

GAMING FANTASY ASSIGNMENT

1.

week	LOGIN	Avg LOGIN
1	451169	64452.714
2	471807	67401
3	739929	105704.14
4	896926	128132.29

2. In login data on the day which match day was provided has highest logins, highest user play fantasy, highest initiated deposit, highest complete deposit, highest percent complete deposit and in some match days it has less logins because mid of the week.

3.

week	Avg LOGIN	Avg UPG	Avg UPF	Avg UID	Conversion rate UPG	Conversion rate UPF	Conversion rate UID
1	64452.71429	30342.57143	50111.28571	50194	47.077	77.7489	77.87724
2	67401	22542.85714	51796.42857	52156.28571	33.4458	76.84816	77.3820
3	105704.1429	40655.71429	90237	90040.28571	38.4617	85.367515	85.18141
4	128132.2857	52759.71429	105168.5714	106334.4286	41.1759	82.0781	82.9880

4. use the average formula

AVG(SELECTED COLUMNS)

User played game:

1st week – average(c2:c8)

2nd week – average(c9:c15)

3rd week – average(c16:c22)

4th week – average(c23:c29)

Repeat the same procedure for fantasy and initiated deposit

week	Avg LOGIN	Avg UPG	Avg UPF	Avg UID
1	64452.71429	30342.57143	50111.28571	50194
2	67401	22542.85714	51796.42857	52156.28571
3	105704.1429	40655.71429	90237	90040.28571
4	128132.2857	52759.71429	105168.5714	106334.4286

As I am new to excel I had only above idea to do average

5. B->D

C->D

D->E

A->B->D

A->C->D

From the given tournament data most of the people are interested to take tour-1 because of less cost it got high retention rate. After tour-2 has minimum cost as 100 so it retention rate was 42%, tour-3 has minimum cost as 150 so it retention rate was 39%, tour-4 has minimum cost as 200 so it retention rate was 32%, tour-5 has minimum cost as 250 it was high so retention rate was less 21%