

All-In Strategy Challenge

Increasing retention percentage and user/player base

Omkar Amlan Krishna, NIT Rourkela, omkaramlankrishna@gmail.com

Shirsho Das Roy, NIT Rourkela, shirsho2402@gmail.com

Introduction

Given the problem statement, i.e. developing and devising strategies for retention of players of PokerBaazi, since a good chunk of players quit the app within 3 to 5 days of initiating to play the game, we access the problems and their potential solutions as described further.

5 possible problems have been identified and potential solutions to them have been suggested in the presentation that follows. These problems range from a general improvement in user experience to issues indicative of the requirement for more drastic changes.

This presentation takes a deep dive into each individual problem and explains in detail the approach to potentially fix said problem.

Methods

When making decisions/changes for better user retention, working on feedback right from the primary source, i.e. the user seems to be one of the best options. Our model, therefore, relies heavily on working on feedback provided by the users.

This includes working on both direct feedback as well as taking restorative measures for the potentially bad connotations that some users may associate with the app for various reasons, including an unfortunate bad experience, or poor preconceived notions that they may have built due to consumption of negative reviews.

Our model employs methods of web-scraping the Google Play Store and third-party review websites like MouthShut, to get good sample sizes for the purpose of drawing conclusions, and using frameworks like sentimental analysis to get on average, the feeling users associate with the app.

For accessing the codebase and dataset please visit - <https://github.com/OmkarAmlan/AIC>

Problem 1

Words like 'scam', 'fraud', 'fake', and others (complete index available) appear among the most frequently used words when analyzing the reviews of the app left by users on the Play Store.

SUGGESTION:

Words like 'scam', and 'fraud' among others indicate a degree of issues, the reasons of which may be attributed to the fact that these individuals may not have been able to recover their initial investment. This could be a leading cause for the general sentiment of disdain and mistrust.

A possible solution to the issue could be the introduction of an ELO system (along the lines of those present in chess.com or others) so that players of similar skill levels may be matched against one another, thus, leveling the playing field and allowing people better chances to win and thereby earn back their investments. Additionally, a feature for studying top-rated players could be made available.

Promotion via means of putting the limelight on various certifications held by PokerBaazi like the RNG certification, and PokerBaazi's fair play policy may also be beneficial in this case.

Problem 2

There happens to be a considerable contrast when it comes to the ratings as available on the Google Play Store and on other review platforms like MouthShut in terms of overall rating even though the results are very similar when seeing the overall percentage of negative/positive reviews across both platforms. (data available)

SUGGESTION:

The huge disparity among ratings between Play Store and third-party review websites like MouthShut, even though the reviews happen to be pretty similar across the board could be possible if most players who rate the app highly, do not leave behind a review on the Play Store. Alternatively, this could also be because of a very vocal minority that could be airing their grievances on third-party review websites.

A possible solution to this could be incentivizing reviews, by providing players in-game benefits if they provide a review (in words) on the Google Play Store.

The count of reviews with a Play Store rating ≤ 2 is 51 out of a total unbiased set of 91.

Problem 3

The net emotion/Sentiment invoked in people as per results from Sentimental analyses is largely negative, an emotion evoked mostly due to large degrees of mistrust.

SUGGESTION:

The net emotion invoked may be altered by popular word-of-mouth publicity, pertaining to the fact that one is more likely to stick game and give it chance if it has been referred to them by a known individual. This may invoke a sense of positive feeling if there is a separate individual involved in the reason behind them starting the game.

This could be incentivized by involving attractive in-game benefits with each referred player, both to the player referred and the player referring. Basically building a referral system may help reverse the highly negative sentimental analysis.

The net result of sentimental analysis for the average user yields a:

-8.33% response, i.e. invoking a primarily negative sentiment, when analyzing the Play Store.

-11.15 % response, i.e. invoking a primarily negative sentiment, when analyzing MouthShut.

Problem 4

The target user base seems to be inappropriate considering the fact that a large number of the reviews were unintelligible or did not provide very meaningful insight, supported by the fact that the average review remained largely neutral.

SUGGESTION:

PokerBaazi is currently rated 12+ on the Google Play Store. While this has helped in inflating the number of downloads, it could also be the cause behind the higher number of casual players. These players not only do not have enough financial independence to put in substantial and long-term gameplay but also most likely are not aware of the proper methods of playing such a tactical game involving a great degree of mental fortitude.

A fix to this could be listing the app as 17+ or 18+. While this would reduce the number of following downloads, this would greatly benefit in terms of per capita statistics, where the average player could give far more meaningful feedback, and/or better reasoning to retain/discard certain features in the game.

While the percentage of neutral reviews remains fairly low, the neutral sentiment in the average review is quite dominant, which can be clearly seen in [data.txt](#) under the git repository, where even though the percentage of neutral reviews remains low, the neutral component in the average review remains disproportionately high.

Please visit - <https://github.com/OmkarAmlan/AIC/blob/main/data.txt>

Problem 5

A general problem as observed by analyzing the reviews is a sub-par user experience, propagated particularly by slow load times and withdrawal issues, which can be further illustrated by the frequent appearance of words like “slow”, “crashing”, “bugged”, etc.

SUGGESTION:

There exist frequent reviews suggesting the app on the Play Store is slow, bugged, or crashy.

The simple fix to it is making investments into better app development for the mobile app, to enrich the user experience.

The words “slow”, and “issues”, etc are among the most frequently appearing words in [data.txt](#).

Summary:

MODEL:

Our model employs methods of web-scraping and using frameworks like sentimental analysis to get on average the feelings users associate with the app.

PROBLEMS:

The problems range from a general improvement in user experience to issues indicative of the requirement for more drastic changes.

SUGGESTIONS:

Our suggestions are reflective of user feedback and in the direction of improving firstly the general perception of the app and the user experience, all while incentivizing reviews and referrals.

Conclusion

After reviewing the data obtained via various means, it is clear that the general user experience could be worked upon and the perception of the average user relating to the application has to be drastically altered.

Bringing into the limelight the several accreditations and certifications held by PokerBaazi, along with the introduction of systems like the ELO rating, studying gameplay of players, a referral system, and others as described in detail in the slides that precede seem to be very viable.

It is highly recommended that the codebase and data set be referred to.
It can be accessed at - <https://github.com/OmkarAmlan/AIC>