**CASE STUDY DATA - BLITZ**

**The Business Case is 2-fold :**

1. Segmentation: Identify new user segmentation opportunities based on behavior data and your understanding of business challenges ; propose an approach to test the relevance of the segmentation and how to implement it in the product
2. Present a plan to improve (on your opinion) player matchmaking (= how Blitz decides who plays against whom), from proposing algorithm improvements to testing and implementing in the product

**Instruction :**

* Deadline : 1 week
* Format : 3 pages memo on Google Doc