SQUARE ENIX

TRIANGLE ENX - INTERVIEW CASE

Analytics & Insights Team – Business Performance Analyst Intern

WE ARE TRIANGLE ENX

Who we are

- **We are Triangle ENX**, a company with a long-consolidated history and huge presence in the videogame industry who has produced and published games across a diverse range of franchises

- It is currently October 2027, and our game **XYZ** (released in 2025) has players from all over the world who revel in this particular title

- Since launch, we have run various **Marketing and Live Operations (LiveOps) campaigns** to offer a best-in-class experience. This both **attracts new players** to the game, as well as **keeping existing players engaged**

- Marketing and LiveOps teams are now planning **new campaigns for the forthcoming years** and want to understand **how historic campaigns have impacted the performance of XYZ**

Who YOU are

- You are the **Business Performance Analyst Intern** for Triangle ENX working for the **Analytics & Insights team**

- Our **stakeholders** have requested that you prepare a short presentation to show the effect of these campaigns on XYZ's business performance

- Since this is the first time you have worked with data from the XYZ title, you do not know much about these specific campaigns, though you have **gathered all available data to inform your decisions**

- This data **covers a period of under two years**, so your challenge is to **extrapolate as much insight as you can** about these campaigns

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What should you do?

- To **inform the business of the impact of campaigns** on this title's performance, and **to support the planning of future campaigns**, you should:
    i. Provide an **overview of XYZ's overall performance** and its evolution through time using the right metrics
    ii. Identify **when the various XYZ Marketing and LiveOps campaigns were live**, justifying your results by providing data-backed proofs
    iii. Identify and **present the effects of these campaigns** on XYZ's performance with adequate measures using the metrics provided
    iv. **Clearly communicate insights**, and provide your reasoning for why some campaigns performed better than others

What you should take in consideration

- Use only the data you can find in the Excel File "**XYZ_Pjct_Data**" to complete the analysis and draft results

- Your stakeholders will need to prepare their plan for their campaigns soon: **do not let them wait more than 7 days** for your output!

- You can use any presenting tool you feel comfortable with, but remember that that clarity and brevity in your communication is always critical (a head shot is always effective!)

- Everyone loves seeing lots of numbers flash up on screen, especially during boss fights, but if there is too much happening at once your audience may lose their focus!

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What's included in "XYZ_Pjct_Data.xlsx"

DAU Sheet

- **Date:** day in which data was recorded

- **Median time played:** median time spent by users on all sessions through the day

- **Daily Active Users: (DAU)** number of gamers active on the specific day

- **Total Quests: Completed** total number of quest completed by all users per day

Revenues Sheet

- **Week_Start:** starting day for the week in which data was recorded

- **Units Sold – Game:** number of units of base game sold

- **Units Sold – DLCs: and MTXs** number of units of DLCs and cosmetic Microtransaction sold

- **Rev_Game:** revenues from all base game sales

- **Rev_DLCs and: MTXs** revenues from DLCs and Microtransactions (MTX) sales

- **Total_Revenues** sum of all Game-related revenues