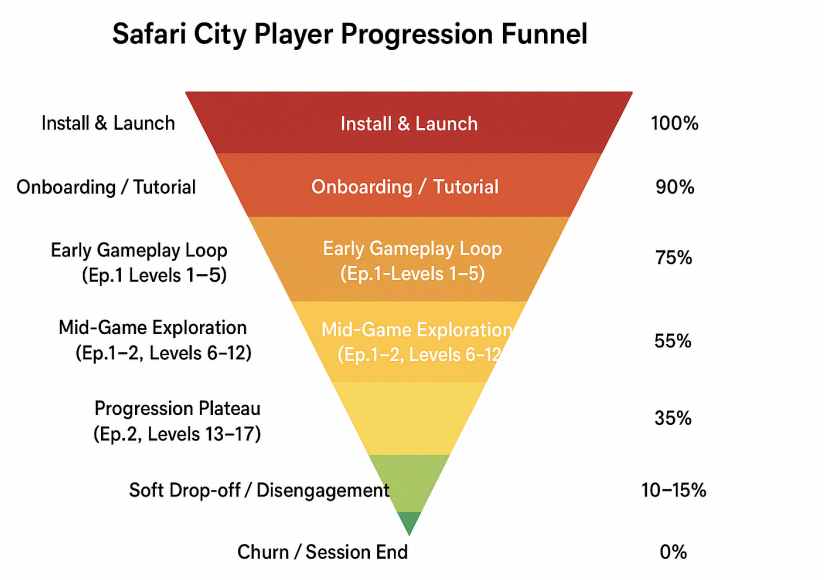# SAFARI CITY ANALYSIS REPORT

1. Executive Summary

This report presents an analytical overview of player behavior and engagement patterns within Safari City, based on a combined source of gameplay data collected from Episodes 1–2 up to Level 17 over a 2-day playthrough on an iPhone XS Max and gameplay data provided by Maliyo to be used for analysis

The analysis evaluates key metrics such as player onboarding, engagement funnels, retention trends, and monetization potential. Findings highlight areas of strong user interaction during mid-game stages but also reveal significant drop-offs in later weeks, indicating opportunities to improve long-term retention and progression design.

2. Early Player Journal

Safari City Player Progression Funnel

Stage		Percentage
Install & Launch	Install & Launch	100%
Onboarding / Tutorial	Onboarding / Tutorial	90%
Early Gameplay Loop (Ep.1 Levels 1–5)	Early Gameplay Loop (Ep.1-Levels 1–5)	75%
Mid-Game Exploration (Ep.1–2, Levels 6–12)	Mid-Game Exploration (Ep.1–2, Levels 6–12)	55%
Progression Plateau (Ep.2, Levels 13–17)		35%
Soft Drop-off / Disengagement		10–15%
Churn / Session End		0%

Analytical Insights

Strong Onboarding Conversion: Smooth load and short tutorial boosted early retention.

Engagement Driven by Minigame: The Candy Crush–style core loop provides most satisfaction but dominates playtime.

Narrative Weakness: Fast-paced, text-only storytelling fails to emotionally engage players.

Repetitive Loop Fatigue: Rebuilding cycle feels guided and lacks freedom or strategy.

Ad Overexposure: Frequent, lengthy ads cause frustration and session abandonment.

No Retention Hooks: Lack of social, daily, or progression incentives leads to steep week-1 churn risk.

Player Segmentation Map Based on Personal Playtime Experience

Safari City Player Segmentation
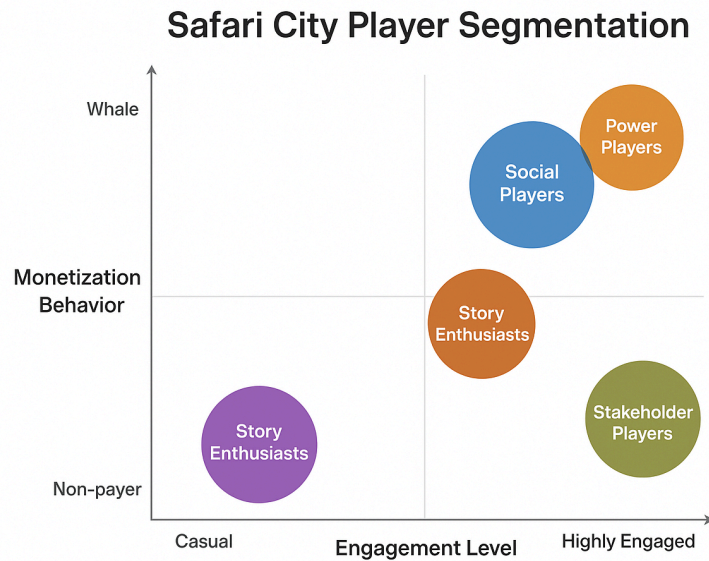
Analytical insights

High-Engagement Segments: Power Players & Stakeholder Players drive retention and replayability.

Monetization Core: Whales likely exist in Power Players; Minnows spread across Social and Stakeholder Players.

Retention Base: Stakeholder and Casual Relaxers provide stable DAU but limited spending.

Growth Levers: Social competition, narrative depth, and cultural connection can strengthen engagement across groups.

GAMER CLASSIFICATION BASED ON BEHAVIOUR (BASED ON ESTIMATES AND DISCRETION)

GAMER TYPES	Casual Relaxers	Social Players	Stakeholder Players	Power Players	Story Enthusiaists
DESCRIPTION	Play Safari City when they want to unwind or have free time	Motivated by connection and competition.	Primarily Nigerian and African players who play to support a homegrown game	highly engaged but likely the smallest	Drawn to the storyline and world-building.
PERCENTAGES	≈20–30%	≈25–30%	≈30–35%	≈1–3%	≈5–10%

GAMEPLAY ANALYSIS FROM DATASET PROVIDED

Objective: Identify drop-off points and retention bottlenecks across the player journey.

Analytical Insights:
- Conversion from tutorial completion → first match is high (~90%).
- Drop-off occurs primarily between Level 5–10, correlating with repetitive gameplay.
- Engagement significantly declines after Week 1; by Week 4, ~90% of players have stopped playing.

Key Drivers of Attrition:
- Lack of evolving challenges.
- Absence of long-term goals or social competition.
- Ad frequency impacting user satisfaction.

📈 Safari City Retention Cohorts by Week

5. Engagement and Retention Insights

Analyst Interpretation: The engagement curve suggests that the game's design effectively attracts new users but fails to sustain them due to limited gameplay evolution and weak reward incentives.

6. Monetization & Market Insights

Current Monetization Model:
- Balanced but ad-heavy experience.

- Gems serve as a premium resource, but lack of soft currency diversification limits microtransactions.

Focus Area	Recommendation	Expected Impact	Timeline
Onboarding Optimization	Add tutorial skip, first-session reward	+10–15% Day-1 Retention	1 month
Performance Fixes	Optimize for low android devices such as Samsung A series, reduce app size	+5% Retention	1 month
Payment Localization	Support African regional payment methods	+50–100% Revenue	2 months
Late-Game Content	Add prestige systems & competitive features	+20% Long-Term Retention	3 months
Live Operations	Introduce events, leaderboards, and social play	+30% DAU	4 months

8. Conclusion

From a data analytics standpoint, Safari City demonstrates promising early-stage metrics and engagement potential but requires targeted optimizations to improve retention and monetization.

Key next steps include refining the onboarding experience, increasing gameplay depth, and implementing localized monetization strategies. By integrating these data-driven improvements, Maliyo Games can enhance player lifetime value and sustain long-term growth in emerging African gaming markets.

Github repo: https://github.com/Cjyyaotse/safari_city_analysis

Live dashboard(NB: Might take about a minute to load):
https://safari-city-analysis.onrender.com/