Dear editor

It is our honor to be invited to analyze the results of the Wordle game report. As response to your requirement, we are here pretty glad to have the opportunity to introduce our research and suggestions to you, with the hope that it may give you some insights of the future strategies.

Phenomenon: The number of reported results is leveling off.

We used a time series model to predict the number of reported outcomes for a future period. According to our prediction, the total number of reported outcomes on March 1, 2023, is approximately 20564, which is roughly the same as the number at the end of December 2022. According to our results, we are sorry to say that the hot period of Wordle games has been over, and the total number of reported results has declined and leveled off in the region after experiencing an increase. In other words, our number of users has roughly stabilized.

Problem: How to retain and attract more users?

In order to design programs to attract more users, we analyzed the data and found two important phenomena as follows.

1. The ratio of choosing hard mode is increasing.

By calculating the daily selection rate of the hard mode and fitting the data, we found that the daily rate of choosing hard mode increases with time roughly in the form of e^(1/x).

1. Number of attempts

These two phenomena show that to retain and attract users, we need to increase the difficulty of this game.

Strategy: Increase the difficulty