

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

We can use digital analytics to collect and analyse the data related to player's behaviour and interactions in our game. By doing so, we can gain valuable insights that will help us in our decision making and improve our profitability & game performance.

Some of the examples of data we can collect and analyse:

- App traffic: unique players, clicks, exit rate, time spent on app
- Sessions: overall app visits
- Customer retention: number of new players, returning players, repeat players, conversion rate
- Customer feedback: complaints, post-purchase surveys, reviews
- In-app purchases: amount spent, tools purchased

Part 2: Google Analytics

What audiences could be useful to create

Below are some of the audiences that would be useful to create within GA4:

1. All users
2. Purchasers (Players who have made at least 1 purchase)
3. Non-Purchasers (Players who haven't made any purchase yet)
4. Recently active users (Users who were active for the past 24 hours)
5. Top scorers
6. High value users (Users that purchased over a certain amount)
7. Abandoned cart users (Users that added the items into their cart but didn't purchase in the end)

What events might be useful to track

Some of the events that are useful to track using GA4:

1. Level of Completion: At which levels players might be getting stuck.
2. In-App Purchases: Assess the effectiveness of our monetization strategies, spending per use.
3. Tool Usage: To evaluate the impact of purchased tools on gameplay and type of tools purchased.

What conversions would be valuable

The conversion events below would be valuable to us :

- View Item
- View cart
- Add to cart (adding the items into the cart)
- Purchase made (actually making the purchase)

We can utilise the reports below to help us in understanding data collected:

Life cycle reports

To understand how the users landed on the app and what they do while visiting the app.

Acquisition reports

To understand how new players find our app for the first time; where new sessions came from.

Engagement reports

Average engagement time, user stickiness , user activity over time (which levels and screens players are visiting, features they're interacting with)

User reports

To understand who the users are. Eg age, geographic location, gender, type of OS used.

Any other methods of value that could be applied with GA4

We can use the “Explore Tool” to create customised dashboards using the data in our GA4 reports based on different needs and objectives.

Part 3: Data Collection Plan

Problem Statement

How to grow the player base and maximise in-app purchases

Data that needs to be collected & Scope of data

- Which level has the most players failing
- How often do players quit the game when they fail?
- Which level does the players start to pay for the in-app purchase/ buying additional tools
- Type of tools purchased by players.
- Average purchases per player
- Average new users per month
- Churn rate and at which level do players start churning

Target audience: Any individuals aged 12 and above

Gender : Both male and female

Location: Globally as our game app is designed for everyone across the world

Timescale

To collect the data for the first 3 months of launching the game.

Execution - How and Who will collection the data

How

We will first ask users to fill in their personal information to create a player account before they can start playing the game.

We will then link the app to GA4 to track engagement, monetisation,

Who

My team / the analytics team will be doing it. If we rely on 3rd parties to do it, they might not understand our problem statement well enough and hence there might be some gaps in the data collected. It is more reliable to do it on our own.

Data Storage Security

The data will be collected and stored in GA4, which is a cloud server accessible anytime anywhere. To only distribute the GA4 username and password to authorised users (eg employees).

To make personally identifiable information such as credit card information and IP addresses anonymous.

Privacy Considerations and Remediation

Unauthorised usage of the data collected

Remediation – Requesting consent from players when they sign up their player account for the game, asking them to agree to the privacy terms and conditions.


Limitations

Some users might have more than 1 player account and use more than 1 device to play the game.

Part 4: Events, conversions and audiences are ready to go!











Audience

- All users
- Purchasers (Players who have made at least 1 purchase)
- Non-Purchasers (Players who haven't made any purchase yet)
- Recently active users (Users who were active for the past 24 hours)
- Top scorers
- High value users (Users that purchased over a certain amount)
- Abandoned cart users (Users that added the items into their cart but didn't purchase in the end)

Audiences  ▾



Open education ps

						New audience
Audience name	Description	Users 	% Change	Created On 		
Abandoned cart users	Users that added the items into th...	< 10 Users	-	21 Sept 2...		
High value players	Users who made a cumulative pur...	< 10 Users	-	21 Sept 2...		
Top scorers	Users that have achieved a high sc...	< 10 Users	-	21 Sept 2...		
Non-purchasers	Users that haven't made a purchase	< 10 Users	-	21 Sept 2...		
Recently active users	Users that have been active in a re...	< 10 Users	-	21 Sept 2...		
All Users	All users	< 10 Users	-	19 Sept 2...		
Purchasers	Users who have made a purchase	< 10 Users	-	19 Sept 2...		

Conversion


- View Item
- View cart
- Add to cart (adding the items into the cart)
- Purchase made (actually making the purchase)

Conversion Events 















Conversion Events

Network Settings







New conversion event

Conversion name ↑	Count (% change)		Value (% change)		Mark as conversion ?	
Add_to_cart	0	0%	0	0%	 	
Purchase_made	0	0%	0	0%	 	
View_cart	0	0%	0	0%	 	
View_Item	0	0%	0	0%	 	

Items per page: 10

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Events

- Level of Completion: At which levels players might be getting stuck.
- In-App Purchases: Assess the effectiveness of our monetization strategies, spending per use.
- Tool Usage: To evaluate the impact of purchased tools on gameplay and type of tools purchased.



× Create events

google
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Customised events

 Search

Create

Custom event name	Matching conditions	
Level_of_Completion	<div>score equals</div>	
in_app_purchases	<div>price equals</div>	
tool_usage	<div>item_id equals</div>	