# Task Insights

(collected by Shiksha Lahre)

During the data validation process, it was observed that some rows contained inconsistencies where the Last Login date preceded the Signup date—an impossible scenario indicating data entry errors. To maintain the integrity of the analysis, 215 such rows were removed, resulting in a clean dataset of 9,785 rows used for all subsequent analysis.

1. **DAU/ WAU/ MAU details:**
   1. Peak day was 24th April 2025 (Thrusdays), where we observed 387 last logins, followed by 349 logins on 7th May 2025.
   2. Weekly active users: 29th April to 5th May 2025.
   3. For monthly active users, we have 10 days data from April, 19 days data from May. However, First 10 days of May had the most monthly active users, as during the last week of observation in May, only 957 logins.
   4. Monthly active users for April (10 days observation): 2914 logins
   5. Monthly active users for May (19 days observation): 6871 logins
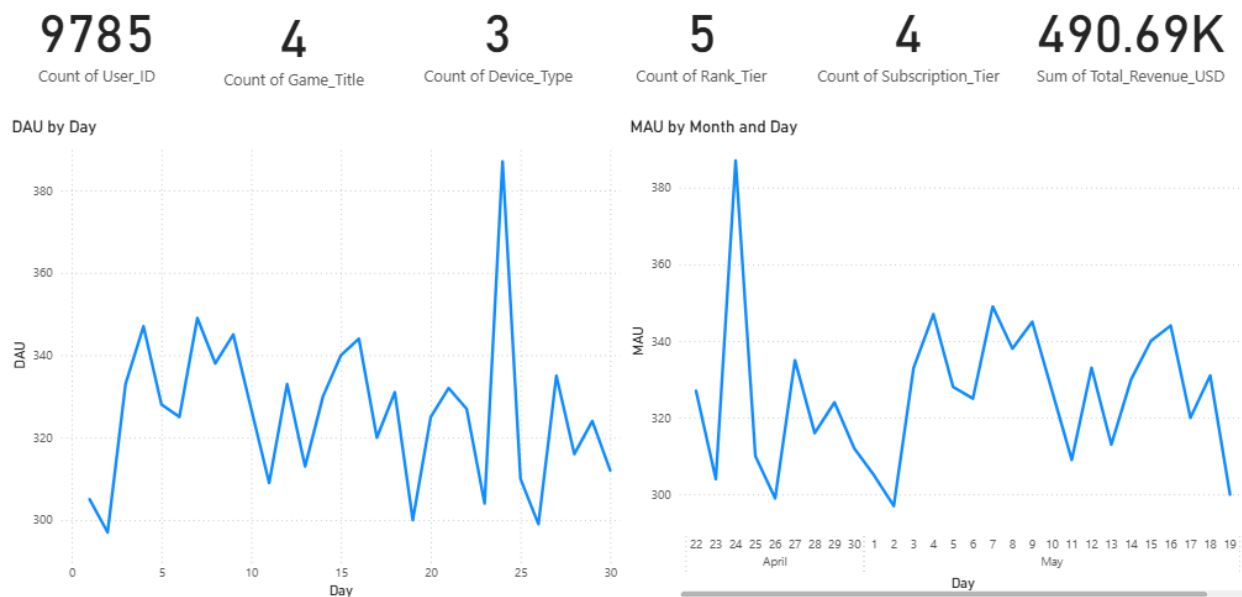
2. **Identify and summarize key insights : total revenue ($ 490692.64)**

   1. Revenue trend over time: **Maximum revenue ($ 19215.95) made on 14th May 2025 (Wednesday), followed by Thursday.** As the most active users are on wednesdays and maximum revenue made is also on wednesday, we can conclude that Wednesdays or Thursdays are a bit chill days for the users and so launching new features on

Wednesdays and Thursdays can increase logins on Fridays as well. **People will be more excited to play matches on these two days if offering is related to live game plays.**

2. **Revenue generated by Device:** Maximum ($ 165809) and minimum ($ 162595) revenue generated by Console and PC. While there's not a big gap for revenue generation by Console, Mobile or PC, **Console makes the experience of game play more adventurous, and so people prefer buying it.**

3. **Revenue generated by Free users is maximum ($ 126239.08)**, followed by silver ($ 123769.18) and gold ($ 122565.17). Clearly showing Platinum as a heavy subscription so less people buy it, so less revenue has been generated by it.

4. Users have shown a **clear preference for multiplayer mode**, with the highest number of users opting for it. As a result, revenue generation from multiplayer games is also the highest. ($ 166436.79).
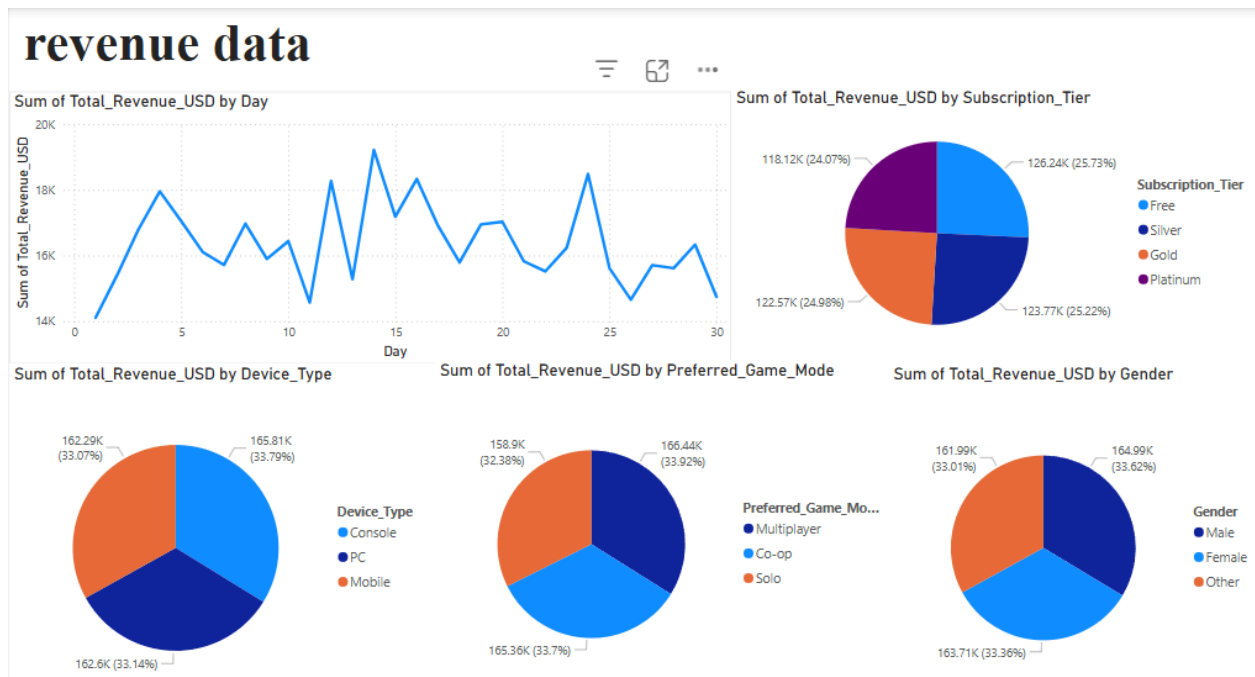
3. **Signs of churn**

1. We consider **Long Gaps Between Sign-up and Last Login dates**. Users are at early churn if the gap between sign up and last login is greater than equal to 3 days. **Countries like Bermuda and Cayman Island have observed more than 1 early churns.**

2. Low Session or Playtime Users: **People having 2 or less than 2 session usage are low session users.** We found no such users. People playing less than 1 hour in a session are 230.

4. High-Value / High-Retention Users

1. We care to show the **top 10% users**. They have generated $ 160631.05 in the time frame given.

5. Cohort Analysis: In this analysis, signup dates are represented in the rows, last login dates in the columns, and the number of unique user IDs in the values. It helps us understand how many users engaged with the platform initially and how many remained active over time. Since the dataset spans only two months, a weekly cohort analysis was chosen instead of a monthly one. Typically, user engagement declines as time passes from the signup date. However, in this case, we observe an arbitrary increase and decrease in user activity across different weeks, which deviates from the usual trend.

"2023-W22" refers to **Week 22 of the year 2023**, and the rest of the week labels follow the same pattern.

Count of User_ID	Column Labels					
Row Labels	2025-W17	2025-W18	2025-W19	2025-W20	2025-W21	Grand Total
2023-W22	15	23	26	23	13	100
2023-W23	19	21	30	26	14	110
2023-W24	16	24	16	17	10	83
2023-W25	12	20	16	24	12	84
2023-W26	22	21	27	25	11	106
2023-W27	22	25	23	18	4	92
2023-W28	14	22	22	21	3	82
2023-W29	21	21	18	17	6	83
2023-W30	18	37	27	20	13	115
2023-W31	14	19	22	22	13	90
2023-W32	11	13	24	18	7	73
2023-W33	17	23	19	22	10	91
2023-W34	21	23	30	26	14	114
2023-W35	23	26	25	24	11	109
2023-W36	27	27	25	18	8	105
2023-W37	15	29	21	34	8	107
2023-W38	21	22	14	24	6	87
2023-W39	20	21	25	26	8	100
2023-W40	21	20	23	30	12	106
2023-W41	13	21	16	20	10	80
2023-W42	15	17	32	19	11	94
2023-W43	14	18	12	16	14	74
2023-W44	29	16	22	29	8	104
2023-W45	14	21	19	10	4	68

Suggestions on improving revenues:

1. Introducing Weekend-only Flash Discounts, **Leaderboards with prizes** for short competitions, Personalized push/email offer, etc during the live gaming which will be fascinating to the playing user and other non active users.
2. As maximum people are interested in multiplayers game, introduce new features to strengthen a game team, like **battle passes**, creating **seasonal content,** creating **urgency (FOMO)** and a sense of goal-oriented spending, Skins, avatars, badges, and animated effects for weapons/characters and also players sending them to their teammates, etc.
3. Consoles are booming more among users. Things to improve: Offer **controller-exclusive skins or effects,** Add **reaction animations**, victory taunts, and celebration packs, Include **exclusive missions or challenges** unlocked via Battle Pass, etc.