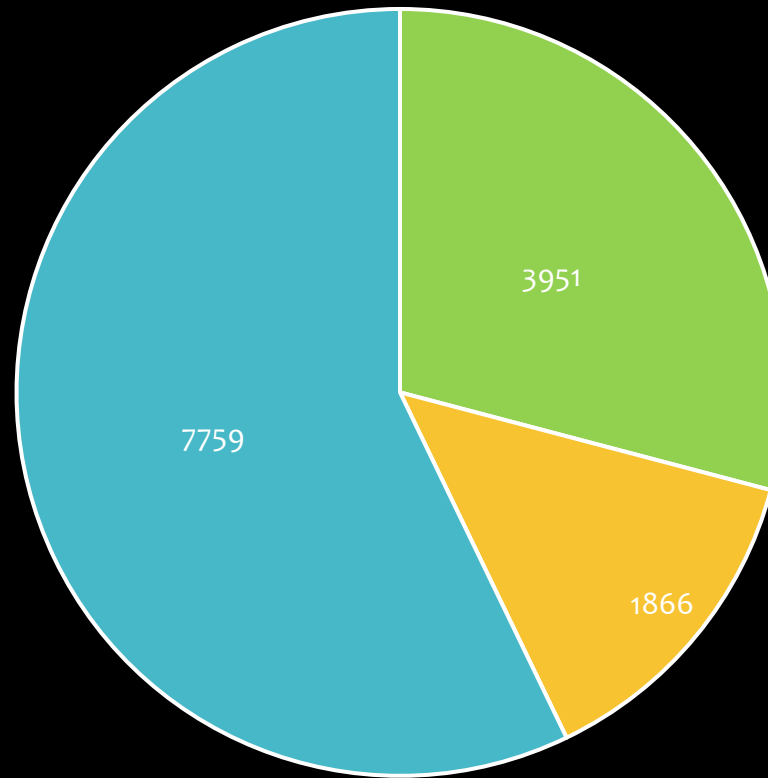# Space Brothers

Monetization Module

First Goal!

Users need to finish the first stage either by:

- Build the orbital satellite-assembly system project.

- Defeat the first boss.

Lets see how the users disperse across the board:

For the data at hand majority of users Didn't finish the first stage,
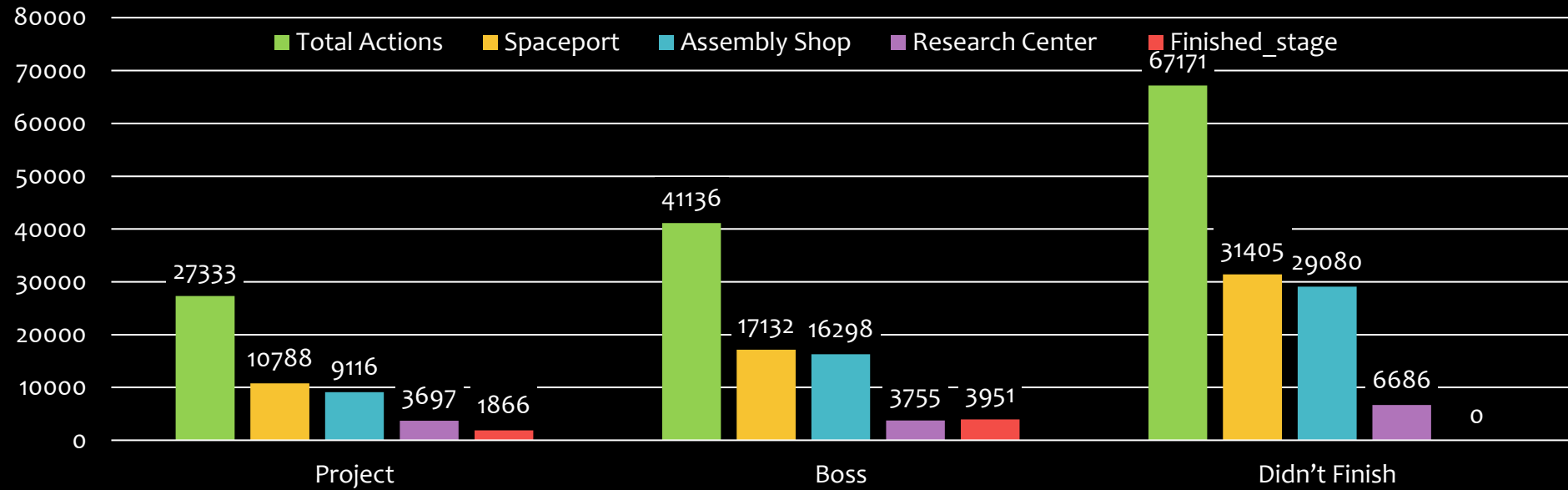
More users opted out to defeat the boss instead of building the project.

For out monetization module we need to see the amount buildings each of the

categories provide:

Path Distribution

	Total Actions	Spaceport	Assembly Shop	Research Center	Finished_stage
Project	27333	10788	9116	3697	1866
Boss	41136	17132	16298	3755	3951
Didn't Finish	67171	31405	29080	6686	0

Total	Project	Boss	Didn't Finish
Spaceport	39.46%	41.64%	46.75%
Assembly Shop	33.35%	39.61%	43.29%
Research Center	13.5%	9.12%	9.95%
Finished Stage	6.82%	9.6%	0%

We can see we have pretty close numbers in term of percentage but the biggest

amounts of actions are for users who either didn't finish or opted for the boss path

This shows us the big potential we could have if we introduce ADS to the building

stages or boss fights.

Next lets see who are out leading Sources:

Source Traffic and Income

- Highest source in traffic is Google Play while YouTube is the lowest.

- Highest Source Income is from Google Play while YouTube is the lowest.

- Highest conversion is Facebook while lowest is YouTube.

Source	# Users	Total Revenue	Total Conversion
Google Play	4817	2233	46.35%
Instagram	3347	2161	64.56%
Facebook	2726	2140	78.5%
YouTube	2686	1068	39.76%

Our most promising source is Facebook being the most profitable,

Although Google play brings us most players but in terms of

profitability It comes third.

YouTube is last place in all parameters.

Summary

The recommended approach for a monetization module here is implementing ads in crucial parts of the game

or in use for "boosting" a users progress, At the same time it would seem profitable to try and use a hybrid

module of both ads and in-app purchases for users who wish to pay, that way we let the user choose which

currency to use , Money or Time.