RECOMMENDATION

A

The game "A" seems quite a good title kept on the market with stable DAU and MAU indicators and also the highest ARPPU (117.3pln) and the highest retention +1 percentage point vs "C" game- although it is break-even and no increase in new users despite UPDATE as indicated by swing from 28/09/2016. it does not promise an optimal investment in the long run in relation to the rapidly growing competitor of the game "C".

B

From my basic analysis, it appears that Game B has reached her peak before 03.09.2016 (being a market leader so far). Currently game propably will be going down even with fact that DAU/MAU ratio was 1% up what I think it's happened because when player poll dropped down that's affect mostly non payers in this case. Indicators:

- ratio of relatively high current income ARPU(1,46pln)/ARPPU(116,9pln) down to large declines in user activity DAU / MAUs which are at -16.5% / -20% on a monthly basis
- -20% drop in new registrations on a monthly basis

C

The game "C" develops very dynamically for more than 50% increase in DAU and almost 35% of MAU as well as + 0.6% Conversion rate points vs "A". ARPPU is the lowest (110.4pln) but with an increase in the number of players at + 33% / month will give the highest total income and It has the ability to model and improve many areas due to its growth.

- improvement of Retancy - there are over 10 lower patches to do that !

IN ONE SENTENCE AND ACCORDING TO THE INFORMATION AVAILABLE: I WOULD SUGGEST CHOOSING GAME "C".

FEEDBACK

1st graph:
-you put wrong month on title "July" but we have September on board

2nd graph:
-general timelines should be 1, 7 or 30 days but you have not whole month in timeline 04/09 – 02/10 apart of named "Month" in title ,
-colors should be same for all graphs , you should not mixed them on single graph

-4th & 6th graphs:
-you should add correct % rate to not split gaps on more than 2 parts

General:
-Name of graphs should be named by abbreviations like MAU,DAU etc. clean and short,
-You also should add DAU/MAU ratio stat where we can see more real numbers than alone DAU or MU ..,
-WU- weekly stats should be helpful to
-Also CPI – cost player install would be nice and mad important :) to correlate revenue with it

Basic stats:

DAU – Daily Active Users – Month timeline
A: B/E (break even) 58k
B: 61k -> 51k | -10k
C: 24k -> 34k | +10k

MAU- Monthly active users
A: 450k B/E
B: 450k -> 360k | -90k
C: 240k -> 325k | +85k

New Reg. Players (month change)
A: 4k b/e with slight down tendance
B: 2,5k -> 2k | -500
C: 3,2k -> 4,8k | + 1600

DAU/MAU ratio (proportion of monthly active users who engage with your product)
A: 12%
B: 14%
C: 10%

Average revenue per User (ARPU)

A: 369,744.20pln/450k users = 0,82 pln
B: 526099.47pln/360k users = 1,46 pln
C: 466706,82pln/325k users = 1,43 pln
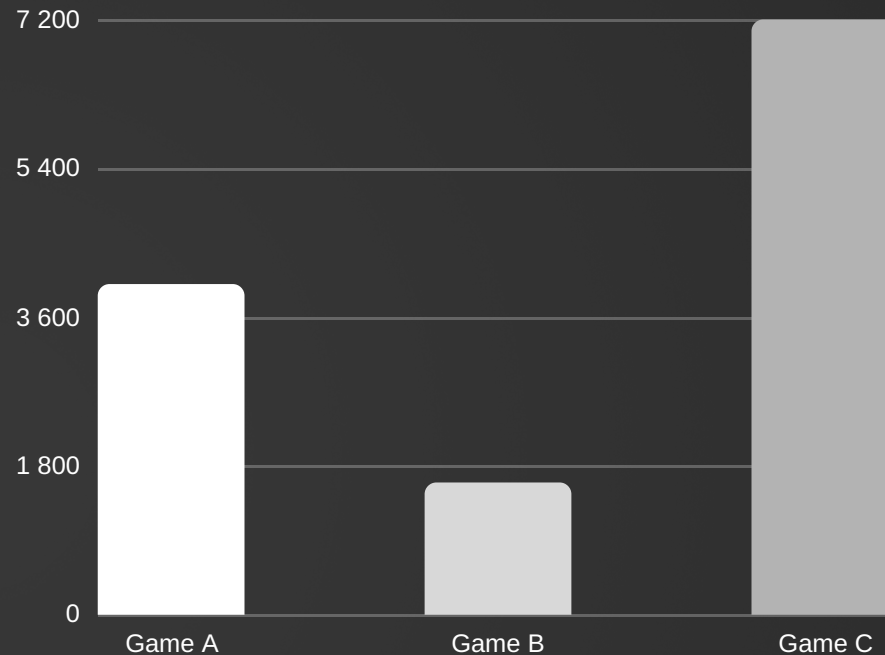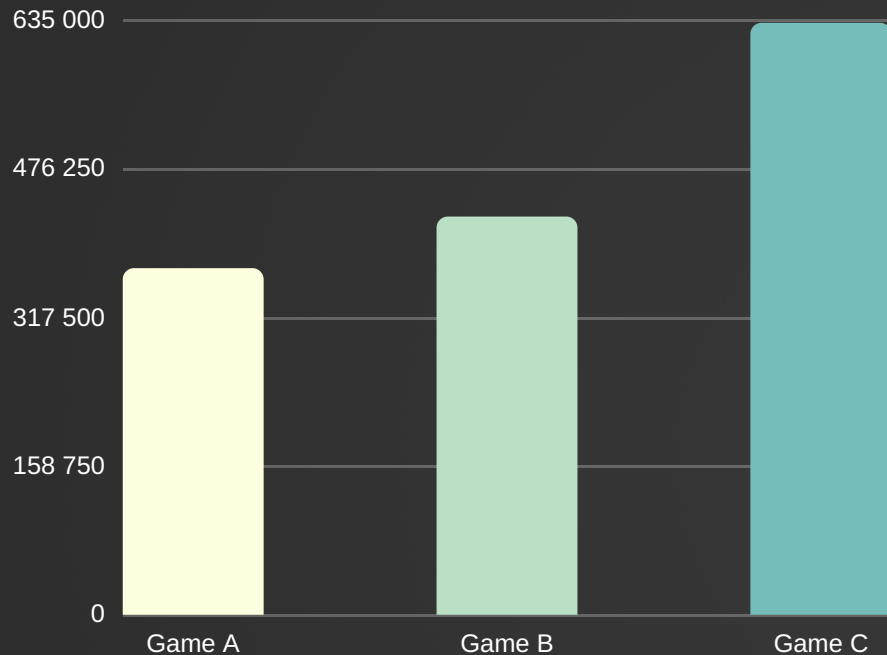
Average revenue per payer User (ARPPU)

A: 0.7%   3150 payed players = 117,3pln/payer
B: 1,25% 4500 payed players = 116.9pln/player
C: 1,3%   4225 payed players = 110.4pln/player

POTENTIAL INCOME AFTER NEXT 30 DAYS

POTENTAIAL INCOME
A: 369,744pln b/e
B: 420,480pln (-20%)
C: 631,488pln (+35,4%)

NEW REG. PLAYERS (MONTH CHANGE)
A: 4K B/E
B: 1600 (-20%)
C: 7200 (+50%)

MAU	DAU	CPI
A: 450k B/E	A: B/E 58k	A: ?
B: 288k (-20%)	B: 42k (-16,3%)	B: ?
C: 440k (+35,4%)	C: 48k (+41%)	C: ?

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