DATA ANALYSIS: USER ENGAGEMENT

ÁLVARO BENÍTEZ MATEO

HTTPS://GITHUB.COM/BM-ALVARO/LUDICRUM-ABM-TASK

PROJECT RECAP

WHAT IS IT ABOUT?

Users' match predictions for Euro 2024 and Copa America.

HOW DID IT WORK?

Users predicted match scores: full points for exact, partial for correct outcome.

OBJECTIVES

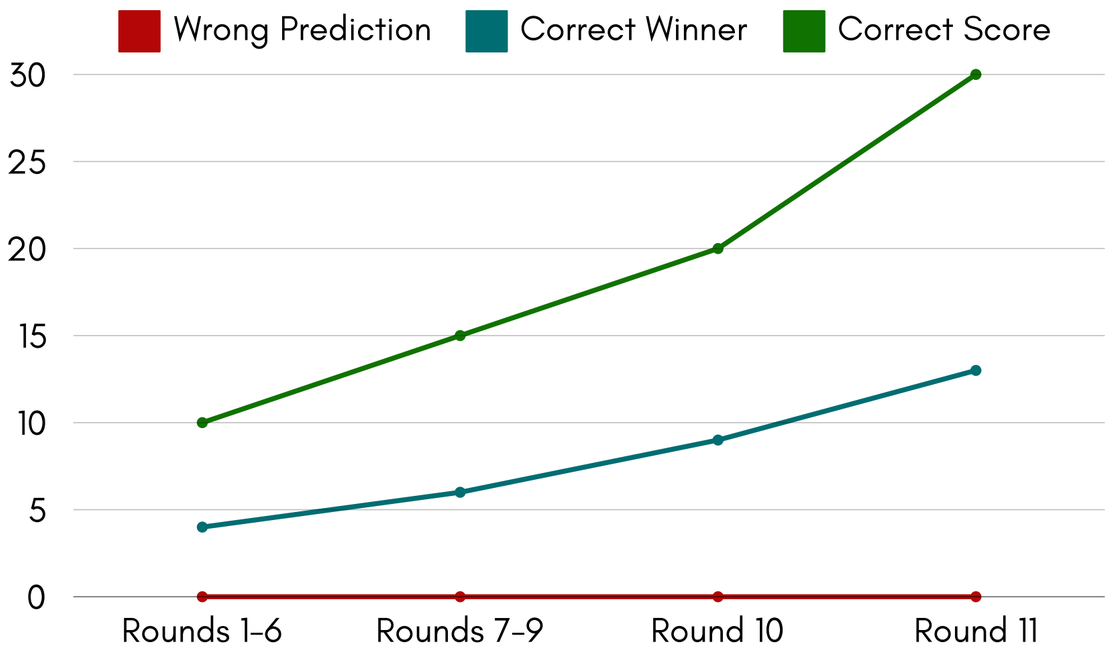
Analyze the prediction accuracy and the user behavior.

FINAL GOAL

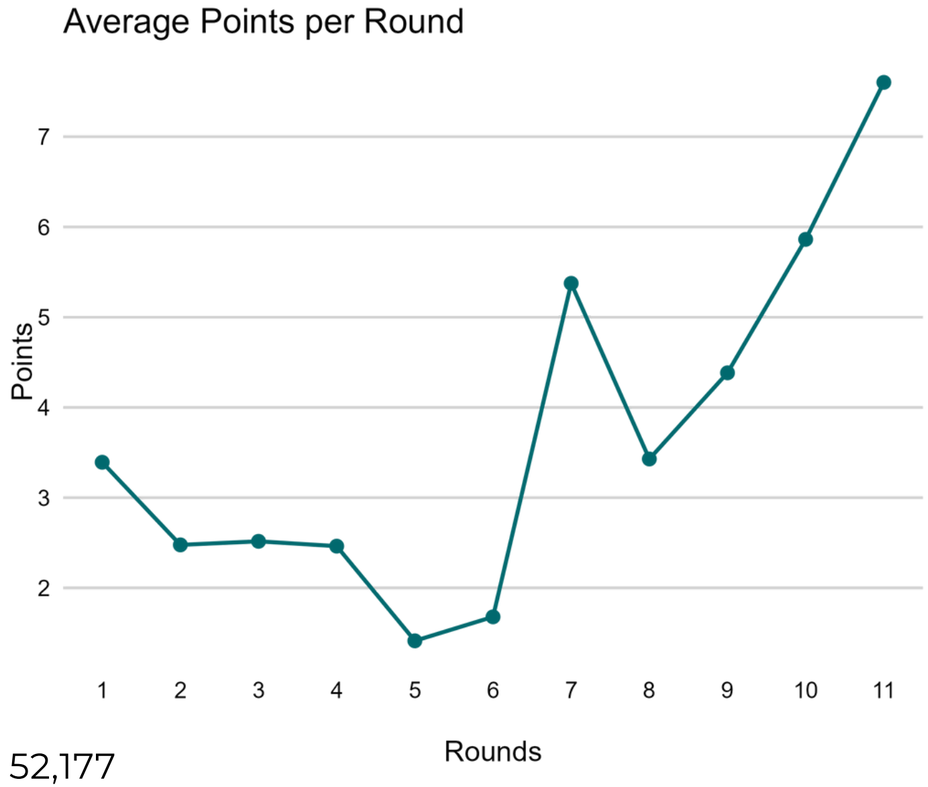
Uncover insights to inform and support future business decisions.

PRELIMINARY ANALYSIS

HOW MANY POINTS WERE AWARDED?



AVERAGE OF **POINTS PER ROUND:**

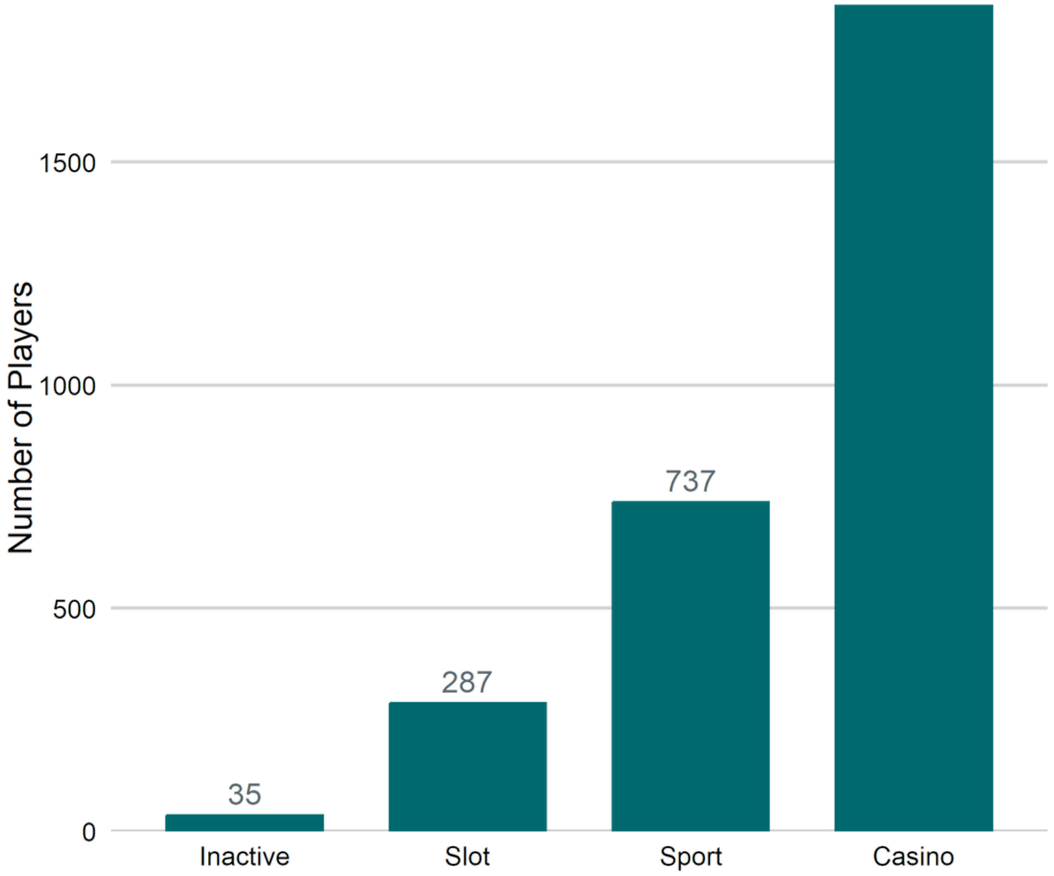


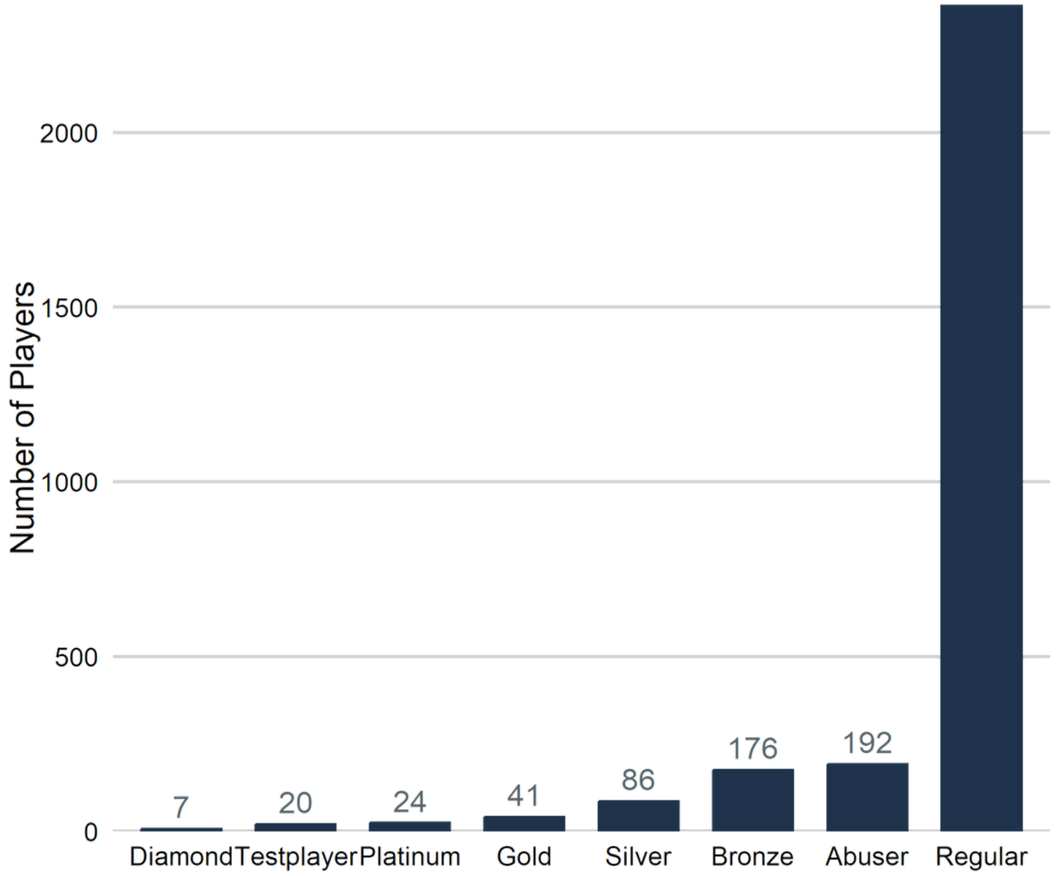
Total **number** of **predictions**: 52,177

Number of **players**: 2,912

PRELIMINARY ANALYSIS

WHAT WAS THE **PLAYERBASE PROFILE?**





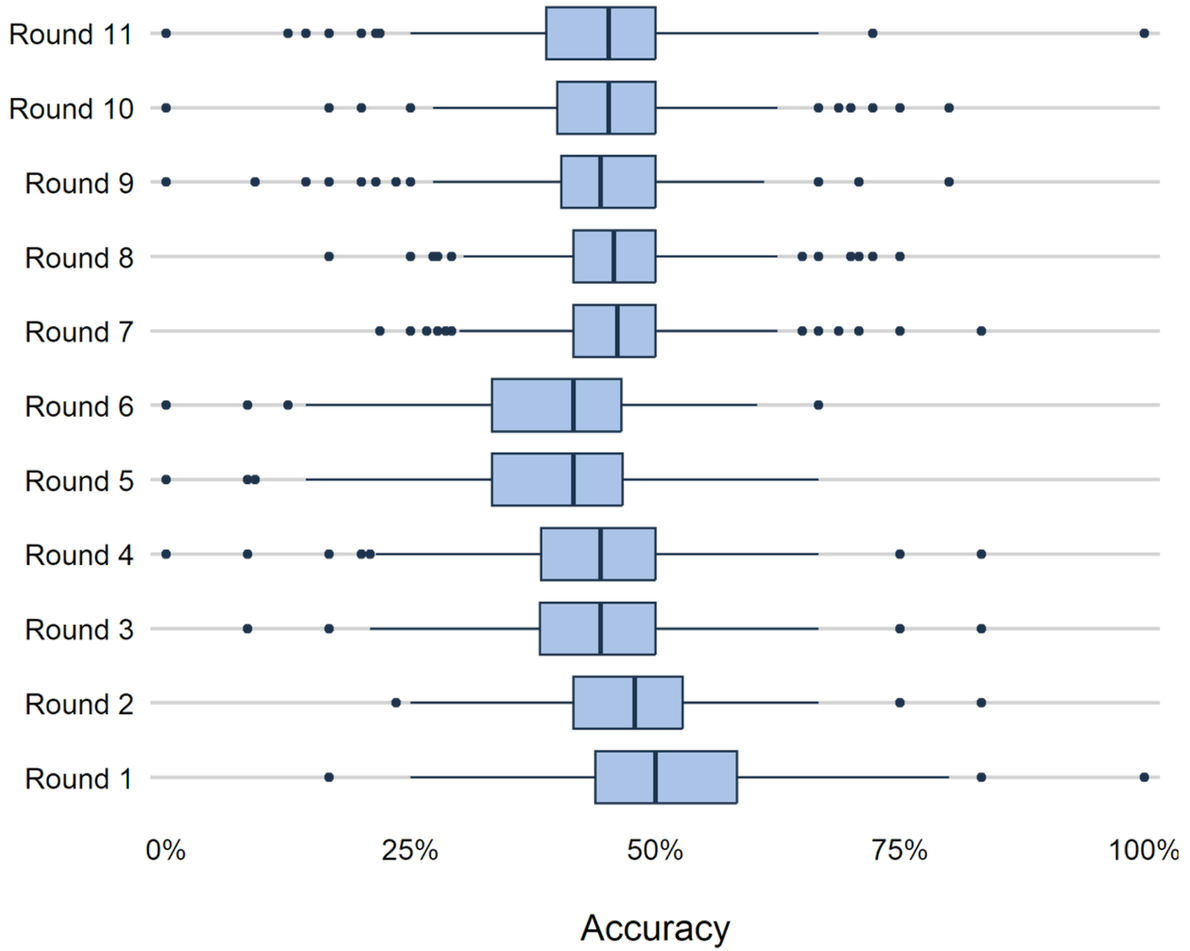
PREDICTION ACCURACY

- HOW OFTEN DID USERS PREDICT CORRECTLY?
- WAS ACCURACY DEPENDENT ON CATEGORY AND TYPE OF PLAYER? HOW MUCH?

PREDICTION ACCURACY

HOW OFTEN DID USERS PREDICT CORRECTLY?

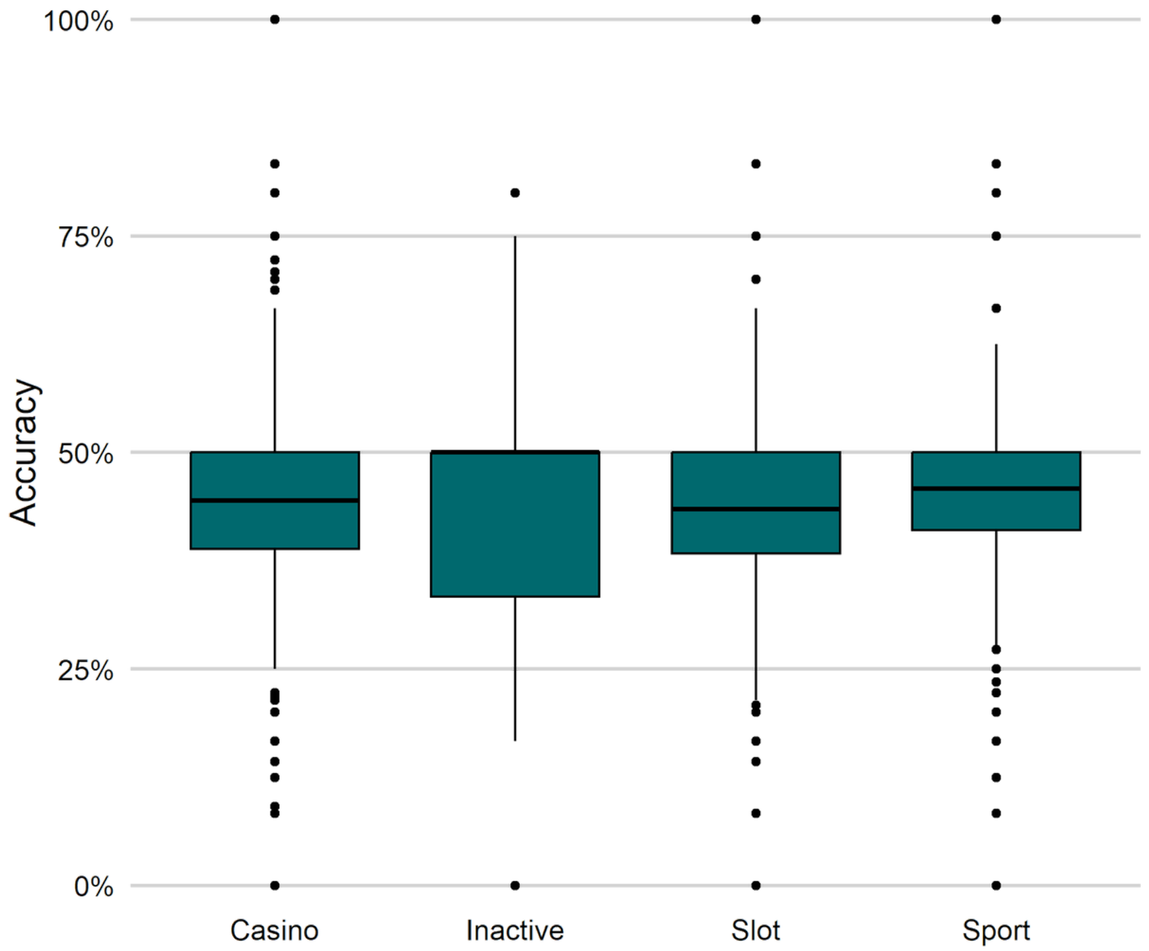
- **Overall accuracy** for all players: 44%
- **Accuracy** to correctly predict the **winner**: 32%
- **Accuracy** to correctly predict the **winner and score** of the match: 12%



PREDICTION ACCURACY

WAS ACCURACY DEPENDENT ON CATEGORY AND TYPE OF PLAYER? HOW MUCH?

DID **CATEGORY** OF **PLAYER SIGNIFICANTLY** AFFECT THE ACCURACY?

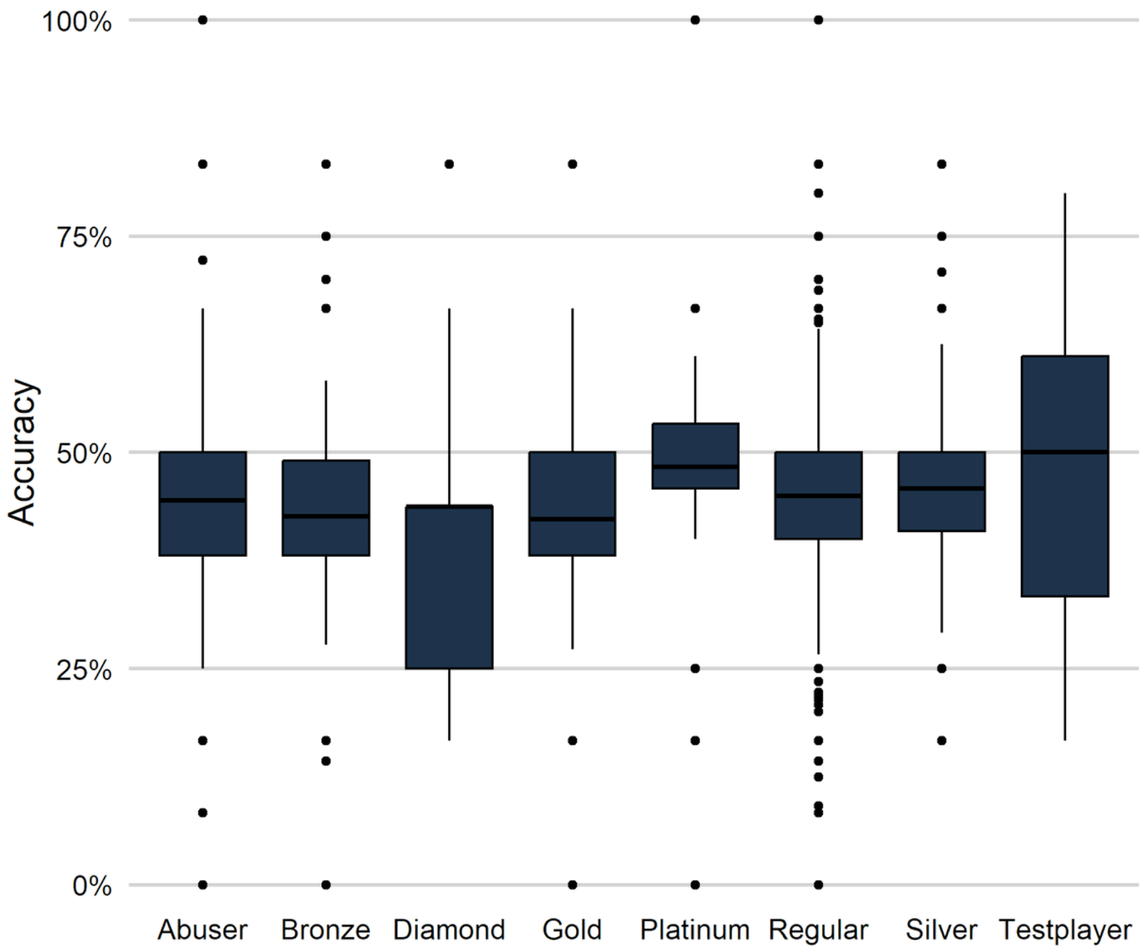


The statistical analysis is inconclusive, although it seems to suggest that there are significant differences. However, further research is needed to determine this with certainty.

PREDICTION ACCURACY

WAS ACCURACY DEPENDENT ON CATEGORY AND TYPE OF PLAYER? HOW MUCH?

DID **TYPE** OF **PLAYER SIGNIFICANTLY** AFFECT THE ACCURACY?

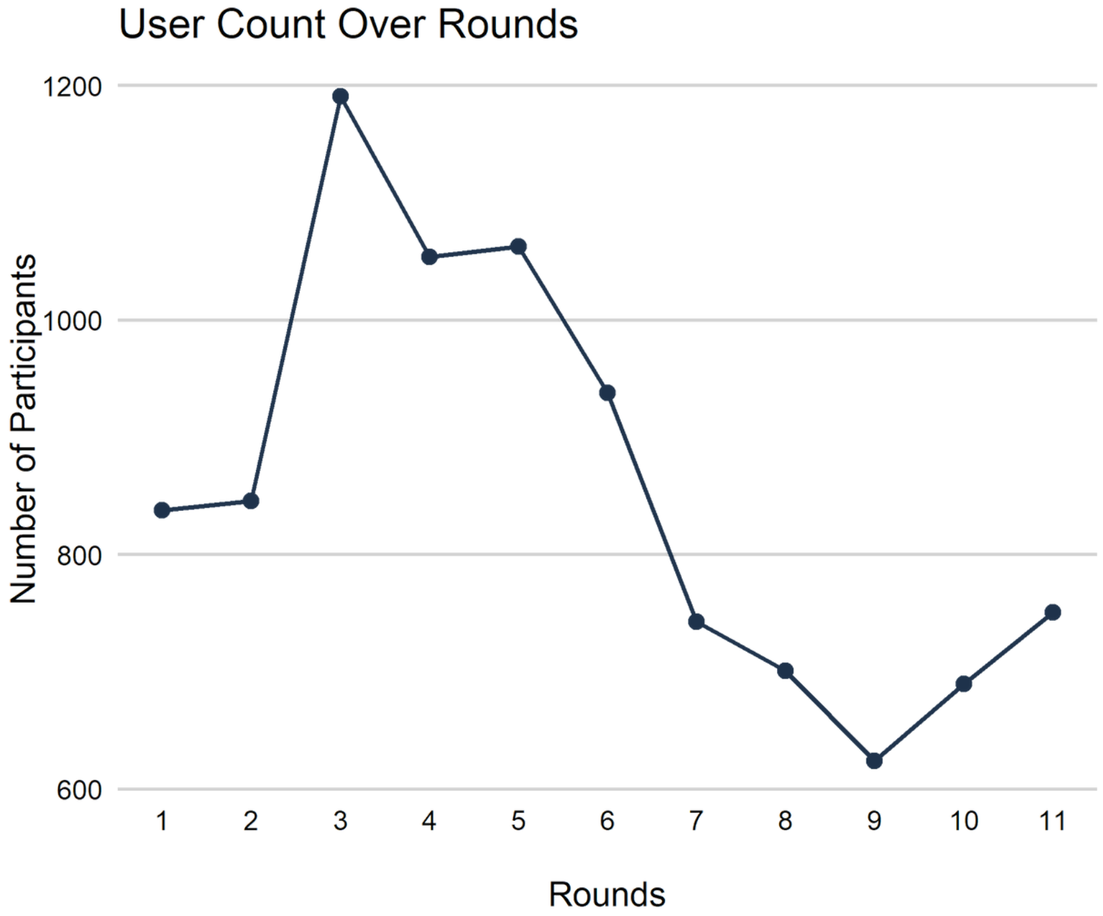


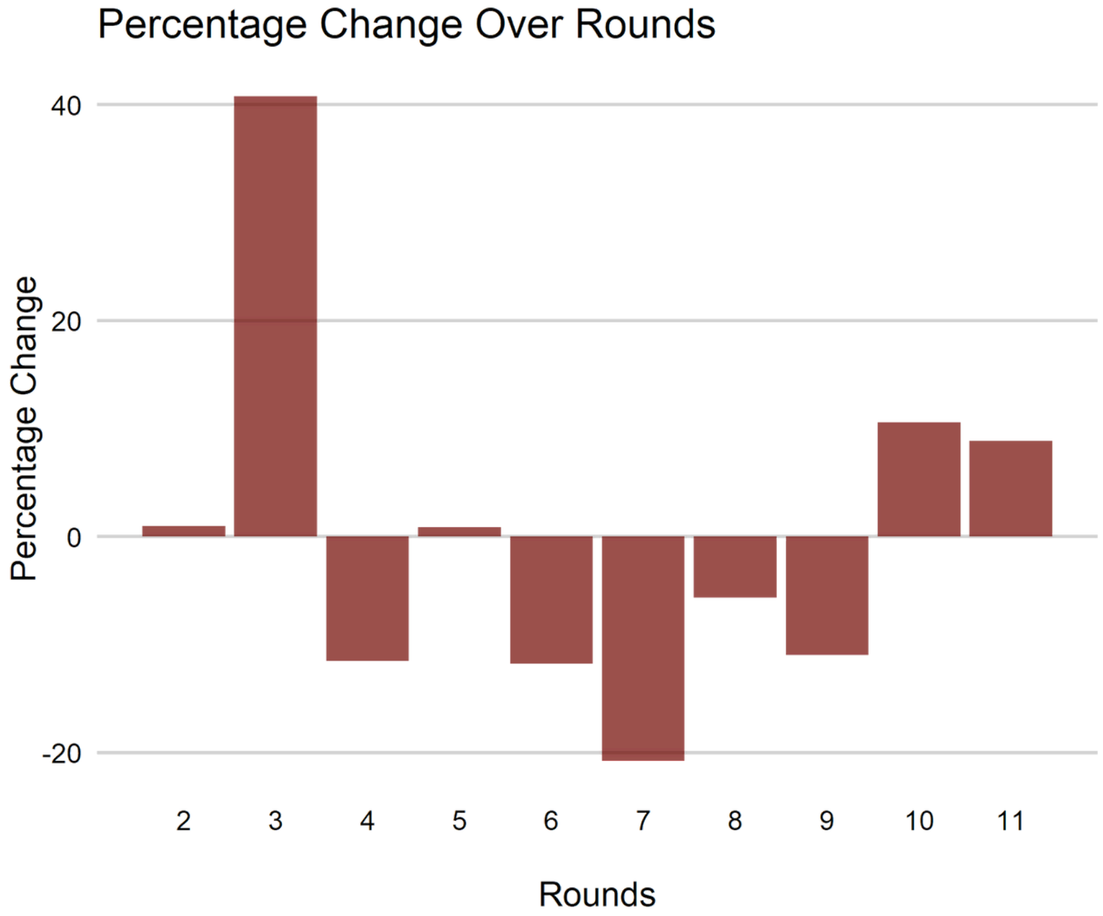
The statistical analysis is inconclusive, although it seems to suggest that there are significant differences. However, further research is needed to determine this with certainty.

USER ENGAGEMENT

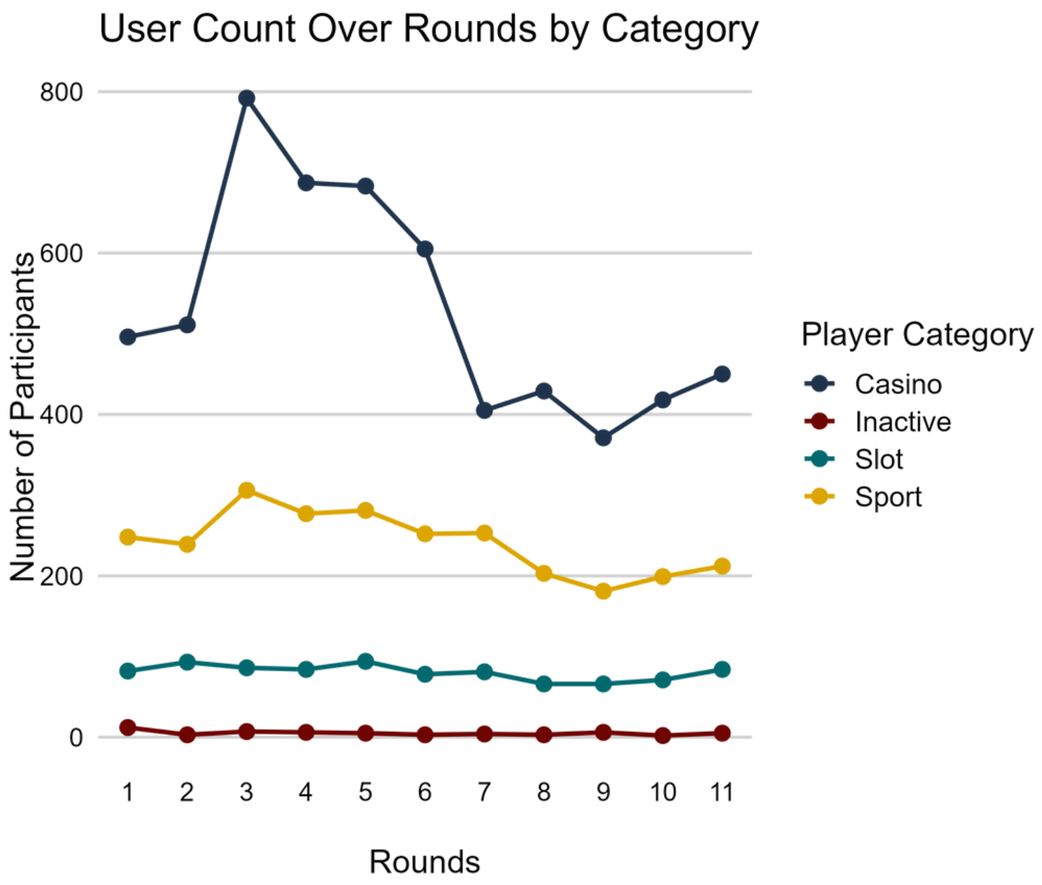
- HOW MANY USERS PLAYED EACH ROUND?
- WHAT INFORMATION DID THE SURVEY REVEAL?

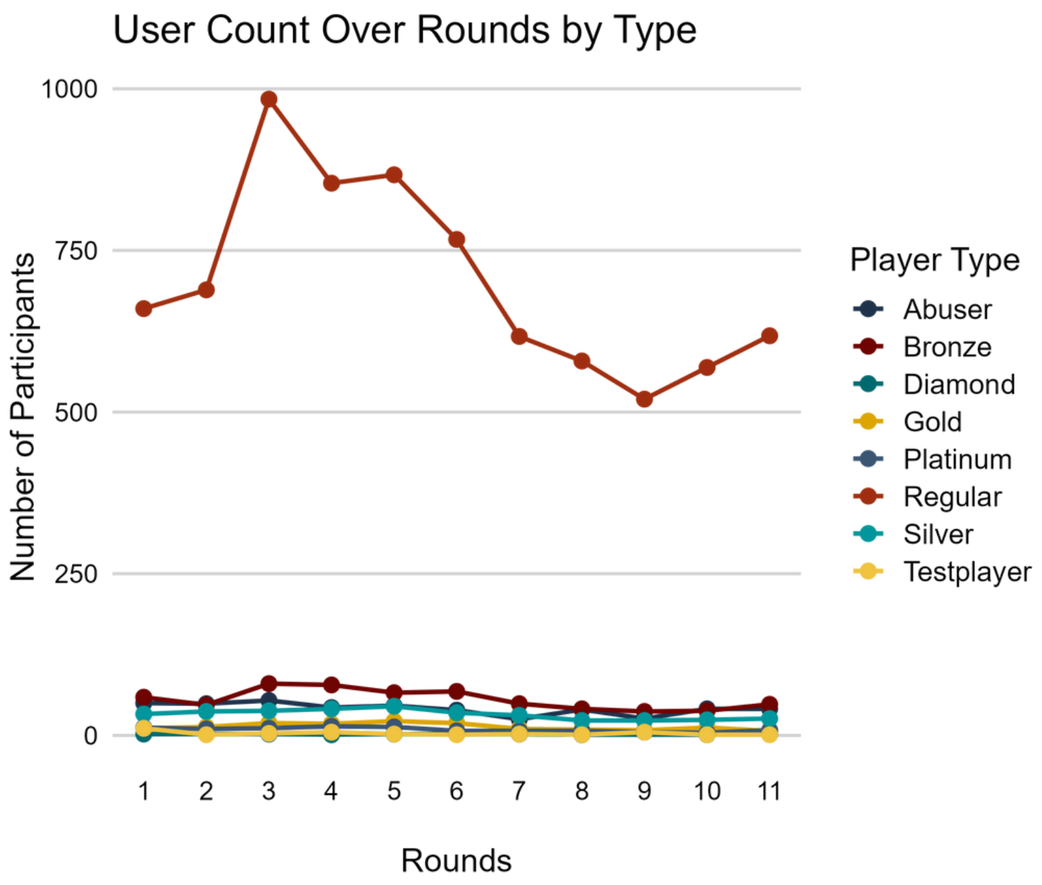
USER ENGAGEMENT





USER ENGAGEMENT





CONCLUSION

INSIGHTS AND RECOMMENDATIONS

INSIGHTS

WHAT HAVE WE DISCOVERED?

Playerbase

WHO PLAYED?

Most of the playerbase falls into the **Casino** and **Regular** categories. To better understand why this occurs, it would be beneficial to analyze data from the entire playerbase on the website, not just from the event. My hypothesis is that Casino and Regular players are generally the most common types. However, additional data would be valuable to determine whether these groups were particularly attracted to this event.

Accuracy

HOW OFTEN WERE USERS **CORRECT**?

Overall accuracy, taking into account both people who only correctly predicted the winner of the match and those who predicted also the score, was **44%**.

WHAT **TYPE OF PLAYER** HAD THE **BEST ACCURACY?**

Accuracy was expected to be around 50%. However, I hypothesized that certain user categories, such as those classified as 'Sport Users,' might achieve higher accuracy due to their deeper knowledge of the games and tournament. Further research is needed; a larger sample of users with more metadata could allow for better segmentation, leading to more informed business decisions.

Engagement

HOW MANY USERS **PLAYED**? FOR HOW LONG?

A **total of 2912** players used this feature. The highest **peak** of users was reached in **round 3**, with 1,191 players. After that, engagement declined, with almost every round from 4 to 9 seeing a **reduction of around 10%** in the number of players compared to the previous round. However, there was a significant **uptick in rounds 10 and 11**, where the number of players nearly matched that of the first round. Uptick in rounds 10 and 11 may have been caused by the importance of the semifinals and finals. **Casino** and **Regular** players had the **greatest variation** in engagement.

RECOMMENDATIONS

RECOMMENDED ACTIONS FOR FUTURE IMPROVEMENTS

ENHANCE USER RETENTION STRATEGIES

- Implement rewards or challenges to keep users engaged.
- Try to replicate the hype from the final rounds and emphasize importance of middle tournament rounds.

SEGMENT AND TARGET USERS

- Utilize data from different player categories to better segment the user base.

“CASINO” AND “REGULAR” USERS

- Develop personalized incentives for Casino and Regular players

.

- Establish regular feedback loops with these players to gather insights into their experience.
- Launch targeted marketing efforts aimed at these users.