

# **Emberveil: the Hidden Empire**

## **Game Analysis Apex Games**

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# Project Overview

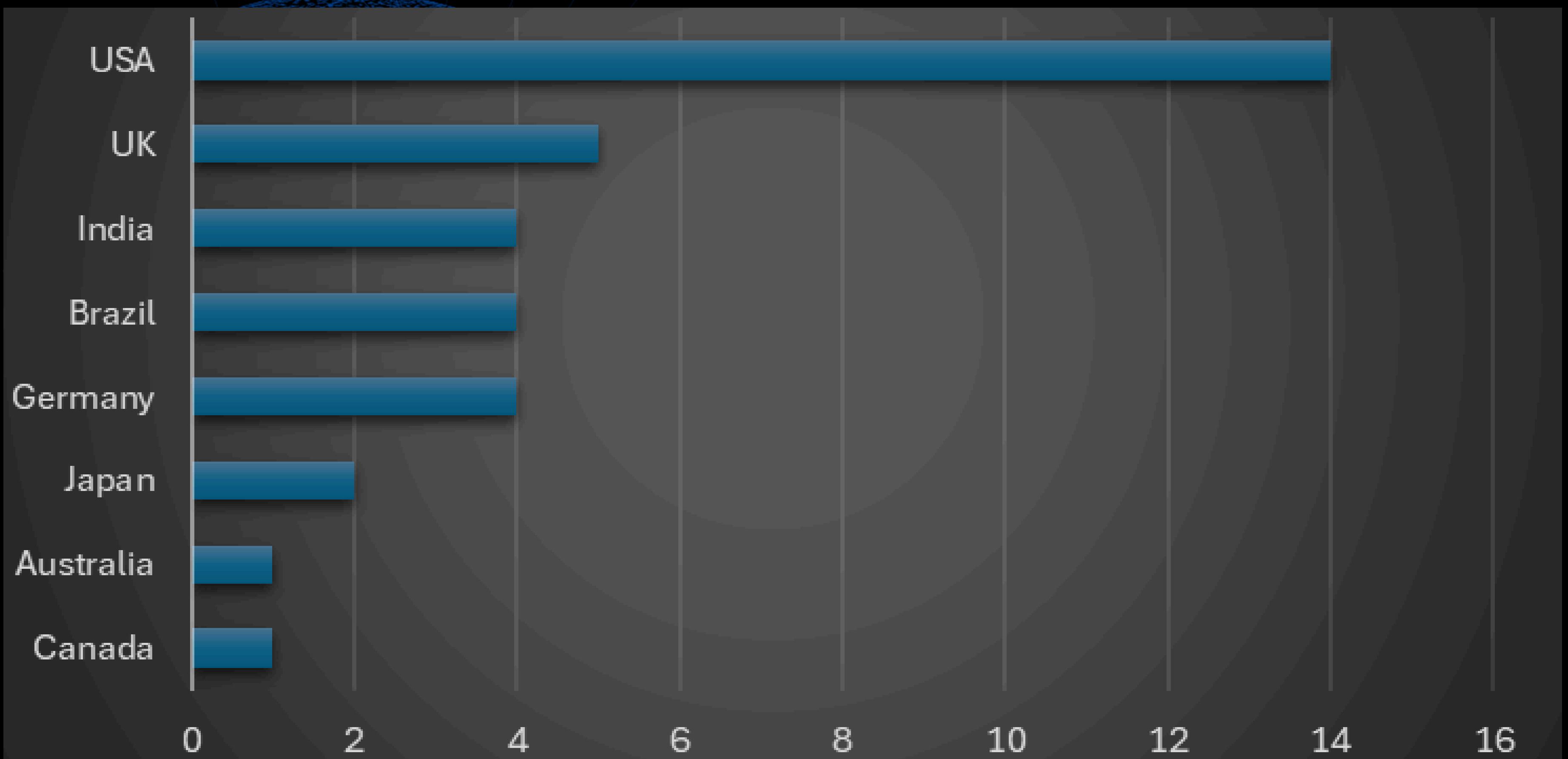
- Client: Apex Games
- Game: "Emberveil: the Hidden Empire"
- Objective: To analyze player data and provide actionable insights for player progression, retention, and in-game purchases
- Focus Areas:
  - **Player progression** through open world and quests
  - **Retention rates** within the first 30 days post-launch
  - **In-game purchase behavior**
  - **Goal:** Help Apex Games enhance player engagement, retention, and optimize the in-game economy for sustainable growth



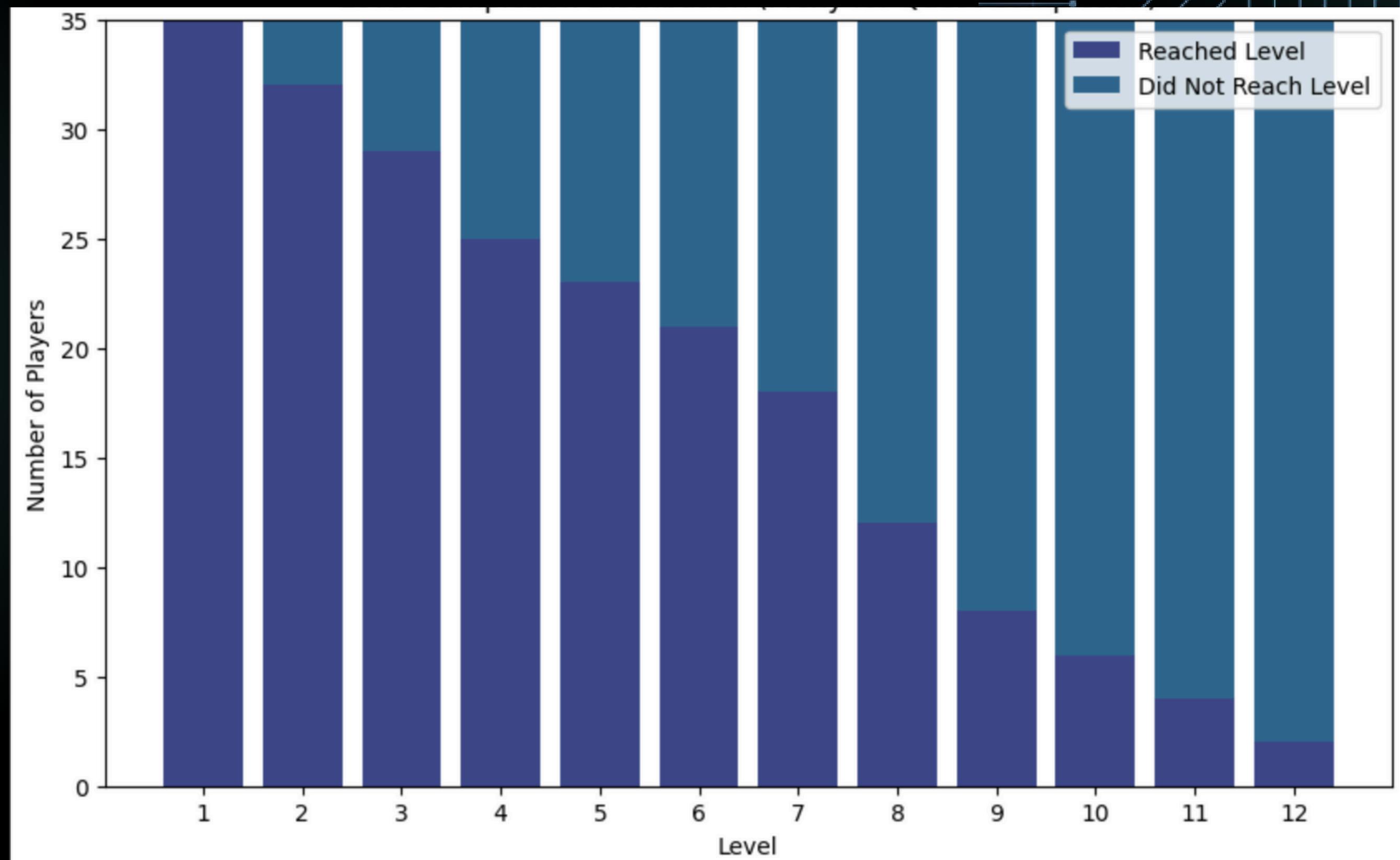


# Player Progression Analysis

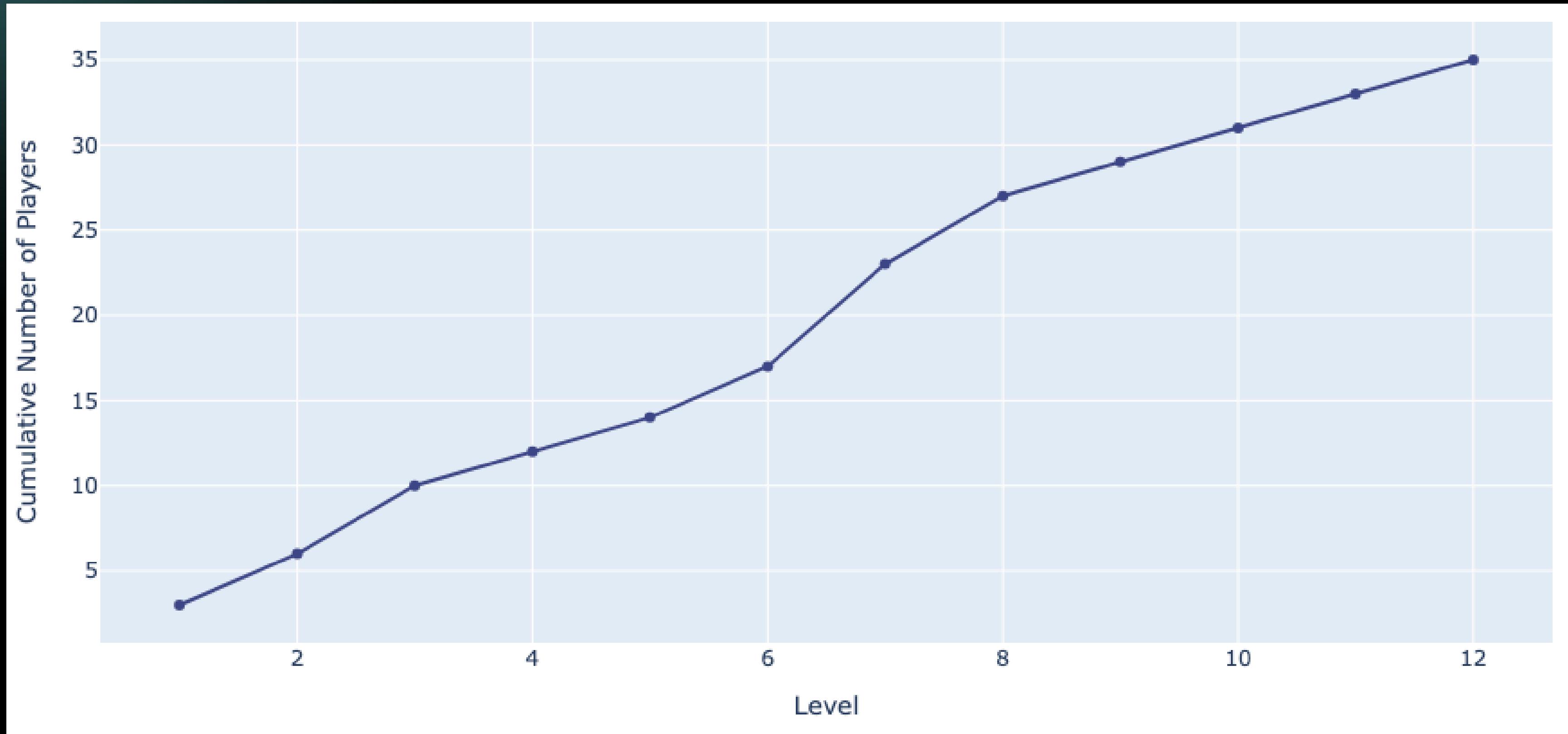
# Player Distribution



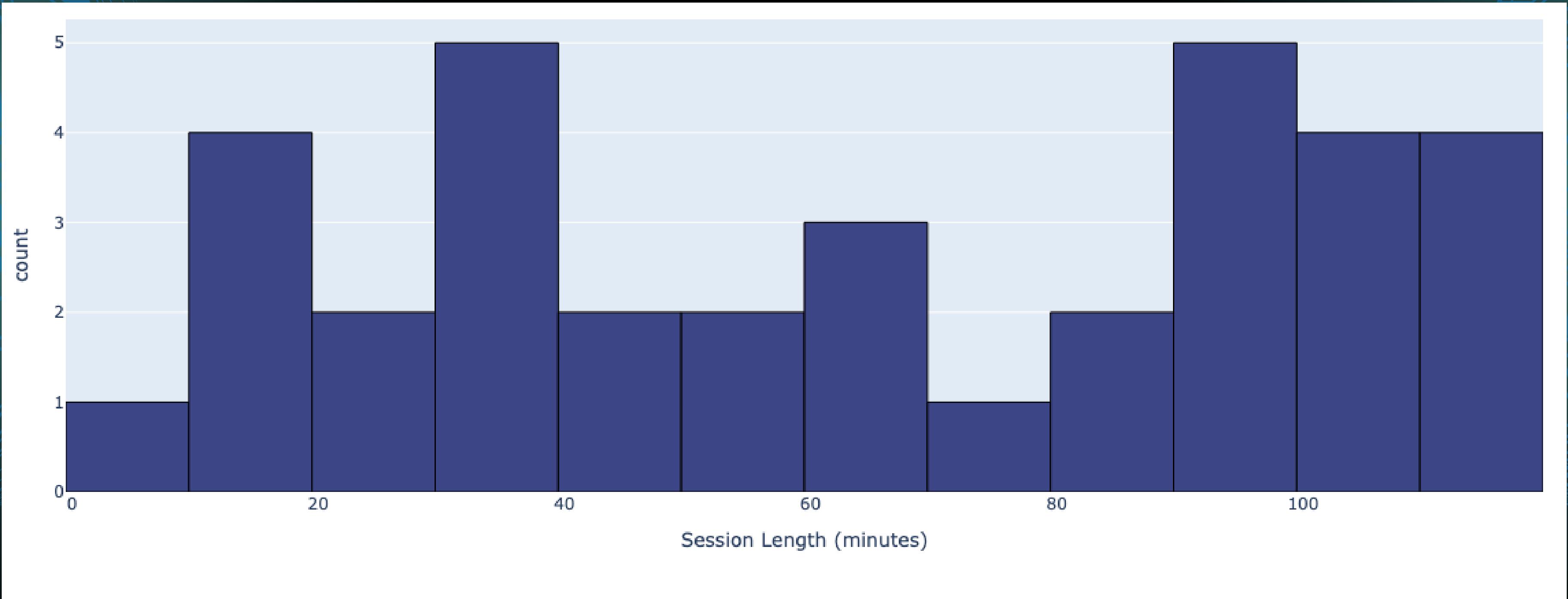
# Quest Completion Rate



# Leveling Curve



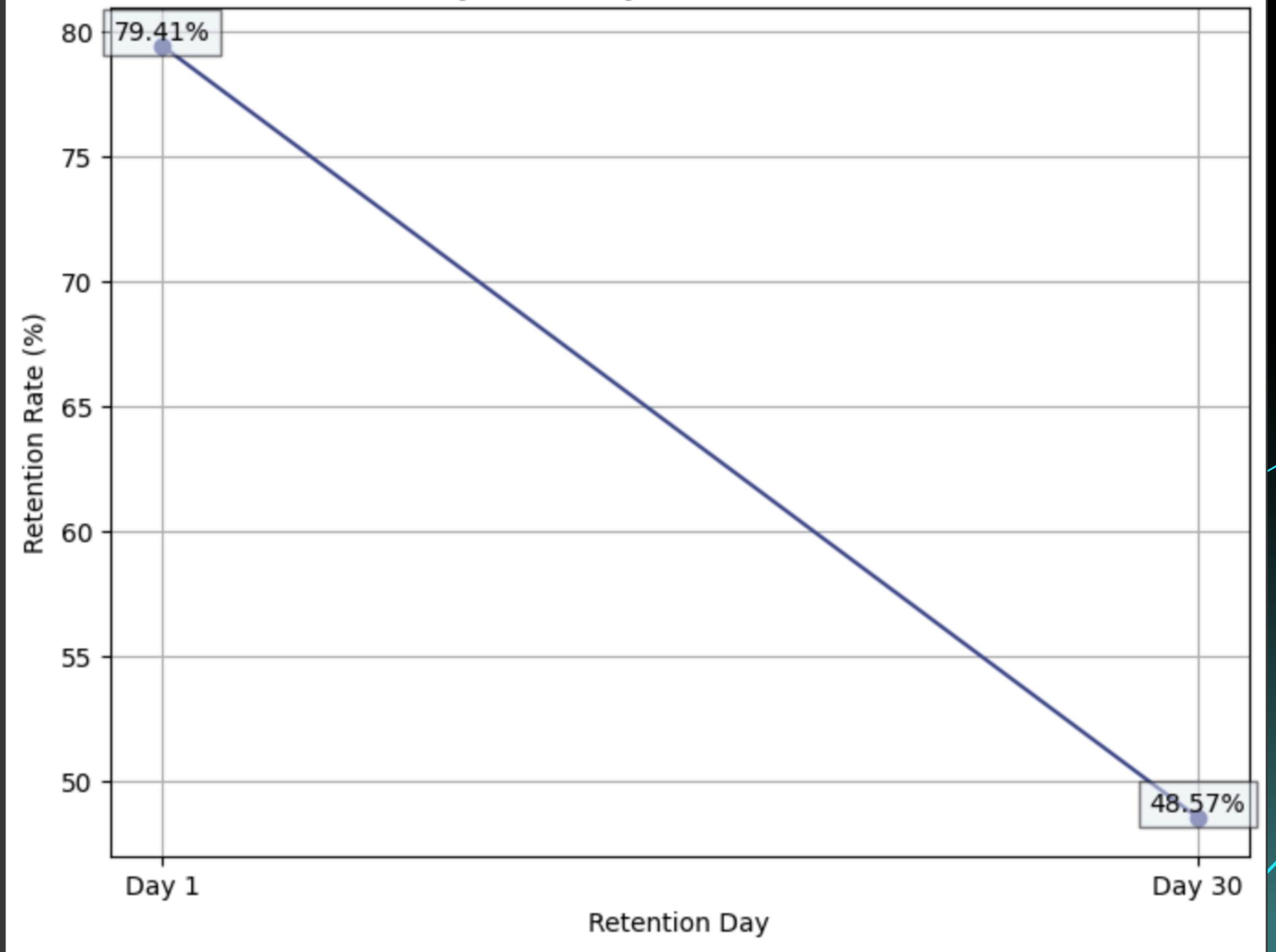
# Distribution of Session Lengths



# Retention Rate

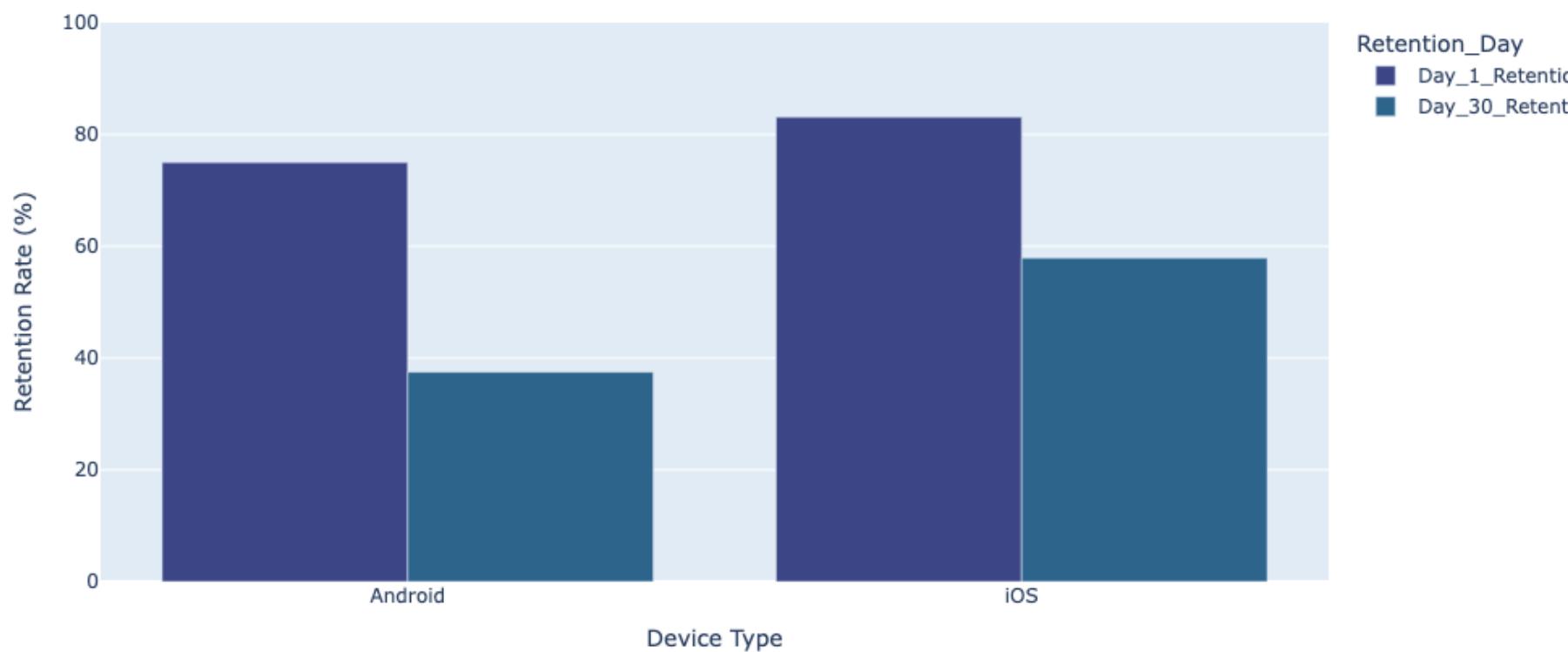


# 1-Day and 30-Day Retention Rates

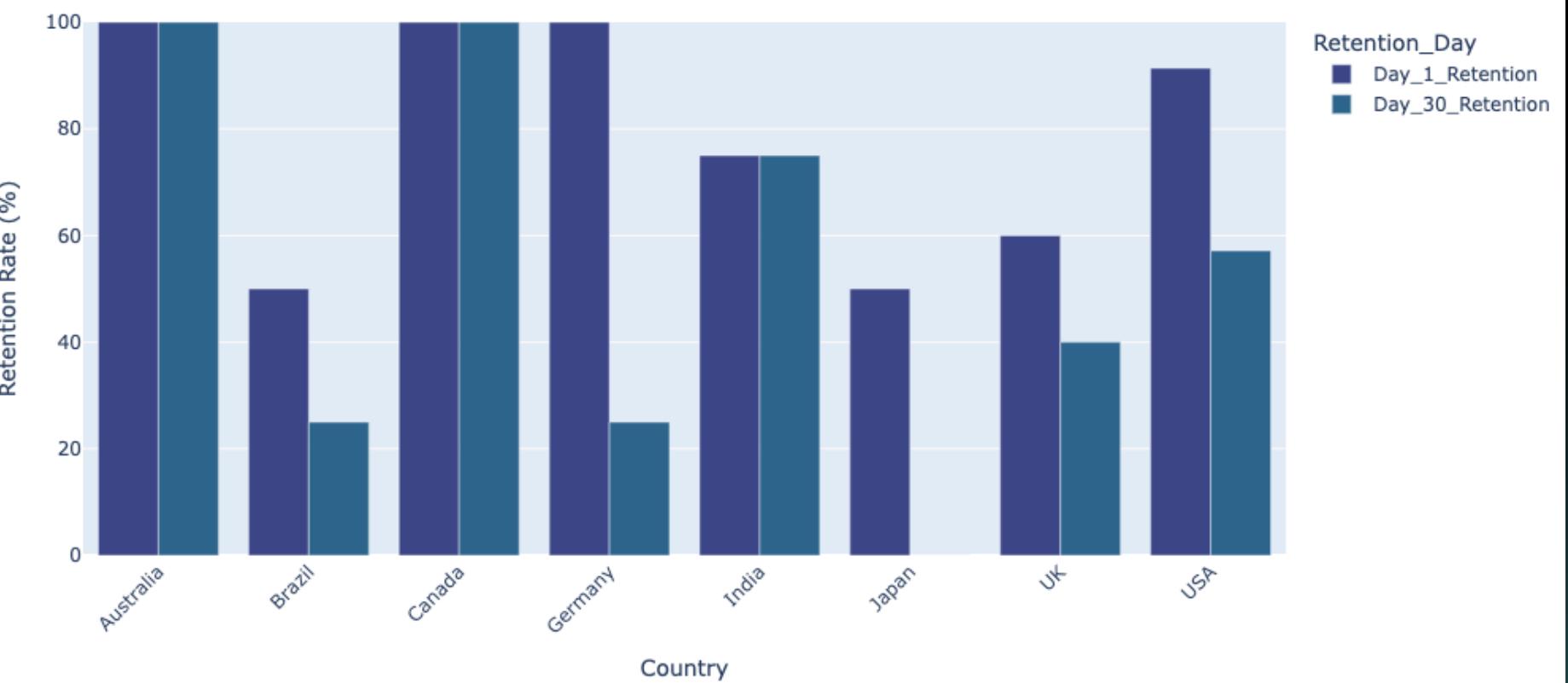


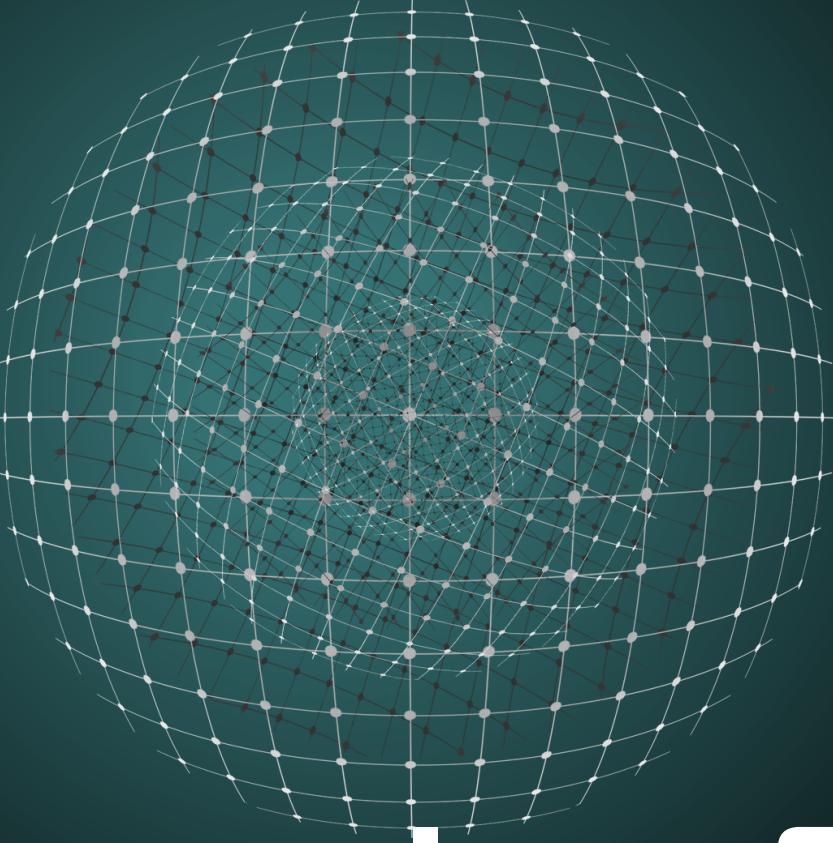
# Retention Rate by Device and Country

Retention Rate by Device



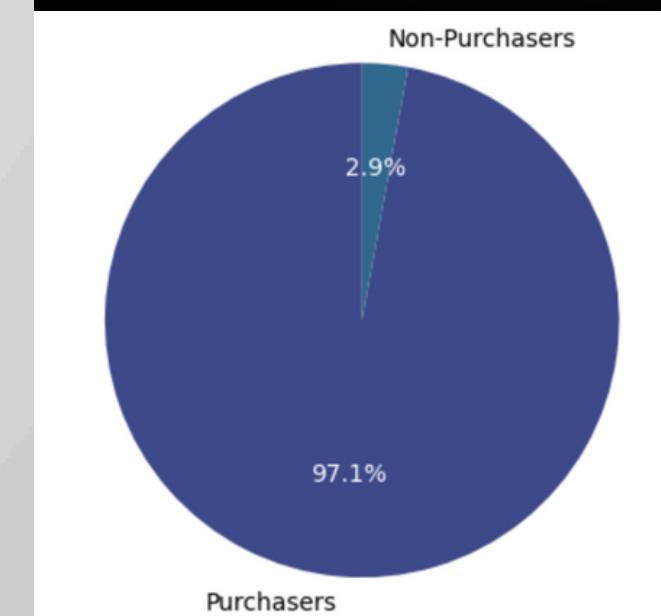
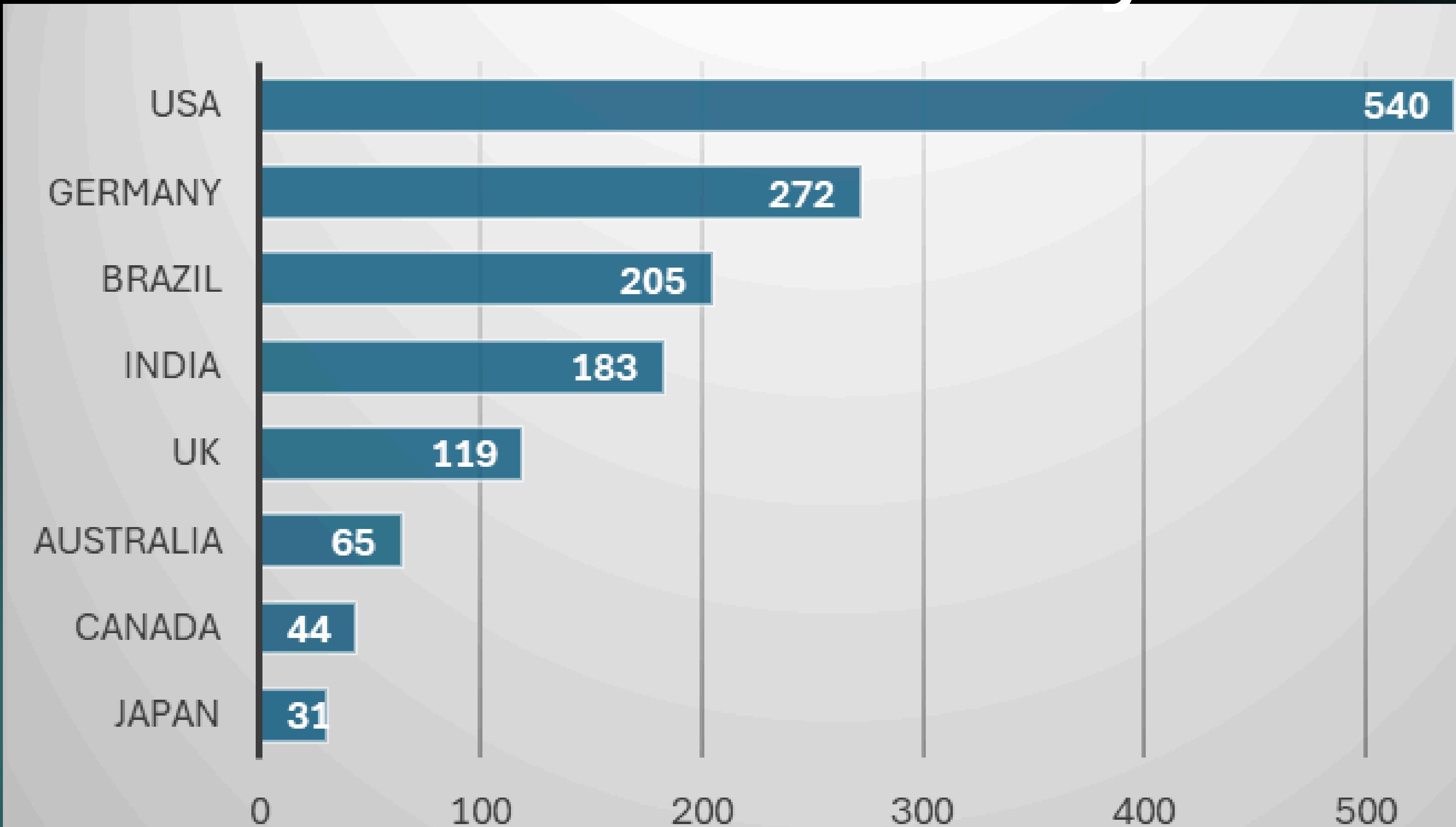
Retention Rate by Country



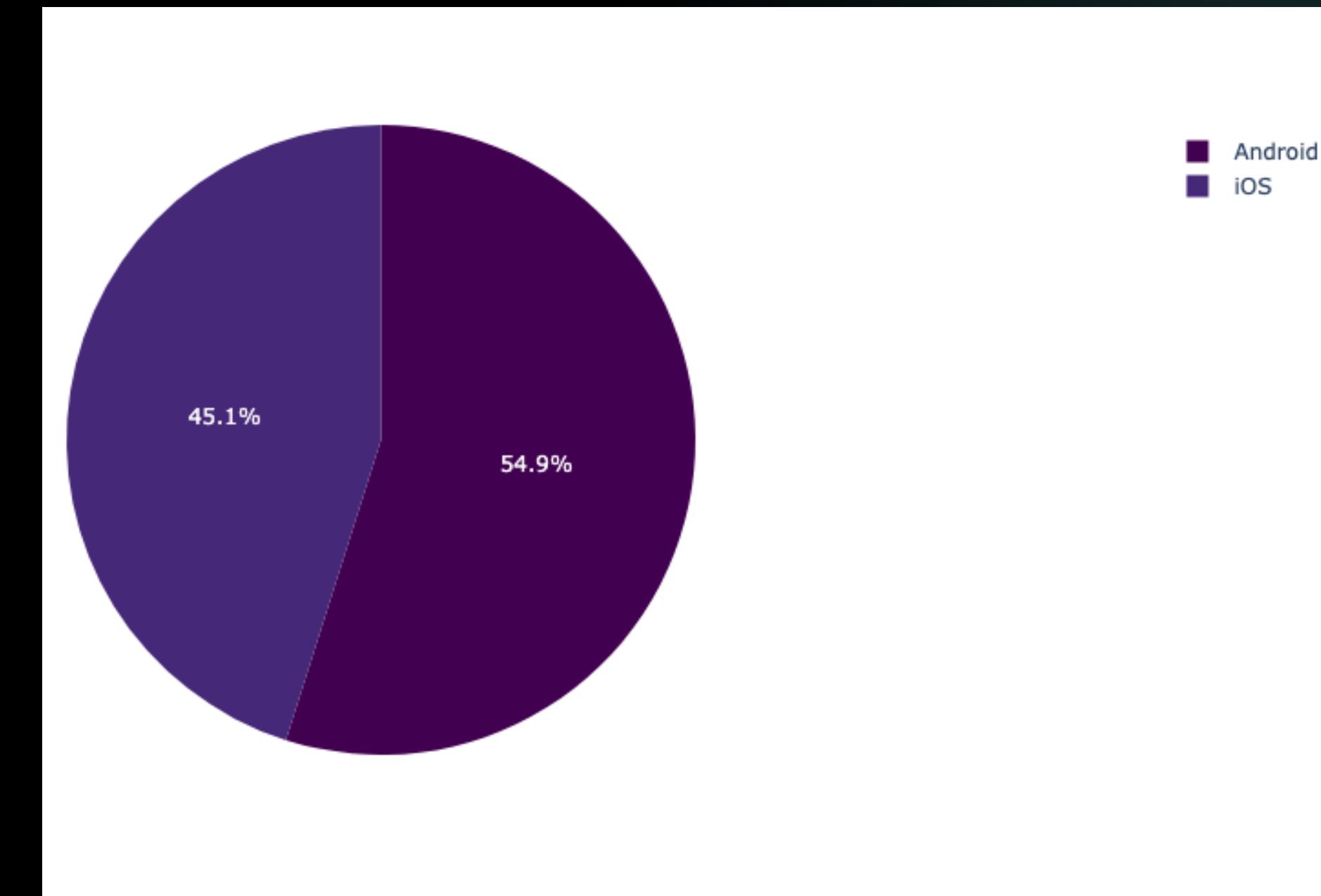
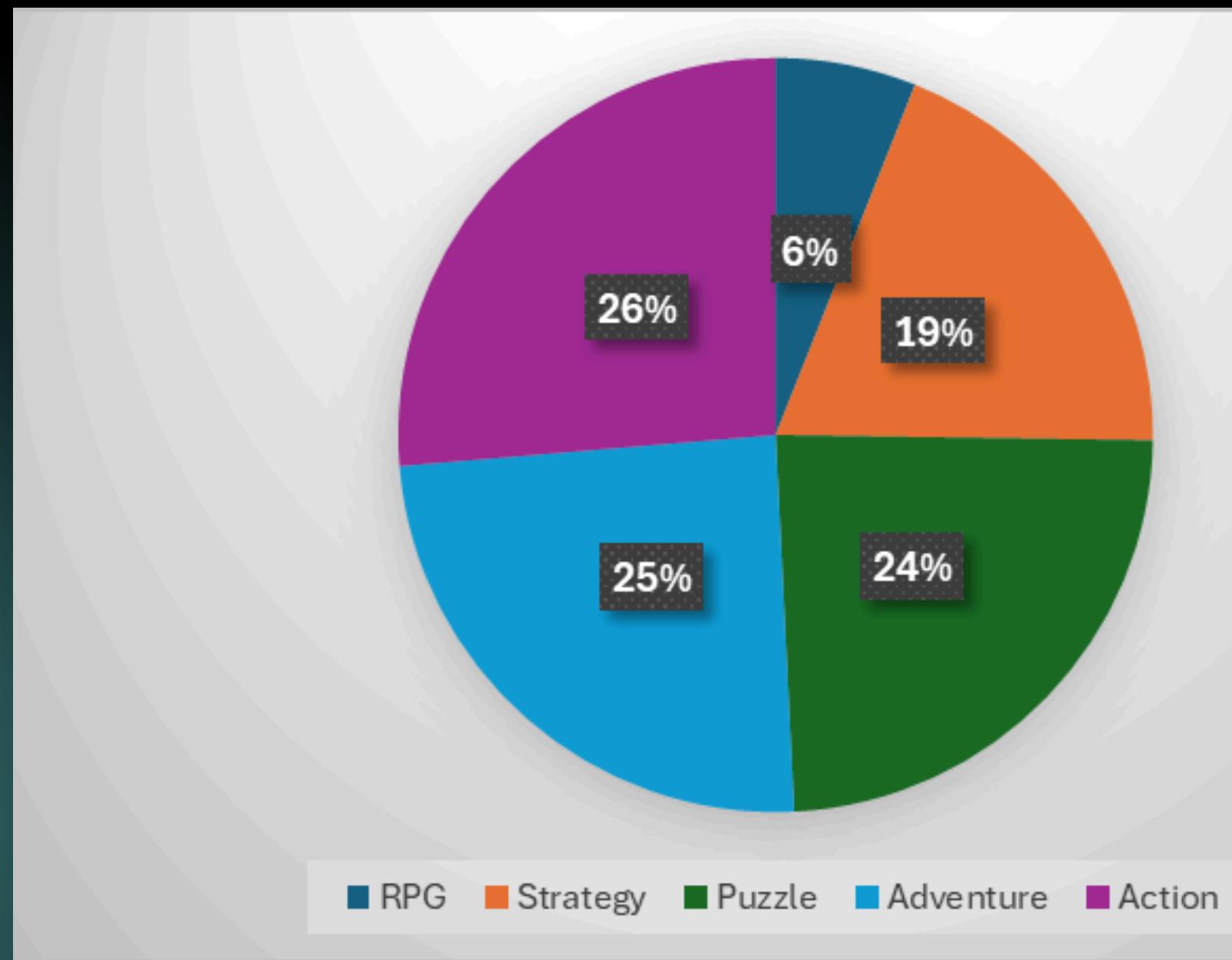


# In-Game Purchase Behavior

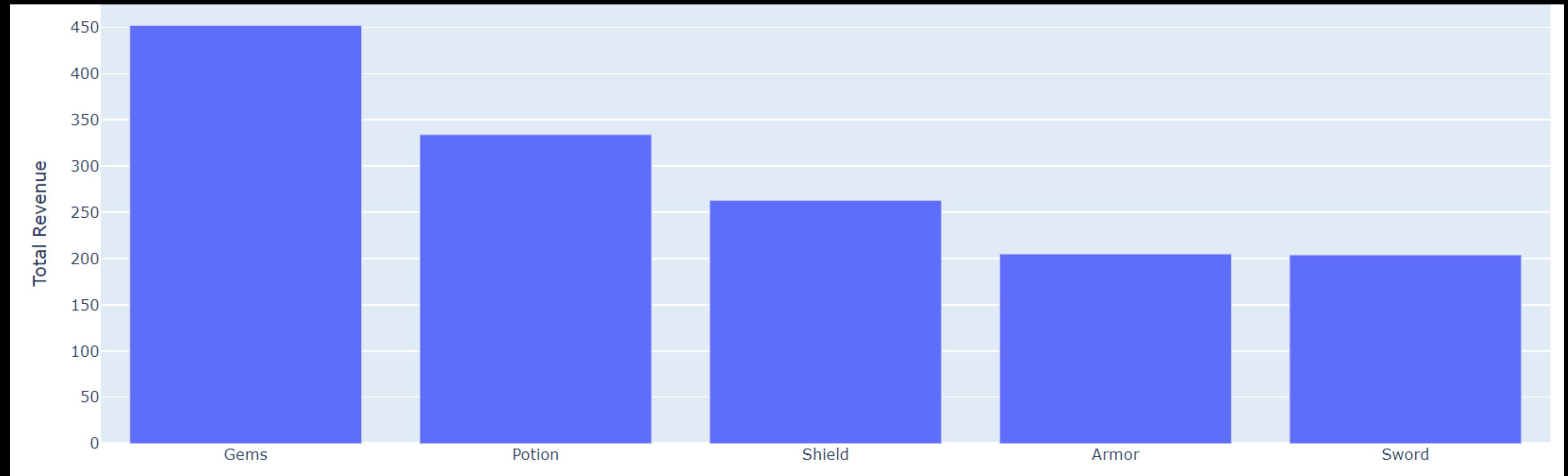
# Total Revenue by Country



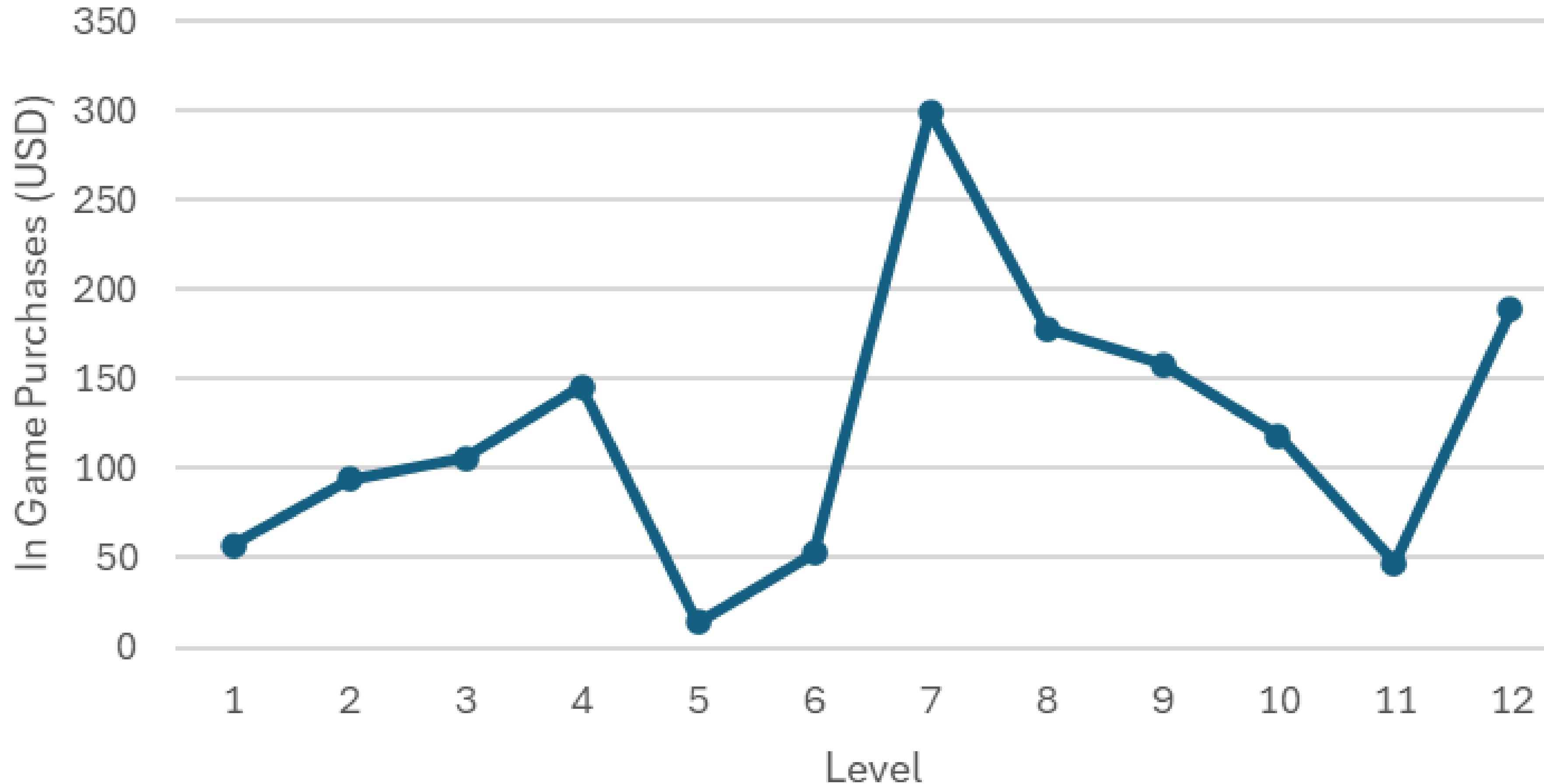
# Total Revenue By Device and Preferred Genre



# Most Expensive Items



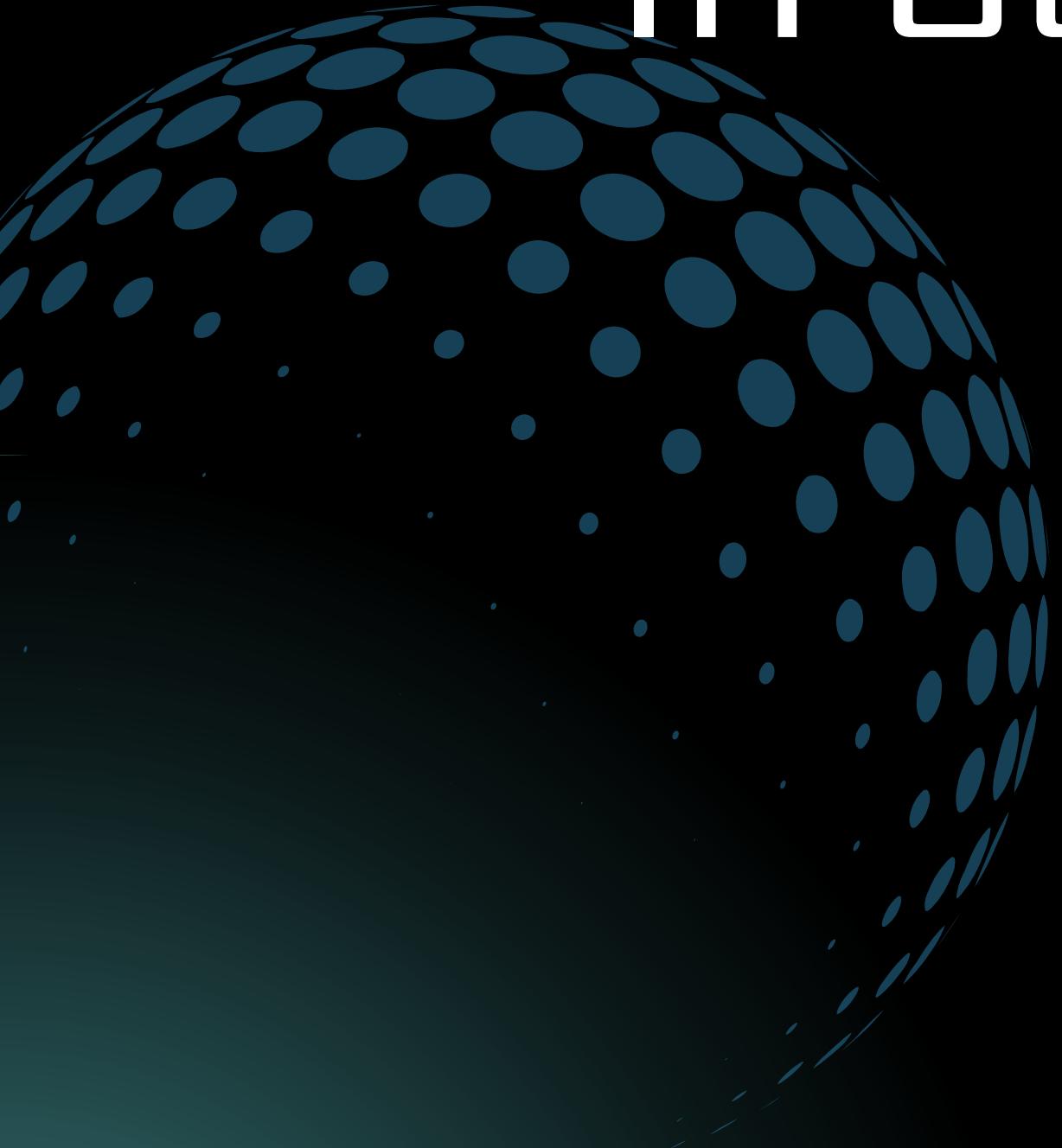
# Total Revenue by Level



# In Game Purchases Strategies

## 1. Ads insights

- Reduce Ads for High Spender
- For non spenders, offer rewards like in-game currency or items for ad views



# In Game Purchases Strategies

## 2 Geographical and device Insights

- Consider offering regional promotions or culturally themed content
- Ensure the game is well-optimized for iOS



# In Game Purchases Strategies

## 3. Item Insights

- Offer special discounts on their most purchased items (e.g., Gems, Potions)
- offering more cosmetic options or special versions of items such as Shields, Potions, and Armor

# Retention Strategies

- Offer more early engaging rewards or interactive tutorials during the 1st level
- Introduce timed in-game events and challenges during the first 30 days to encourage sustained interest



# Engagement and Progression Strategies

- Personalized Experiences: Players should receive tailored content suggestions based on their gaming preferences
- Targeting Popular Levels: Introduce level-specific promotions like exclusive items or boosts that can help players on these levels

# Thank You