Game Analytics Dashboard

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

DAU

> 20th Sep 2020

25,281

MAU

Latest Month

2,311,182

DAU Trend
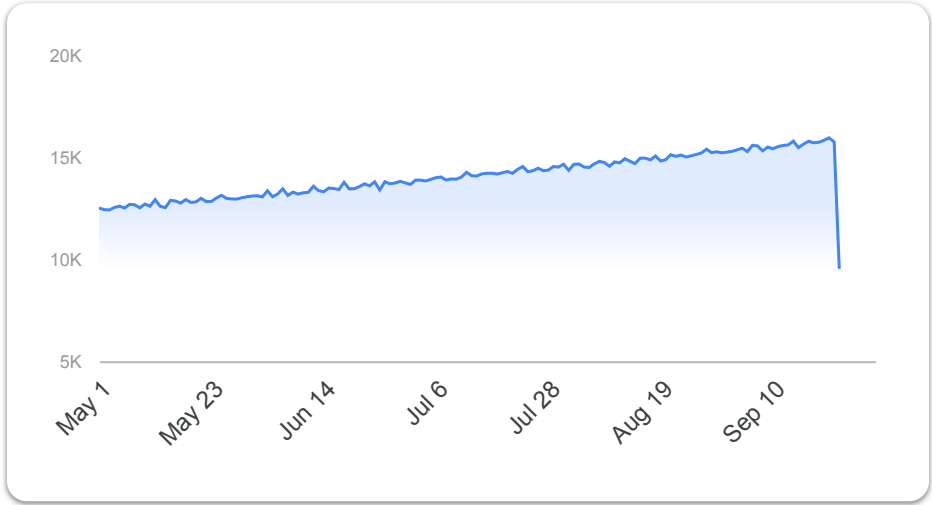
MAU Trend

Cohort Retention

— Day 1 Retention %   — Day 7 Retention %   — Day 30 Retention %

User Types

- One-timers / Almost churned: 782K
- Early retained users: 93.9K
- New adopters: 59.5K
- Casual regulars: 20.6K
- Others: 44.1K
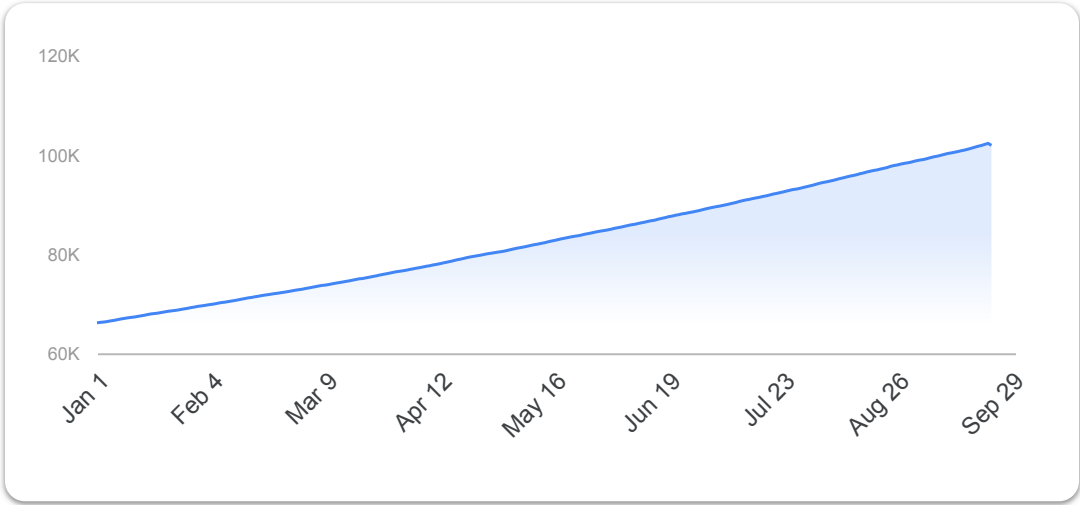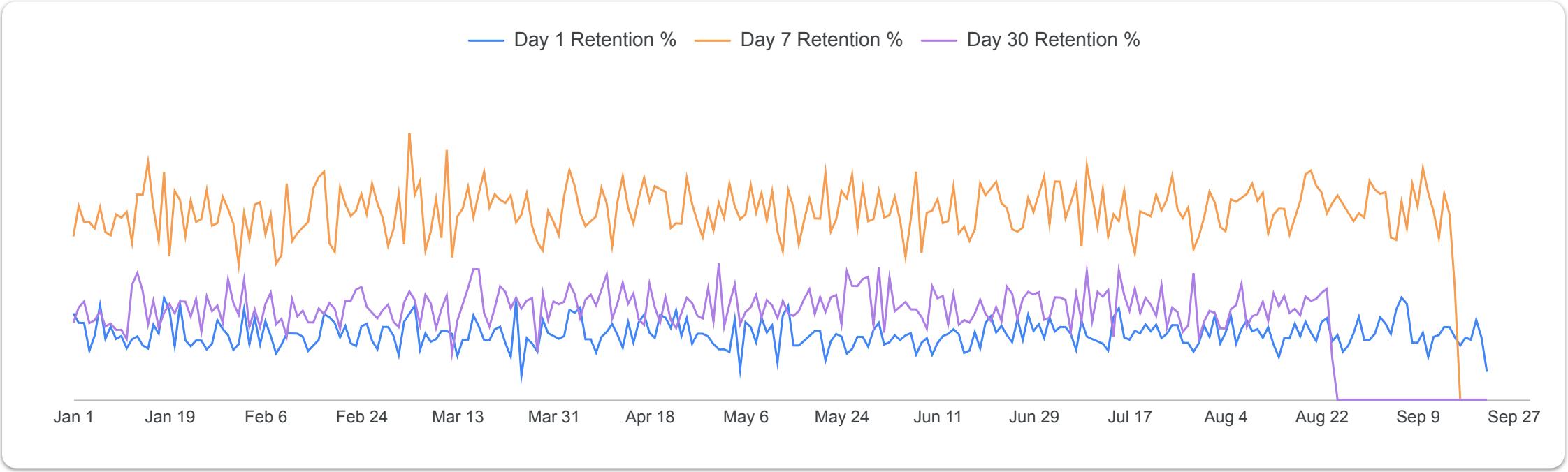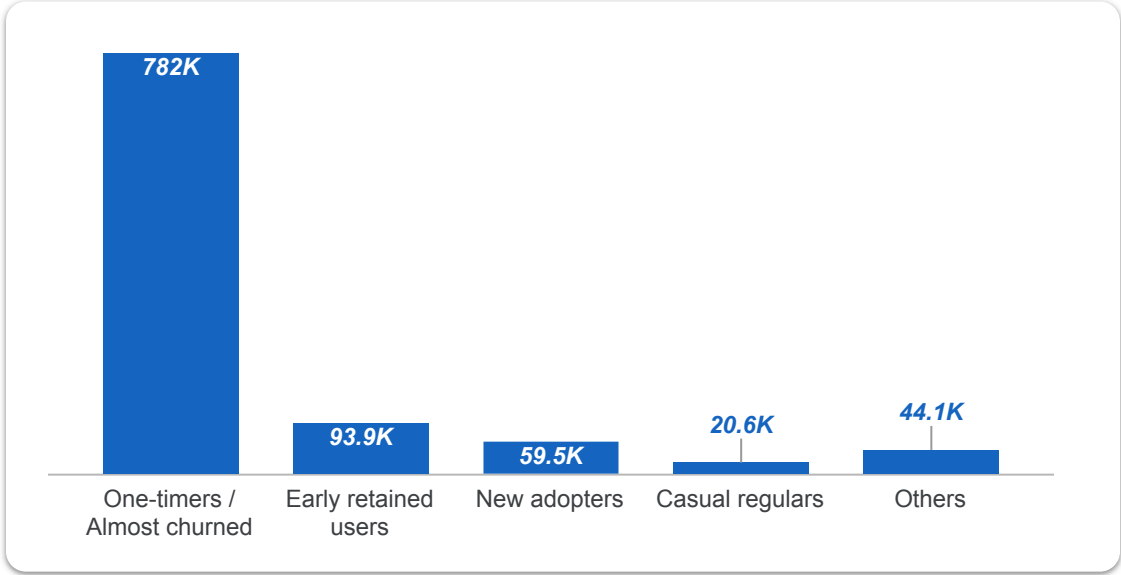
Daily Churn
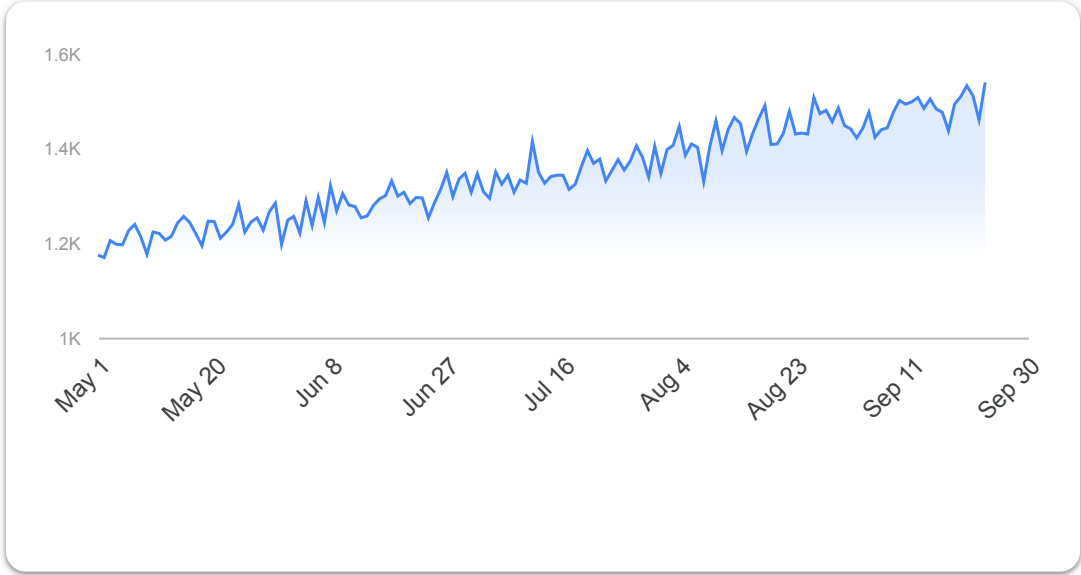
Monetization

LTV Evolution Over Time

Legend: Avg_LTV, Total_LTV
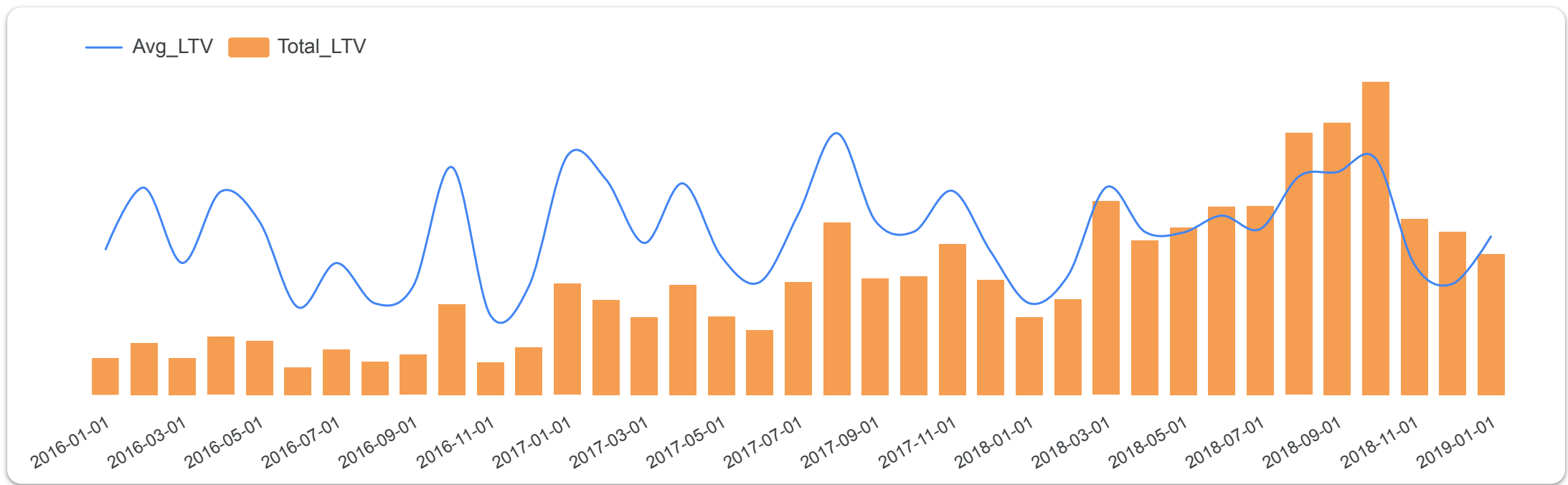
Revenue Summary Table

	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

- Non-paying
- Low spenders (1 to 499)
- High spenders (2,000 to 9...
- Ultra spenders (20,000+)

99.1%
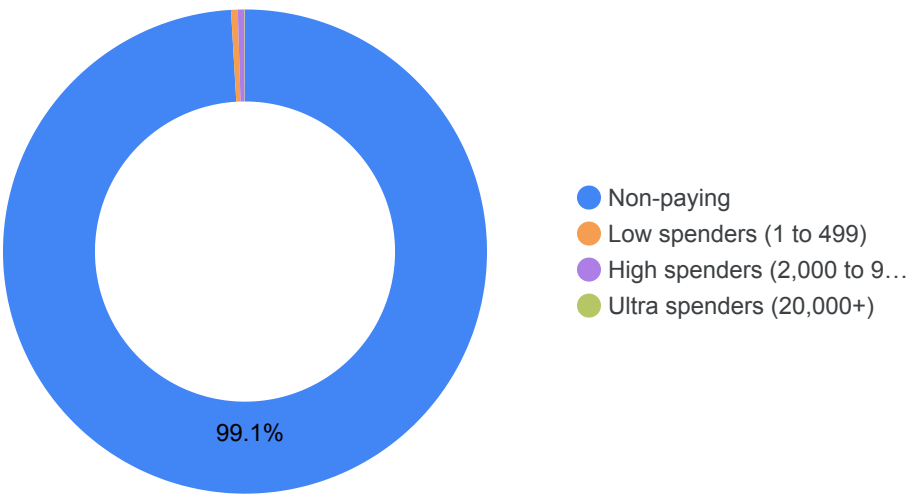
A/B Testing

Total Users
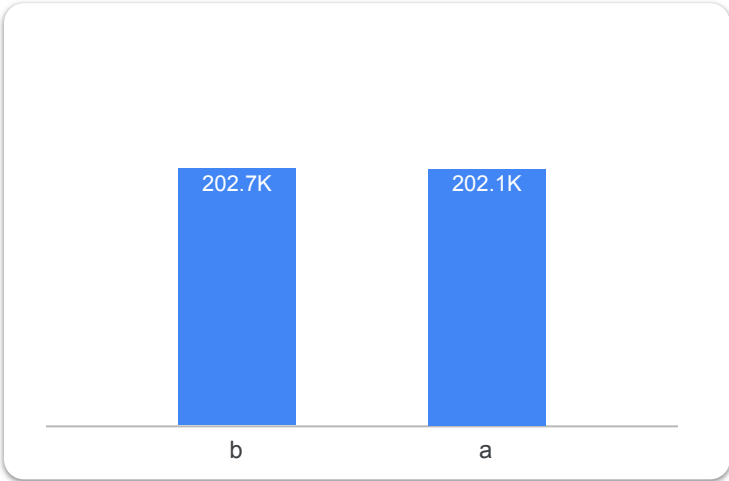
Total Payers
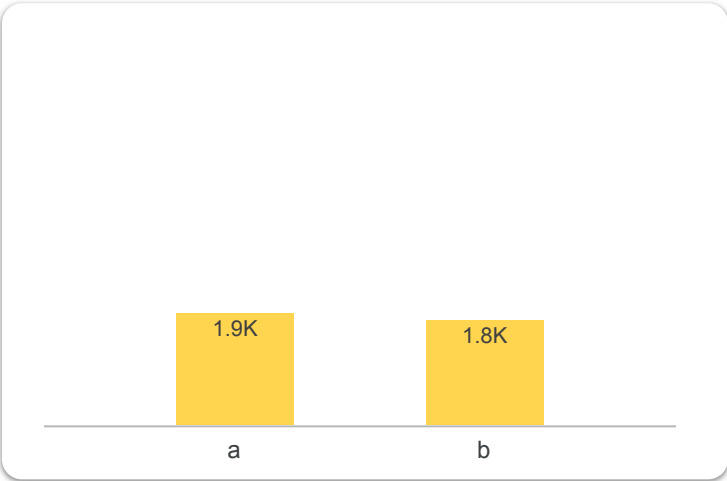
Total Revenue Generated
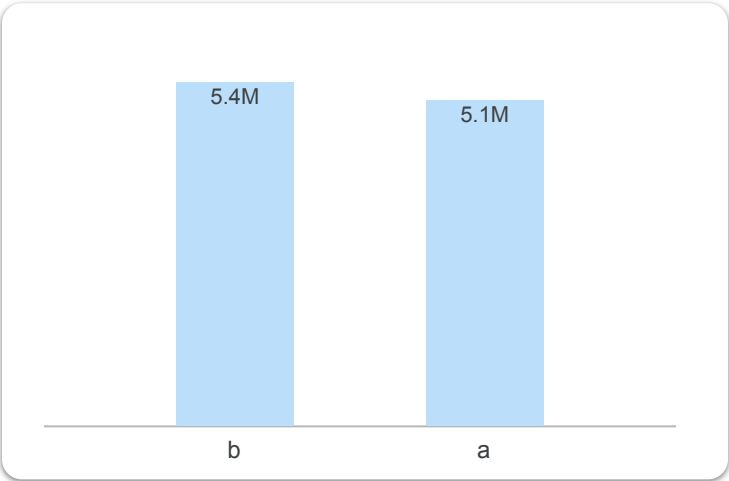
AB Test Summary Table

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

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