



EliteEdge Gaming

Business Context

- Subscription-based gaming company.
- looking to expand its user base and improve customer retention..

This data analysis project aims to delve into various aspects of subscription-based gaming services, providing insights into user acquisition, retention rate , and overall growth.

Data Source

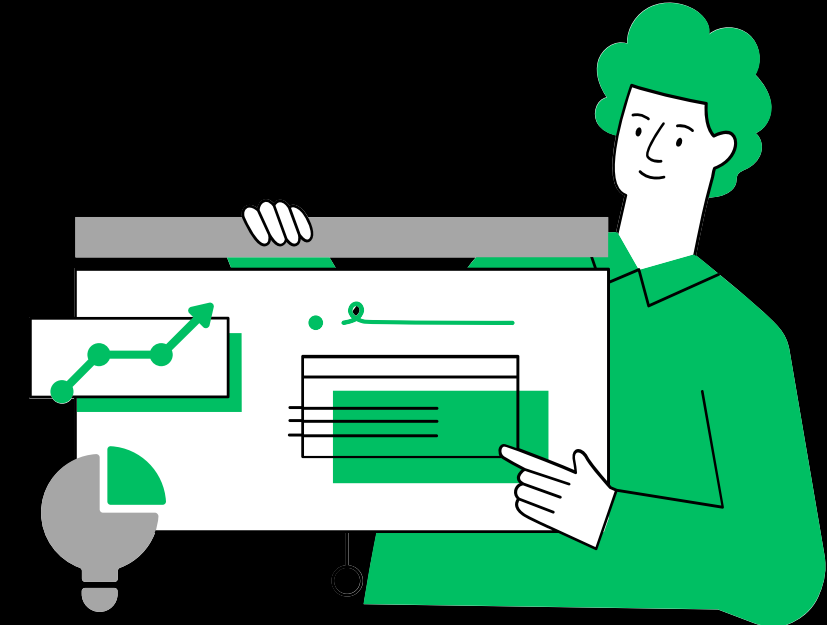
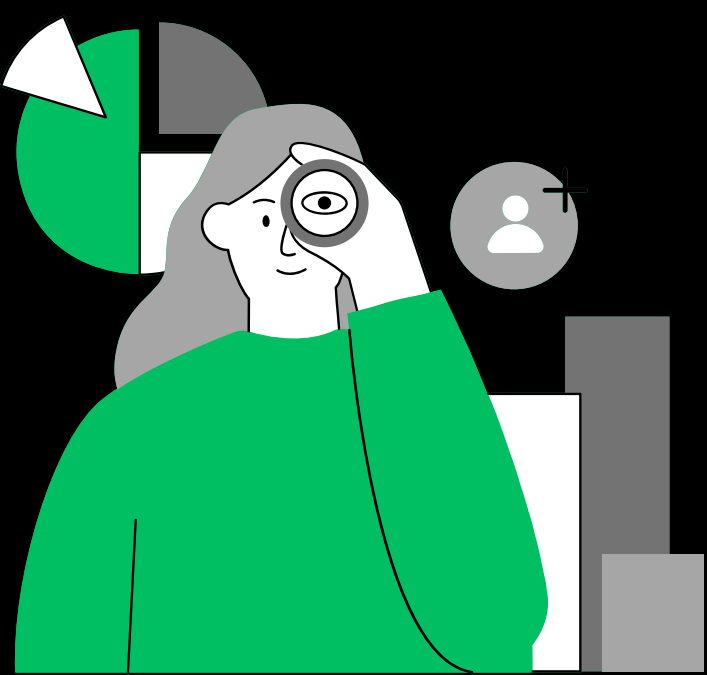
- Dataset used for this project [available on Github].
- Link to the notebook [available on Github].





Key Metrics

1. Acquisitions.
2. Reclaims.
3. Renewals.
4. Trials.
5. Paid Net Growth.



Business Implications

a. Strategic Decision-Making:

Use this insights to refine marketing strategies and improve user engagement.

b. Revenue Growth:

Optimize the pricing models and promotional offers to maximize revenue.

c. Customer Retention:

Insights provided in this project can lead to higher satisfaction and retention rate.



Conclusion

- Visualizations reveal an upward trend in paid subscriptions over the observed period (June to December).
- This growth is observed due to Seasonality & Marketing campaigns.



Project Findings

This project findings underscore the importance of understanding these trends to make informed business decisions.

EliteEdge can:

- Adjust pricing for user engagement & higher retention rate.
- Optimize marketing campaigns to maximize revenue.

