**Gameplay KPIs and Their Definitions**

1. **DAU (Daily Active Users)** – The total number of unique users who engage with the game on a given day.
2. **WAU (Weekly Active Users)** – The total number of unique users who play the game at least once within a week.
3. **SAU (Seasonal Active Users)** – The total number of unique users who are active during an entire season.
4. **Registrations** – The count of all users who have registered for the game for the first time.
5. **Installs** – The number of unique devices on which the game has been installed.
6. **Bookings** – The total revenue generated from in-game transactions.
7. **ARPDAU (Average Revenue Per Daily Active User)** – The ratio of total revenue to the number of daily active users, indicating how much revenue is generated per DAU.
8. **Spenders** – The number of unique users who have made at least one purchase in the game.
9. **ARPPU (Average Revenue Per Paying User)** – The average revenue earned per paying user, calculated as total revenue divided by the number of spenders.
10. **MDAU (Monetized Daily Active Users)** – The number of unique daily active users who have made a purchase or spent money in the game.
11. **Transactions** – The total number of in-game transactions that have taken place.
12. **Conversion Rate** – The percentage of users who have transitioned from non-spenders to spenders.
13. **Reactivation** – The number of users who log in after being inactive for at least 14 days.
14. **Session Length** – The duration of a user’s gameplay session from login to logout.
15. **MPU (Matches Per User)** – The average number of matches played per unique user, calculated as total matches divided by unique users.
16. **HPU (Hours Per User)** – The average gameplay time per user, calculated as total match hours divided by unique users.