

# 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**

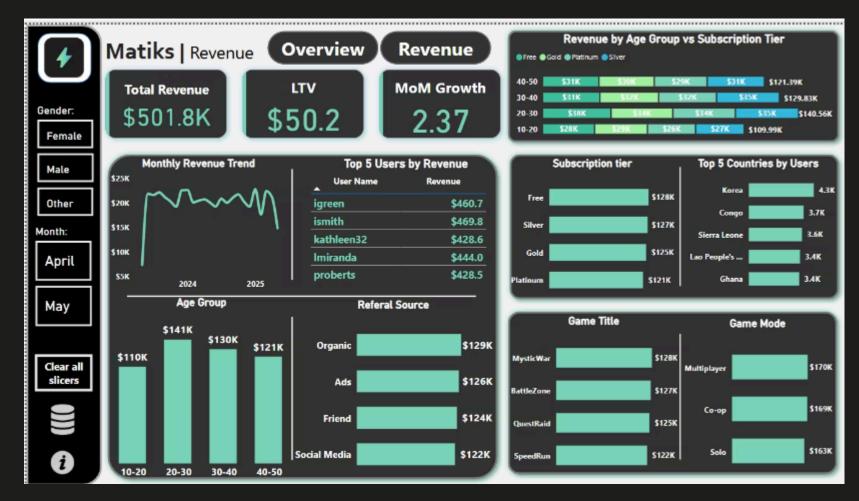
Actionable insights to drive sustainable growth and revenue.

# 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:**

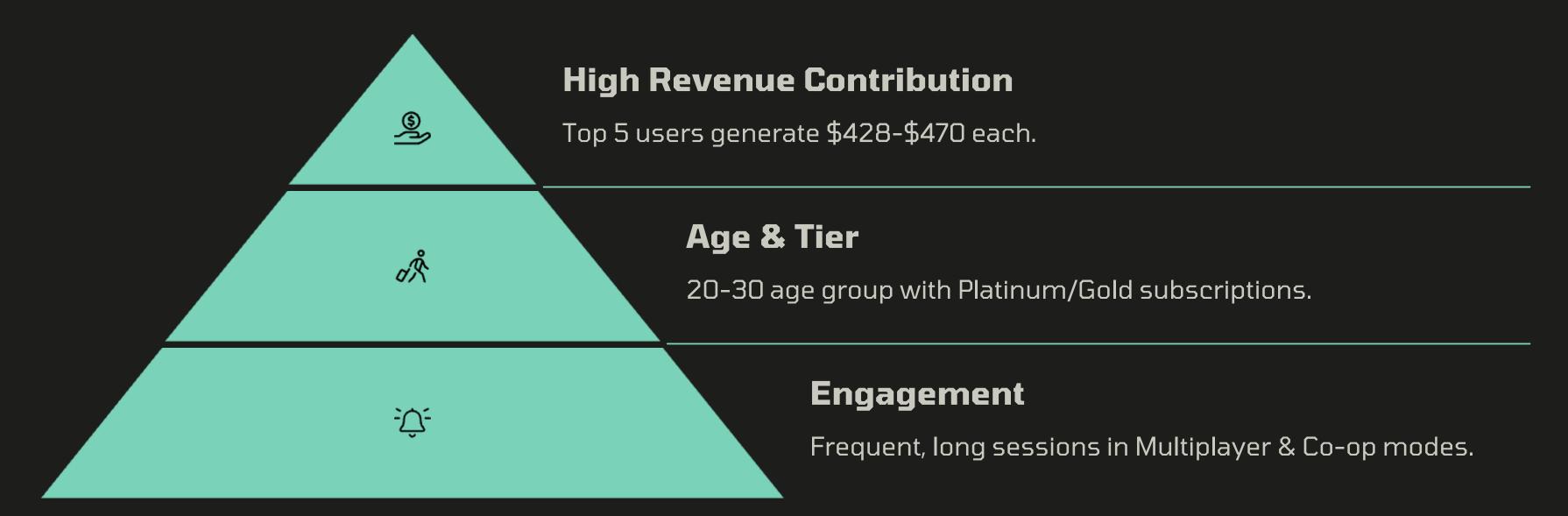
### Geographic Opportunities:

- 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:**

### Enhance Onboarding experience

Focus on showcasing the benefits early to improve engagement and retention.

### **Upsell Free Users**

Conduct campaigns
highlighting premium perks
and exclusive content to
increase paid users.

#### **Churn Reduction**

Implement loyalty bonuses, and personalized challenges to decrease churn rate.

#### **Geo Focus**

Tailor marketing and content for top 5 countries:
Korea, Congo, Sierra Leone,
Lao, and Ghana.

# Data Driven Decision

Conduct:

ongoing cohort analysis

A/B tests

to validate strategies and optimize performance.

