**GAMING FANTASY ASSIGNMENT**

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

**1.**

**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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
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| **1** | 64452.71429 | 30342.57143 | 50111.28571 | 50194 |
| **2** | 67401 | 22542.85714 | 51796.42857 | 52156.28571 |
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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%