

Game Revenue Details

Day

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1

2

3

4

5

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11

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14

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16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

Month

January

December

\$9.91bn

Total Gross Revenue

14M

Total Active PLayers

534K

Total Pay Users

\$9.91bn

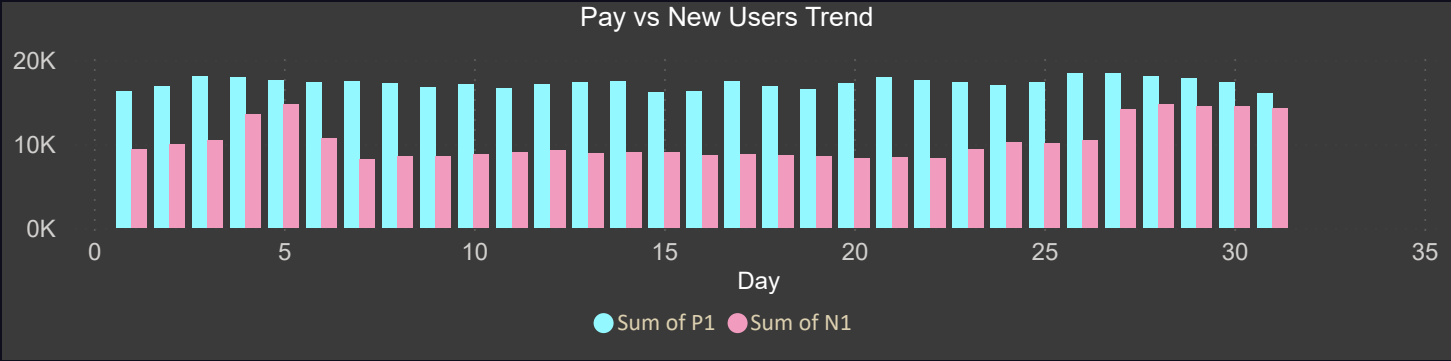
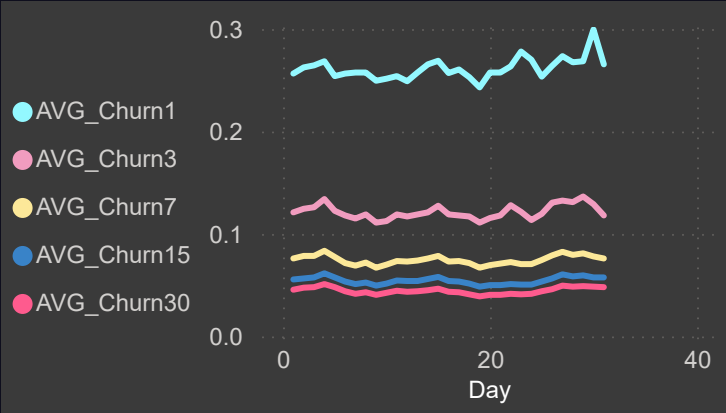
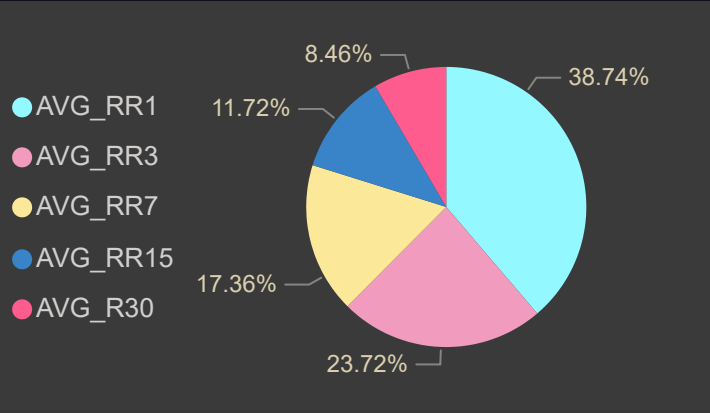
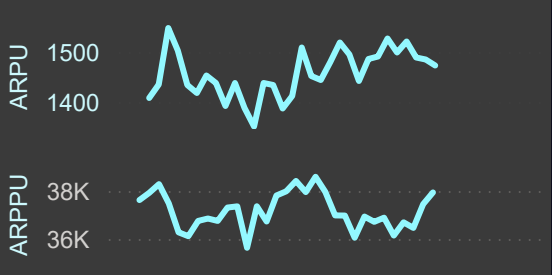
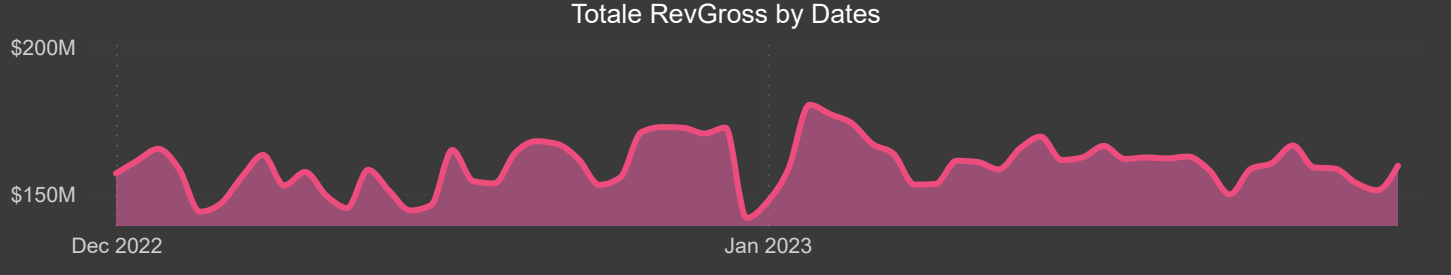
COGS

4.45%

AVG Churn Rate

8.54%

AVG Retention Rate



Sum of P1	Sum of N1	Sum of A1	Day
18086	14700	436307	28
17516	14667	445441	5
17801	14443	436201	29
17303	14405	437529	30
15970	14259	411206	31
18393	14143	444323	27
17899	13514	447567	4
17374	10684	443981	6
18353	10382	444246	26
18055	10368	447493	3
17014	10157	422593	24
17321	10116	426842	25
16891	9912	446768	2
16223	9389	433824	1
17321	9383	434162	23
17060	9192	449729	12
16618	9015	447189	11
17455	9009	447296	14
16184	9004	441340	15
534283	319006	13622763	