

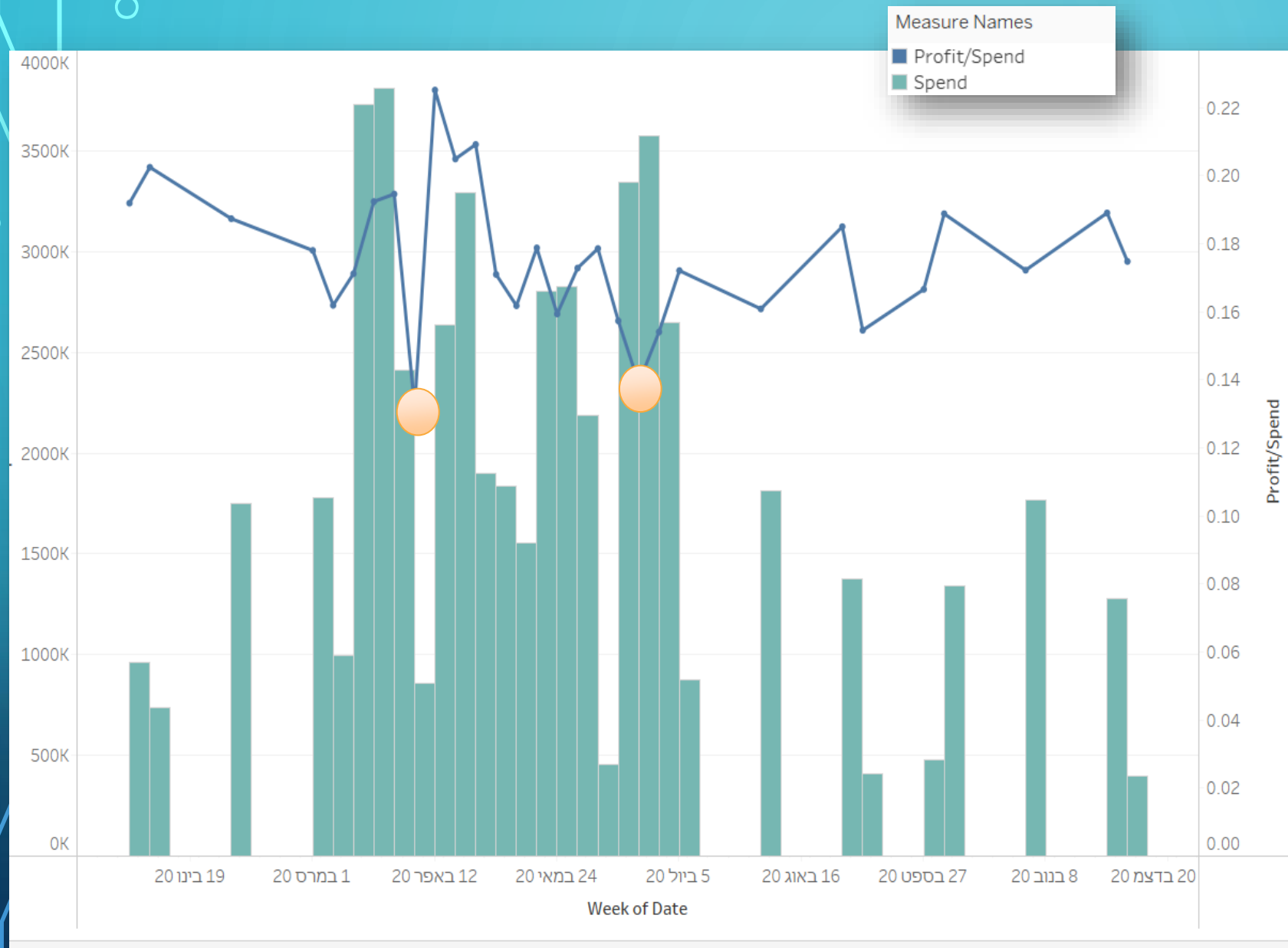


Final analysis report

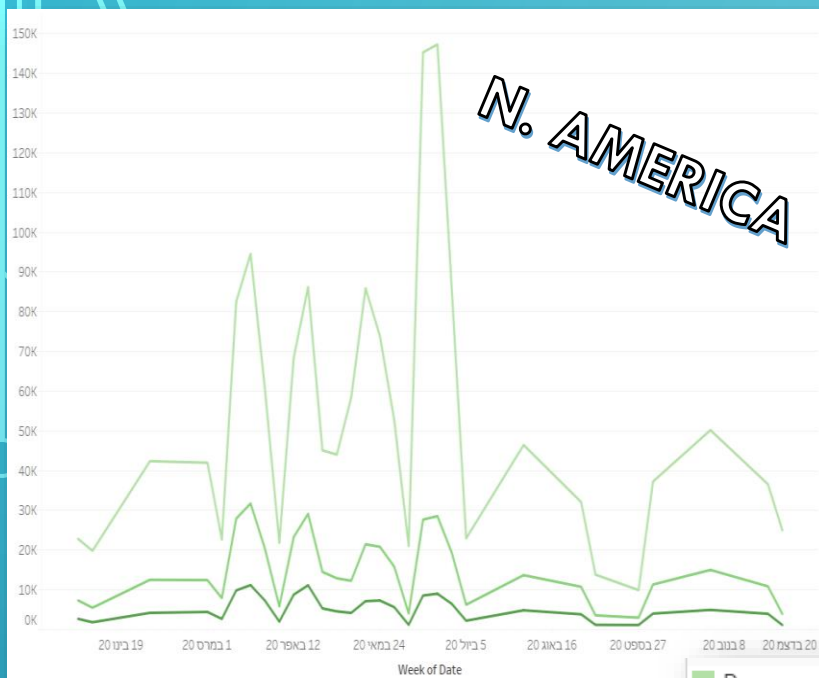
Plarium's users Abandonment problem solution

Itsik Shteinberger

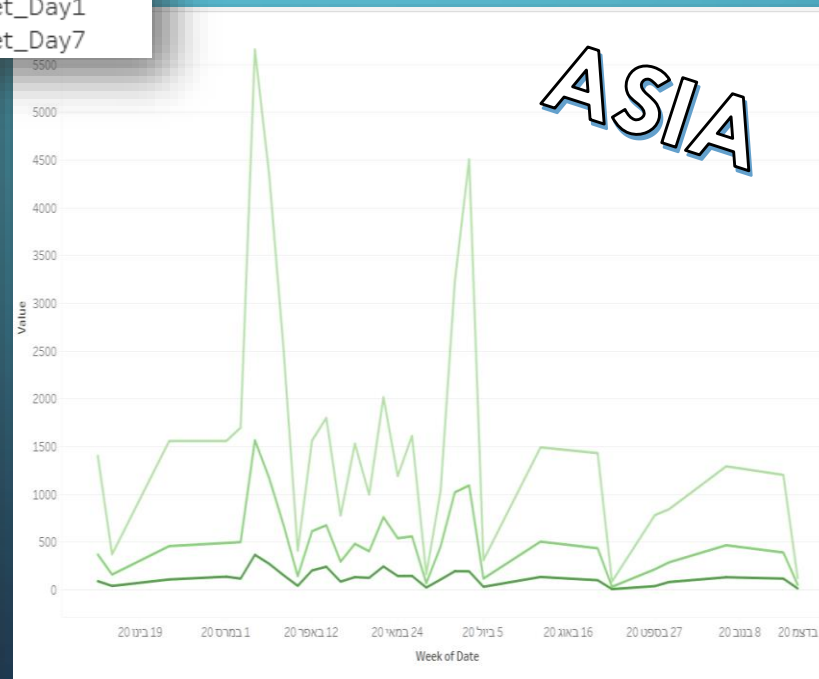
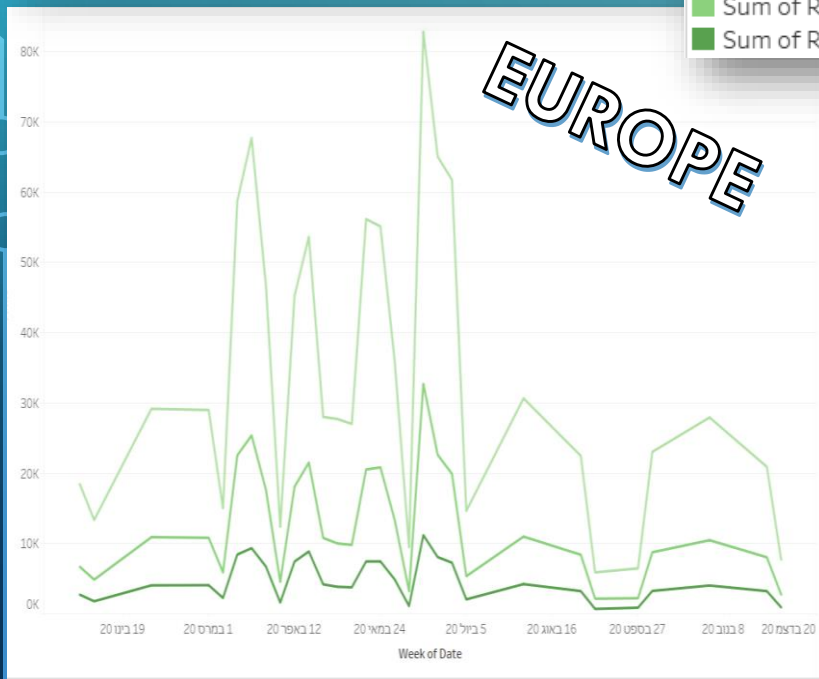
The graphs made by Tableau

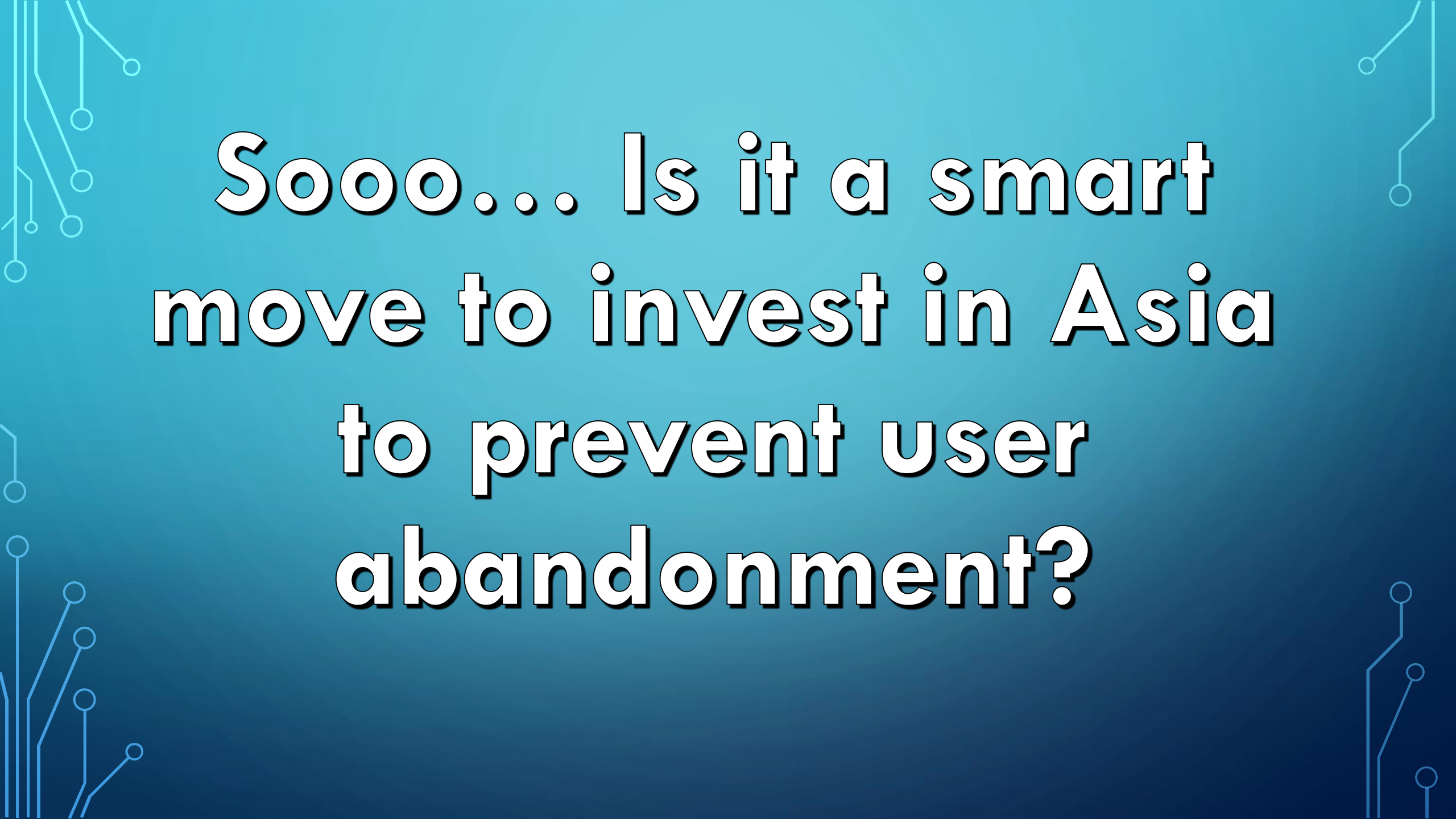


AS CAN BE
SEEN
AROUND
JULY AND
APRIL THERE
IS A BIG
PROFIT
DROP



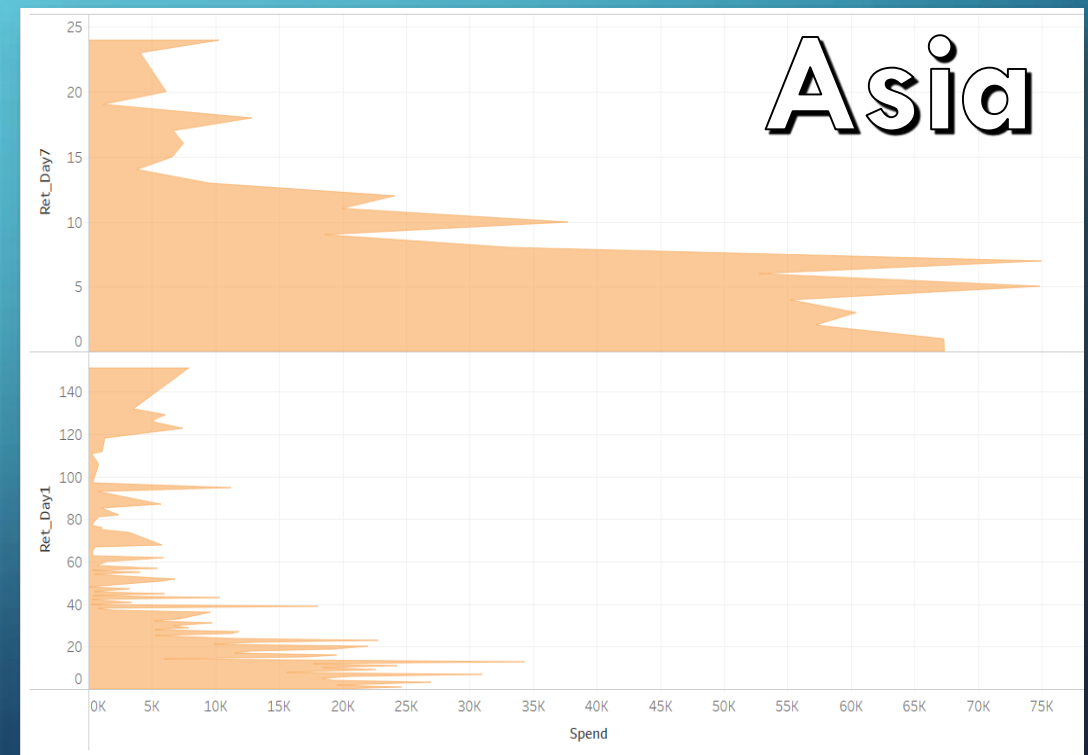
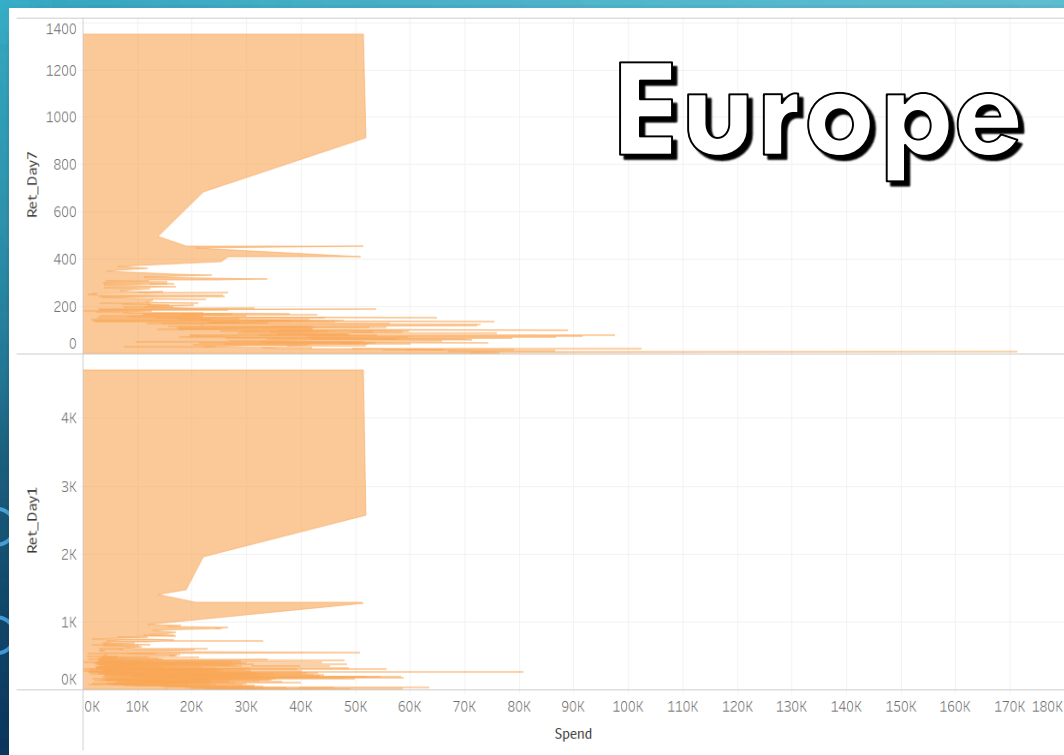
IT IS EASY TO SEE THAT ASIAN
USERS ARE LEAVING IN THE APRIL
AREA AND ARE RESPONSIBLE FOR A
LARGE PART OF THE DROP IN
PROFIT



The background is a blue gradient with white circuit-like lines and nodes. The text is centered and reads:

**Sooo... Is it a smart
move to invest in Asia
to prevent user
abandonment?**

ASIA IS NOT WORTH THE INVESTMENT, IT HAS NOT RECORDED AN INCREASE IN THE NUMBER OF USERS AS THE INVESTMENT HAS GROWN, IN EUROPE, TOO, A LARGE INVESTMENT WILL ENSURE A LARGE AND STABLE NUMBER OF USERS, BUT EVEN A LOW INVESTMENT CAN BRING A LARGE NUMBER OF USERS. HOWEVER, THE INVESTMENT IN N. AMERICA AND THE REST OF THE WORLD IS WORTH IT.

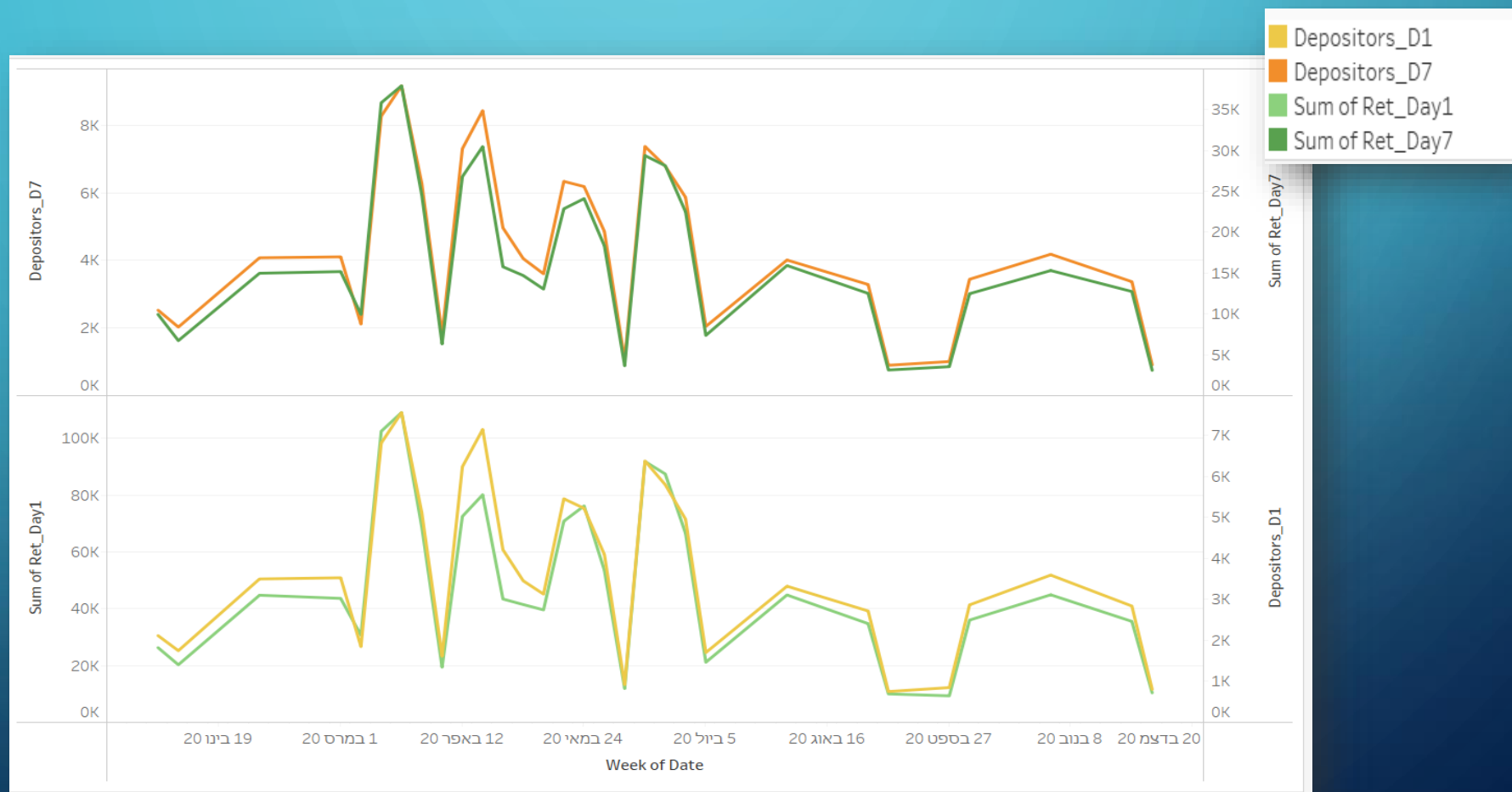


IF SO, THE COUNTRIES THAT ARE NOT WORTH INVESTING IN ASIA IN PARTICULAR ARE SOUTH KOREA AND JAPAN, AS WELL AS IN EUROPE, SPAIN, THE DATA CAN EXPLAIN THE GRAPH FROM THE PREVIOUS SLIDE - AND THE INVESTMENT IN IT SHOULD NOT BE LARGE EITHER.

SPEND / PROFIT

Country	Month of Date											
	דצמבר ..	נובמבר ..	אוקטובר ..	ספטמ ..	אוגוסט ..	יולי 20 ..	יוני 2020	מאי 20 ..	אפריל ..	מרס 2 ..	פברוא ..	ינואר 2 ..
Australia	9.55	3.58	5.96	5.43	12.19	3.44	3.75	5.79	4.91	4.49	10.85	2.04
Canada	2.98	14.08	2.40	7.58	16.16	11.33	5.88	5.21	4.63	4.61	7.38	4.50
France	4.47	6.21	4.94	4.67	5.65	7.01	5.29	4.57	5.70	5.28	4.67	4.57
Germany	10.13	5.10	4.73	4.94	5.53	4.32	7.55	6.14	5.41	5.83	6.52	6.38
Japan	3.52	6.92	6.67	14.52	7.19	13.79	7.43	11.42	7.73	7.53	22.32	15.74
Rest of the world	5.45	6.21	6.17	6.29	7.10	6.83	7.31	5.97	5.41	5.78	5.51	5.36
Russia	11.42	7.41	8.42	5.01	6.52	5.90	9.18	9.64	7.77	6.61	2.91	4.62
South Korea	10.61	32.72	10.98	4.22	28.89	6.75	26.67	12.89	15.97	10.01	17.94	12.73
Spain	5.53	6.49	2.65	1.98	17.67	6.35	10.64	15.53	10.09	9.51	20.84	3.21
UK	4.33	5.24	7.74	5.59	5.25	5.05	6.70	6.31	4.36	5.24	5.80	3.90
USA	5.12	5.37	4.92	5.24	5.46	4.75	6.11	5.76	4.45	4.99	5.14	4.82

I THINK IT'S WORTH NOTING THAT PRESERVING EVERY PLAYER IS CRITICAL AS ALMOST EVERYONE BUYS PRODUCTS.



Conclusions:

- Lower investment in South Korea and Japan in the spring and fall.
- Reconsider the like investment in Spain.
- An increase in the number of returning users is more important than an increase in the number of new players.

The background is a blue gradient. In the corners, there are decorative white line art elements resembling circuit boards or neural networks, with lines and small circles.

THANK YOU!