

Chapter 6 - Final Project (Data Analytics Plan for Game Company)

The goal of this final project is to combine and apply the skills learned throughout this Data Collection module.

The task:

The company you work for is launching a new strategy game, where players must figure out different ways to complete increasingly difficult levels. The game has in-app purchases, and players can buy additional tools to help them complete the levels. The goal of the company is to grow the player base and maximise in-app purchases. Consider - how can the company leverage digital analytics?

You decide to make a proposal for your boss to use Google Analytics. To succeed, you will first need to describe how you can leverage digital analytics and what you can learn from the data. Next, specifically for Google Analytics, describe:

- What audiences could be useful to create
- What events might be useful to track
- What conversions would be valuable
- What reports would be of particular interest (standard or within the explore tool)
- Any other methods of value that could be applied with GA4

Next, explain exactly how you would go about collecting this digital data by formulating a data collection plan.

Finally, within GA4, create relevant audience, event and conversion configurations to include at the end of your proposal to the boss, to convince her you are prepared to start collecting the data. Use descriptive names (and description for audiences) to make it clear what data your configuration will be collecting. Include screenshots of the custom configurations the end of the proposal.

(30 marks)

Proposal:

Part 1: Digital Analytics

By leveraging digital analytics, the company can enhance player engagement, optimize in-app purchases, and ultimately grow its player base. Key benefits include:

- **Understanding Player Behaviour:** Analysing how players interact with the game helps identify popular features and potential pain points.
- **Optimizing Monetization Strategies:** By tracking in-app purchases and player spending habits, the company can refine pricing and promotional strategies.
- **Improving User Experience:** Insights from player feedback and behaviour can guide UI/UX enhancements, making the game more enjoyable and engaging.
- **Targeted Marketing Efforts:** Analytics can help identify the most profitable user segments, allowing for tailored marketing campaigns that drive player acquisition and retention.

Part 2: Google Analytics

To effectively utilize Google Analytics (GA4) for the new game, the following configurations should be considered:

Audiences to Create

1. **Recently Active Users:** Players who have engaged with the game in the last 30 days.
 - *Description:* This audience helps track current player engagement and retention.
2. **High-Spending Users:** Users who have made in-app purchases above a certain threshold.
 - *Description:* Focuses on identifying and targeting players who contribute significantly to revenue.
3. **New Users:** Players who have installed and played the game for the first time.
 - *Description:* Useful for analysing onboarding experiences and initial engagement.

Events to Track

1. **Level Completion:** Track when players complete levels.
 - *Purpose:* Understand player progress and identify levels that may be too difficult or too easy.
2. **In-App Purchases:** Monitor all transactions made within the game.
 - *Purpose:* Analyse spending behaviour and optimize in-app purchase offerings.
3. **Session Duration:** Measure how long players spend in the game per session.
 - *Purpose:* Assess engagement levels and identify opportunities for improvement.
4. **Tutorial Completion:** Track whether players complete the tutorial.
 - *Purpose:* Evaluate the effectiveness of onboarding processes.

Valuable Conversions

1. **In-App Purchase Conversion:** Track the percentage of users making purchases.
 - *Importance:* Directly relates to revenue generation.
2. **Level Completion Rate:** Measure how many players complete a given level.
 - *Importance:* Indicates player engagement and game difficulty balance.
3. **Retention Rate:** Monitor the percentage of users returning after their first session.
 - *Importance:* A key indicator of player satisfaction and game quality.

Reports of Interest

1. **User Acquisition Report:** Analyse how new players are finding the game.
2. **Engagement Report:** Understand how players interact with different game features.
3. **Monetization Report:** Track revenue generated from in-app purchases and identify trends.
4. **Explore Tool Analysis:** Use the Explore tool for custom reports, such as cohort analysis and funnel visualization to assess player journeys.

Additional Methods with GA4

- **A/B Testing:** Implement A/B tests to evaluate changes in game features or pricing strategies.
- **Real-Time Monitoring:** Utilize real-time data to respond quickly to player behaviour and issues.
- **Predictive Analytics:** Leverage machine learning capabilities to forecast player behaviour and spending patterns.

Part 3: Data Collection Plan

To collect digital data effectively, the following plan should be implemented:

1. **Define Objectives:** Clarify what insights the company wants to gain, such as understanding player behaviour, optimizing monetization, and enhancing user experience.
2. **Select Analytics Tools:** Use Google Analytics 4 for comprehensive tracking of player interactions and monetization.
3. **Integrate GA4 SDK:** Incorporate the GA4 SDK into the game codebase to enable data tracking.
4. **Configure Events and Conversions:** Set up the previously discussed events and conversions in GA4.
5. **Monitor Data Compliance:** Ensure that data collection complies with GDPR and other relevant regulations.
6. **Regular Analysis:** Schedule regular reviews of the collected data to derive actionable insights and adjust strategies accordingly.

Part 4: Events, Conversions, and Audiences Ready to Go

Audience Configurations

1. Recently Active Users

- *Description:* Players who have engaged with the game in the last 30 days.
- *Configuration:* Set a date range filter for the last 30 days.


2. High-Spending Users


- *Description:* Users with in-app purchases above a defined threshold.
- *Configuration:* Filter users based on purchase amounts.

3. New Users







- *Description:* Players who installed and played for the first time.
- *Configuration:* Filter by first session date.

Last 28 days Jul 11 - Aug 7, 2024
Compare: Jun 13 - Jul 10, 2024

Audiences 



New audience

Audience name	Description	Total users 	% Change	Created On 
High-Spending Users	Users with in-app purchases above a define...	< 10 Users	-	Aug 8, 2024 
New Users	Players who installed and played for the fir...	< 10 Users	-	Aug 8, 2024 
Recently active users	Players who have engaged with the game i...	< 10 Users	-	Aug 8, 2024 
All Users	All users	< 10 Users	-	Aug 8, 2024
Purchasers	Users who have made a purchase	< 10 Users	-	Aug 8, 2024 

Items per page:

25

 1 - 5 of 5

< < > >

Event Configurations

1. Level Completion

- *Configuration:* Track when players complete a level.

2. In-App Purchases

- *Configuration:* Record all purchase transactions.

3. Session Duration

- *Configuration:* Measure session length for each user.

4. Tutorial Completion

- *Configuration:* Track completion of the tutorial process.

(No data streams set up, so cannot configure events)

Conversion Configurations

1. **In-App Purchase Conversion**

- *Configuration:* Set as a conversion event for all purchase actions.

2. **Level Completion Rate**

- *Configuration:* Define completion of levels as a conversion metric.

3. **Retention Rate**

- *Configuration:* Monitor returning users after their first session.

(No data streams set up, so cannot configure conversions)