

Game Analytics Dashboard

Overview

Engagement & Retention

Monetization

A/B Testing

Total Users

1,000,000

Users since 2015

967,970

Users in A/B Test

404,770

Paying Users

3,733

ARPU (\$)

26.08

ARPPU (\$)

2,828.23

Avg Lifespan

31

Engagement & Retention

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A/B Testing

DAU

> 20th Sep 2020

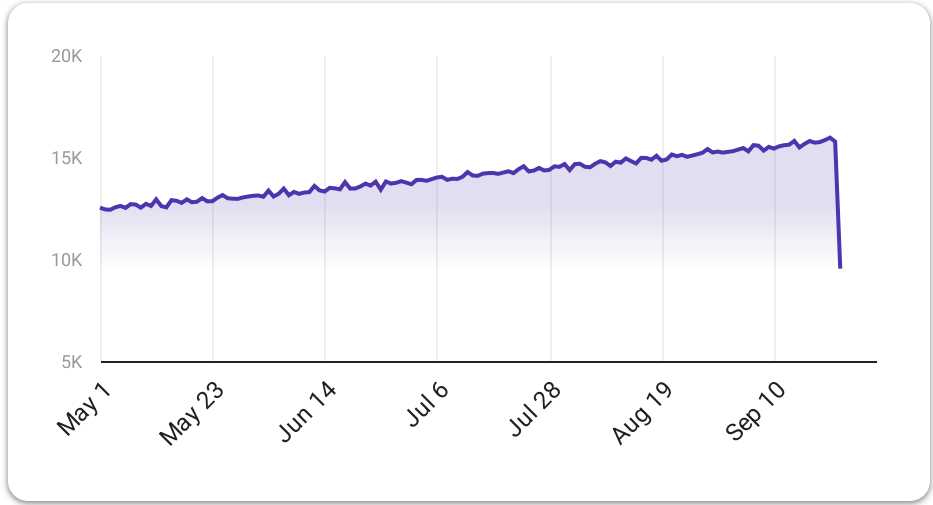
25,281

MAU

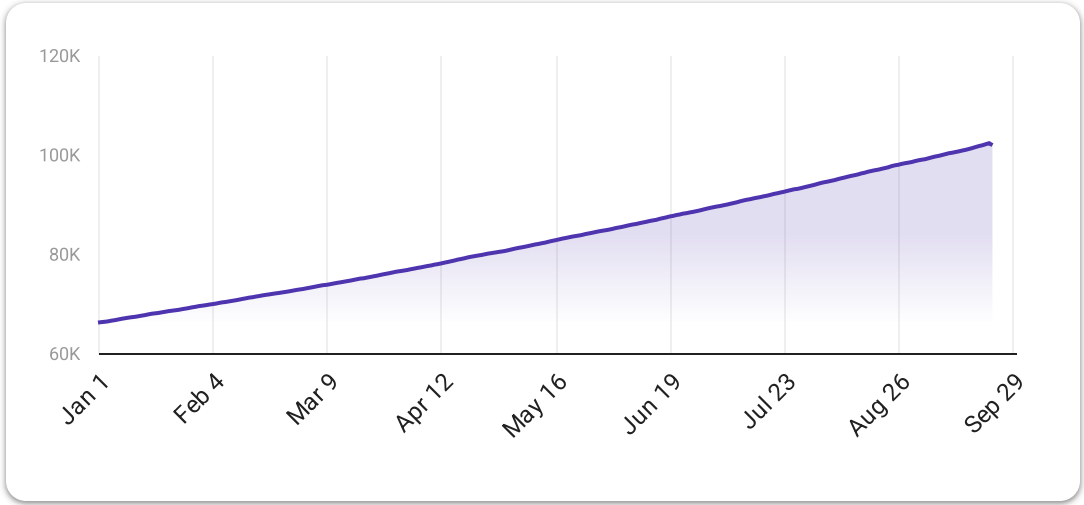
Latest Month

2,311,182

DAU Trend



MAU Trend

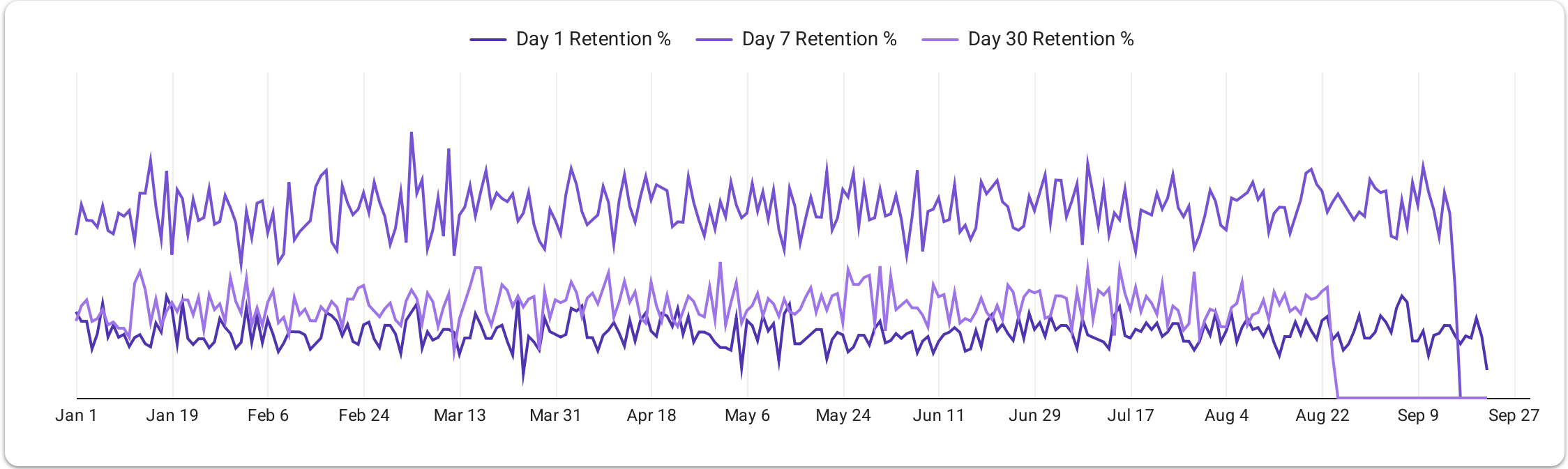


Cohort Retention

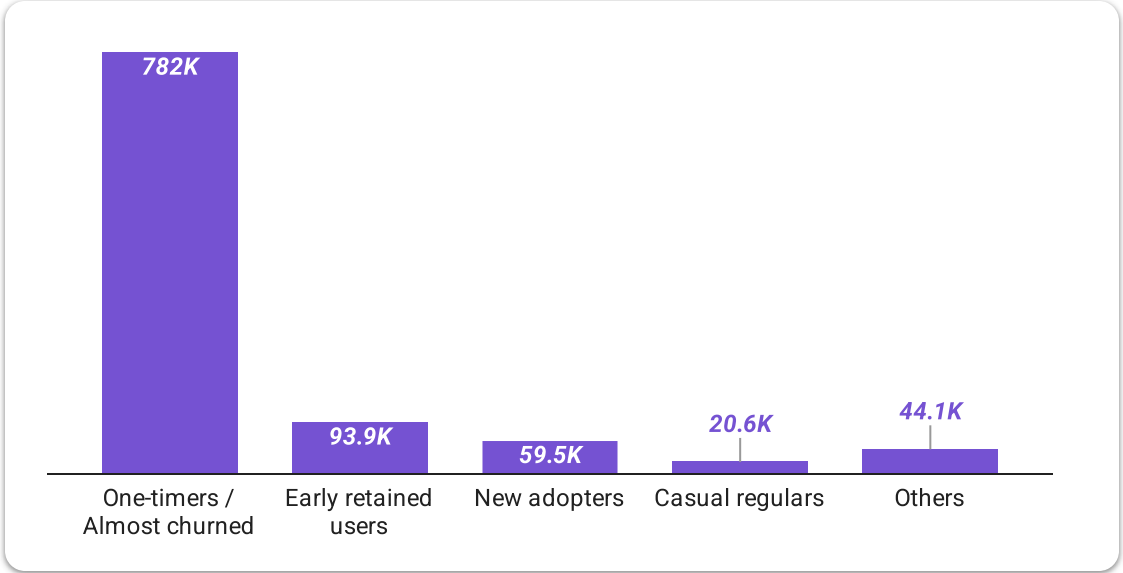
cohort_month ^	month_0	month_1	month_2	month_3	month_4	month_5	month_6	month_7	month_8
Jan 1, 2020	33,733	5,737	2,166	1,689	1,689	1,689	1,689	1,689	1,689
Feb 1, 2020	33,152	5,865	2,010	1,630	1,630	1,630	1,630	1,630	0
Mar 1, 2020	37,231	6,478	2,338	1,907	1,907	1,907	1,907	0	0
Apr 1, 2020	37,884	6,788	2,353	1,937	1,937	1,937	0	0	0
May 1, 2020	41,159	7,225	2,660	2,111	2,111	0	0	0	0
Jun 1, 2020	41,880	7,331	2,548	2,055	0	0	0	0	0
Jul 1, 2020	45,502	7,958	2,751	0	0	0	0	0	0
Aug 1, 2020	47,882	8,389	0	0	0	0	0	0	0

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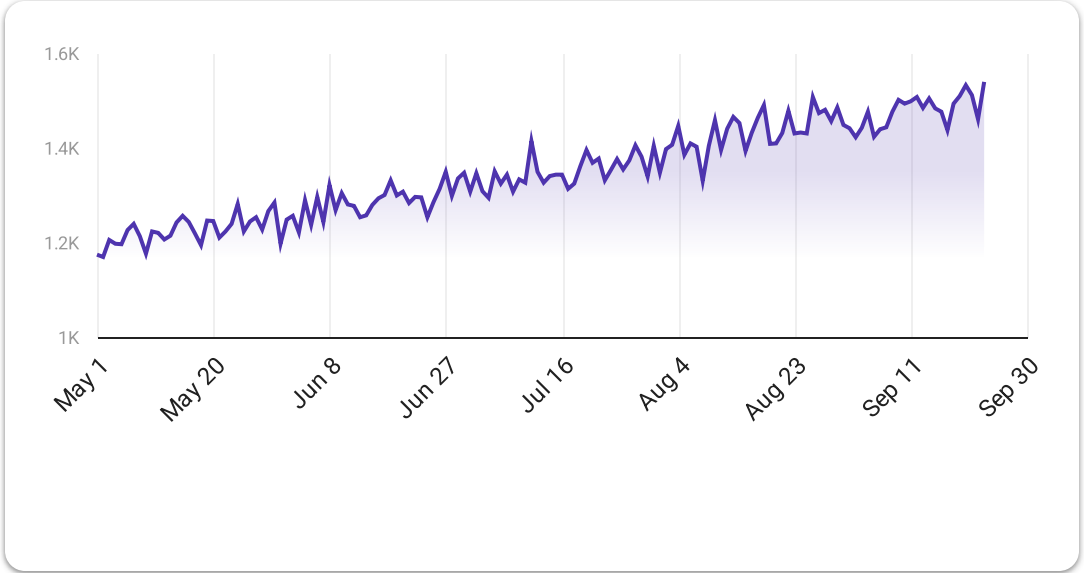
Day 1/7/30 Retention



User Types



Daily Churn



Monetization

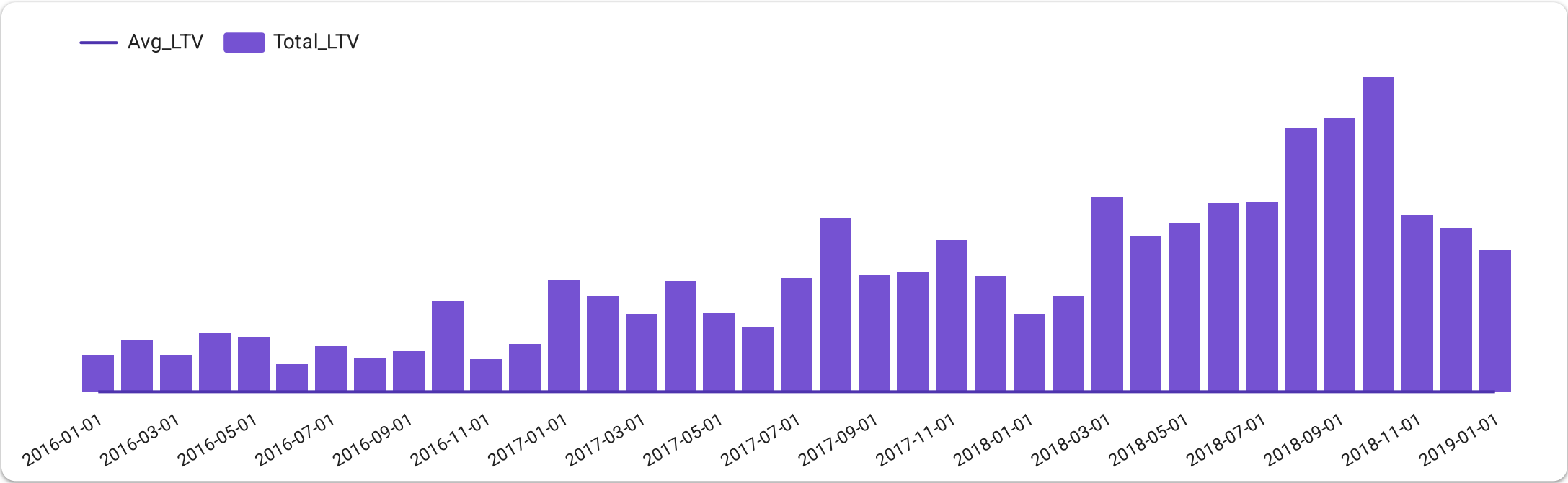
Overview

Engagement & Retention

Monetization

A/B Testing

LTV Evolution Over Time

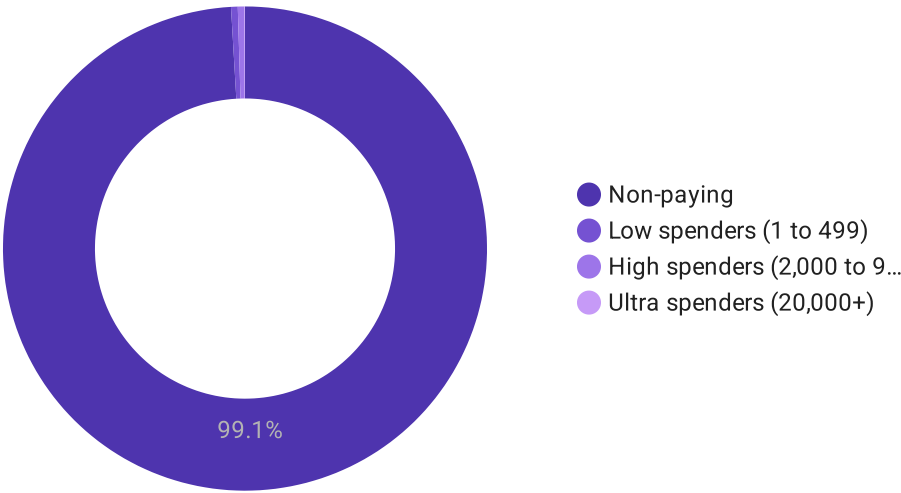


Revenue Summary Table

	revenue_bucket	user_count	%_of_Total_Revenue
1.	Non-paying	401037	0
2.	Low spenders (1 to 499)	1805	5.2
3.	High spenders (2,000 to 9,999)	1805	51.4
4.	Ultra spenders (20,000+)	123	43.5

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Revenue Distribution



A/B Testing

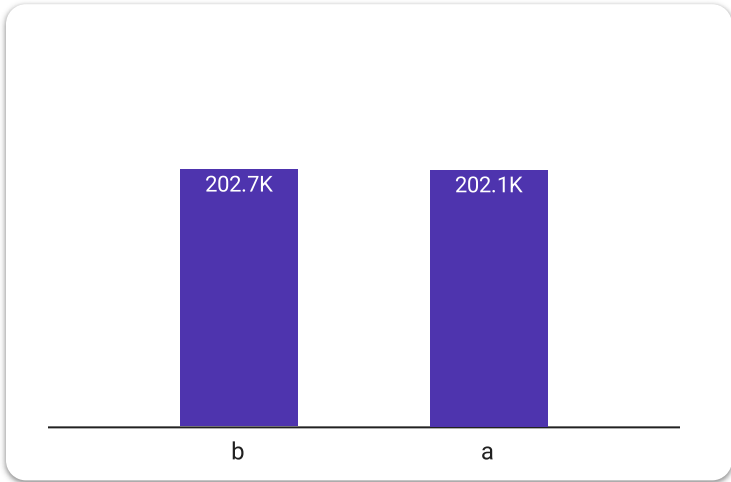
Overview

Engagement & Retention

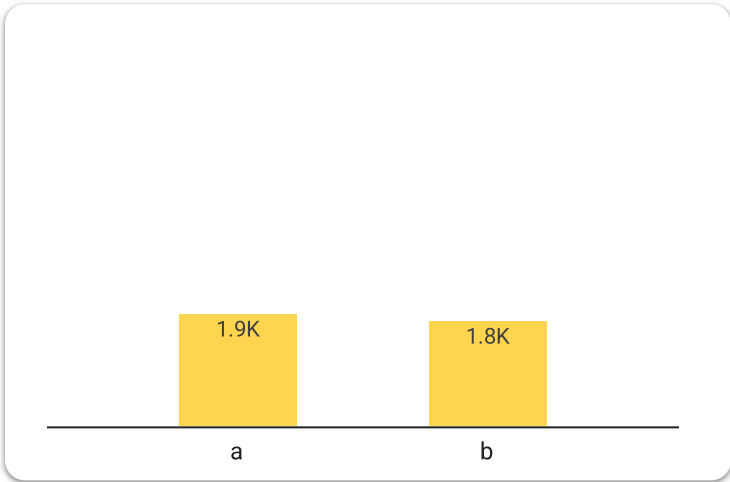
Monetization

A/B Testing

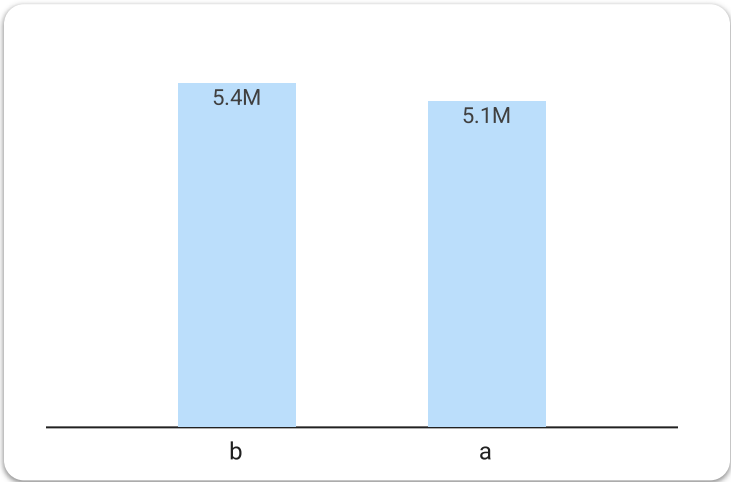
Total Users



Total Payers



Total Revenue Generated



AB Test Summary Table

testgroup		users	payers	total_revenue	avg_rev
1.	b	202667	1805	5421603	26.75128659327863
2.	a	202103	1928	5136189	25.413719736965806