

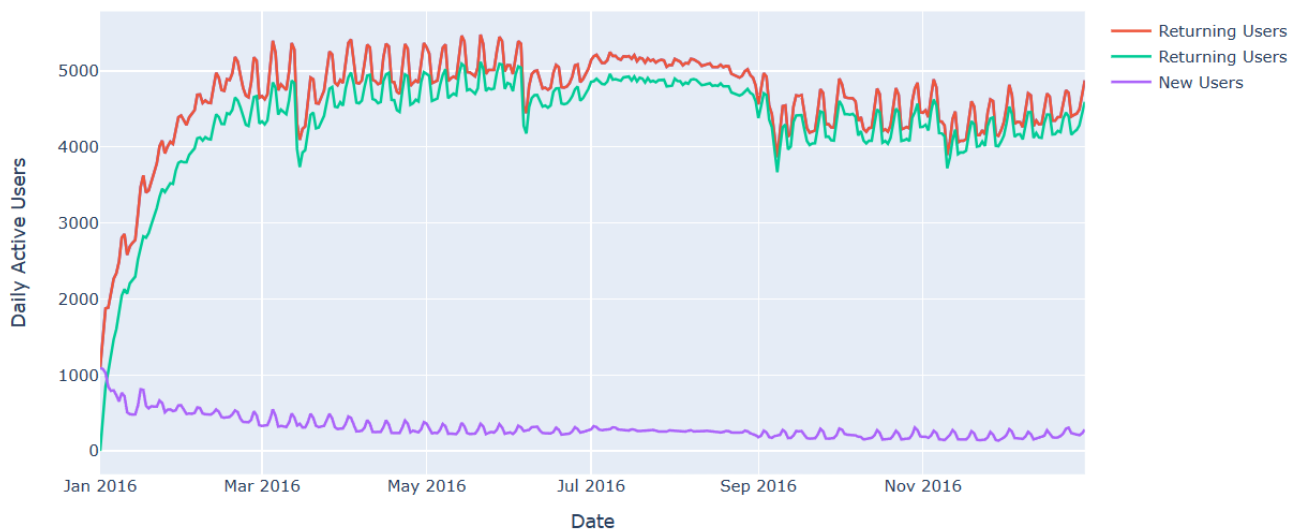
## 1. Description of datasets

The database contains three datasets: account, account\_date\_session, and iap\_purchase.

- 'Account' dataset:
  - The 'account' table includes user profiles, including users' unique account ID, datetime they created a game account, country code, devices they used, and some other relevant information.
  - According to the dataset, there are 112 792 users, of which 107 users have country information missing. The country information is important for sales by geography analysis.
- 'Account\_date\_session' dataset:
  - The dataset contains the number of sessions for the users for the days they have been active. The session does not count when the user created an account.
  - There is no abnormal about the dataset.
- 'iap\_purchase' dataset:
  - The dataset contains in-app purchases by users.
  - There are 2 paying users that are missing geographic information. Luckily, they only made up 20 euros purchase.

## 2. DAU changes over time

Daily Active Player (DAU) changes over time



The chart depicts the Daily Active Users (DAU) and its components—new users and returning users—over a specified time period. Notably, there is a significant surge in DAU from the start of the year until mid-February 2016.

Subsequently, DAU experiences fluctuations, ranging between 4300 and 5400.

Consistently, users engage with the game on a daily basis.

Nevertheless, there are instances throughout the year where DAU experiences sudden drops, such as on March 15th and September 8th.

Moreover, DAU remains consistently stable, hovering around 5100 for the duration of July and August.

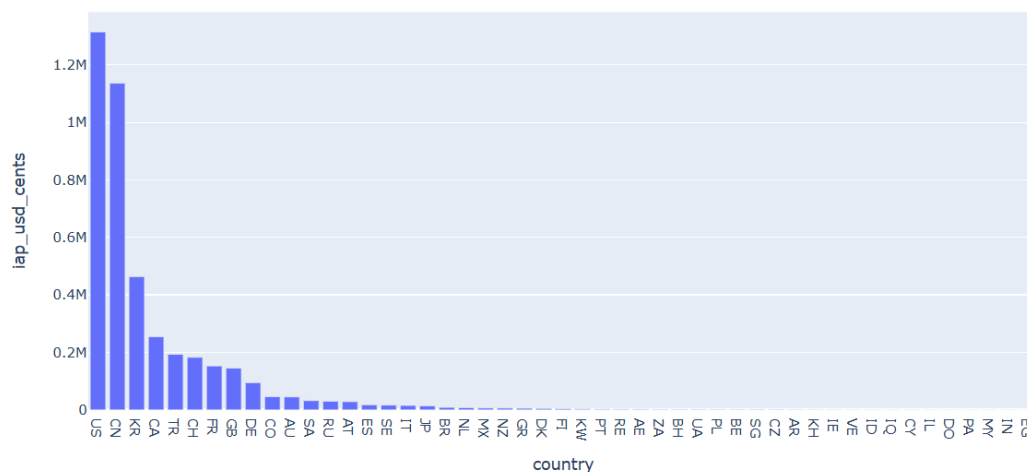
The reason for the sudden decrease in the DAU might be:

- Technical issues.
- Game updates or changes
- User burnout or fatigue.

### 3. Sales Analysis

- Revenue by country :

Geographic Split of Revenue

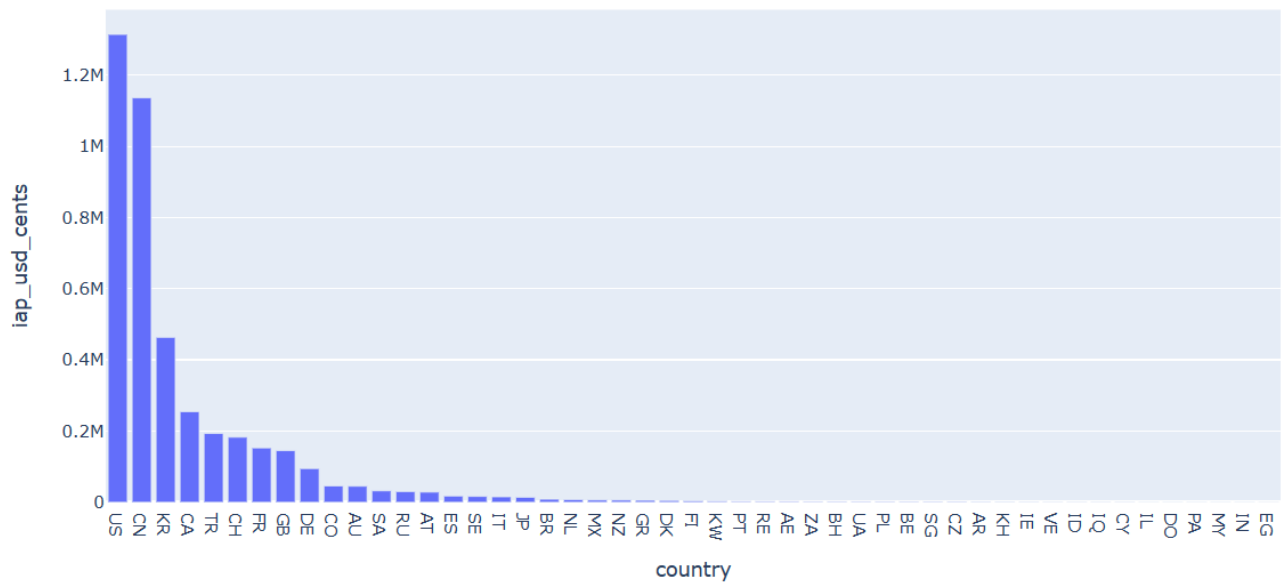


In 2016, the total revenue amounted to \$45,518.62. The dataset exhibits no abnormalities. Notably, the range of in-app purchases spans from a minimum of 36 cents to a maximum of \$40, demonstrating a diverse range of transaction values within the dataset.

- The United States leads in revenue with an impressive \$13,148. This can be attributed to the widespread popularity of mobile gaming in the country and the large user base.
- China follows closely with a substantial revenue of \$11,650. The Chinese gaming market continues to be a major player in the global industry, driven by a massive population and a growing appetite for mobile games.
- South Korea contributes significantly to the revenue, amounting to \$4,635. The country has a strong gaming culture, and its citizens are known for their enthusiasm towards mobile gaming.
- Canada's revenue from the mobile game stands at \$2,545. While comparatively lower than the USA and China, this figure reflects a notable market share and indicates a steady engagement of the Canadian audience with the mobile gaming industry.
- The following countries that contribute slightly to the revenue of 2016 are Turkey, Switzerland, France, and England.

- Users by country :

## Geographic Split of Revenue



- China leads with a massive user base of 38,044k, underscoring the immense popularity and widespread adoption of the mobile game in the Chinese market.
- The USA follows with a substantial user count of 11,533k, reflecting the strong engagement of the American audience with Supercell's mobile game.
- Turkey contributes significantly with a user base of 5,060, indicating a noteworthy presence and engagement within the Turkish gaming community.
- France has a considerable user count of 4,843, showcasing a robust player base and the game's appeal in the French market.
- Russia follows closely with a user count of 4,055, signifying active participation and interest in the mobile game within the Russian gaming landscape.
- South Korea maintains a substantial user base of 2,817, reflecting the game's popularity in a country known for its avid gaming culture.