🎮 Game Analytics Report

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📍 Project: Player Behavior & Engagement Analysis

1️⃣ Introduction

This report provides an in-depth analysis of player engagement, retention, and monetization trends in an online gaming environment.

The objective is to understand player behavior, optimize game features, and enhance revenue generation strategies.

🔹 Data sources: Internal game activity logs, transaction records

🔹 Time period analyzed: March - December 2022

🔹 Tools used: Tableau, SQL, Python (Pandas, Matplotlib), Excel

2️⃣ Methodology

To analyze player engagement and retention, the following methods were applied:

✔ SQL queries to extract player activity and purchase history

✔ Cohort analysis to study user retention rates over time

✔ Player segmentation based on age, language, and device model

✔ Monetization analysis using ARPPU (Average Revenue Per Paying User)

✔ Data visualization in Tableau for key insights

3️⃣ Key Findings

1. Player Engagement

Battle Pass Challenges have the highest engagement among all game activities.

Game 3 attracts the most active users, while Game 1 & 2 show lower engagement.

📊 Tableau Visualization: Engagement Metrics by Game Mode

2. User Demographics

Average player age is 28 years, with most players aged between 20-35.

UK-based players dominate the user base, followed by Russian-speaking players.

Players using older devices tend to have lower engagement levels.

📊 Chart: Player Age Distribution & Device Model Impact

3. Retention & Monetization

60% of players churn within the first 3 months, indicating the need for improved retention strategies.

ARPPU for Game 3 is significantly higher than for other games.

Game 1 & 2 need better monetization strategies, as they generate only 1% of total revenue.

📊 Graph: Retention Rates & Monetization Trends

4️⃣ Recommendations

✔ Introduce in-game incentives for first-time players to reduce early churn rates.

✔ Optimize monetization for Game 1 & 2, adding exclusive content and microtransactions.

✔ Improve user experience for older device models to increase retention.

✔ Develop localized content for growing Russian-speaking user segments.

5️⃣ Conclusion

This report highlights key trends in player engagement, retention, and monetization strategies.

Findings suggest improvements in game mechanics, targeted monetization efforts, and player retention strategies

to enhance overall gaming experience and revenue.

📌 Appendix

🔗 Tableau Dashboard: https://public.tableau.com/app/profile/iryna.marinchuk/viz/hm3\_17000434935520/Dashboard1