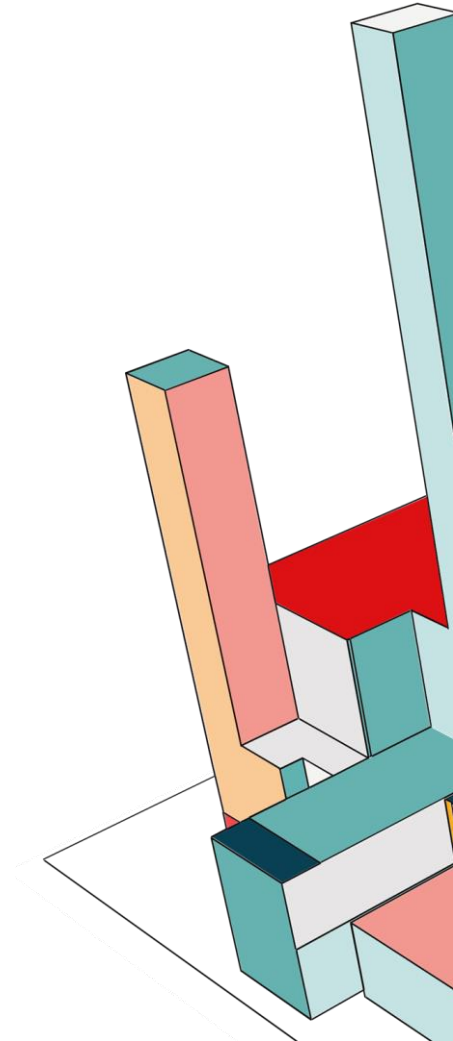


# **DATA ANALYSIS FOR APEX GAMES**

**PRESENTED BY:  
THERESA KIM (19926),  
SENIT GHEBREAGZIABHER (20050)**

# AGENDA

- Introduction
- Project Objectives
- Data Analysis
  - Retention Rates
  - In-Game Purchases
  - Player Behavior
- Final tips & takeaways



# EMBERVEIL: THE HIDDEN EMPIRE

- **Apex Games:** A leader in RPG development known for immersive worlds and complex narratives.
- **Game Launch:** *Emberveil* quickly gained a following with its dark, open-world setting and intricate lore.
- **Advisory Role:** As an external team, we provide player analytics to support *Emberveil*'s ongoing success.



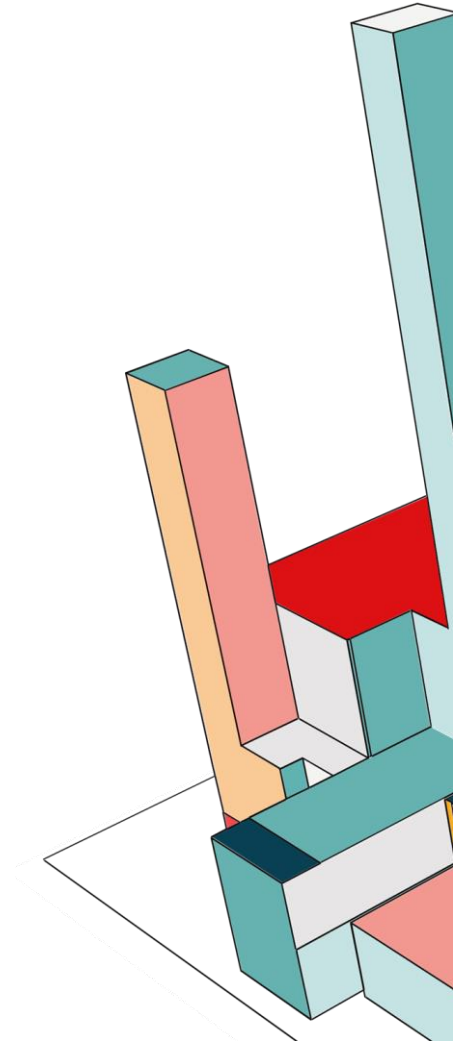
# PROJECT SCOPE AND OBJECTIVES

- **Retention Rates:** Focus on player retention, especially in the first 30 days.
- **In-Game Purchases:** Assess spending behaviors and trends.
- **Development Suggestions:** Offer recommendations for future improvements and player engagement.



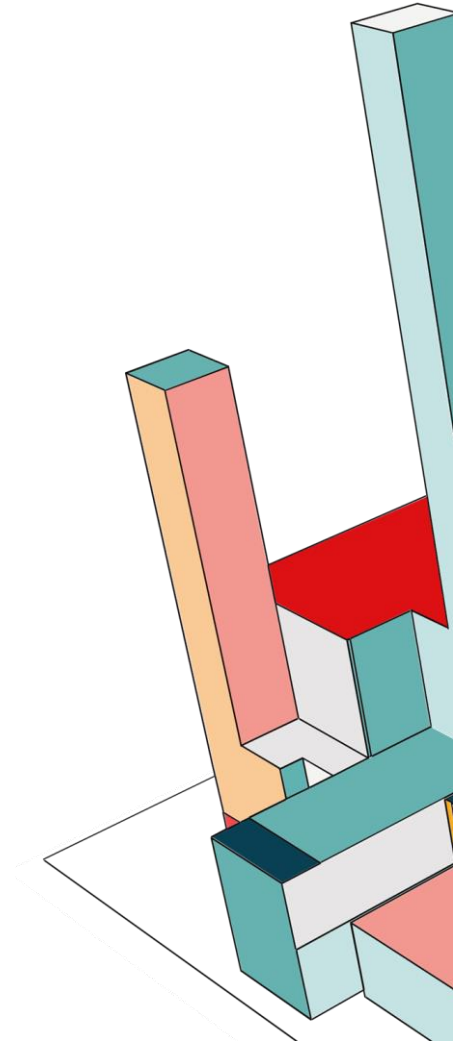
# OUR METHODS

- **Data Cleaning:** Ensuring accuracy and consistency for reliable insights.
- **Statistical Analysis:** Using analytical methods to reveal patterns and behaviors.
- **Visualizations:** Clear graphs for easy interpretation.
- **Recommendations:** Converting insights into actionable strategies.



# DATASET

- Dataset includes 16 columns
- Activity ranges from 9/1/2024 - 9/6/2024, total of 35 players
- Data Cleaning
  - D15 from “eleven” to 11
  - G20 from blank to “0”
  - J9 from “Japan\_Osaka” to “Japan”
  - E31 from “12500” to “43” (average of all) - purpose





# RETENTION RATE ANALYSIS

Confidence-building strategies

# OVERALL RETENTION RATE



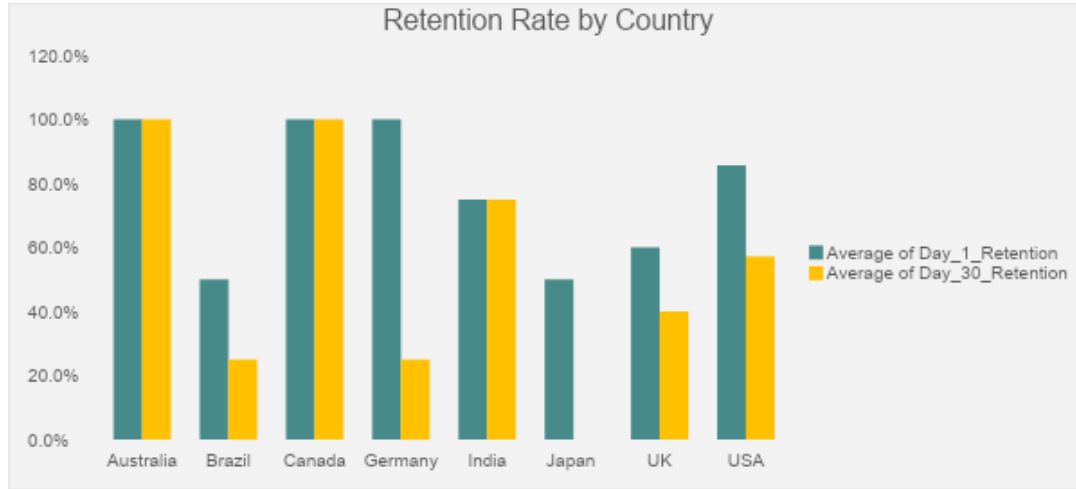
**Implication:** keeping players engaged over a longer period remains a challenge.

**Recommendation:** Consider enhancing mid-to-late-game content and progression incentives to sustain player interest beyond the initial period.





# RETENTION RATE BY COUNTRY

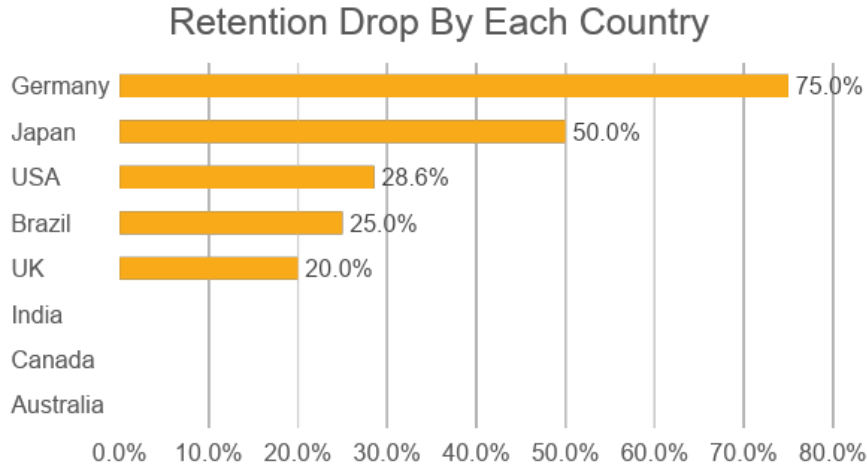


**High Day 1 and Day 30 Retention:** Germany, Canada, and Australia.

**Low Retention:** Brazil and Japan:

**Recommendation:** Localized Content or Events

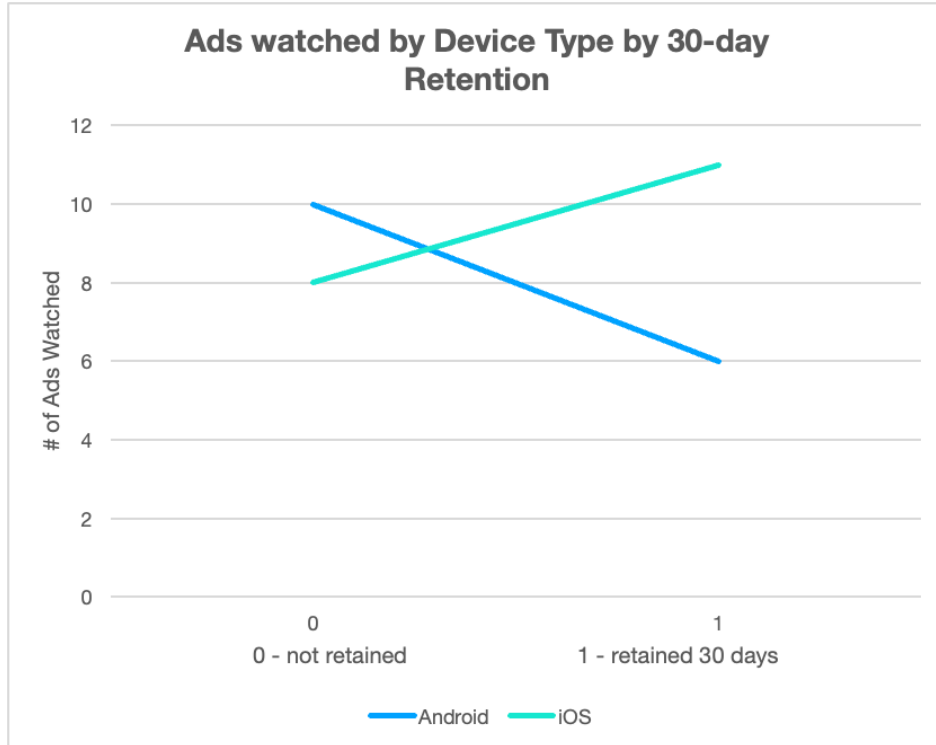
# RETENTION RATE BY COUNTRY



## Overall Recommendation

- **Enhanced Onboarding and Tutorial Features:** Address regions with high drop-off rates by improving the early gameplay experience
- **Regular Content Updates:** To keep high-engagement regions interested, offer periodic updates, events, or content expansions targeted to these markets.
- **Incentivize Long-Term Play:** Introduce rewards for long-term engagement

# Ads watched by Device Type

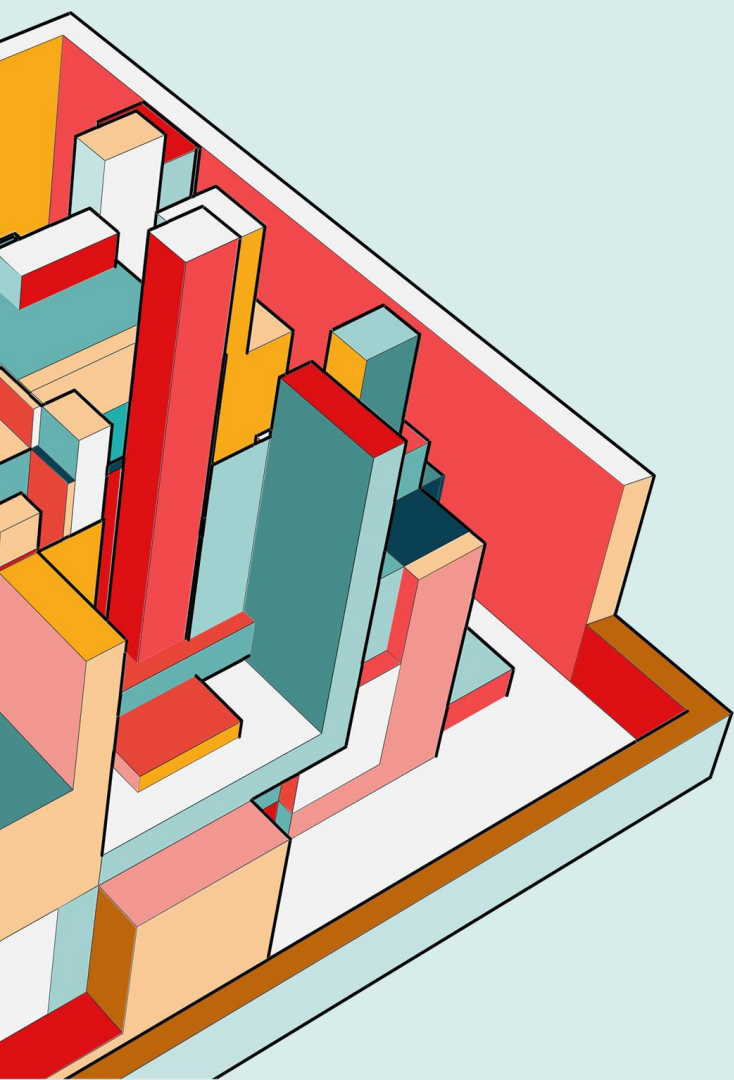


Retained for 30 days:

- Android Users, watch less ads
- iOS Users, watch more ads

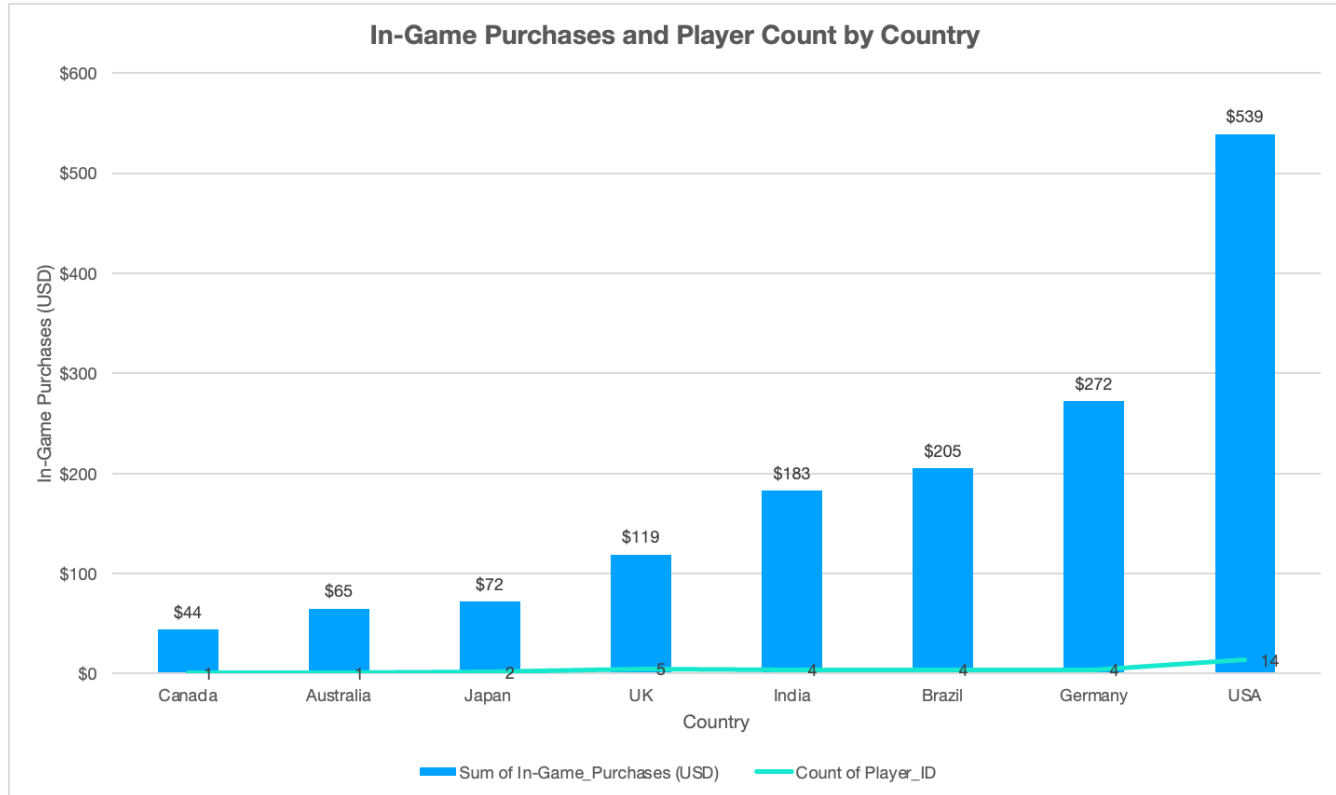
Recommendation:

Determine value of ads watched

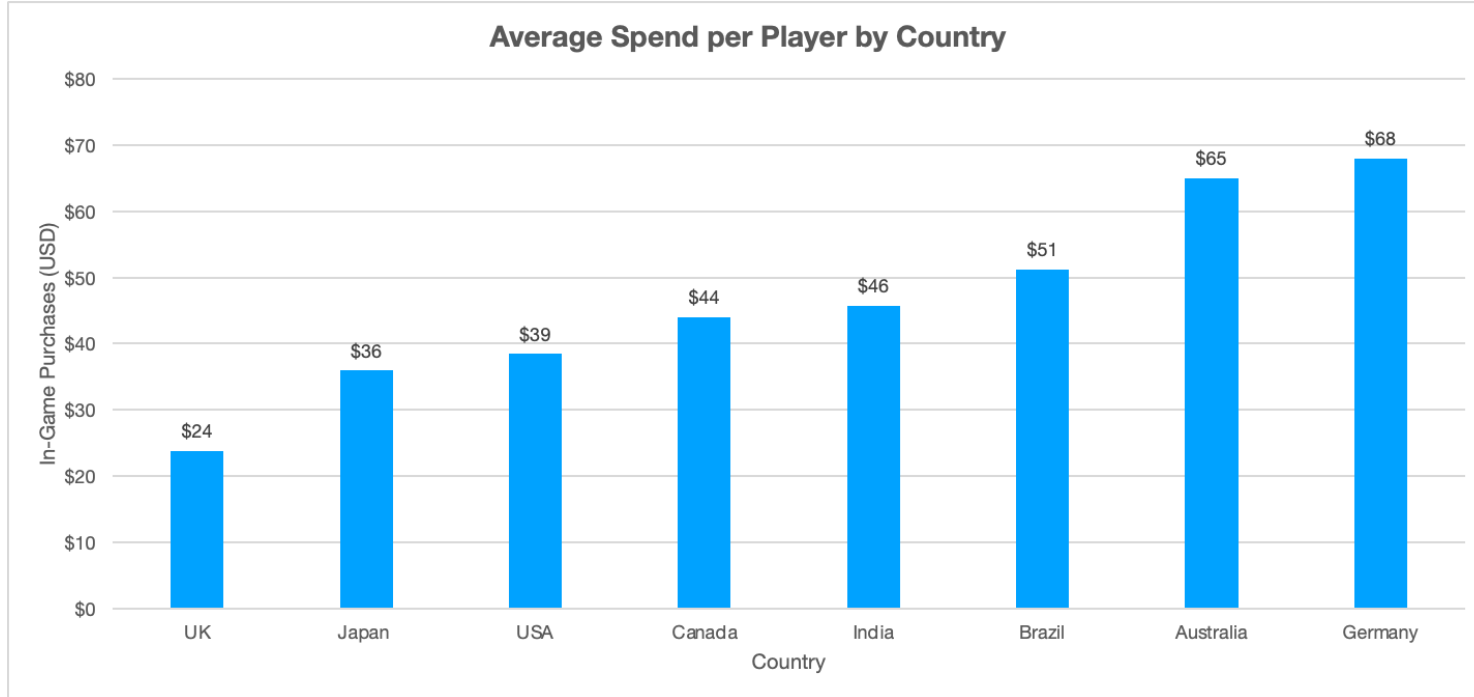


# In-Game Purchases

# Purchasing Habits by Country

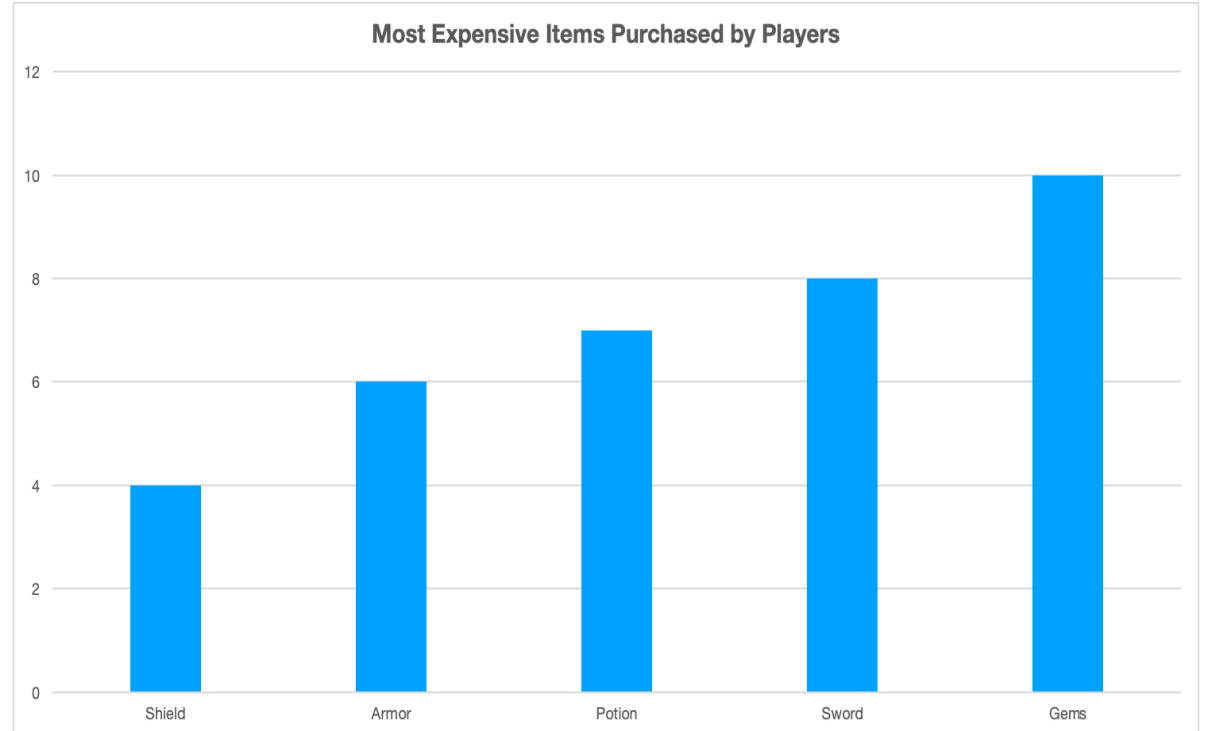


# Average spend by Country



# Most Expensive Items Purchased by Players

- Gems
- Swords
- Crucial data needed (price)
- What level purchased?
- Frequency of purchase?



# Levels Most Players Spent Most Money on

-Spike in spending activity

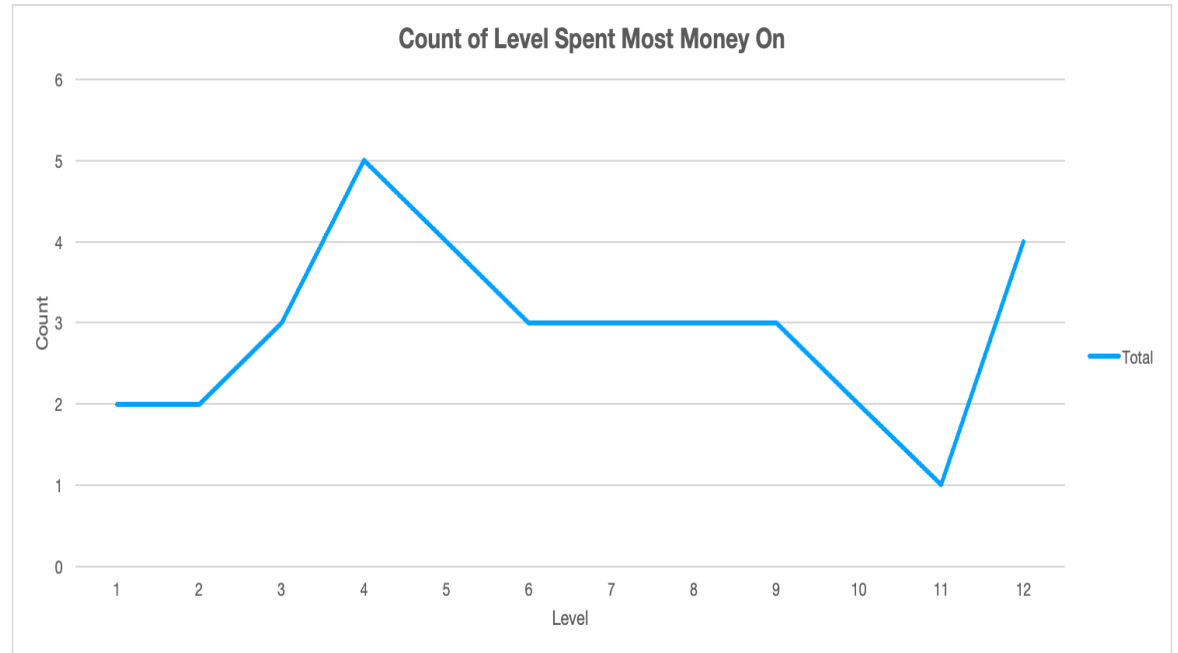
Level 4

-Falls down at level 6

-plateaus until level 9

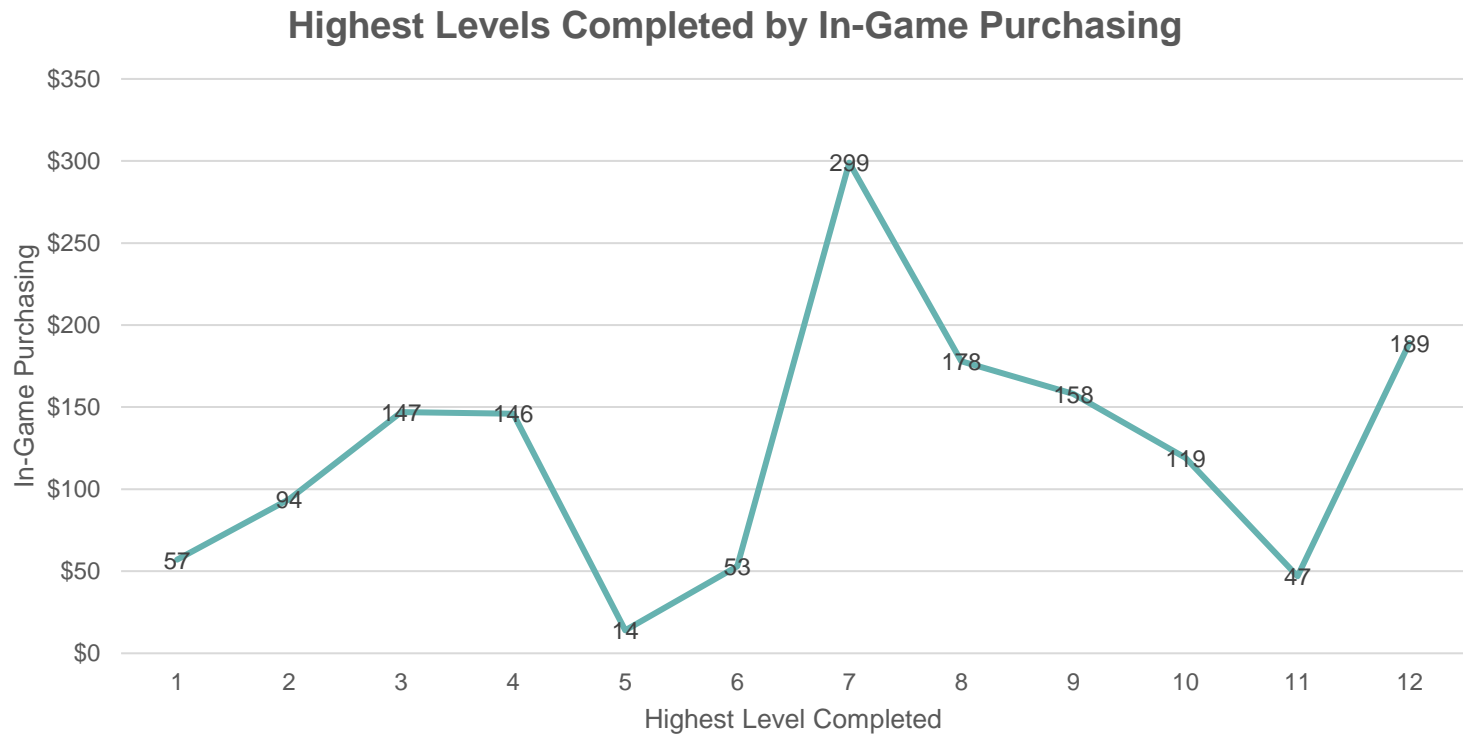
-declines at level 11

-spikes at level 12

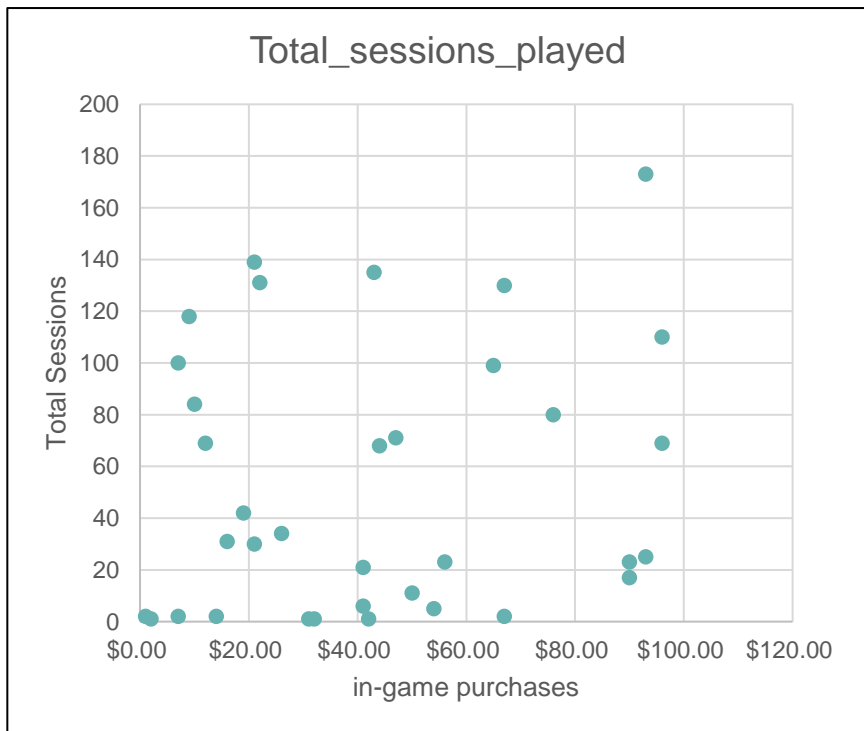




# Highest levels completed by in-game purchasing



# Purchasing Habits - Scatter Plots

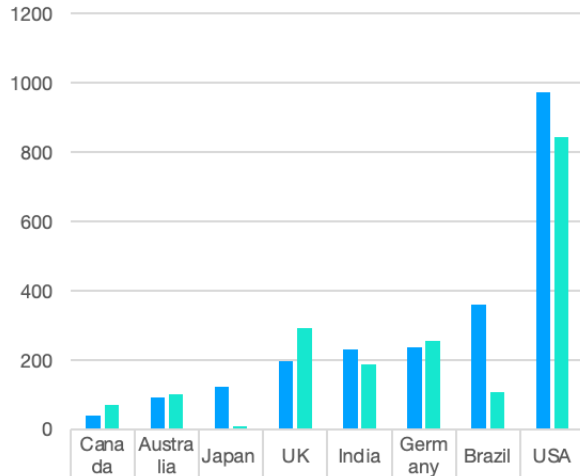


- Total Sessions Played and In-Game Purchases - no correlation

- In-Game Purchases and Session Length - no correlation

# Player Behavior by Country

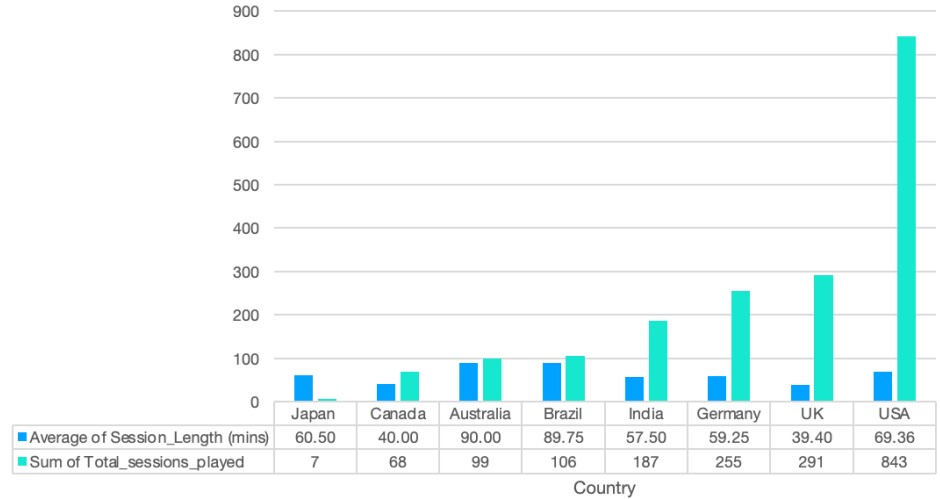
Sum of Session Length and Total Sessions by Country



Sum of Session_Length (mins)	40.00	90.00	121.00	197.00	230.00	237.00	359.00	971.00
Sum of Total_sessions_played	68.00	99.00	7.00	291.00	187.00	255.00	106.00	843.00

Countries

Average Session Length and Total Sessions by Country



- Compare session length and total sessions
- Shows activity potential by country
- Recommendations

# Final Take Aways

- Data sample is small, only 35 players
- Retention Rate:
  - Retention goes from 77% to 48.6%
  - Brazil and Japan have lowest retention
- In-Game Purchases
  - All 35 players spent some amount of money
  - USA, Australia, and Germany are biggest spenders
- Player Behavior
  - Find out which items are being purchased at what levels

