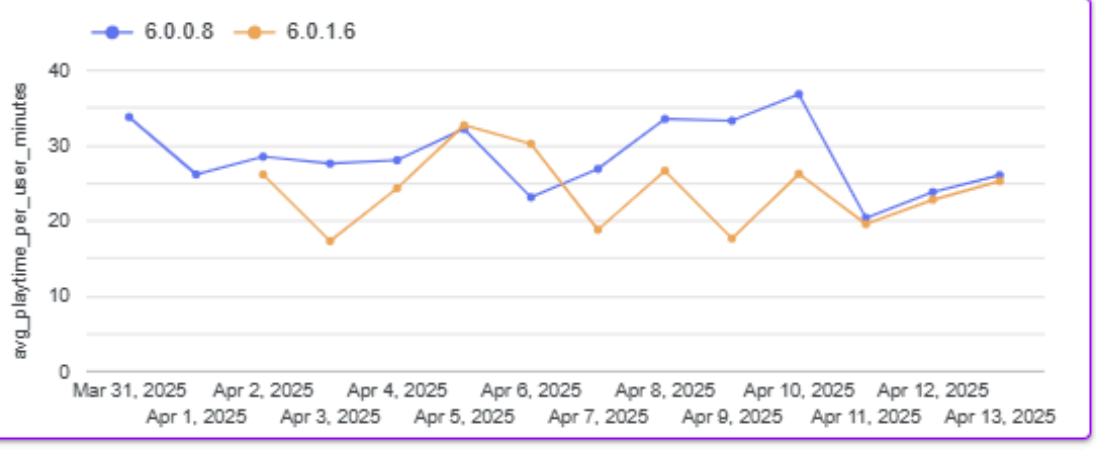
Booster type



Booster per user by level



Avg playtime per user



Avg session per user

