

Job Notification Form, IIT Delhi

Company Overview

Name:	Play Games 24x7
Website:	www.games24x7.org
Company Type:	Private Sector
Description:	Play Games 24x7 Pvt. Ltd. operates India's Largest Rummy website, www.RummyCircle.com, and India's fastest growing fantasy cricket app, My11Circle.com with more than 10 million players.

Job Details

Designation:	Business Analyst
Type:	Analytics
Place of Posting:	Mumbai
Job Details:	Business Analyst plays a critical role in improving New user acquisitions, Conversion optimization, Player Retention, Average revenue per player (ARPU).

This role will offer immense insights and learning in the online entertainment space and skill gaming industry in India. You will learn and implement the most innovative marketing strategies and use cutting edge marketing tools to implement various campaigns. You will get to work on various aspects of consumer marketing.

Data is at the core of our business. Business Analyst(BA) performs rigorous data analysis to take day to day decisions at all stages of player life cycle right from acquisition to retention. BA will have to build an understanding of player behavior from all aspects. This understanding would then be used to come up with innovative and data-backed campaigns.
The BA can be a part of two sub-teams -

1) Acquisition: The Acquisition team advertises on various media channels and drives new players to the site. This involves working with many online marketing networks, ad-networks, Google, Facebook, affiliates, offline activations, events, print ads, radio, partnerships and other ATL and BTL activities. The team works with in-house creative team and agency to come up with new acquisition concepts and creates new communication messages to talk to the masses and bring them to the site to play fantasy.

2) Customer Retention: The Retention team is responsible for revenues and enhancing player lifetime value. It requires rigorous data analysis to understand how players evolve over time in their spending patterns and what is it that gets players to spend more or less over time. This understanding in turn feeds into constant optimization of the retention strategy. You would be expected to run offers, communications and campaigns to drive higher revenue and retention.

Job Responsibilities

- i) Understand user behaviour during acquisition, conversion, and retention stages by studying the game aspects, website features and player activity to obtain a holistic understanding of the product.
- ii) Formulating and executing the customer retention strategy to drive traffic, re-targeting, repeat purchase and cross-sell by working closely with the Revenue, Product, Tech and UX teams.
- iii) Lead the reporting, monitoring, tracking for the different campaigns & also publish appropriate performance dashboards
- iv) Conceptualize marketing campaigns, craft messaging & build relevant workflows by segmenting the user base appropriately to identify opportunity areas in the user's life-cycle.
- v) Perform extensive campaign analysis daily, weekly, monthly to find growth opportunities.
- vi) Drive and monitor A/B tests and data driven experiments to strive for continuous improvement in campaign metrics.
- vii) Effectively utilize all digital channels like FB, YouTube, push notifications, SMS & emails etc to target users with relevant and personalized communication
- viii) Stays abreast of mobile & email marketing best practices.
- ix) Conceptualize optimum customer funnel flow and liaise with product teams to get the necessary implementation done
- x) Take initiatives, identify pain points, improvement areas and work towards achieving a solution.

This role requires a high degree of stakeholder management and provides exposure across departments

Joining By: May 1

Salary Details

CTC: 1500000 INR Per Annum

Gross: 1200000 INR Per Annum

**CTC
Breakup:** -

Selection Process

**Resume
Shortlist:** Yes

Written Test: Yes

Online Test: No

**Group
Discussion:** No

Medical Test: No

**Personal
Interview:** Yes

**No. of
Rounds:** 2

No. of 5
Offers:

Minimum
CGPA: -

Eligibility

Recruiting
PHDs: No

**Eligible
Departments:** B.Tech in Biochemical Engineering & Biotechnology, B.Tech in Civil Engineering, B.Tech in Chemical Engineering, B.Tech in Computer Science & Engineering, B.Tech in Electrical Engineering, B.Tech in Electrical Engineering (Power and Automation), B.Tech in Mechanical Engineering, B.Tech in Production & Industrial Engineering, B.Tech in Mathematics & Computing, B.Tech in Engineering Physics, B.Tech in Textile Engineering, B.Tech and M.Tech in Biochemical Engg & Biotechnology, B.Tech and M.Tech in Chemical Engineering, B.Tech and M.Tech in Computer Science & Engineering, B.Tech and M.Tech in Mathematics & Computing, B.Tech in Production & Industrial Engineering and M.Tech in Production Engineering, B.Tech in Mechanical Engineering and M.Tech in Mechanical Design, B.Tech in Mechanical Engineering and M.Tech in Applied Mechanics, B.Tech in Production & Industrial Engineering and M.Tech in Mechanical Design, B.Tech in Textile Engineering and M.Tech in Computer Science & Engineering, B.Tech in Chemical Engineering and M.Tech in Computer Science & Engineering, B.Tech in Production & Industrial Engineering and M.Tech in Computer Science & Engineering, B.Tech in Civil Engineering and M.Tech in Structural Engineering, B.Tech in Civil Engineering and M.Tech in Construction Engineering & Management, B.Tech in Engineering Physics and M.Tech in Computer Science & Engineering, B.Tech in Mechanical Engineering and M.Tech in Thermal Engineering, B.Tech in Mechanical Engineering and M.Tech in Computer Science & Engineering, Doctor of Philosophy