



Project Overview:

Matiks is a gaming platform that enhances mental agility. my analysis focused on user data to uncover insights for user growth, retention, and revenue.

Platform Focus

Matiks: A gaming platform boosting mental agility.

Data Scope

In-depth user data analysis to understand Matiks lifecycle.

Core Objective

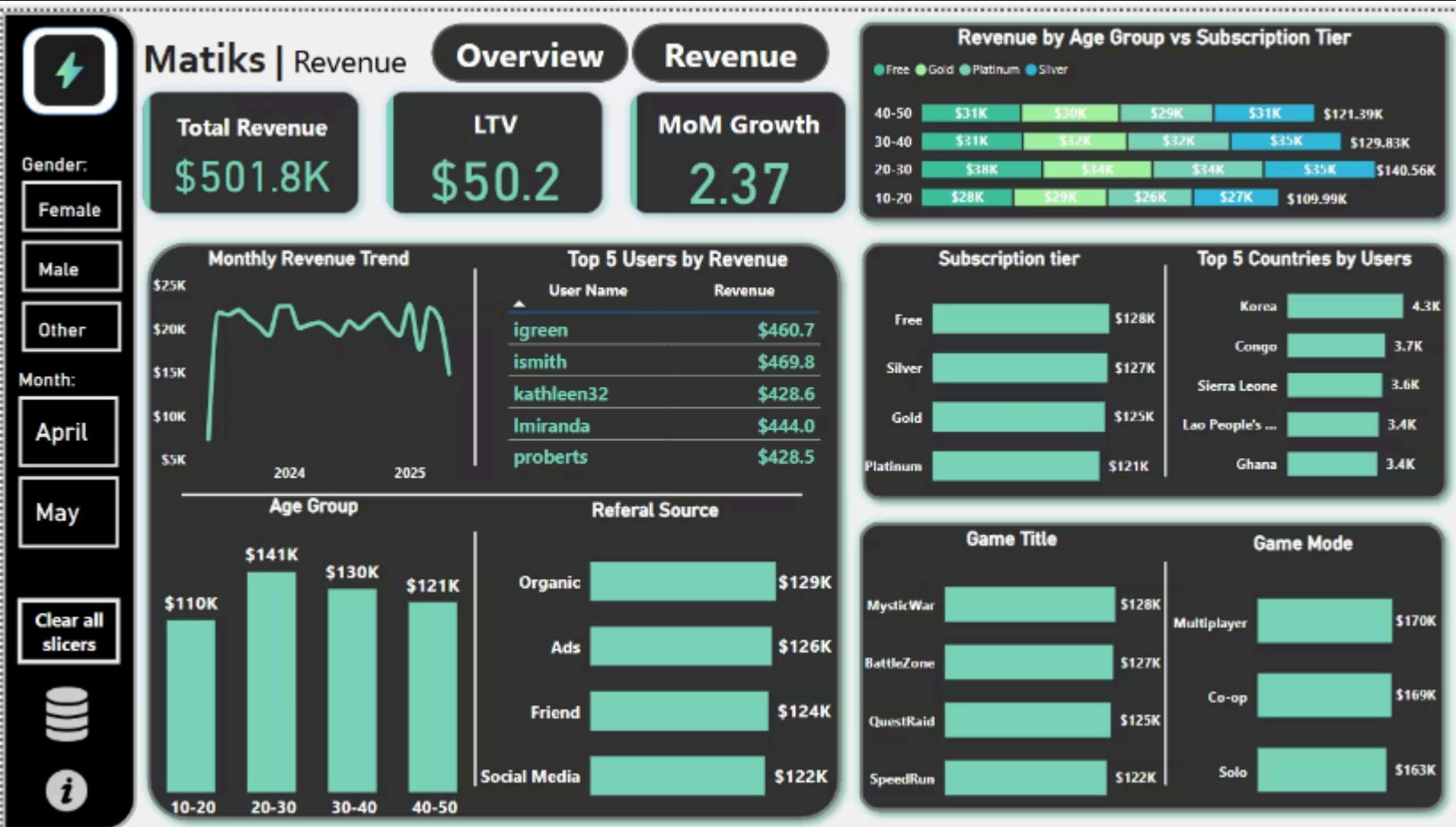
Actionable insights to drive sustainable growth and revenue.

Dashboard

Overview:



Revenue:



Insights:

Revenue & User Trends:

- 1. Monthly Revenue Trend - Growing
- 1. MAU Growth - Stagnant
- Revenue growth outpacing DAU. so expand the user base to increase the Revenue.

User Segmentation:

- 1. Most(2.7K) users are in age group of 20-30
- 1. 25.4% are in free subscription category.
- Promoting premium advantages can increase the Revenue.(10% conversion can drive 2.5% uplift in Revenue).

Insights:

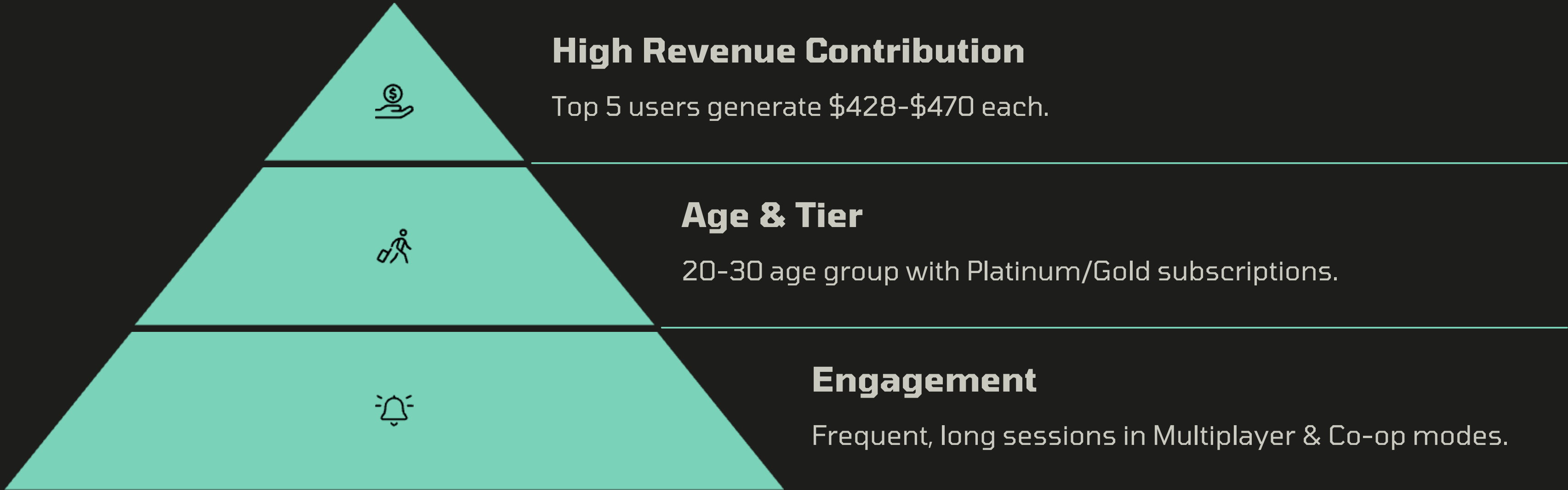
Geographic Opportunities:

1. Korea, Congo, Sierra Leone, Lao, and Ghana are top performing countries.
- Region specific campaigns are important to increase user base.
 - Tailor events, promotions, and communication style to build deeper loyalty and long term growth.

Churn & Retention Challenges:

1. 30.3% overall churn, substantial portion of users are not retained.
 1. Free users with short sessions and low return rates are the reason for churn.
- Increase the initial user experience to establish long term value.

High Value User Traits:



Next 3-Month Plan:

