

Game on: Revolutionizing GRID's Dashboard with Data-Driven Insights

Introduction:

Purpose:

1. To improve the current dashboard and analyze the data of a tech start-up called the GRID
2. To identify key metrics and propose a display strategy
3. To analyze user engagement and retention
4. To create templates to report 5 key data points (**Total number of registered users, Number of games created and in draft, Percentage of games being used, popular game templates and categories, User engagement metrics**) in monthly investor updates

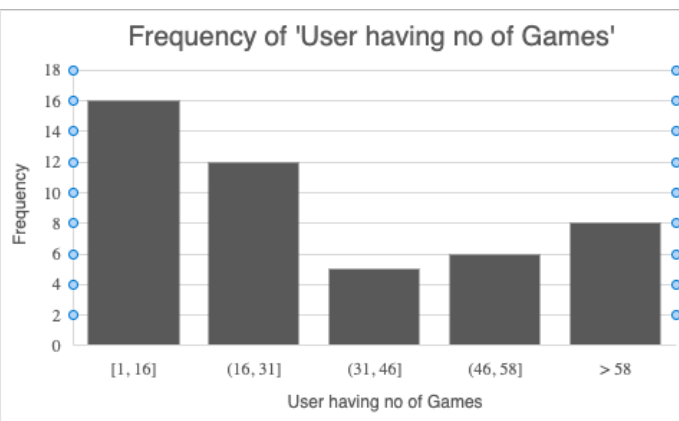
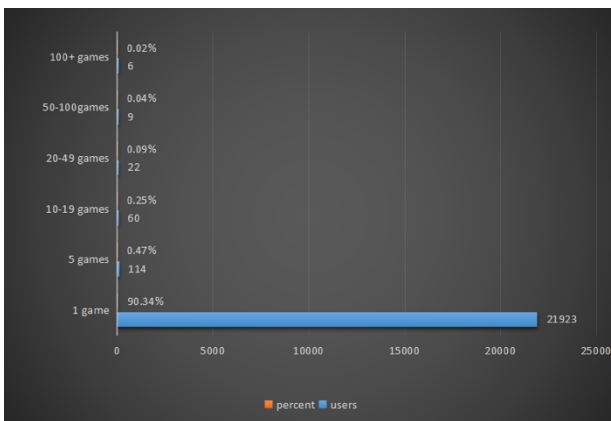
Overview:

1. The GRID is a no-code platform for creating, sharing, and monetizing **web3 video games**.
2. The company has **42k+ users** from **84+ countries** creating and playing **5k+ video games** on the platform.
3. **21923** users create **1** game.
4. **90.6%** of the games were being used, while **68.6%** of games were created but only **31.4%** were in draft.
5. **84.1%** of the games use sound, while **15.9%** do not.

Key findings:

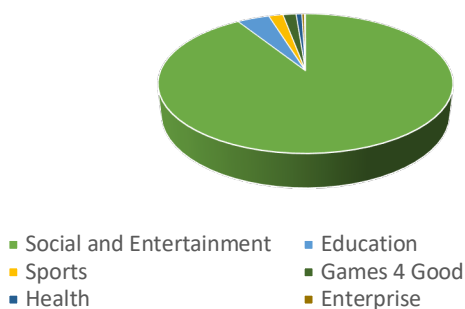
1 User Behavior Analysis

- There were **42,000+** users from **84+** countries who have created and played **5,000+** video games on the platform.
- Users have made the greatest number of games:
 - 21923 users** with **1 game**
 - 114 users with more than 5 games
 - 60 users with more than 10 games
 - 22 users with more than 20 games
 - 9 Users with more than 50 games
 - 6 Users with more than 100 games
 - 1 user** with the **maximum 231** games.

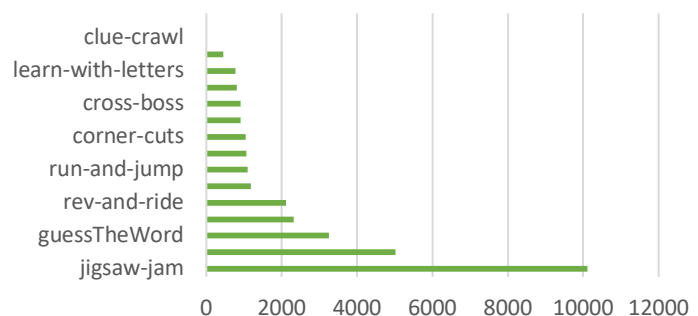


- 90.98%** of the games were created as social and entertainment categories, and **24.58%** of the users prefer Jigsaw-jam.

Categories of Games



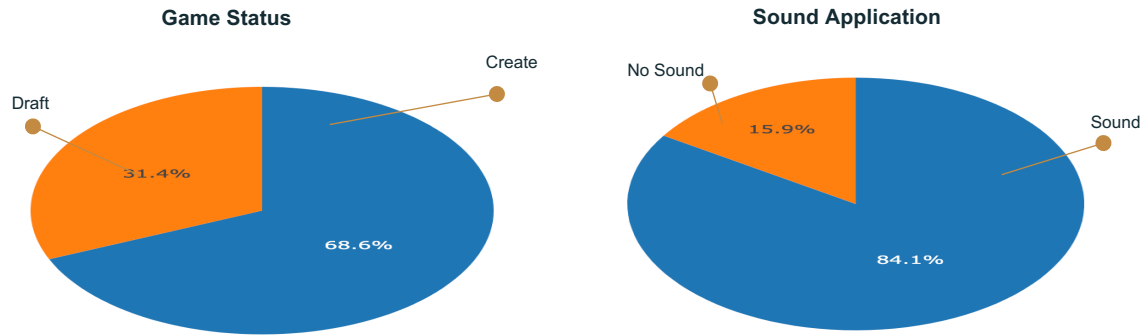
Preferred Games



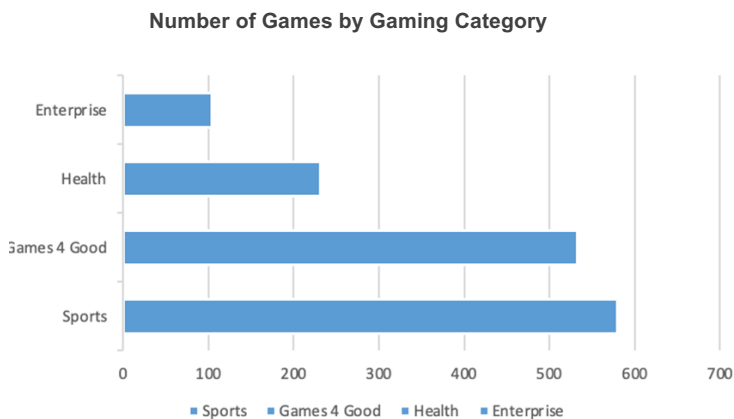
2 Game Creation Analysis:

- 68.6%** of the games were created but **31.4%** were in draft.

- **84.1%** of the games use sound, but **15.9%** have no sound.



- **40.5%** of the users prefer Sports, but only **7.69%** of the users prefer Enterprise.



- Game Usage and Sound Preferences:
Top **10** sounds:
sounds/8017241-651183.mp3
sounds/1646325968361-200445747-sting.mp3
sounds/1649869645268-442277065-bensound-clearday.mp3
sounds/7742128-834104.mp3
sounds/7588197-193135.mp3
sounds/1207919-563338.mp3
sounds/7071169-812830.mp3
sounds/1645854745791-71661440-bensound-anewbeginning.mp3
sounds/1649870219392-65900406-bensound-happyrock.mp3
sounds/7031912-179158.mp3

Top most Sound Used

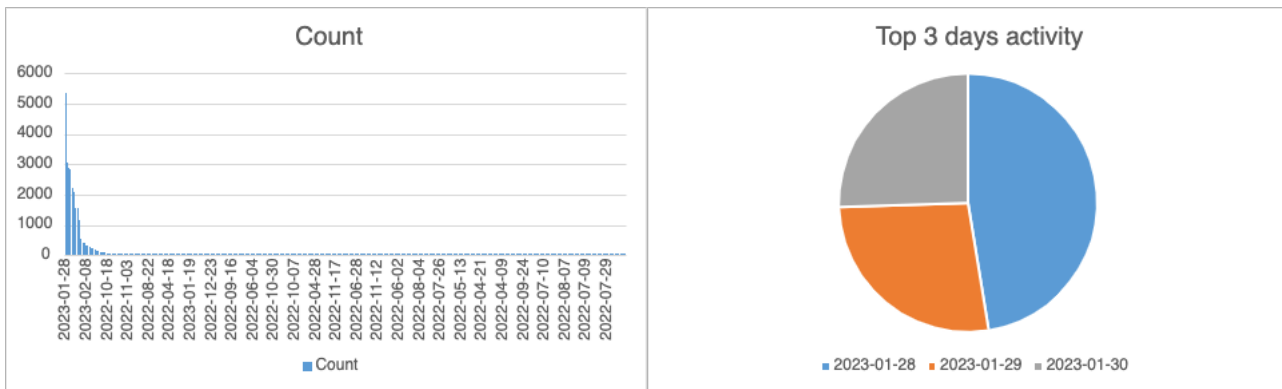


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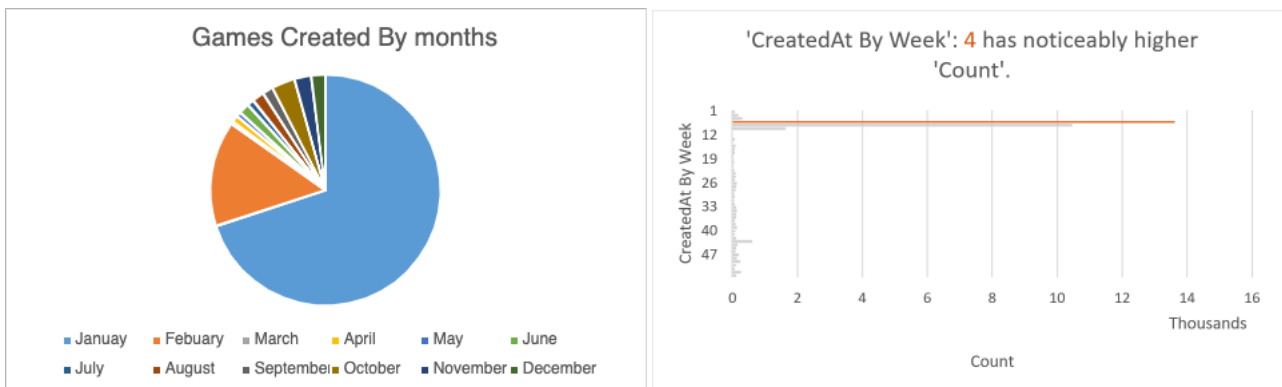
3

Insights into Seasonality

- On **January 28, 2023** users created the most games, reaching **5376**.



- 69.97%** of the games were created in **January**, but only **0.3%** of the games were created in **March**.
- In the **4th** week the most games were created.



Conclusions:

1. GRID's engagement metrics were strong:
 - **90%** of created content is active
 - Over **20,000** unique users were part of the community
 - Only **31%** of content is in draft form, indicating high user retention
2. Sound is crucial for successful game execution:
 - **84%** of active content use sound effects
 - Consider offering sound advice or tutorials for developers
3. Social and Entertainment categories were popular for student-created content, but Jigsaw Jamming also shows promise:
 - Potential growth opportunities exist in the Jigsaw Jamming sector
 - Continued focus in this direction could lead to partnerships and expansion