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Sent: Tue, 4 Feb 2020 17:16:32 +0000 (UTC)
To: team-status <[REDACTED]>; Project-Status <[REDACTED]>; Online-Leads <[REDACTED]>; Online-Analytics <[REDACTED]>; Walter Kong <[REDACTED]>; Lowell Vaughen <[REDACTED]>
Subject: Analytics Insights Weekly - 2/4/20

DEFENDANT A	United States District Court Northern District of California
	Case No. 4:20-cv-05640-YGR
	Case Title <i>Epic Games, Inc. v. Apple, Inc.</i>
	Exhibit No. DX-5535
	Date Entered _____ By: _____, Deputy Clerk

Key Insights from Analytics the Past Week:


- Split screen functionality in Fortnite continues to drive new players and is responsible for about 2.3 million new accounts since feature launch.
- Fortnite players who play on mobile are the most likely to play on other platforms (~38%). Players who play on PS4 are least likely to cross progress (~29%).
- By platform, PS4 has the highest active percentage of players in Fortnite Arena mode. But PC has the highest percentage having played in a tournament.

Complete Status Update:


Products:

Fortnite:

- Analyzed the latest stats for split screen. The functionality continues to drive new players and is responsible for about one third of our additions since launch. In squads & duos, splitscreen usage has stabilized at about 10-12%.

 https://lh6.googleusercontent.com/a7l0JiHXWeZ97Ib7MGkb-hfzXfa_1se6QDlstQ51wnGR009gUgGqeAqUU0BJdui2XrhjGiWMTHdV19NGjLoK8mLIhtUck1__NXI3gAsBcTb5_7XyPMzdIIeUmzPKWVt-

- Queried cross progression (cross progression = you play on different platforms) data. Players of mobile (read from the left column) are the most likely to have cross progressed (38%), while players of PS4 are least likely (29%).

 <https://lh5.googleusercontent.com/D1WVdfs9wV4SW5hzWWgln8Z7hTVVhiNSjXCxteUy8hHxQNoBRf5WROLDQtscakG5fmsAzyjqL->

- Built initial views for competitive (arena, cash cups, etc) KPIs. Selected Insights: 1) Fortnite has 65M accounts that have played at least one arena game. 43M (63%) remain active in the last 30 days. 2) Countries like Israel, Denmark, and France index highly on Arena play, while countries like Korea, Indonesia, and Philippines index lowly. 3) By platform, PS4 has the highest active percentage of players in Arena. But PC has the highest percentage having played in a tournament.
- Built internal editor analytics workbook. Displays: records by P4 stream, loading trends by loading name and build, LoadMap leaderboard by map name, LoadMap trends by map, OpenAssetEditor leaderboard by asset type, SlowTask leaderboard, TotalEditorStartup leaderboard by whether Live Coding is enabled and using Fast Load, and CPU InitializeEditor leaderboard. Can help identify bottlenecks and slow loads.
- Drafted MVP funnel analytics for Valkyrie. Would allow creators to create their own funnels for specific steps they are hoping players to follow within their game modes.
- Verified Lazarbeam did not have the longest solo match. He had a custom game with followers funneling him healing items. But he was beat even in non-custom matches, for example when there was a bug last October that let players get super fast infinite healing by walking against a player built wall in Slurpy Swamp. Many players exploited this for free wins - in some cases, multiple players were attempting this in the same game and held a standoff.
- Updated match metadata, and elo and match-level activity, workbooks. Match metadata workbook shows materials expended over time distributions, as well as distance traveled. Elo and match-level activity workbook shows skill distribution, placement & survival, median ELO & MMR, damage, eliminations, building, and social metrics.
- Delivered template query to assist in ModSquad's trafficking of creative islands.

Battle Breakers:

- Investigated traffic driven by the Battle Breakers SAC program. Created dashboards for deep dive into supporter populations, including creator level SAC metrics. FG3000 and VashenZ are top creators.

Teams:

E-Commerce & Fraud:

- Queried free coupon claims. Found that passively granted coupons are less effective in converting.
- Queried free holiday games by IP data to inform what rate limitation is most useful. The current rate limitation is 3 orders per IP in 5 minutes. The data shows over 118K accounts who had claimed more than 3 orders in a single minute. The team is considering changing the threshold to a minute as a result.
- Analyzed Xsolla payment methods in Korea and Indonesia, shortlisted payment methods with fewer transactions and high fees that can be removed.
- Built a workbook for max spend per purchase. Will help inform pricing decisions based on areas where we can infer the sensitivity curve.

Data Science:

- ELO prediction model: finalized feature generation and target definitions.
- Churn model: Deployed churn model improvements targeted at performance increase to elder accounts.

Upcoming Projects to Flag:

- Coordinating with publishing, engineering, and community to solidify insight into MOTD impact, and perhaps introduce basic experimentation.
- Building quest recommender proposal, to use data science modeling to recommend specific quests for players based on their history.
- Strike team further investigating mobile funnels.

What can we help your team with this year? Let us know at analytics-requests@epicgames.com.
As a reminder, the contents of this email are highly confidential. Feel free to reach out with questions, feedback, or requests.