EKLIPSE.GG

Company Project Data Analysis
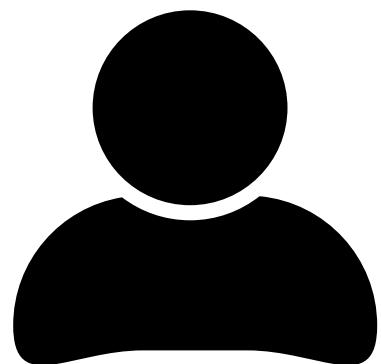
Eklipse AI Data Optimization

Sultan Fahd M.B.Y

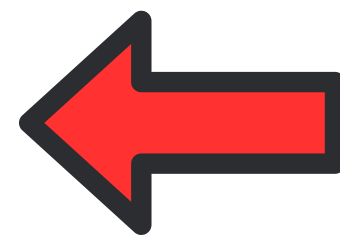sultanyusuf2936@gmail.com

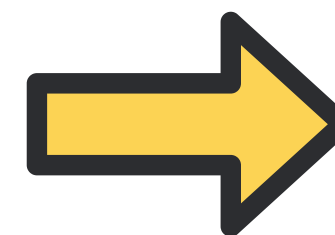# User Behavior

91.7% of total user

Non-Premium users = **3.989** User

Free user member

Total users = **4.348** Users

Become premium member

8.25% of total user

Premium users = **359** Users

506.874 clips
(**91.82%** of total clips)

Non-Premium users

45.157 clips
(**8.18%** of total clips)

Premium **users**

56,54 second

Average Duration clips
Non-Premium User

56,56 second

Average Duration clips
Non-Premium User

1425 users active
(**92.11%** of total active users)

Users active in the last
30 days

Although the majority of users are **non-premium**, they are highly active and productive. This presents a significant **opportunity** to increase premium conversions with the right approach.

122 users active
(**7.89%** of total active users)

Users active in the last
30 days

Clip Type Analysis

Average Clip Duration per Clip Type
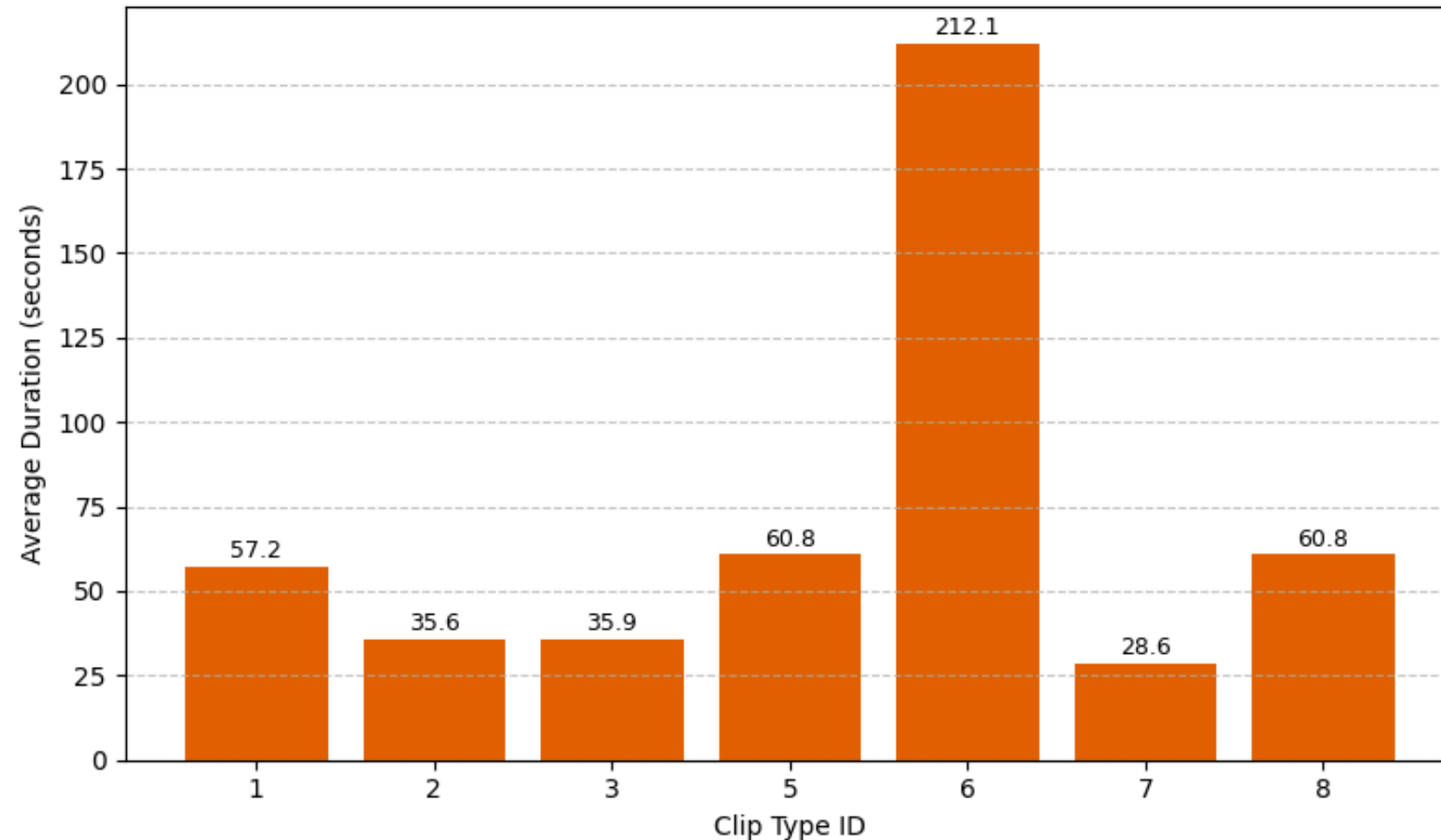
Clip Type ID

1: horizontal AI highlight clips
2: converted to TikTok clips
3: trimmed clips
5: eventful highlight clips based on stream statistic
6: weekly montage clips created via playlist feature
7: clips uploaded from the local
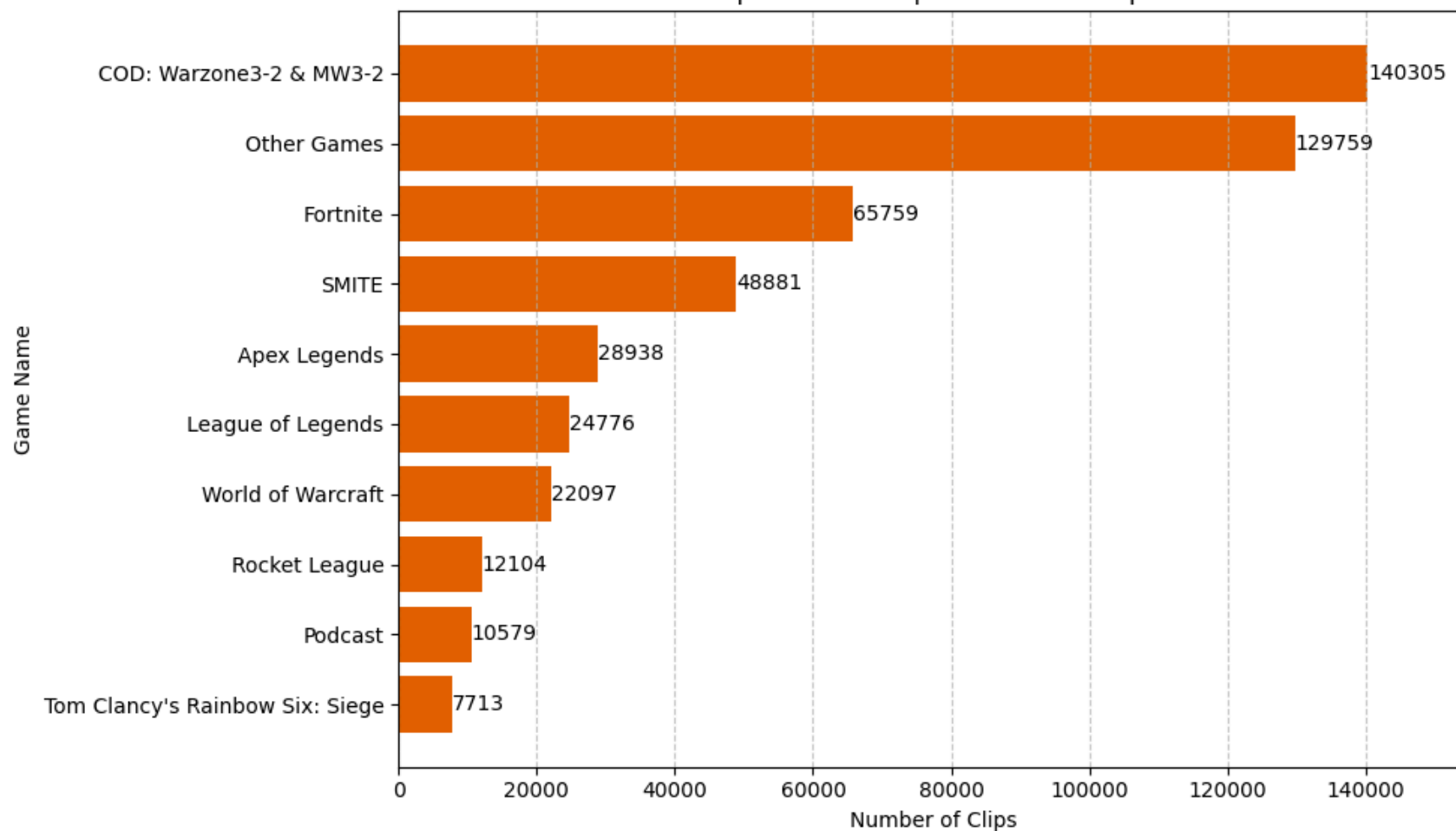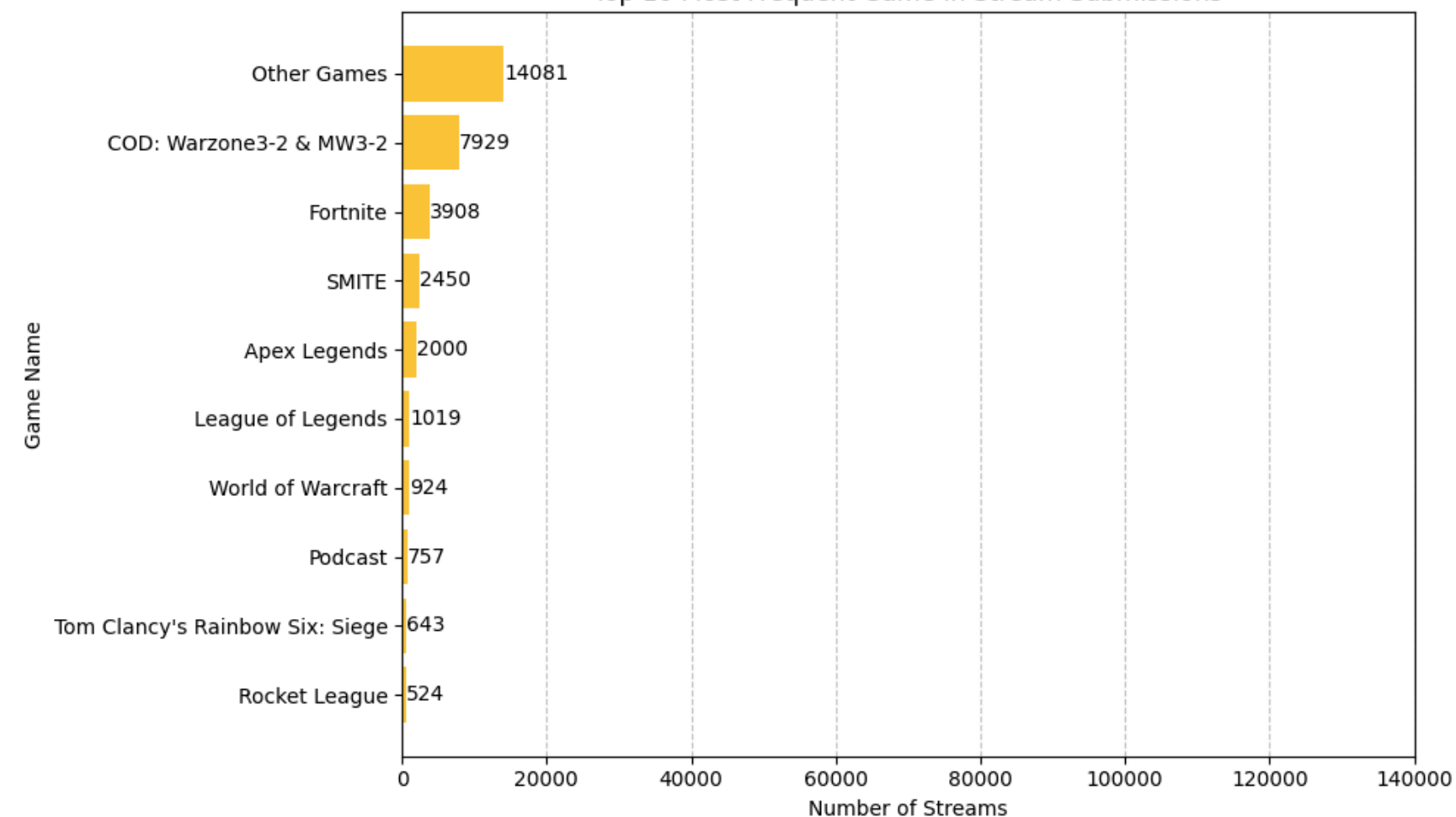8: vertical clips from Youtube Highlight

Conclusion

- Montage clips (Type 6) have the **longest average** duration, which makes sense as they are compilations.
- TikTok-style (Type 2) and Trimmed clips (Type 3) are **shorter**, aligning with social media platform constraints.
- AI-generated clips (Type 1 & 5) tend **to be longer**, around 60 seconds, capturing more substantial in-game moments.

Game Name Analysis

Top 10 Most Frequent Game in Clips

Game Name	Number of Clips
COD: Warzone3-2 & MW3-2	140305
Other Games	129759
Fortnite	65759
SMITE	48881
Apex Legends	28938
League of Legends	24776
World of Warcraft	22097
Rocket League	12104
Podcast	10579
Tom Clancy's Rainbow Six: Siege	7713

Top 10 Most Frequent Game in Stream Submissions

Game Name	Number of Streams
Other Games	14081
COD: Warzone3-2 & MW3-2	7929
Fortnite	3908
SMITE	2450
Apex Legends	2000
League of Legends	1019
World of Warcraft	924
Podcast	757
Tom Clancy's Rainbow Six: Siege	643
Rocket League	524

Leverage high-engagement game for growth opportunities

- COD Warzone & MW3-2 stand out as the **most** clipped games, reflecting a highly engaged user base and frequent content generatio
- Focus premium feature promotions specifically toward users playing these high-engagement games

Churn Analysis

A churn rate of **32.03%** is relatively high, meaning that nearly 1 in 3 premium users did **not renew** their subscription.
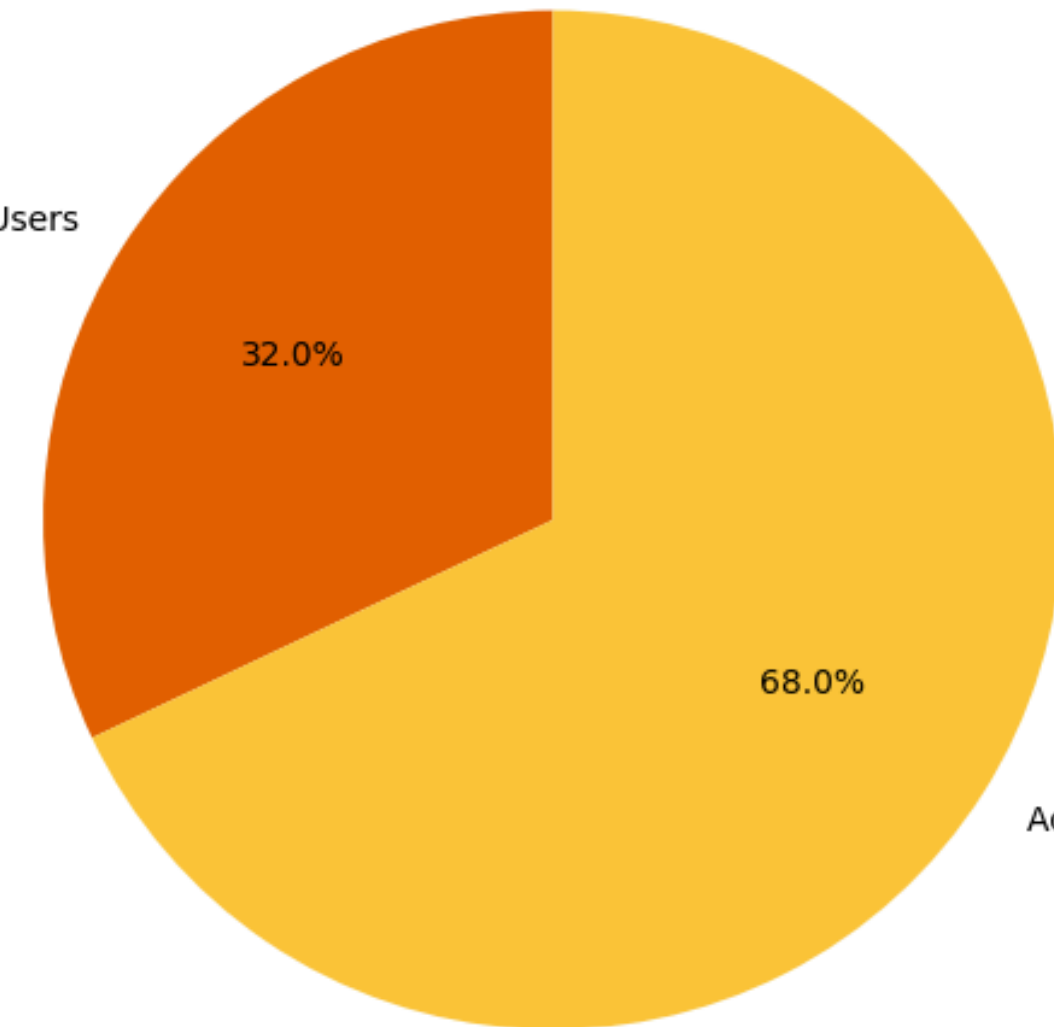
Rootcause

This may signal potential issues in user satisfaction, perceived value of premium features, or the onboarding/retention strategy.

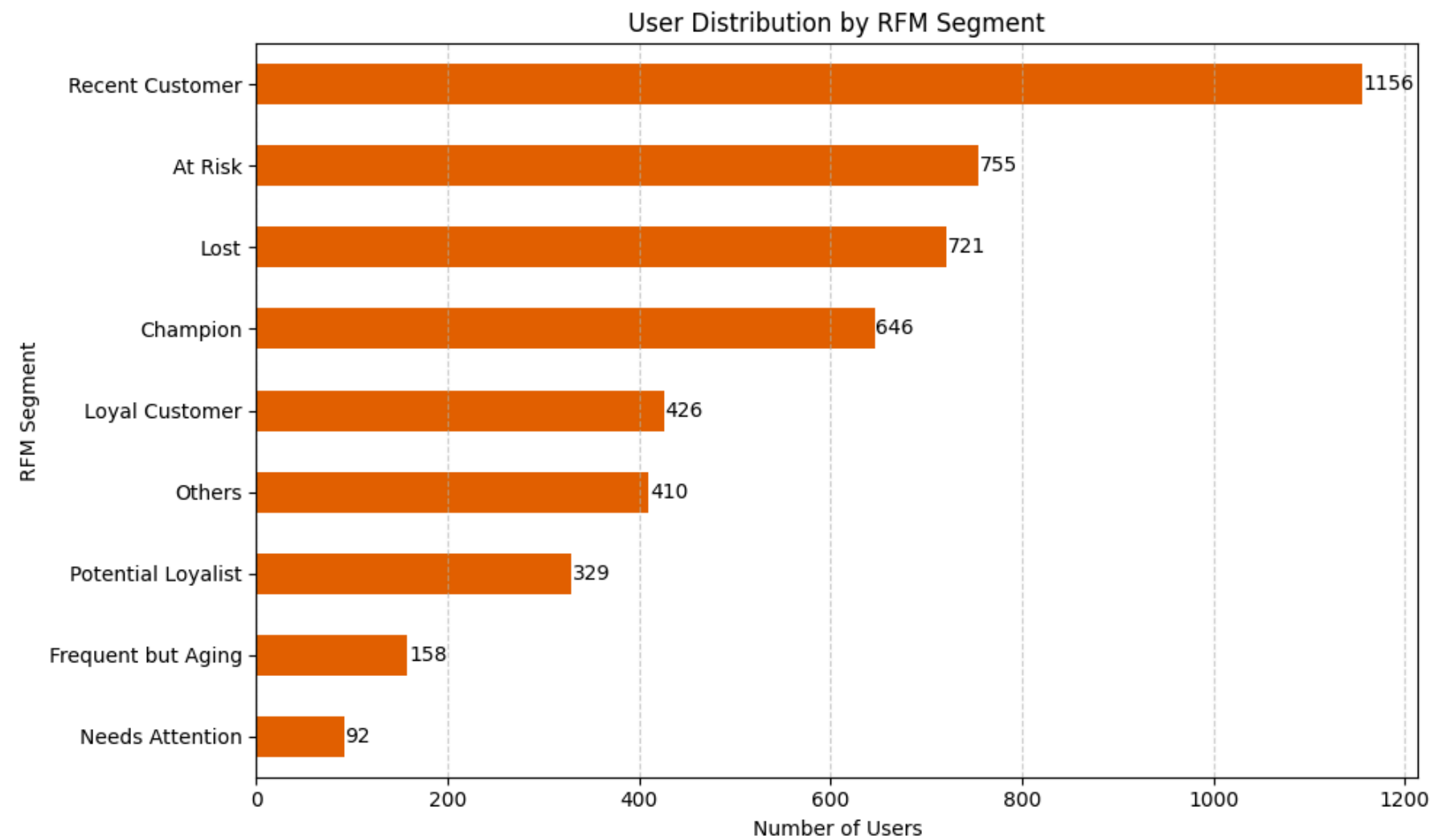### Premium Users Churn Rate

Churned Premium Users

32.0%

68.0%

Active Premium Users

Active premium users = **244** Users

Churn Premium users = **115** Users

RFM Analysis
Recency, Frequency, Monetary

User Distribution by RFM Segment

Recency : The most recent user activity (e.g., submitted stream or created clip)
Frequency : How frequently the user is active on the platform (total activity: streams submitted + clips)
Monetary : The total duration of streams uploaded by each user, used as an approximation of the value or effort the user contributes to the platform.

EKLIPSE.GG

Thank you

Sultan Fahd M.B.Y

sultanyusuf2936@gmail.com