









玩家行为看板构建过程

一、构建数据源

 joycastle_in_app_purchase	Physical	snowflake_sos	view_ss	48 minutes ago	qiang zhao	
 joycastle_amount	Physical	snowflake_sos	view_ss	an hour ago	qiang zhao	
 joycastle_avg_session_time	Physical	snowflake_sos	view_ss	an hour ago	qiang zhao	
 joycastle	Physical	snowflake_sos	view_ss	8 hours ago	qiang zhao	

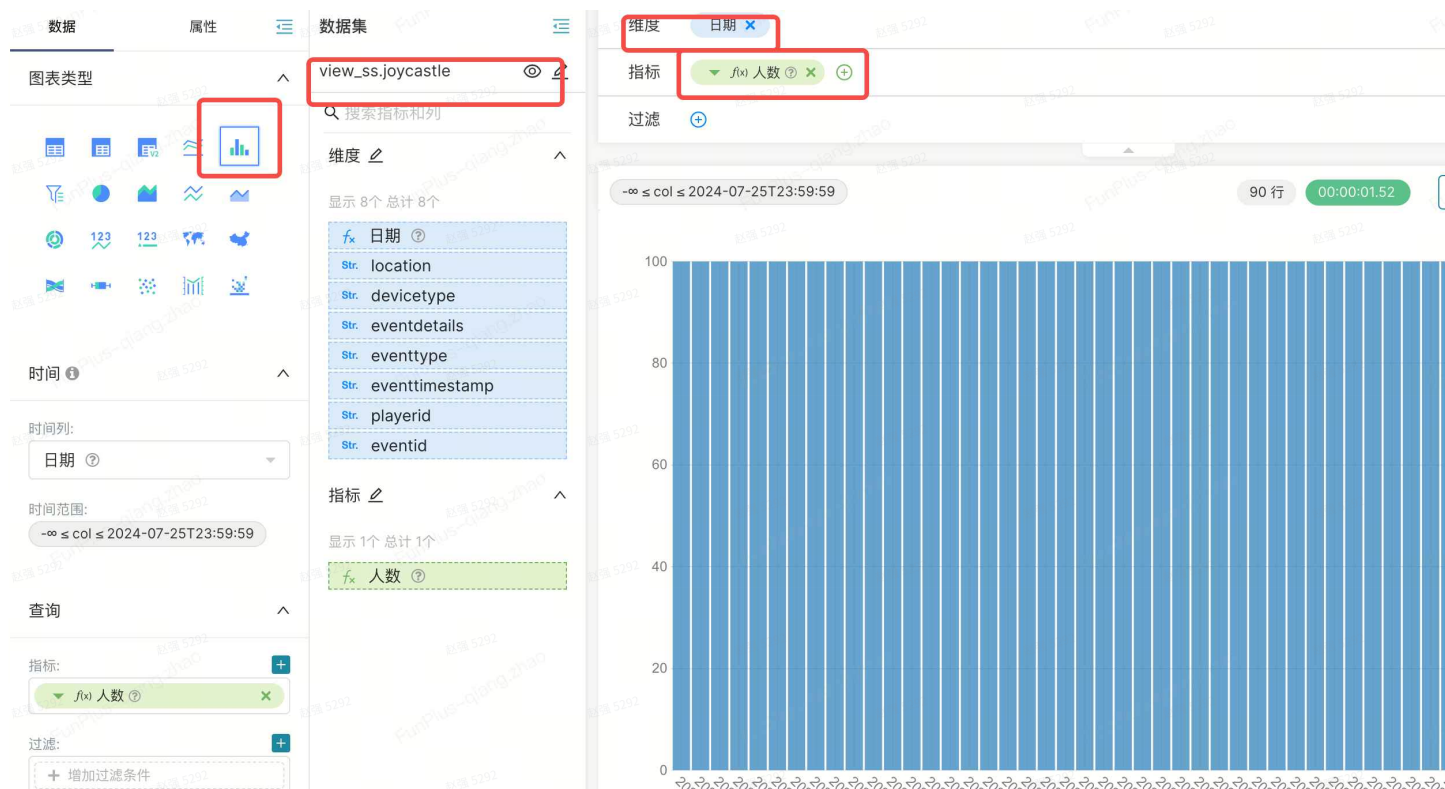
二、构建看板

1、日活

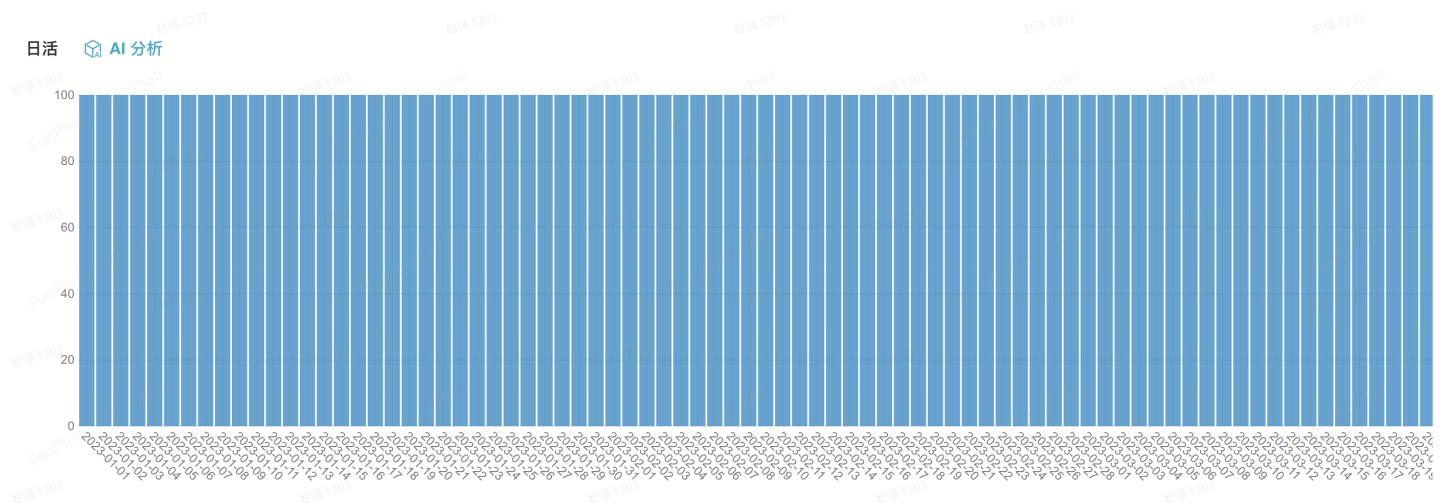
(1) SQL语句

```
1 select
2   date(EventTimestamp),
3   count(distinct PlayerID)
4 from
5   game_events
6 group by
7   1;
```

(2) 构建过程



(3) 效果图



2、平均会话时长

(1) SQL语句

```
1 select
2   date(EventTimestamp, 'unixepoch') date,
3   AVG(session_time) / 60
4 from(
5   select
6     PlayerID,
7     DeviceType,
8     Location,
```

```

9      EventTimestamp,
10     min(diff) session_time
11   from
12     (
13       select
14         s.*,
15         (e.EventTimestamp - s.EventTimestamp) diff
16       from
17         (
18           select
19             PlayerID,
20             DeviceType,
21             Location,
22             strftime('%s', EventTimestamp) EventTimestamp
23         from
24           game_events
25         where
26           EventType = 'SessionStart'
27         ) s
28       left join (
29         select
30           PlayerID,
31           DeviceType,
32           Location,
33           strftime('%s', EventTimestamp) EventTimestamp
34         from
35           game_events
36         where
37           EventType = 'SessionEnd'
38         ) e ON s.PlayerID = e.PlayerID
39       and s.Location = e.Location
40       and s.DeviceType = E.DeviceType
41       and e.EventTimestamp > s.EventTimestamp
42     )
43   group by
44     1,
45     2,
46     3,
47     4
48 )
49 group by
50   1;

```

(2) 构建过程

数据

属性

数据集

图表类型

柱状图

折线图

饼图

仪表盘

地图

散点图

树状图

漏斗图

热力图

雷达图

气泡图

面积图

组合图

自定义

时间

时间列:

日期

时间粒度 (GRAIN):

day

时间范围:

-∞ ≤ col ≤ 2024-07-25T23:59:59

查询

指标:

f0 平均会话时长

过滤:

数据集

view_ss.joycastle_avg...

维度

日期

指标

f0 平均会话时长

显示 1 个 总计 1 个

日期

显示 2 个 总计 2 个

session_time

f0 平均会话时长

90 行

00:00:01.61

执行

保存

日期	平均会话时长
2023-03-31	65
2023-03-30	66
2023-03-29	67
2023-03-28	67
2023-03-27	71
2023-03-26	67
2023-03-25	66
2023-03-24	62
2023-03-23	68
2023-03-22	59
2023-03-21	63
2023-03-20	66
2023-03-19	66

(3) 效果图

平均会话时长 90 条记录 AI 分析

日期	平均会话时长
2023-03-31	65
2023-03-30	66
2023-03-29	67
2023-03-28	67
2023-03-27	71
2023-03-26	67
2023-03-25	66
2023-03-24	62
2023-03-23	68
2023-03-22	59
2023-03-21	63
2023-03-20	66
2023-03-19	66

3、来自应用内购买的总收入

(1) SQL语句

```
1 SELECT
2   date(EventTimestamp) date,
3   SUM(
4     substr(
5       EventDetails,
6       instr(EventDetails, 'Amount: ') + length('Amount: '),
```

```
7         length(EventDetails) - instr(EventDetails, 'Amount: ') - length('Amount:
8     ')
9     ) AS extracted_number
10 from
11     game_events
12 where
13     EventType = 'InAppPurchase'
14 GROUP BY
15     1;
```

(2) 构建过程

数据

属性

数据集

day

时间范围: -∞ ≤ col ≤ 2024-07-25T23:59:59

查询

日期

应用内购买的总收入

过滤: + 增加过滤条件

分组: 日期

1个选项

列: 2个选项

行限制: 50000

排序: + 添加指标

☒ 降序

view_ss.joycastle_amou...

搜索指标和列

维度

日期

指标

应用内购买的总收入

显示 1 个总计 1 个

日期

显示 2 个总计 2 个

amount

应用内购买的总收入

维度

日期

指标

应用内购买的总收入

过滤

-∞ ≤ col ≤ 2024-07-25T23:59:59

90 行

00:00:02...

执行

保存

...

日期	应用内购买的总收入
2023-03-31	20,750.57
2023-03-30	20,262.33
2023-03-29	21,399.16
2023-03-28	20,218.31
2023-03-27	21,140.54
2023-03-26	20,864.42
2023-03-25	18,230.43
2023-03-24	18,138.16
2023-03-23	20,429.63
2023-03-22	18,539.69
2023-03-21	18,745.79
2023-03-20	20,013.83
2023-03-19	20,753.44

(3) 效果图

应用内购买的总收入 90 条记录 AI 分析

日期	应用内购买的总收入
2023-03-31	20,750.57
2023-03-30	20,262.33
2023-03-29	21,399.16
2023-03-28	20,218.31
2023-03-27	21,140.54
2023-03-26	20,864.42
2023-03-25	18,230.43
2023-03-24	18,138.16
2023-03-23	20,429.63

4、每次会话的社交互动次数

(1) SQL语句

```
1 select
2   se.PlayerID,
3   se.DeviceType,
4   se.Location,
5   se.start_timestamp,
6   se.end_timestamp,
7   count(1)
8 from
9   (
10    select
11      PlayerID,
12      DeviceType,
13      Location,
14      start_timestamp,
15      end_timestamp
16    from
17      (
18        select
19          s.PlayerID,
20          s.DeviceType,
21          s.Location,
22          s.EventTimestamp start_timestamp,
23          e.EventTimestamp end_timestamp,
24          ROW_NUMBER() over (
25            partition by s.PlayerID,
26            s.DeviceType,
27            s.Location,
28            s.EventTimestamp
29            order by
30              (e.EventTimestamp - s.EventTimestamp)
31          ) rn
32      from
33        (
34          select
35            PlayerID,
36            DeviceType,
37            Location,
38            strftime('%s', EventTimestamp) EventTimestamp
```

```

39         from
40             game_events
41         where
42             EventType = 'SessionStart'
43     ) s
44     left join (
45         select
46             PlayerID,
47             DeviceType,
48             Location,
49             strftime('%s', EventTimestamp) EventTimestamp
50         from
51             game_events
52         where
53             EventType = 'SessionEnd'
54     ) e ON s.PlayerID = e.PlayerID
55     and s.Location = e.Location
56     and s.DeviceType = E.DeviceType
57     and e.EventTimestamp > s.EventTimestamp
58 )
59 where
60     rn = 1
61 ) se
62 left join (
63     select
64         PlayerID,
65         DeviceType,
66         Location,
67         strftime('%s', EventTimestamp) EventTimestamp
68     from
69         game_events
70     where
71         EventType = 'SocialInteraction'
72 ) ip ON se.PlayerID = ip.PlayerID
73 and se.DeviceType = ip.DeviceType
74 and se.Location = ip.Location
75 and ip.EventTimestamp >= start_timestamp
76 and ip.EventTimestamp <= end_timestamp
77 group by
78     1,
79     2,
80     3,
81     4,
82     5;

```

(2) 构建过程

数据

属性

数据集

图表类型

view_ss.joycastle_in_ap...

搜索指标和列

维度

end_timestamp

start_timestamp

location

devicetype

playerid

指标

social_count

COUNT(*)

时间

start_timestamp

时间粒度 (GRAIN): day

时间范围: -∞ ≤ col ≤ 2024-07-25T23:59:59

查询

置信度计算

计算方式: 留存率

维度

playerid

location

devicetype

start_timestamp

end_timestamp

指标

COUNT(social_count)

过滤

-∞ ≤ col ≤ 2024-07-25T23:59:59

15.9k 行

00:00:06.14

执行

保存

每页显示 200 条

搜索 15914条记录...

playerid	devicetype	location	start_timestamp	end_timestamp	social_count
P10000	Android	USA	2023-03-31 12:30:59	2023-03-31 13:51:56	9
P10000	Android	USA	2023-03-30 14:40:20	2023-03-30 16:38:08	5
P10000	Android	USA	2023-03-29 13:44:07	2023-03-29 15:11:22	6
P10000	Android	USA	2023-03-28 17:44:25	2023-03-28 19:04:21	9
P10000	Android	USA	2023-03-28 07:18:51	2023-03-28 09:00:16	12
P10000	Android	USA	2023-03-27 08:27:52	2023-03-27 08:46:48	1
P10000	Android	USA	2023-03-27 02:26:07	2023-03-27 04:09:08	9
P10000	Android	USA	2023-03-26 20:15:53	2023-03-26 22:13:15	9
P10000	Android	USA	2023-03-26 06:15:14	2023-03-26 07:37:46	2
P10000	Android	USA	2023-03-25 06:17:00	2023-03-25 07:56:19	7
P10000	Android	USA	2023-03-24 18:18:52	2023-03-24 19:23:19	4

(3) 效果图

每次会话的社交互动次数

15,914 条记录

AI 分析

每页显示 200 条

搜索 15914条记录...

playerid	devicetype	location	start_timestamp	end_timestamp	social_count
P10000	Android	USA	2023-03-31 12:30:59	2023-03-31 13:51:56	9
P10000	Android	USA	2023-03-30 14:40:20	2023-03-30 16:38:08	5
P10000	Android	USA	2023-03-29 13:44:07	2023-03-29 15:11:22	6
P10000	Android	USA	2023-03-28 17:44:25	2023-03-28 19:04:21	9
P10000	Android	USA	2023-03-28 07:18:51	2023-03-28 09:00:16	12
P10000	Android	USA	2023-03-27 08:27:52	2023-03-27 08:46:48	1
P10000	Android	USA	2023-03-27 02:26:07	2023-03-27 04:09:08	9
P10000	Android	USA	2023-03-26 20:15:53	2023-03-26 22:13:15	9
P10000	Android	USA	2023-03-26 06:15:14	2023-03-26 07:37:46	2
P10000	Android	USA	2023-03-25 06:17:00	2023-03-25 07:56:19	7
P10000	Android	USA	2023-03-24 18:18:52	2023-03-24 19:23:19	4
P10000	Android	USA	2023-03-24 06:44:30	2023-03-24 07:41:30	4
P10000	Android	USA	2023-03-23 16:07:09	2023-03-23 16:27:22	3
P10000	Android	USA	2023-03-22 19:10:47	2023-03-22 19:53:46	3