

Game Users Login Trend Overview (1/3)



Core User Activity Metrics

Total Registered Users

10K



Daily Active Users

333

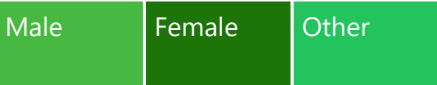
Weekly Active Users

2K

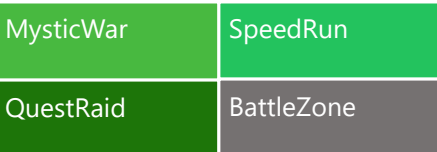
Monthly Active Users

5K

Gender Distribution

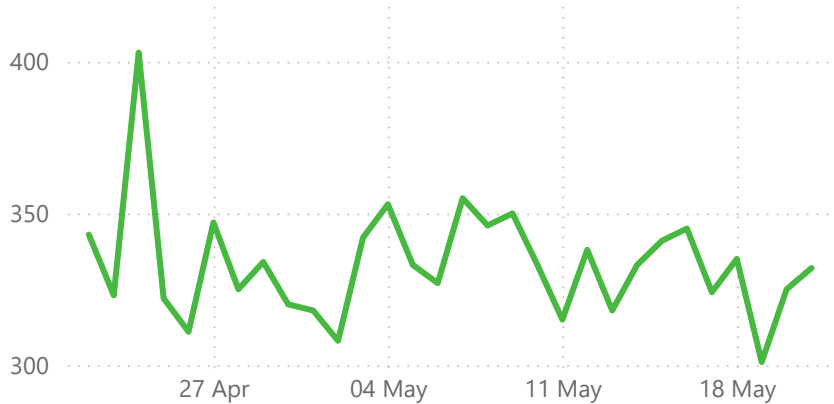


Game Preferences

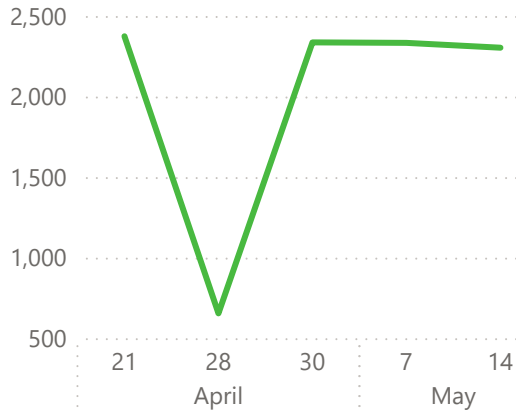


Login Engagement

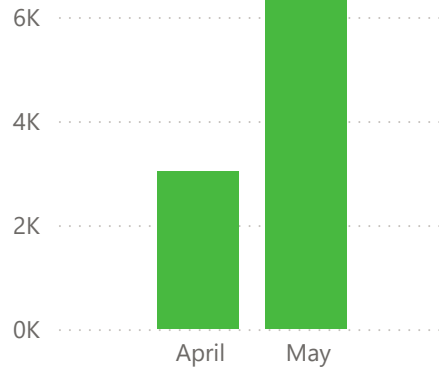
Daily User Logins



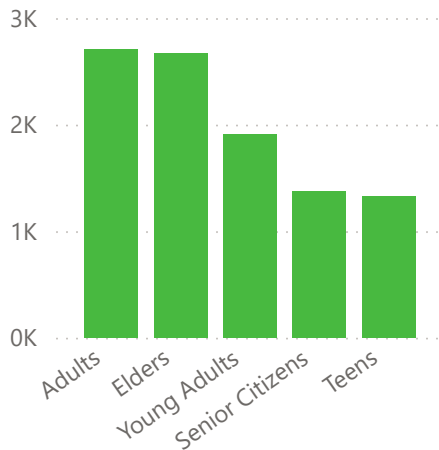
Weekly User Logins



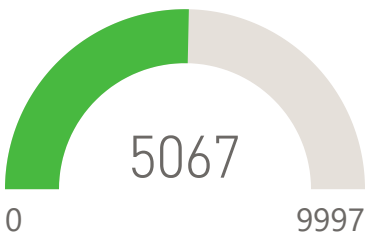
Monthly User Logins



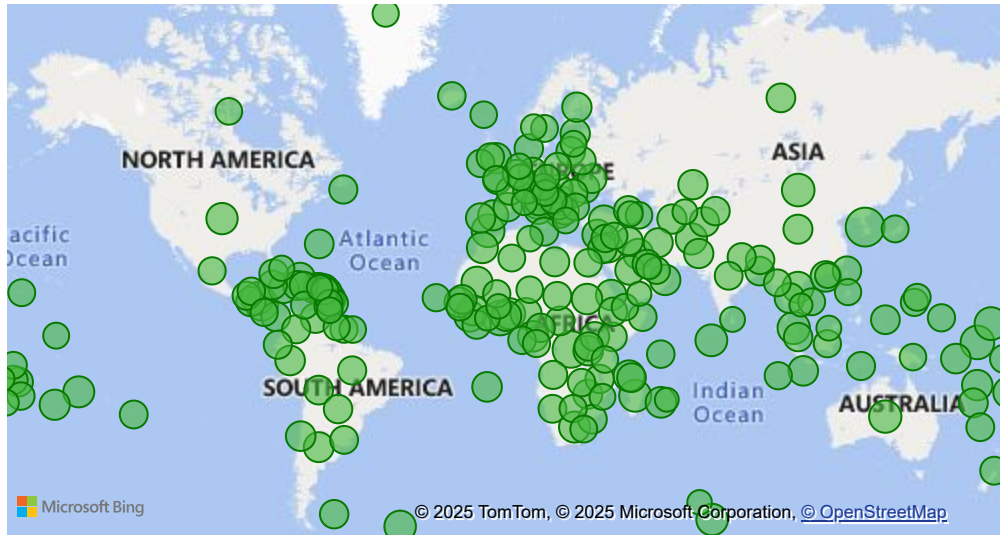
Demographic Distribution: Age



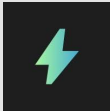
Performance Score Benchmark



Geographic User Distribution



Revenue & Player Segmentation (2/3)



Key Revenue Metrics

Total_Revenue (in \$)

\$501.77K



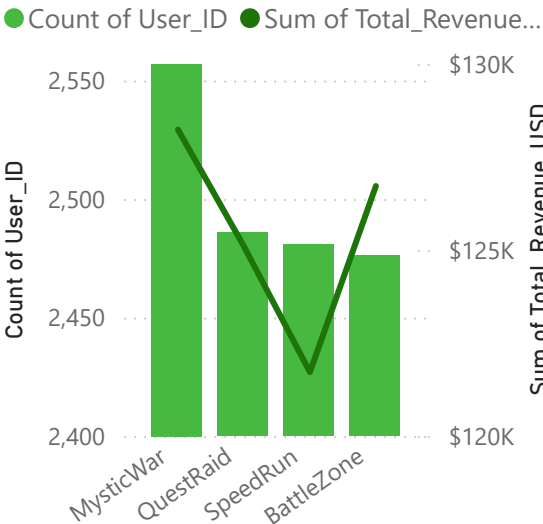
Total_Revenue in April (in \$)

\$149.03K

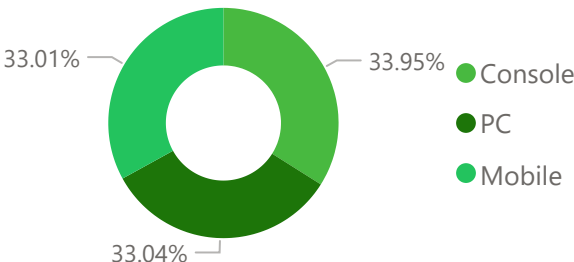
Total_Revenue in May (in \$)

\$352.74K

Top Games by Revenue



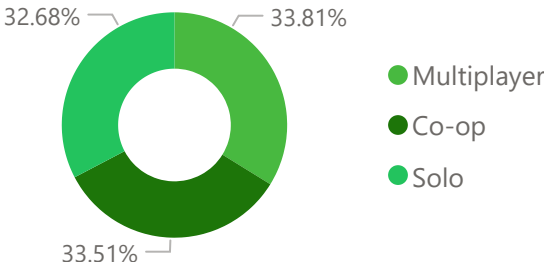
User Distribution by Device



Revenue Breakdown by Device Type

Device_Type	Total_Revenue	Avg/User
Console	\$1,68,884.50	\$49.75
Mobile	\$1,65,350.09	\$50.09
PC	\$1,67,540.07	\$50.71
Total	\$5,01,774.66	\$50.18

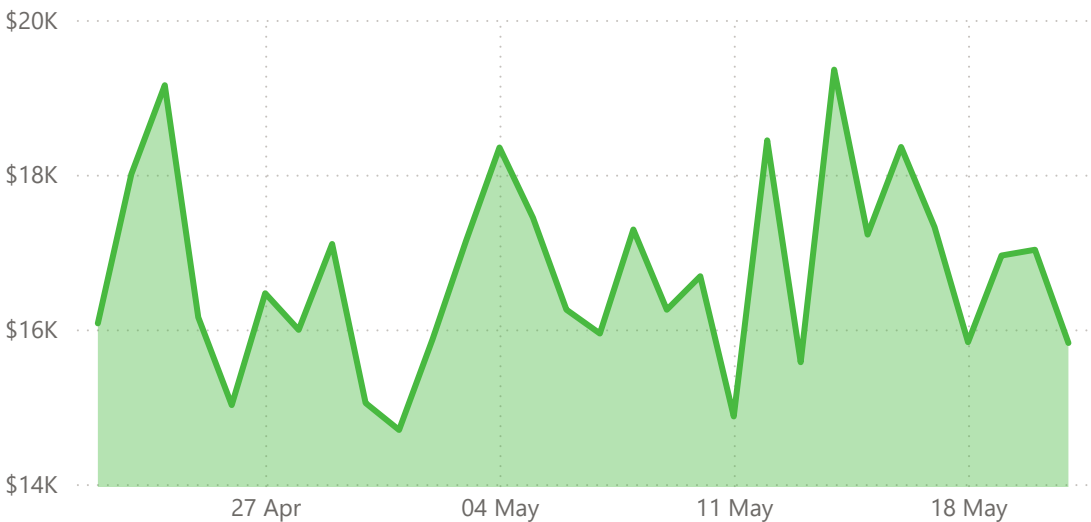
User Distribution by Game_Mode



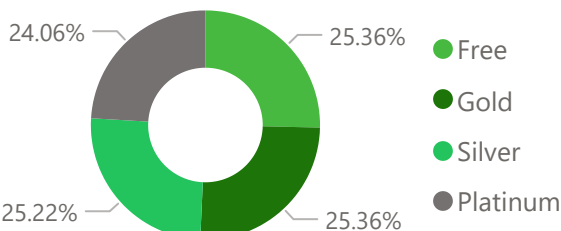
Revenue by Preferred Game Mode

Preferred_Mode	Total_Revenue	Avg/User
Co-op	\$1,69,020.38	\$50.44
Multiplayer	\$1,70,228.97	\$50.35
Solo	\$1,62,525.31	\$49.73
Total	\$5,01,774.66	\$50.18

Revenue Over Time



User Distribution by Subscription



Revenue by Subscription Plan

Subscription_Tier	Total_Revenue	Avg/User
Free	\$1,28,255.21	\$50.57
Gold	\$1,25,182.02	\$49.36
Platinum	\$1,21,182.66	\$50.37
Silver	\$1,27,154.77	\$50.42
Total	\$5,01,774.66	\$50.18

Player Activity & Retention Insights (3/3)



Player Activity Summary

Sum of Total_Hours_Played

1.00M



Sum of Total_Play_Sessions

61K

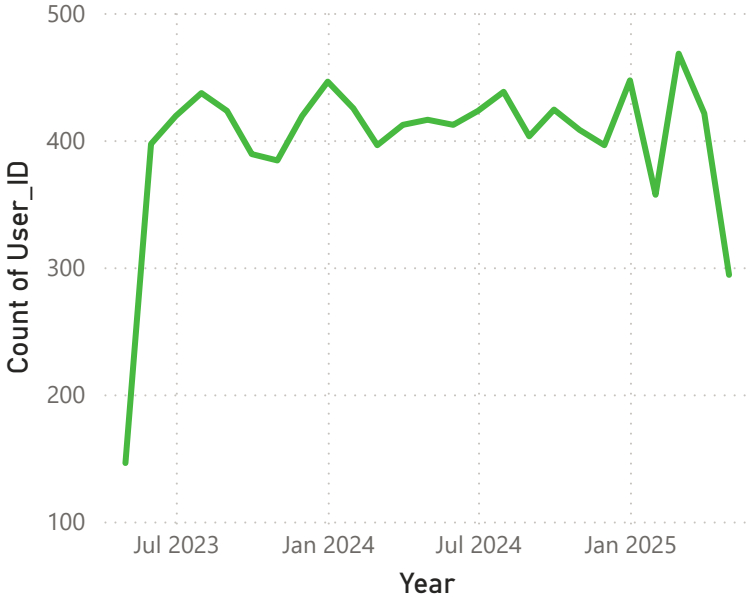


Average_Session_Duration_Min

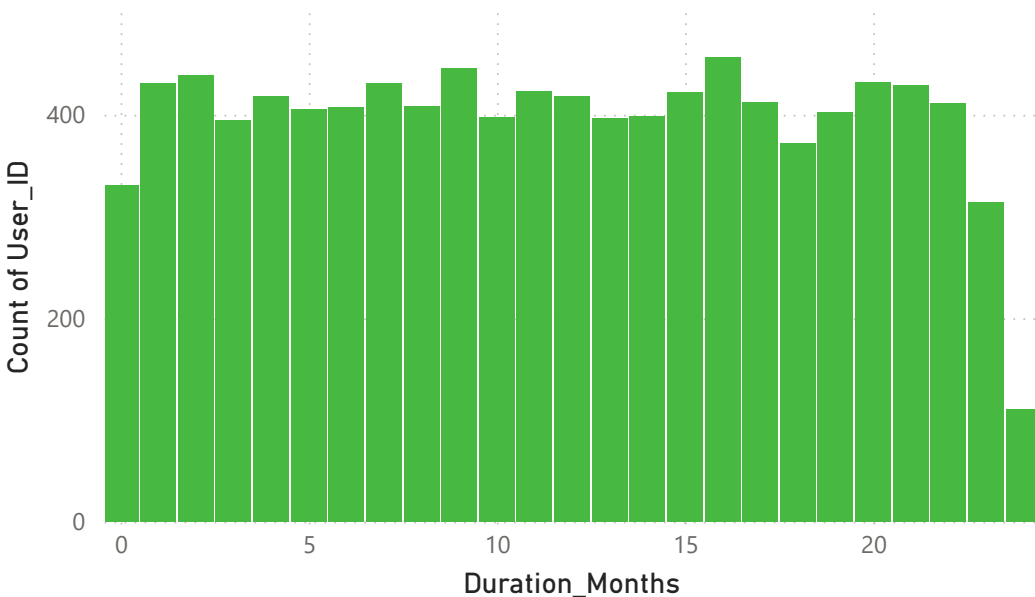
29.90



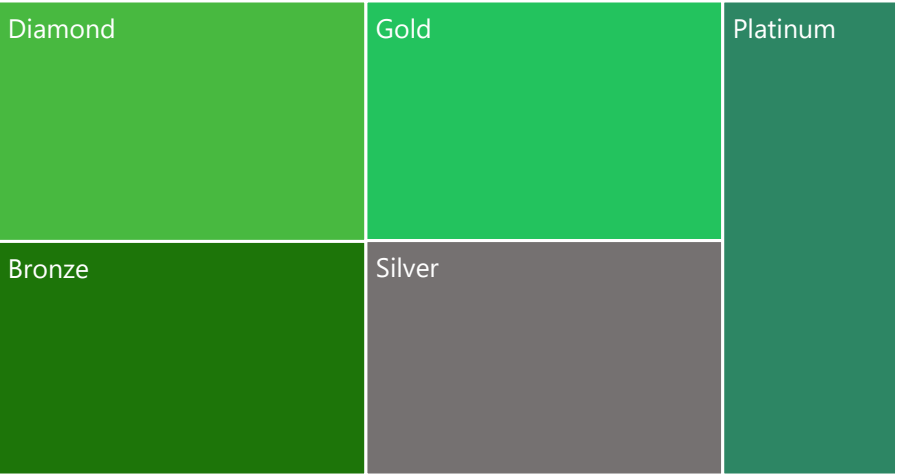
User SignUps Trend



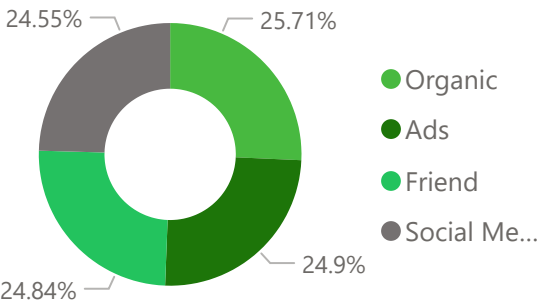
User Tenure Duration



Rank Tier Distribution



User Acquisition by Referral_Source



Activity by Weekday

