

BUSINESS & DATA ANALYTICS TASK

GETTING STARTED

Did you know that free-to-play games generate profit from only 1% of their player base?

Keeping that in mind, it's important to engage players who do not necessarily want to spend money directly in the game (InAppPurchase) and also give them a chance to advance and earn extra points. Video Ads monetization is one way to do it!

In this concept, external third-party provides advertising videos (video ads) which are shown to the players in the game. So, it's a win-win situation where players invest time to earn in-game rewards while the game developer can generate profit.

TOP ELEVEN CONTEXT

Nordeus' game [Top Eleven - Be a Football Manager](#) is played by millions from all over the world, generating terabytes and terabytes of data for us to analyze.

There are two main ways Top Eleven managers can get rewards from video ads:

1. Regular Video Ads Placements
2. Video Ads placements within Live Events - VALEs

VALE is a relatively new feature in Top Eleven, and its goal is to monetize users that usually do not watch video ads on regular placements, nor are in-game payers (spend money directly in the game/ InAppPurchase).

HOW DOES VIDEO ADS LIVE EVENT (VALE) WORK?

VALE is a time-limited event, where managers can watch a video ad, and get one player attribute point as a reward (one out of fifteen attributes). Here is how it works:

- Before watching every video ad, the manager chooses one out of three reward lanes, ATTACK/MIDFIELD/DEFENCE. Each lane represents the subset of player attributes the manager would like to get.
- The reward is received when the whole video is watched. Then, the manager chooses one of their players to which the reward will be applied.
- Each reward has a random multiplier effect of 1,2,5 or 10 (e.g.: a multiplier of 10 means that 10, instead of 1, player attribute points will be assigned to a previously chosen player).
- After every batch of four video ads is watched within VALE, the manager needs to wait 8 hours before getting the new batch of 4 available video ads (8 hours after the fourth video in the batch).

Take a look at [this video](#) for additional explanation on how the VALE works.

SO, WHAT IS YOUR GOAL?

- [1] Answer whether **VALE** achieves its goal.
- [2] Do an exploratory analysis of the behavior of managers within **VALE**, and how the existence of **VALE** impacts the behavior of watching video ads on regular placements.
- [3] Do an exploratory analysis of how the behavior of managers who are watching video ads, impacts the behavior in other parts of the game.

Pro tip: Try playing Top Eleven to get a better understanding of the gameplay.

THE EXPECTED OUTCOME OF THE TASK AND SUBMISSION FORMAT

Your output should be a presentation in any format (PDF, PowerPoint...) with the content covering the three assignment goal points outlined above. Your task will be evaluated by other Business & Data Analysts, Data Scientists, and Product Managers, so it does not have to contain too many technical slides.

Technical content/tools used for generating content in the task should be sent together with the presentation file (e.g. programming scripts, Excel sheets, Power BI files, Tableau files, SPSS files, or any other files/technology used).