

Game Analysis

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Agenda

- Recommendations and Analysis on Online Behavioral Data
- Recommendations and Analysis on Subscription Sales Data
- Appendix

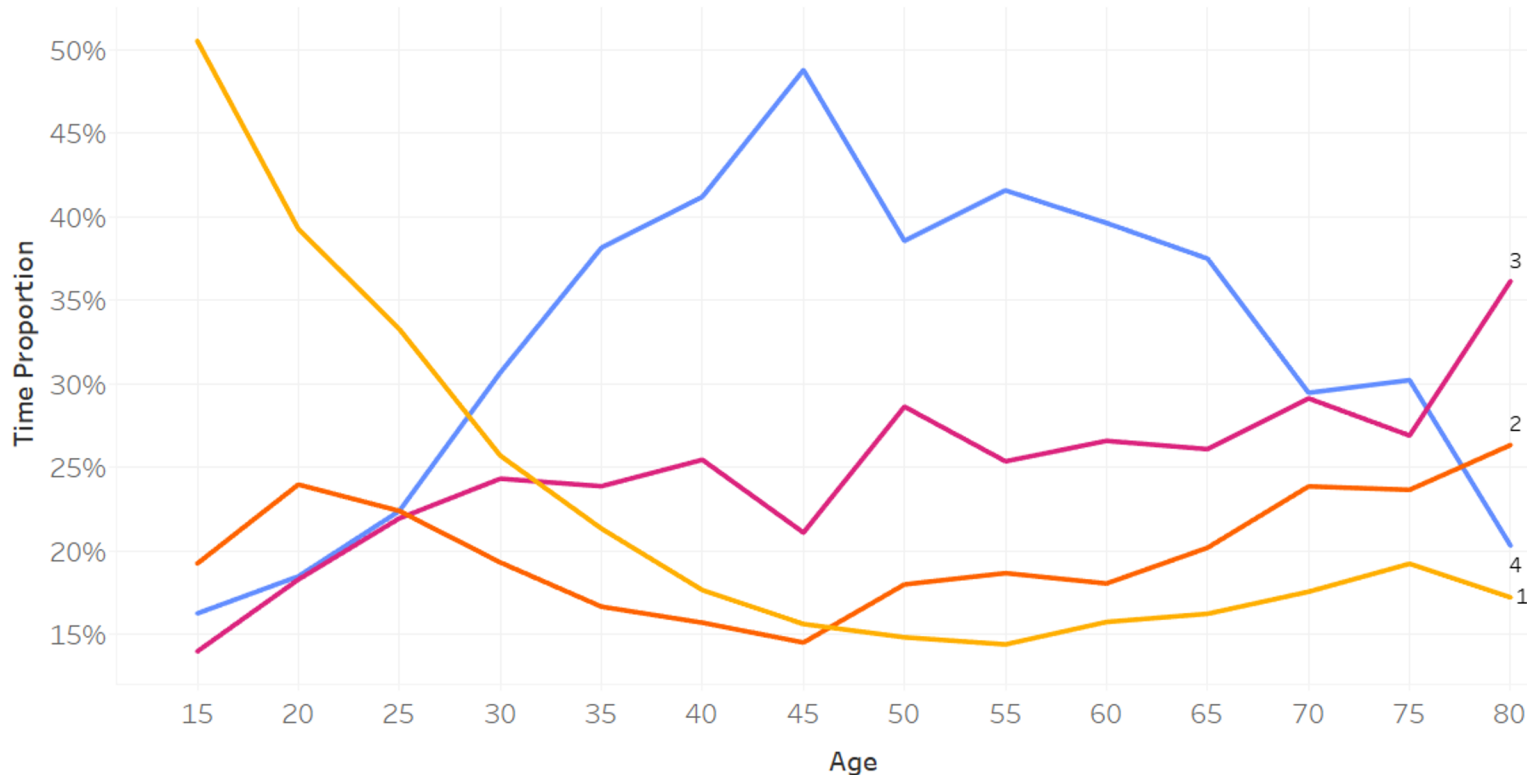
Online Behavioral Data

Recommendation 1 (A):

Recommend younger customers with easier games and recommend older customers with harder games

Players of different age prefer different level difficulties

Time Proportion at Different Ages

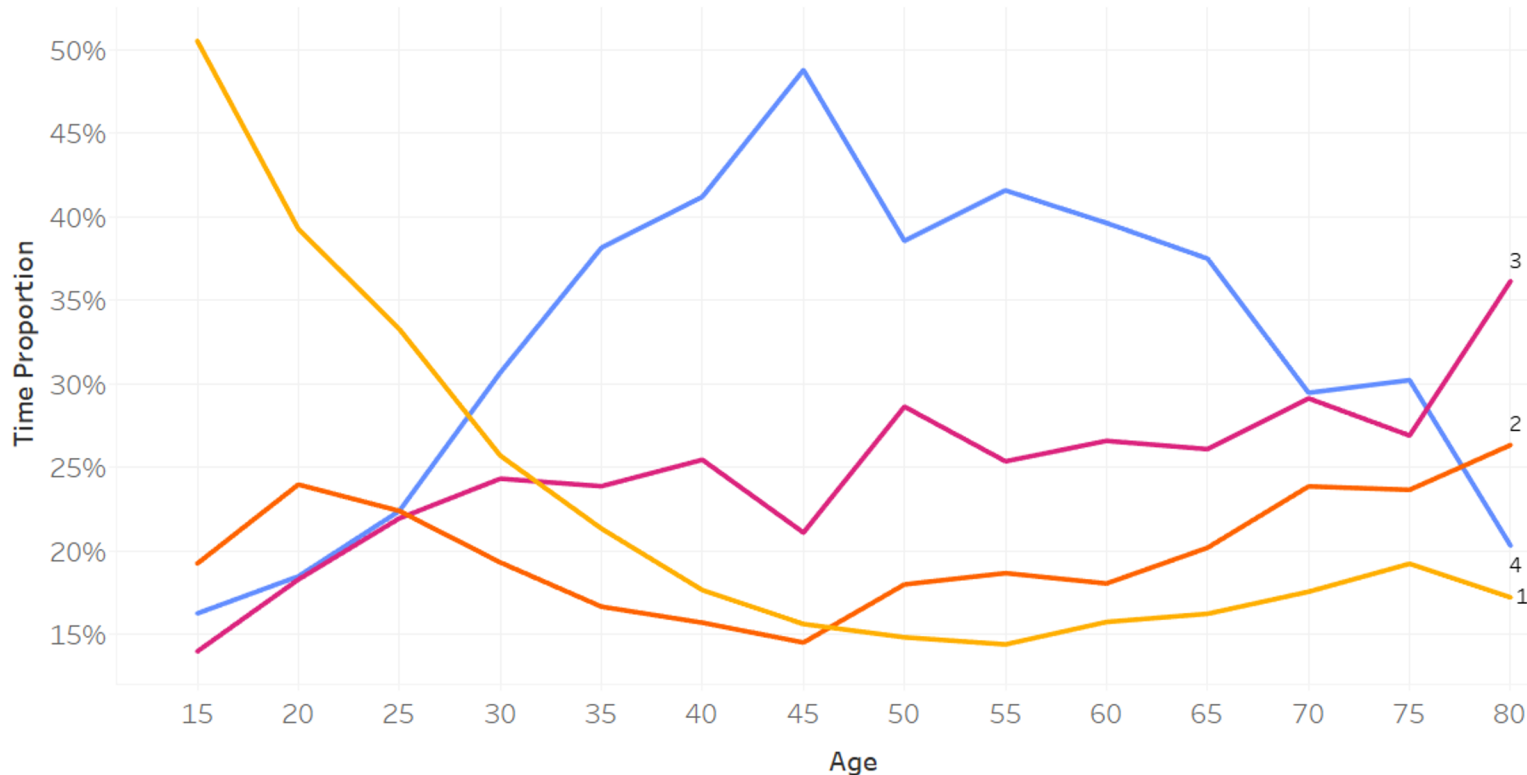


Recommendation 2 (A):

Whenever a player completes one round, add a pop-up message indicating the number of rounds completed and what percentages of online players he/she has beaten at this round

Players seek for a sense of achievement and the thrill

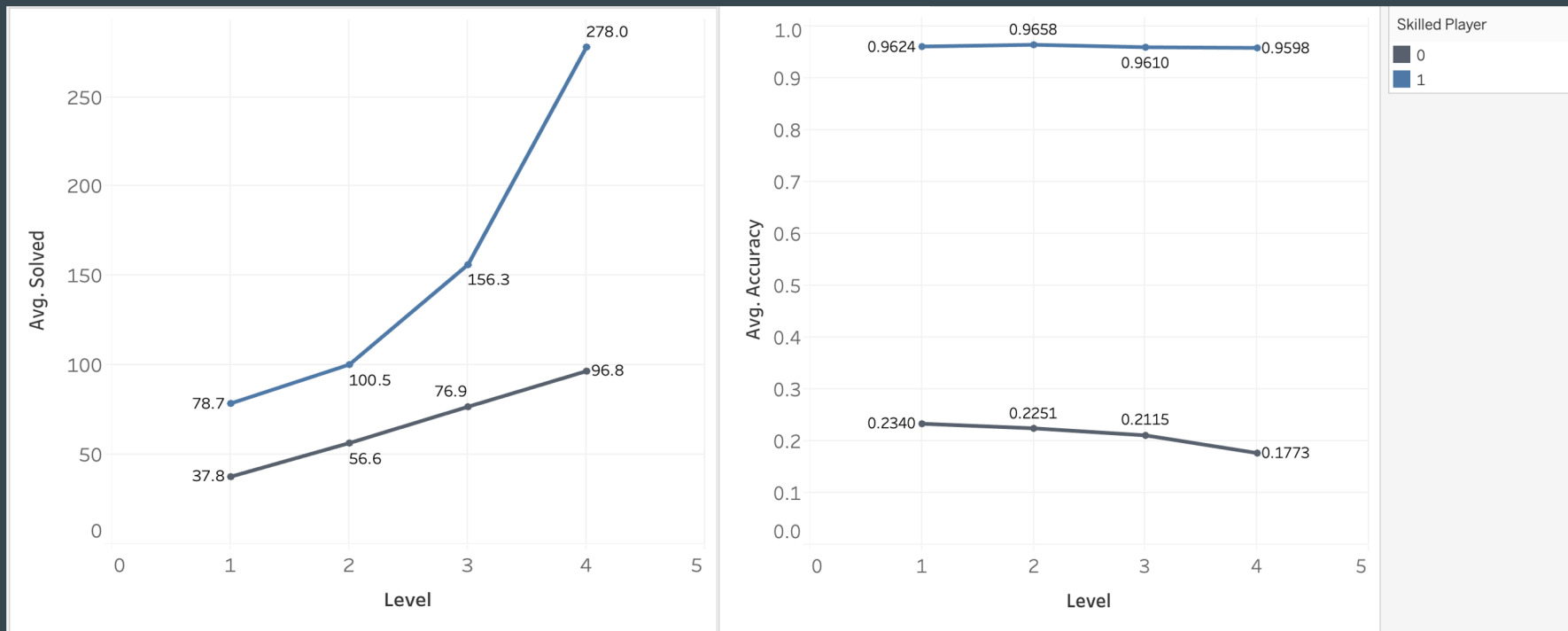
Time Proportion at Different Ages



Recommendation 3 (B):

Recommend skilled players to play on the next level when their cumulative number of tries reach the average of each level

Skilled players are playing more rounds with high accuracy

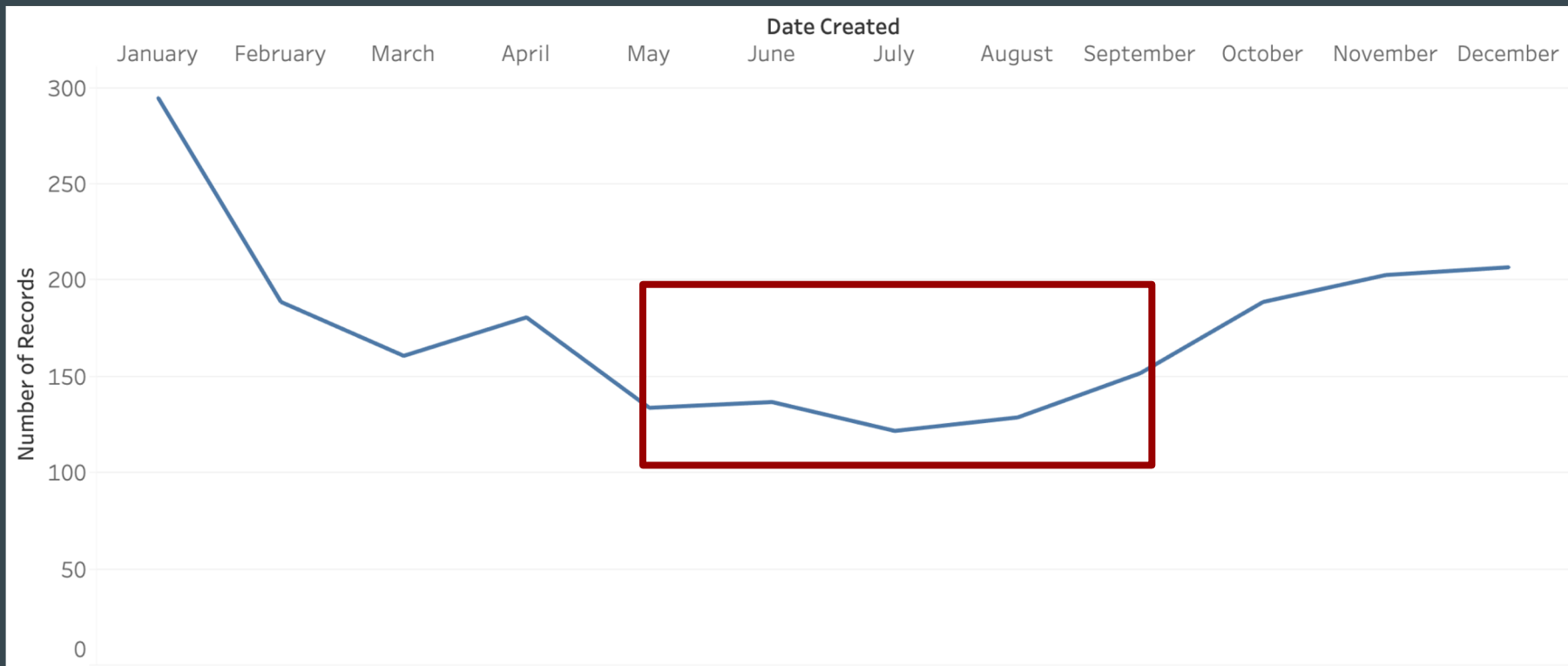


Subscription Sales Data

Recommendation 1 (B):

Offer membership promotion during summer to attract new players and convert them into paying users

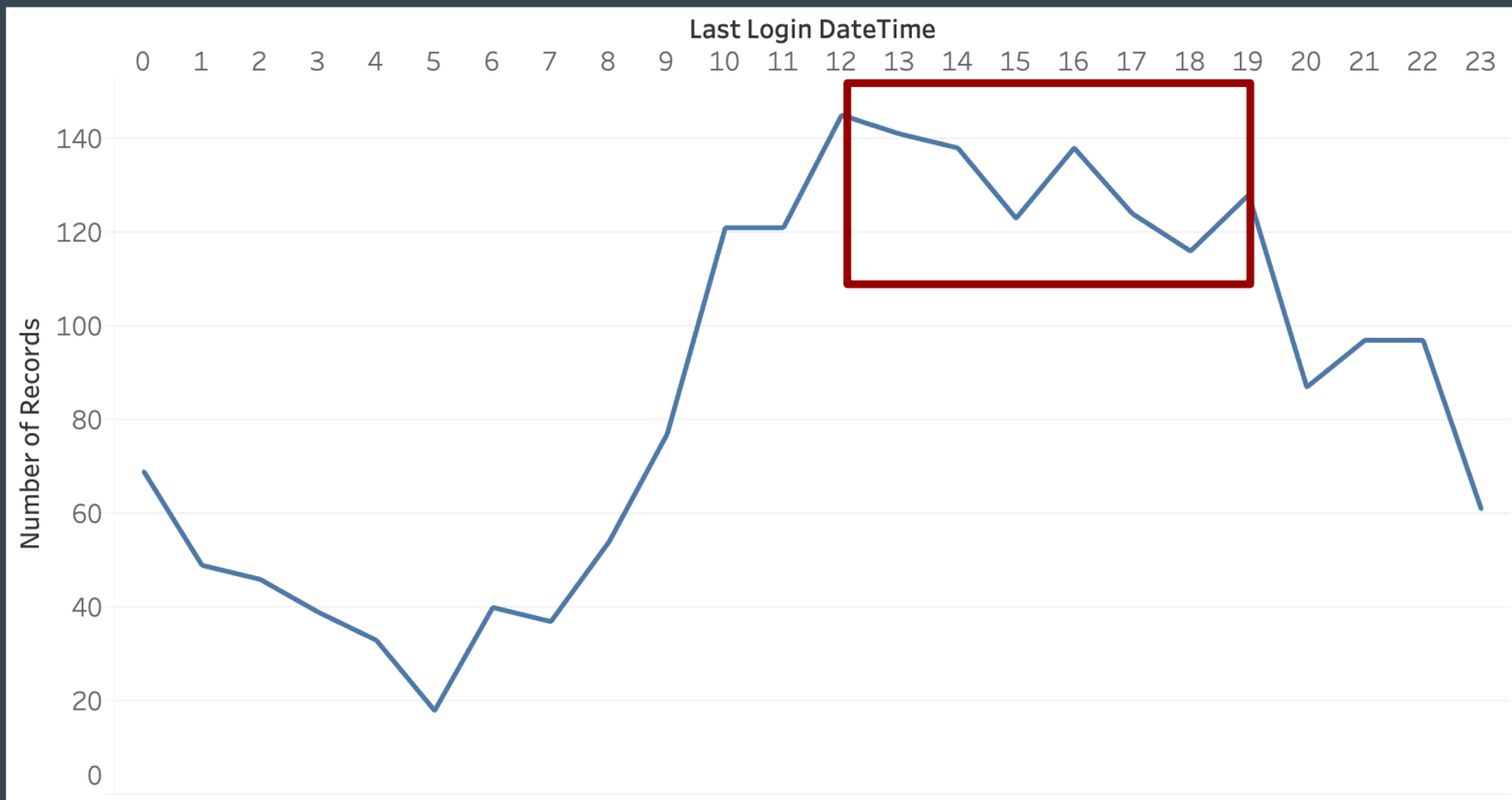
The game has the least members acquired from May to September



Recommendation 2 (B):

Provide comfort of use for night players by adding night mode switch button in a conspicuous spot

Most Players Play The Game from Noon to 7pm



Recommendation 3 (C):

Target the ideal players only in the marketing campaigns can help minimize acquisition costs and increase free-trial-to-sales conversion rate

Ideal Customer Profile

Best Customer Profile

\$39+

Spending

64+

Duration

62

Median Age

0

Refund

KPIs

Free-trial-to-sales conversion rate	48.35%
Median Life-time value of a payer	\$38.97
Median retention duration of a payer	64 days

Thanks!