Matiks Data Analyst Task - Gayatri Deshmukh

USER-LEVEL BEHAVIORAL AND REVENUE DATA ANALYSIS
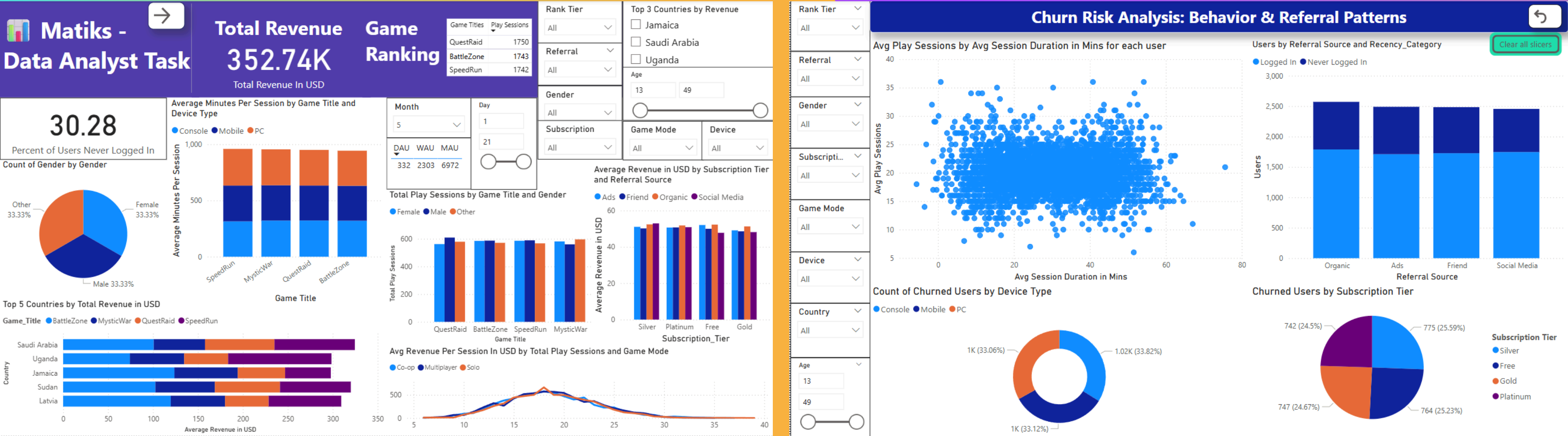
DAU / WAU / MAU Tracking

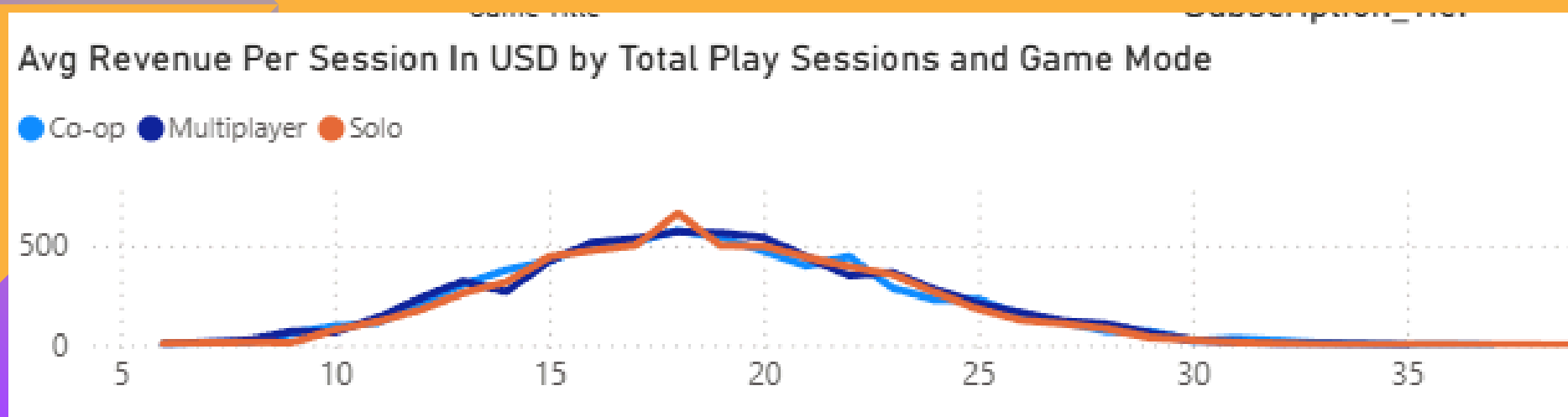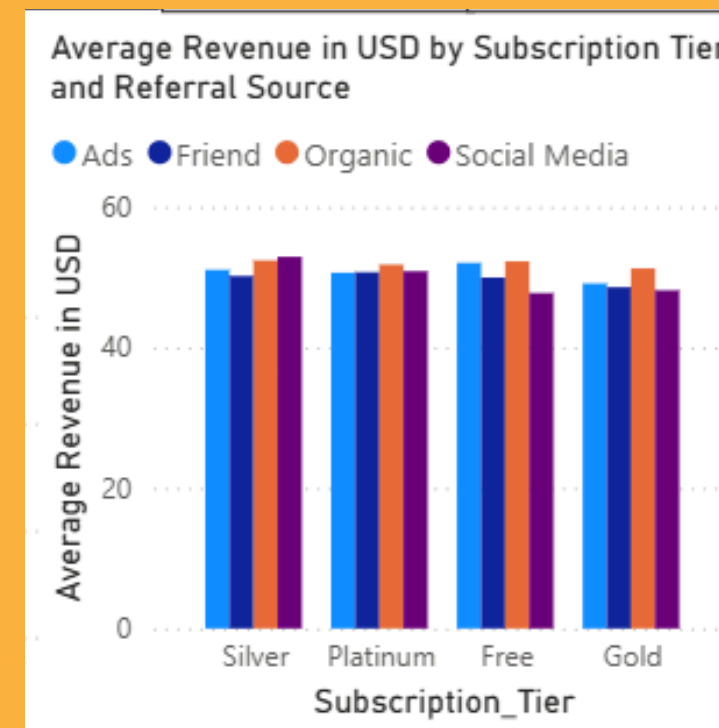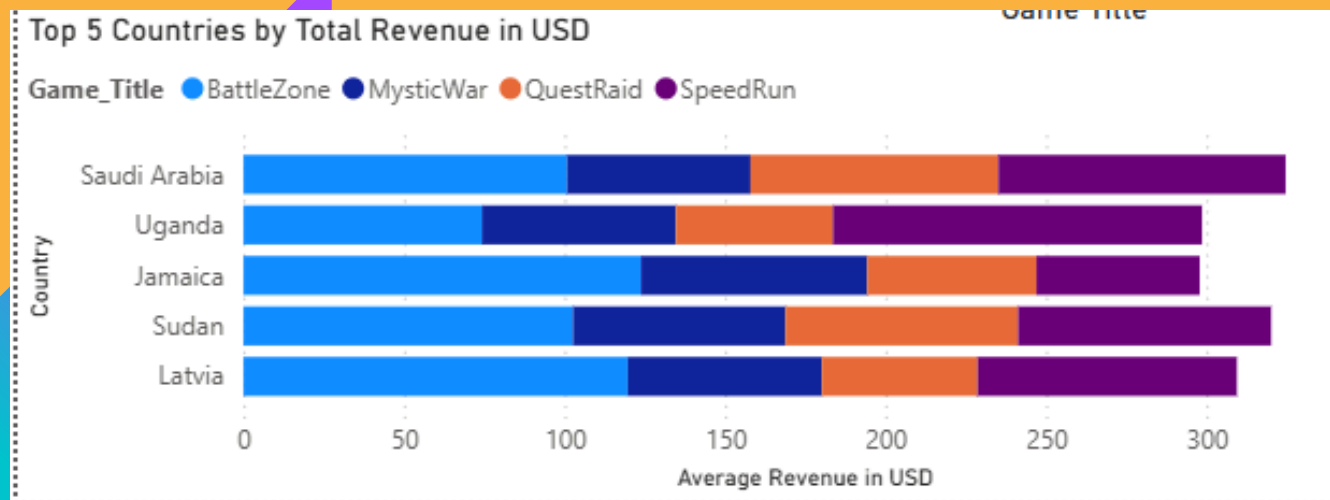| Month		Day
5		1
		21

DAU	WAU	MAU
332	2303	6972

- DAU (Daily Active Users): 332
- WAU (Weekly Active Users): 2,303
- MAU (Monthly Active Users): 6,972

➡ DAU / WAU ratio ≈ 14% → Low daily stickiness

➡ DAU / MAU ratio ≈ 5% → Indicates users don't engage daily on a regular basis

- A DAU/MAU ratio is significantly lower (~5%).
- This suggests that while people sign up and play occasionally, they don't form daily habits or find reasons to return frequently.
- High MAU suggests marketing/acquisition efforts are working (users are trying the game).
- Low DAU/MAU signals engagement or retention challenges: players aren't hooked.
- **Potential area to work on - community features**

Revenue Trends: Analyzing Growth Factors in Gaming

Matiks - Data Analyst Task

Total Revenue
352.74K
Total Revenue In USD

Game Ranking

Game Titles	Play Sessions
QuestRaid	1750
BattleZone	1743
SpeedRun	1742

Top 5 Countries by Total Revenue in USD

Game_Title ● BattleZone ● MysticWar ● QuestRaid ● SpeedRun

Average Revenue in USD by Subscription Tier and Referral Source

● Ads ● Friend ● Organic ● Social Media

Avg Revenue Per Session In USD by Total Play Sessions and Game Mode

● Co-op ● Multiplayer ● Solo

- The dashboard shows total revenue = **352.74K USD**
- Revenue contributions by country and game title indicate Saudi Arabia, Uganda, and Jamaica as top markets.
- Subscription tier revenue: Silver, Platinum, Gold, Free tiers are **fairly close** in average revenue (around $50–$55 USD per tier).
- Revenue is evenly distributed across subscription tiers → **no standout tier** outperforming others significantly.
- Co-op mode shows the highest average revenue per session (around session count ~15-20).
- After peak (~20 sessions), average revenue per session declines steadily across all modes
- **Potential Area to Work on - 1) Premium upsell features, 2) maximize mid-level engaged users.**

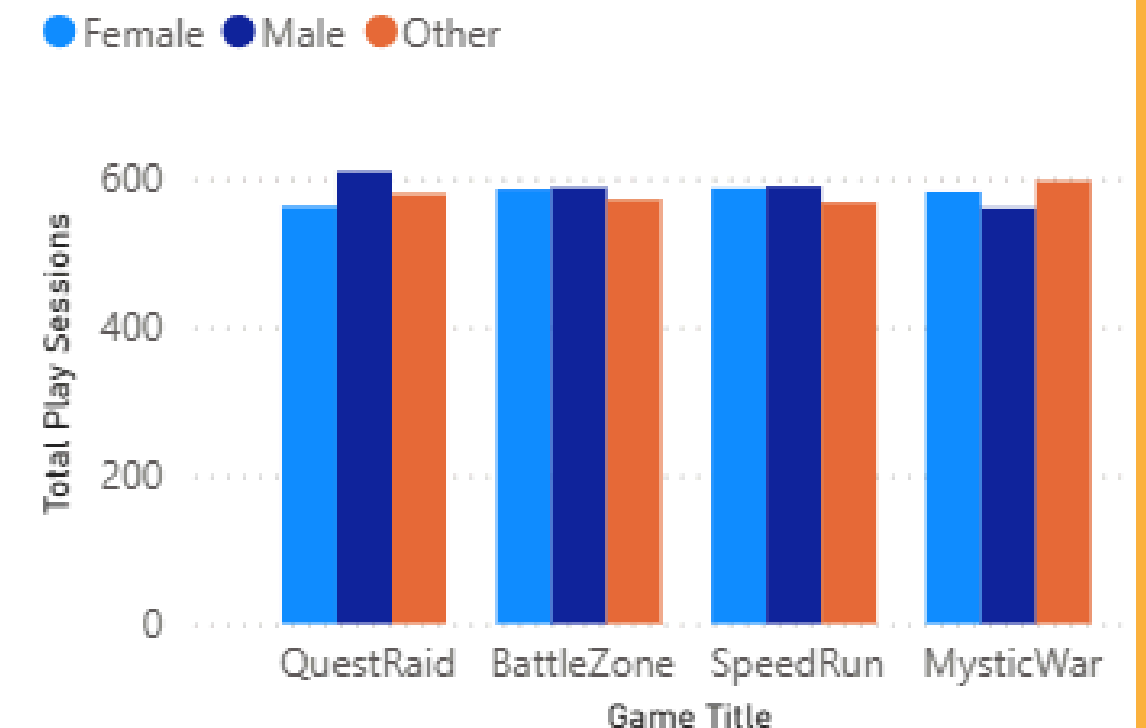# Breakdown by Device Type, User Segment, or Game Mode
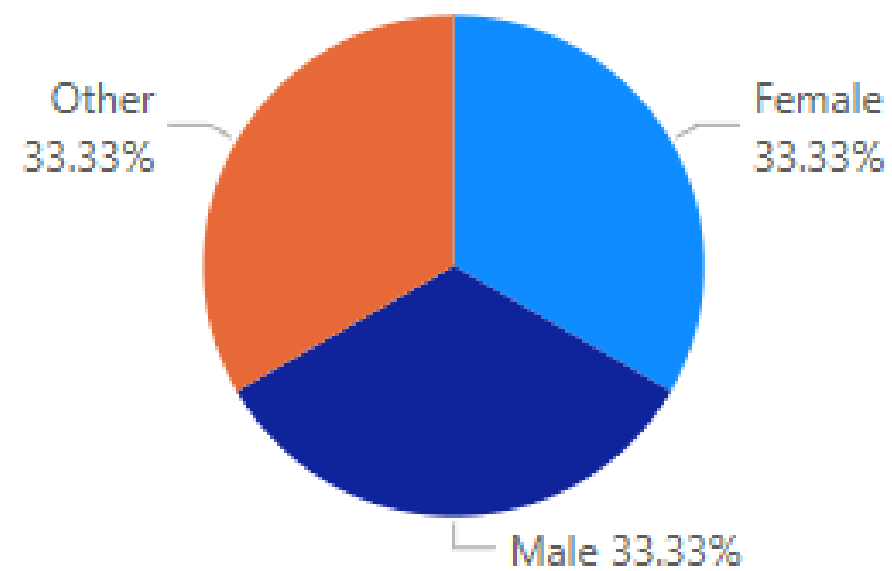
User Segment
- Play sessions are almost equally split across Female, Male, Other (~600 sessions each for top games).
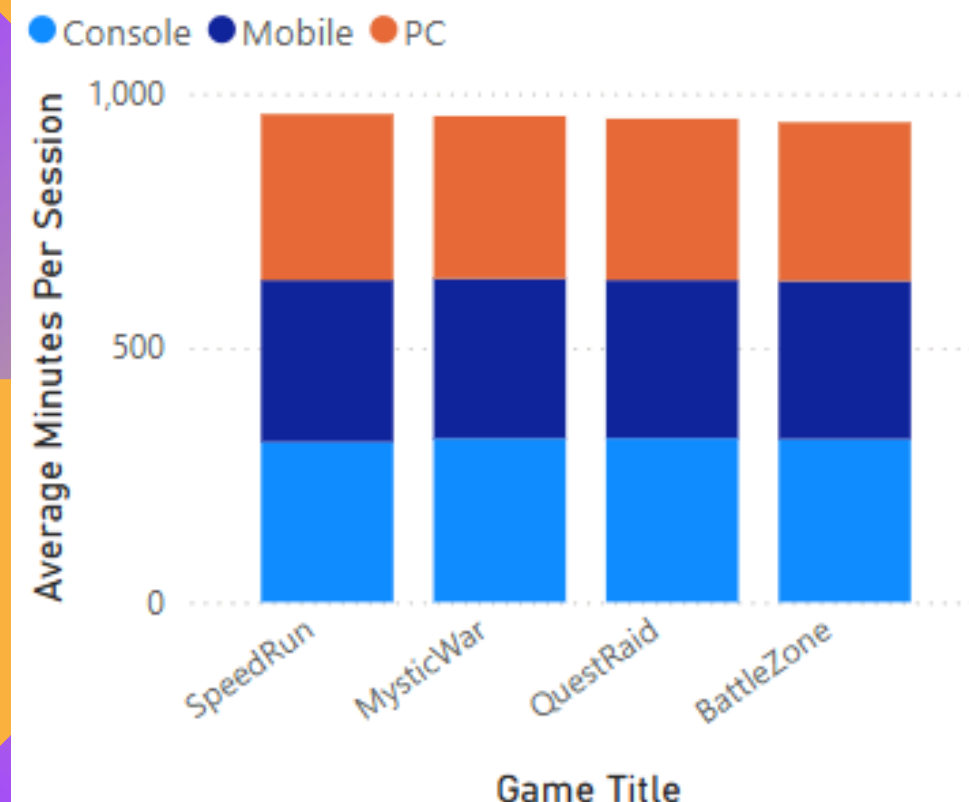- Gender distribution pie chart: 33.33% Female, 33.33% Male, 33.33% Other

Total Play Sessions By Game Title and Gender
- Total play sessions by gender ≈ evenly split.

Average Minutes per Session by Game Title + Device
- Console users have the longest average session durations across all game titles.
- Mobile users have the shortest session durations.
- PC is in between, but closer to console performance.
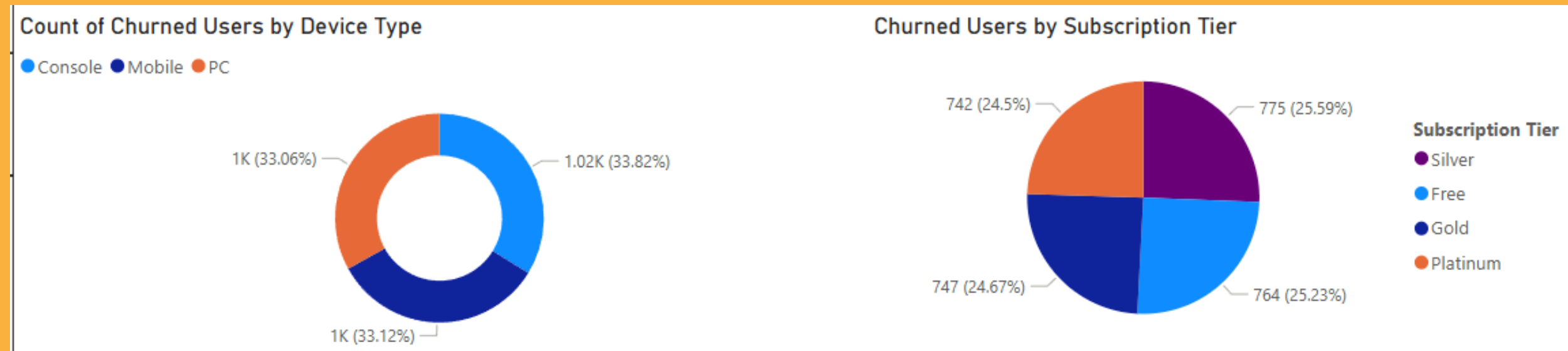
Conclusion:
- No gender-driven concentration of play sessions → **inclusive appeal.**
- Opportunity to position the platform as **community-friendly** and inclusive.

Churn Rates: Customer Retention Challenges

Avg Play Sessions by Avg Session Duration in Mins for each user

Users by Referral Source and Recency_Category
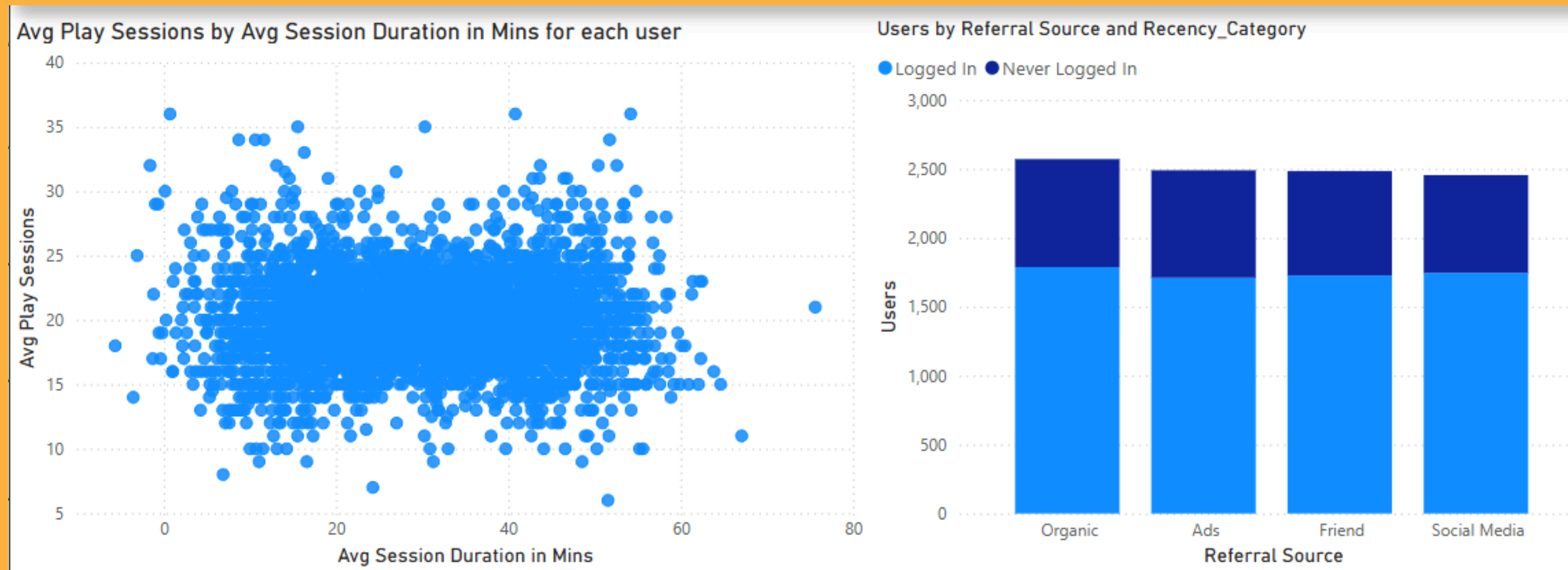
- Outliers with low session counts + short session durations → likely early churners or disengaged users.
- Few users have long sessions but low play counts → also at risk of churn after initial interest fades.

- All referral sources (Organic, Ads, Friend, Social Media) show a consistent portion of users who never logged in.
- No referral source is significantly better at attracting sticky users across the board, about ~30% users never logged in at all.

Churn Rates: Customer Retention Challenges

Count of Churned Users by Device Type
● Console ● Mobile ● PC

1K (33.06%)
1.02K (33.82%)
1K (33.12%)

Churned Users by Subscription Tier

742 (24.5%)
775 (25.59%)

Subscription Tier
● Silver
● Free
● Gold
● Platinum

747 (24.67%)
764 (25.23%)

- Churn is evenly spread: ~33% churned users on Console, Mobile, PC each.
- No single device type is disproportionately linked to churn → device isn't the key churn driver.
- Churned users are evenly distributed across Free, Silver, Gold, and Platinum tiers (each ~24%-26%).
- No tier is clearly outperforming or underperforming in retention.

Conclusion:
- The main churn signal appears tied to behavioral patterns (short sessions, few sessions) rather than device or subscription tier.
- The product likely lacks strong hooks to convert first-time users into regular players, given high proportion of never-logged-in users across channels.

Characteristics of High-Value Users

1) Incentivize co-op and multiplayer participation
2) Daily streaks, events that reward deeper play
3) Seasonal passes designed around social interaction.

⬆ Frequent play
⬆ Longer avg sessions
⬆ Preference for social or cooperative modes

Thank You.

LinkedIn

https://www.linkedin.com/in/deshmukhgayatri/