Decoding a Game's DNA

Evaluating Game Potential through Retention Metrics

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Introduction

Background

Need to understand a Game's DNA

Objective

Review of retention rate metric and why it matters

Goal

Determine which game has the most potential for success

Methodology

Dataset: 40,000 unique users (10,000 per game)
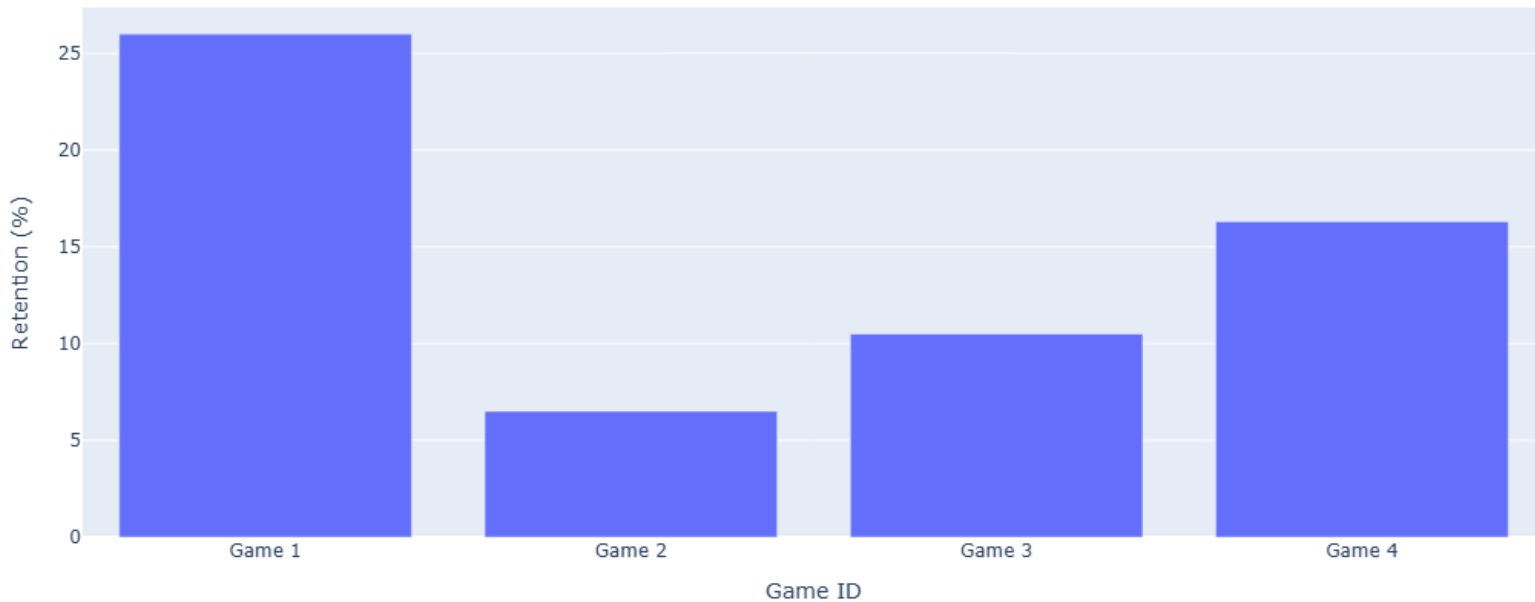
Key Metrics:
- Playtime: Minutes played in first session
- Retention: If user returned (Yes/No)

Goal: Identify which of 4 games shows strongest success potential

Retention Analysis by Game
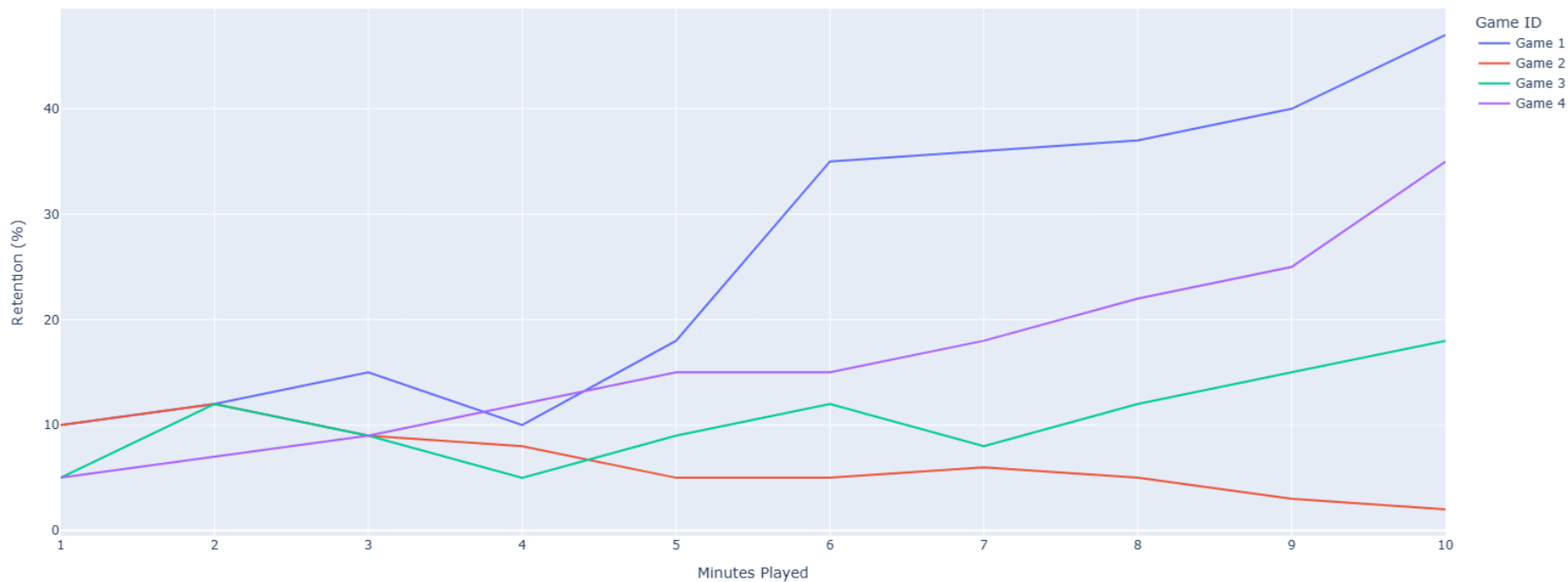
Retention Rate by Game

Retention Analysis by Game

- **Game 1** with highest retention rate of **26%**

- **10% higher** than second-place game

- Over **1 in 4 players returned** to Game 1

- Shows **strong engagement** capturing players interest early

DNA Retention Curves

Retention vs Playtime per Game

DNA Retention Curves

- **Game 1** again shows highest potential

- Has the **strongest DNA** with the **steepest retention curve**

- Can **engage players** well, especially from the 5th minute of gametime onwards

Discussion

Game 1 shows **strongest retention** and **growth potential**

It stands out with:

- The highest overall **retention rate** at **26%**
- The **steepest retention curve** with retention increasing the most with playtime

Limitations

Small data sample ★

- 10k installs per game

- **>40k installs** for robust conclusions

Limited context

- No information on **lifecycle**

- Important for determining **ROI**

Conclusion and Next Steps

- **Game 1** clearest winner with highest potential for success

- Shows **strong DNA** with best early engagement

- More **data collection** and consideration of factors such as **game lifecycle** required before further investment

Thank you!

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