**Problem:**

The performance of Game A.

Comparing to Game B how well it performed.

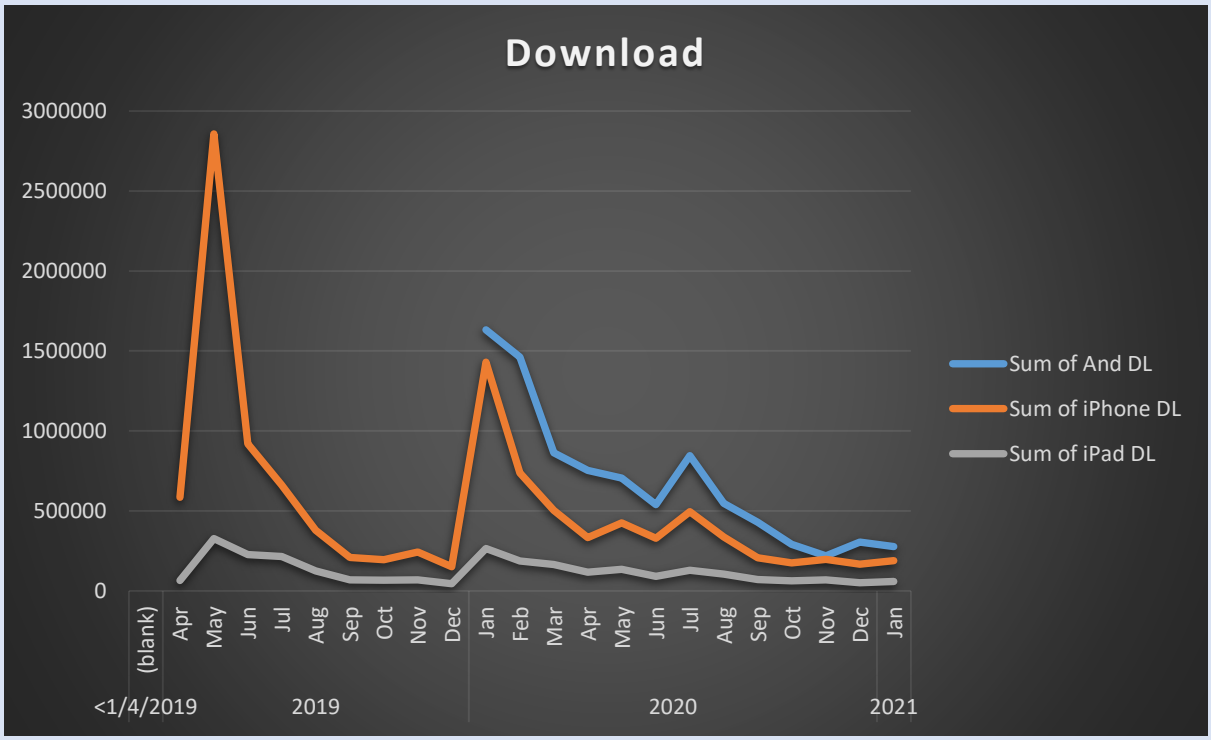
Strategy effectiveness in term of Game A

**Company A**

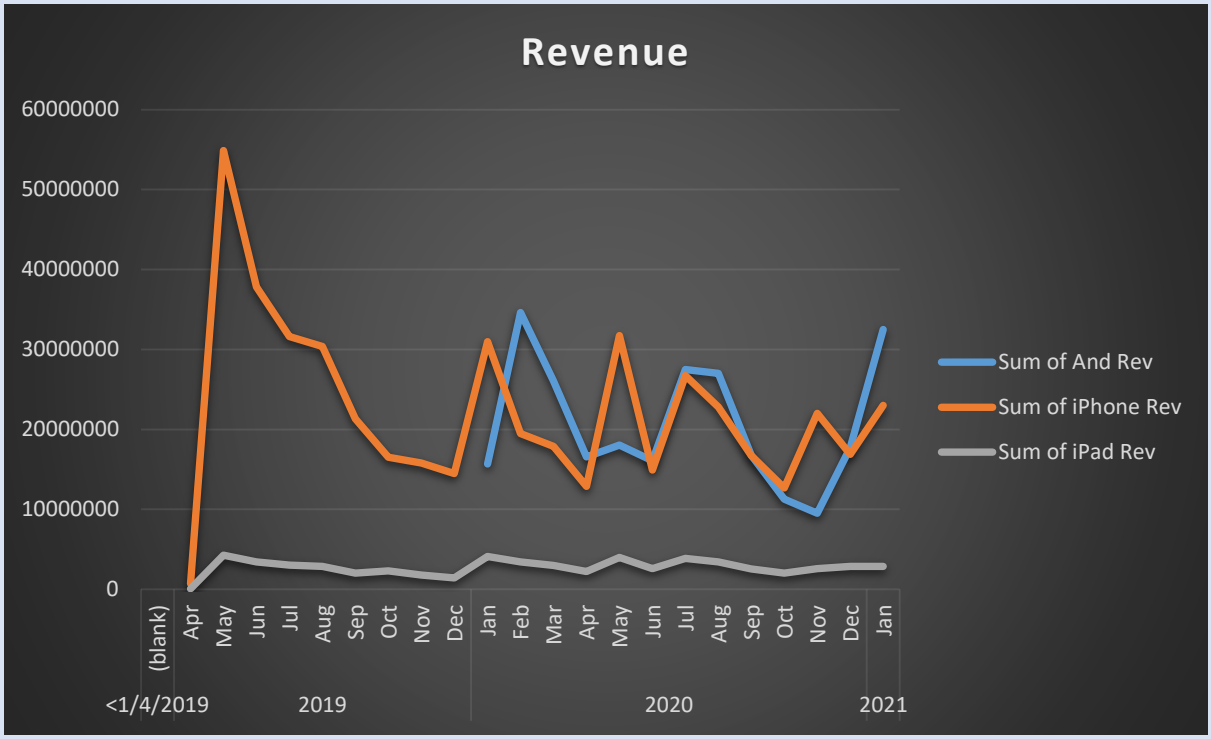
Comparing the correlation of download and revenue between different platform. The correlation is high among each dimension. So the trend of each platform tend to be same. Download and Revenue in overall have high correlation.

| | *And DL* | *And Rev* | *And ARD* | *iPad DL* | *iPad Rev* | *iPad ARD* | *iPhone DL* | *iPhone Rev* | *iPhone ARD* | *Total DL* | *Total Rev* |
|---|---|---|---|---|---|---|---|---|---|---|---|
| And DL | 1.00 | | | | | | | | | | |
| And Rev | 0.78 | 1.00 | | | | | | | | | |
| And ARD | 0.28 | 0.41 | 1.00 | | | | | | | | |
| iPad DL | 0.97 | 0.80 | 0.32 | 1.00 | | | | | | | |
| iPad Rev | 0.84 | 0.93 | 0.37 | 0.90 | 1.00 | | | | | | |
| iPad ARD | 0.01 | 0.04 | 0.14 | 0.05 | 0.04 | 1.00 | | | | | |
| iPhone DL | 0.93 | 0.71 | 0.44 | 0.89 | 0.72 | 0.07 | 1.00 | | | | |
| iPhone Rev | 0.81 | 0.91 | 0.36 | 0.94 | 0.96 | 0.05 | 0.82 | 1.00 | | | |
| iPhone ARD | 0.20 | 0.29 | 0.48 | 0.41 | 0.42 | 0.28 | 0.40 | 0.45 | 1.00 | | |
| Total DL | 0.99 | 0.77 | 0.31 | 0.91 | 0.81 | 0.05 | 0.92 | 0.82 | 0.38 | 1.00 | |
| Total Rev | 0.82 | 0.98 | 0.36 | 0.86 | 0.97 | 0.05 | 0.72 | 0.93 | 0.43 | 0.83 | 1.00 |
| Total ARD | 0.22 | 0.34 | 0.95 | 0.47 | 0.50 | 0.19 | 0.50 | 0.51 | 0.70 | 0.38 | 0.42 |

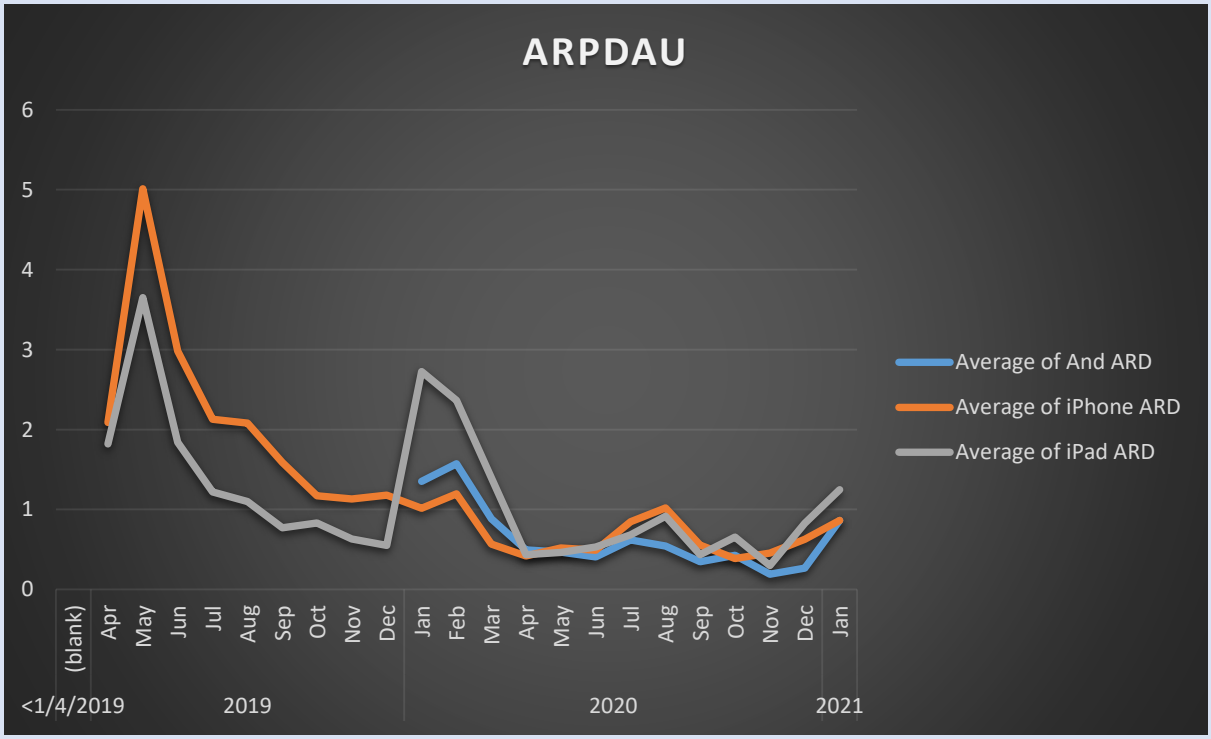
For download, android platform has the highest overall download which make sense that android os has the highest market share with 71.81%. The second is iphone and at last ipad.



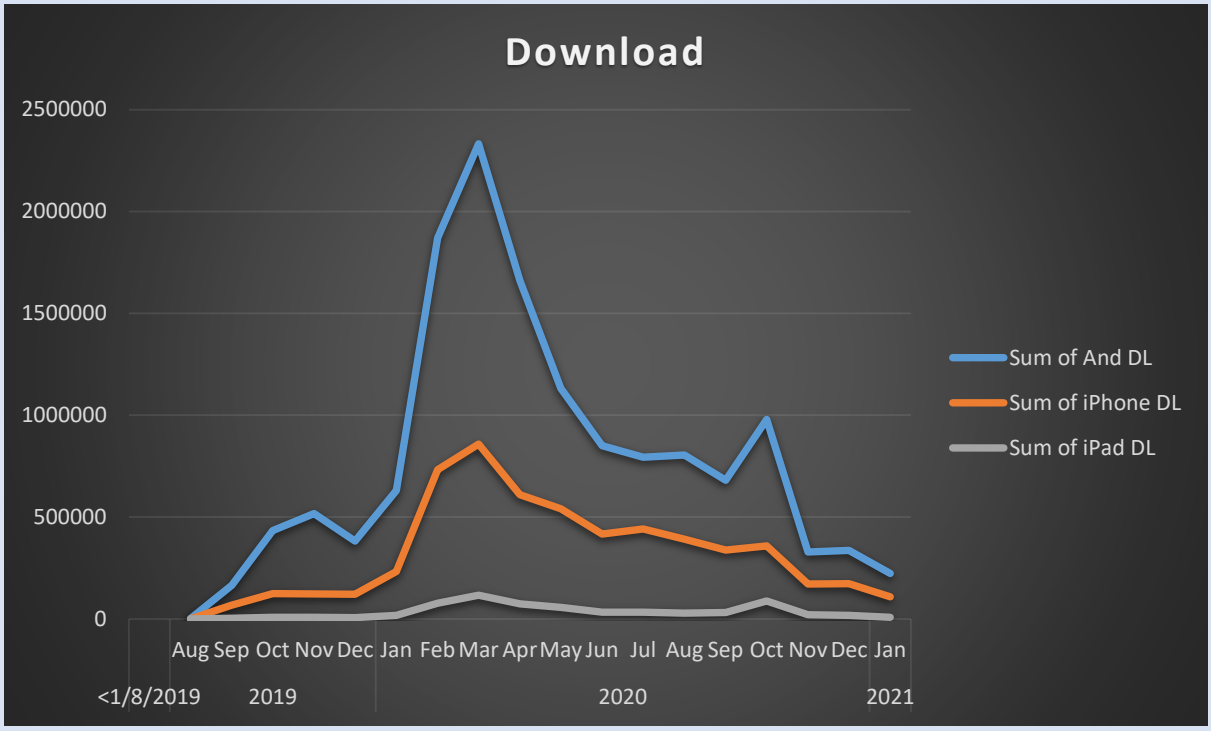
For revenue, android generate as much as iphone.

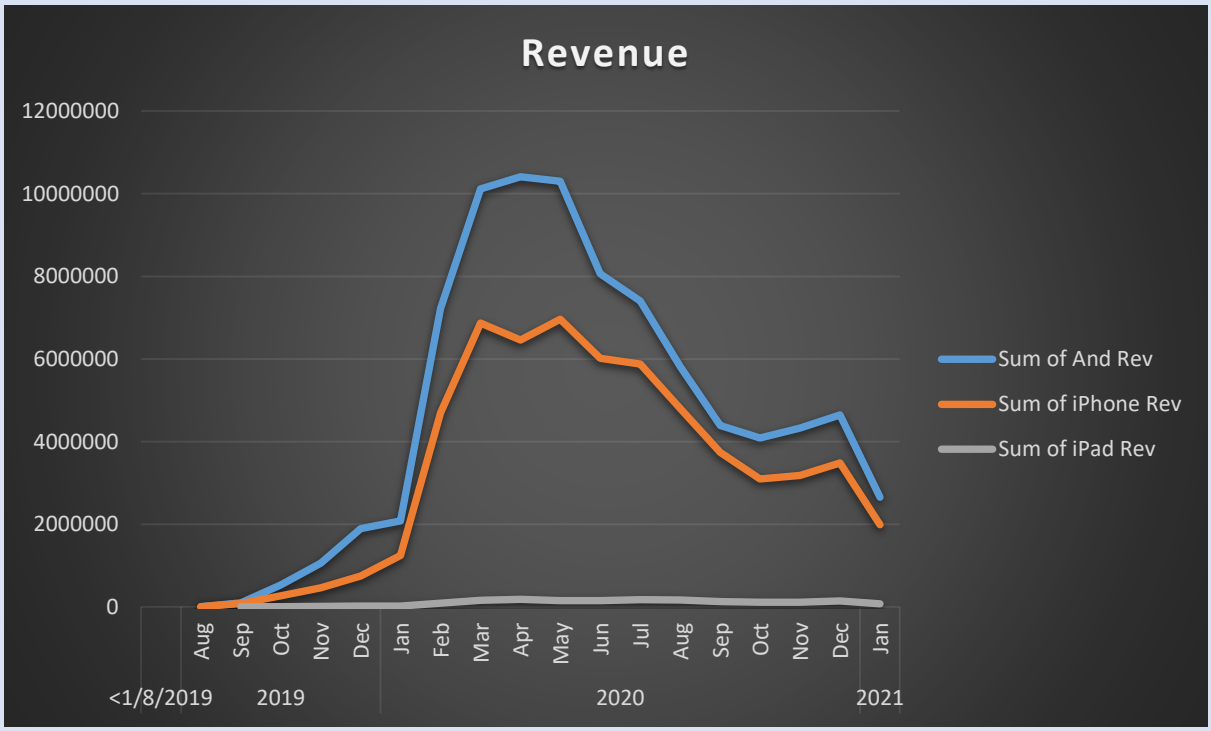


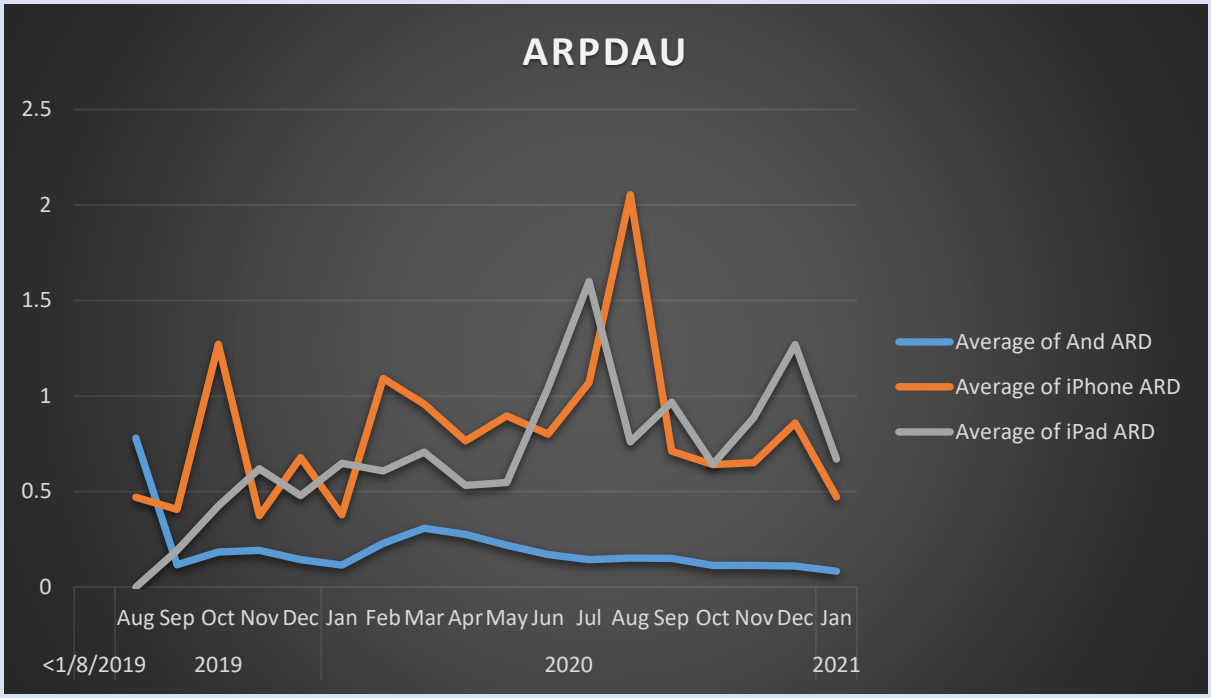

For Average Revenue Per Daily Active User or Unique User, ipad has the same rate as iphone and android come up last.



Game B

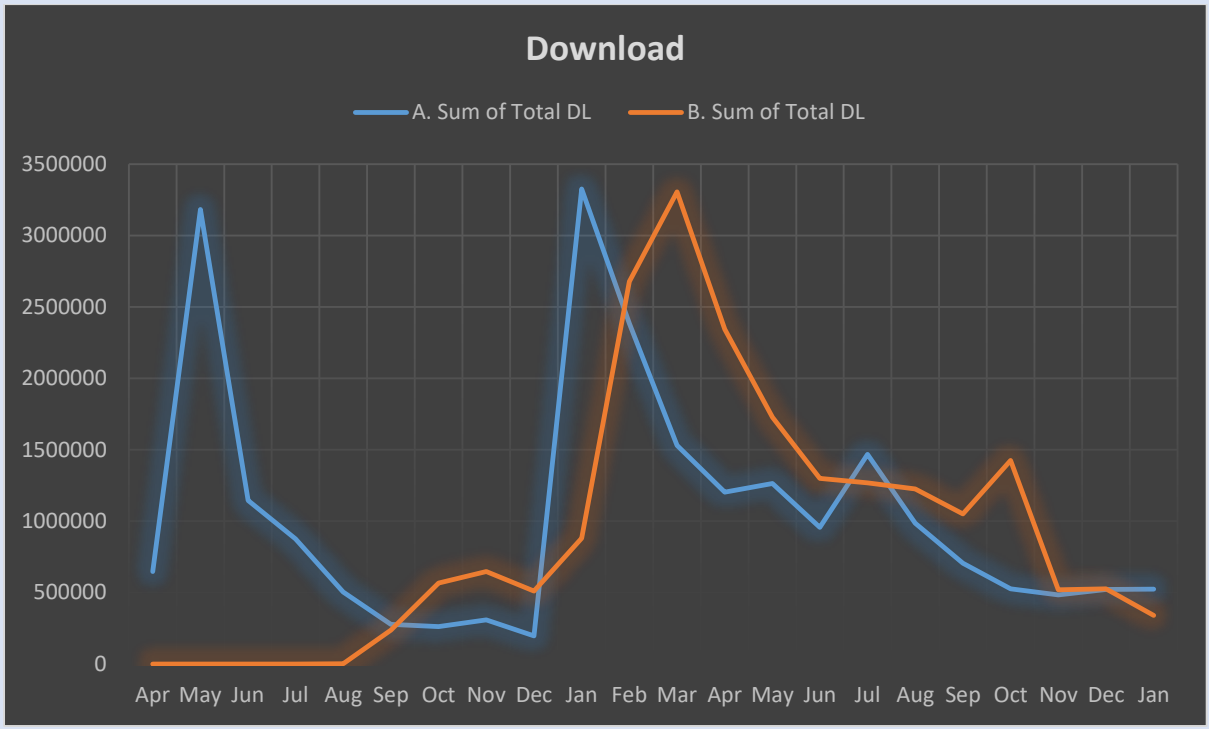

Download
2500000
2000000
1500000
1000000
500000
0
Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan
<1/8/2019
2019
2020
2021
Sum of And DL
Sum of iPhone DL
Sum of iPad DL


Revenue
12000000
10000000
8000000
6000000
4000000
2000000
0
Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan
<1/8/2019
2019
2020
2021
Sum of And Rev
Sum of iPhone Rev
Sum of iPad Rev

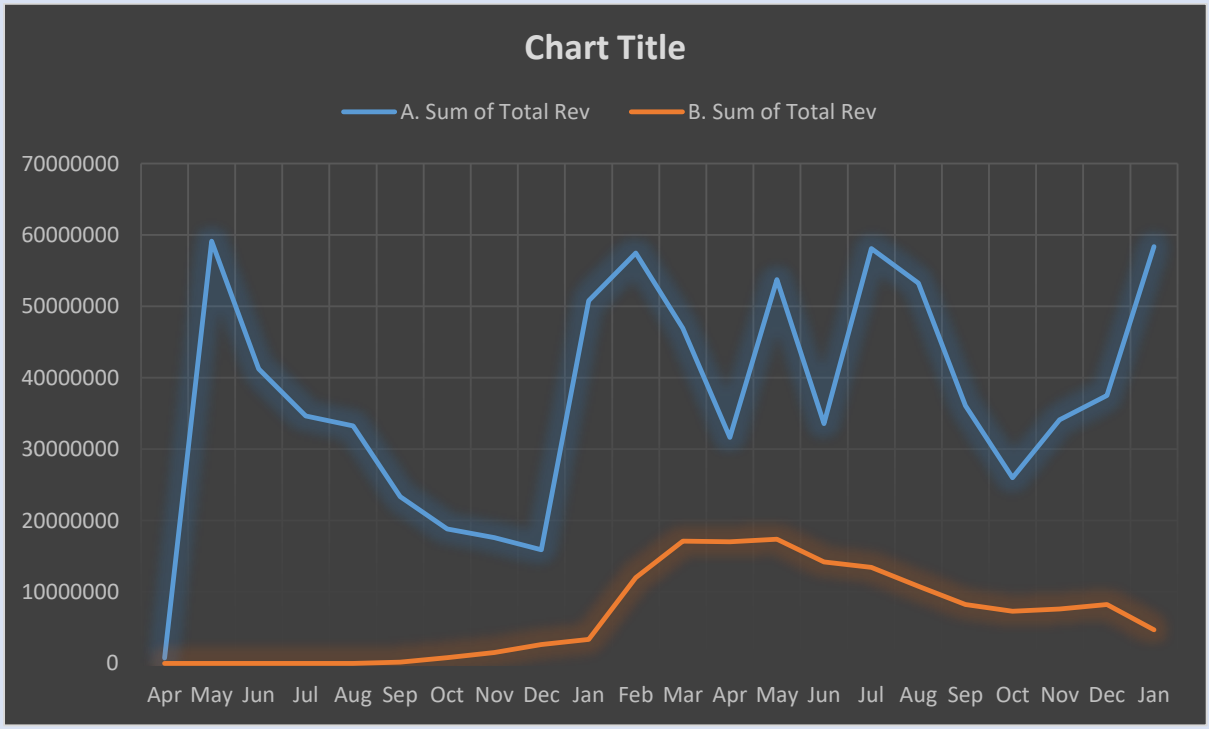

ARPDAU
2.5
2
1.5
1
0.5
0
Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan
<1/8/2019
2019
2020
2021
Average of And ARD
Average of iPhone ARD
Average of iPad ARD

**Comparing**

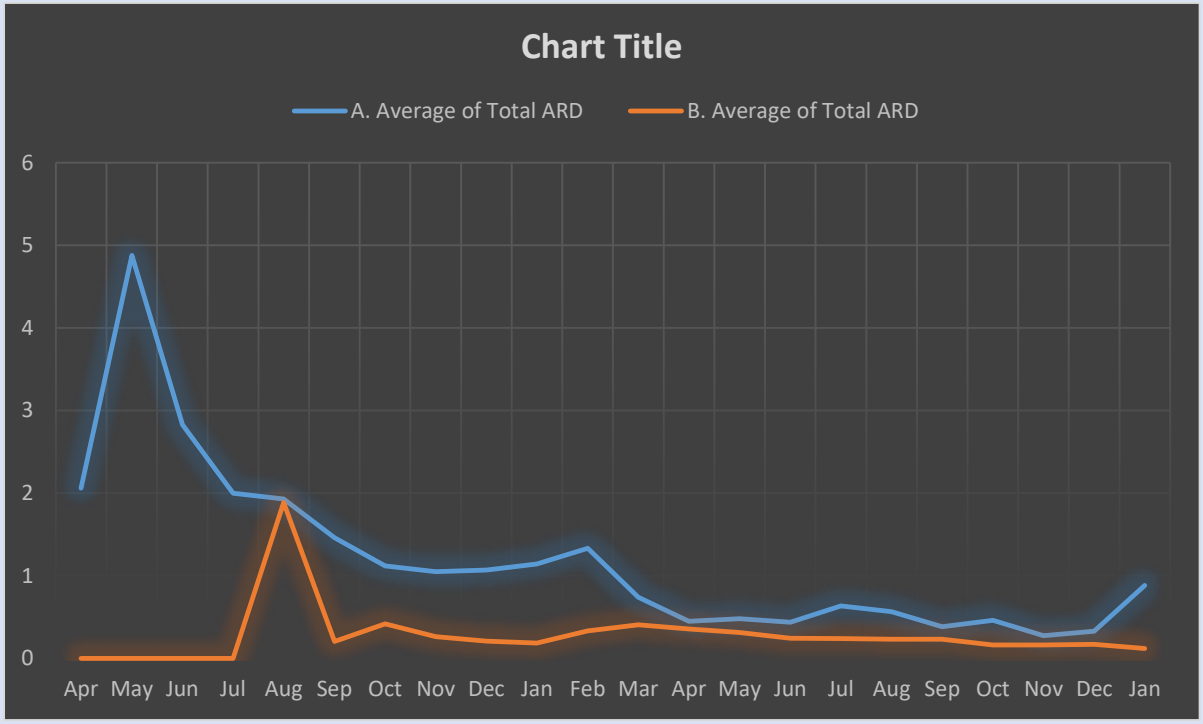
For download, the overall market trend is same but company b performance better in the same timeline.




For revenue, company B revenue follow the download trend, company a revenue reaches a local maximum in certain time. Company A revenue is 4 times compared to B.



The ARPDAU is obviously A higher than B.




**Conclusion:**

In term of company B, revenue tend to follow the trend of download, but company A generates a decent revenue regularly with 4 times the amount of company B and the revenue did not follow the download might because of different monetization method. Company B might mainly focus on Ad Revenue. For ARPDAU company A also much higher than company B.