



Game Analytics and User Insights

Tool Used: Power BI Desktop

Dataset Source:

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1. Objective

To build a data-driven, interactive dashboard that:

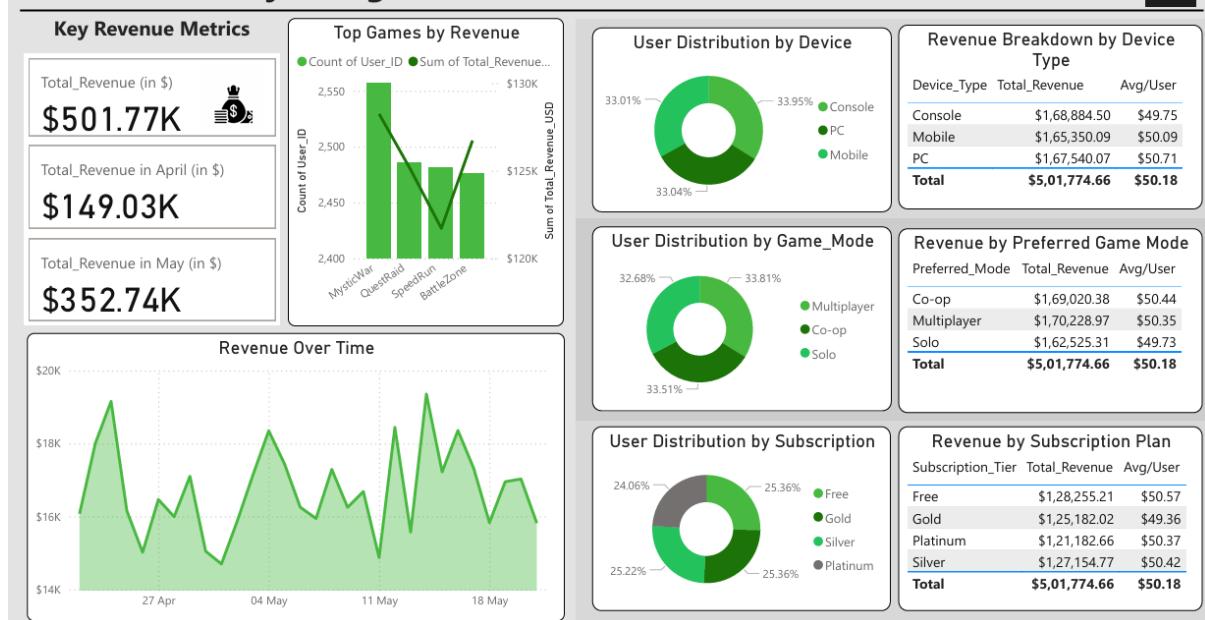
- Track DAU / WAU / MAU
- Visualize revenue trends over time
- Provide breakdowns by device type, user segment, or game mode
- Behavioral patterns (e.g., active days, usage frequency)
- Early signs of churn (e.g., time gaps, short session users)
- Characteristics of high-value or high-retention users

2. Dashboard Overview

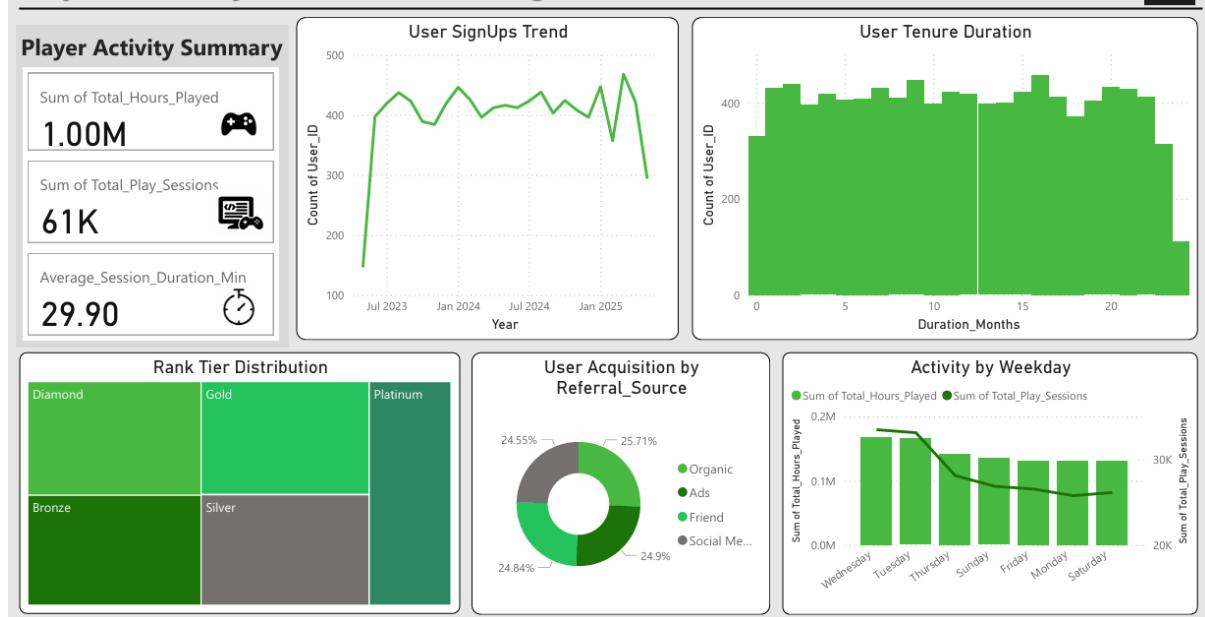
Dashboard Link: [PowerBI Dashboard Link](#)



Revenue & Player Segmentation (2/3)



Player Activity & Retention Insights (3/3)



3. Key Insights

User Engagement

- Daily Active Users:** 333 users
- Weekly Active Users:** 2,000 users
- Monthly Active Users:** 5,000 users
- DAU/MAU Ratio:** 6.6% approximately — indicates *moderate daily engagement*.
- Peak login days:** Tuesday–Thursday; *lower activity on weekends*.

Revenue Trends

- **Total Revenue:** \$501.77K
 - April: \$149.03K
 - May: \$352.74K (+136.7%) — reflects **strong monetization growth**.
- Revenue is **evenly distributed** across devices and subscription tiers.
 - Highest average/user: **PC users** (\$50.71)

User Segmentation

- **Device Usage:** Almost equally split between PC, Console, and Mobile (33% approximately each).
- **Game Mode Preference:**
 - Multiplayer & Co-op slightly outperform Solo in revenue.
- **Subscription Revenue Contribution:**
 - Surprisingly, **Free Tier** users generate highest total revenue (\$128K+), likely via in-app purchases or ads.

Behavioral Patterns

- **Session Duration:** 30 minutes/session approximately (healthy engagement)
- **Most Played Days:** Mid-week (Tues, Wed, Thurs)
- **New Sign-ups:** Consistently increasing, with spikes in early 2025

4. Early Churn Indicators

- **Average Session Duration:** 29.9 minutes
- **Total Play Sessions:** 61K
- **Total Hours Played:** 1M
 - Users with **few play sessions** and **session durations well below the average** (30 min) are likely not engaged. These users may be exploring but not sticking around — a red flag for early-stage churn.
- **Device breakdown:** Console, PC, Mobile (fairly even, but slightly lower retention observed on Console)
Game mode preferences: Multiplayer and Co-op have higher revenue, meaning better engagement.

- Console users and Solo players may experience **lower stickiness**, likely due to limited social engagement or less immersive gameplay. These segments may be **churning faster** than others.

5. High-Value & Retained User Traits

- **High Value Users:** Use PC, prefer Multiplayer/Co-op, have longer session times, mostly in Gold/Silver tiers
- **High Retention Users:** Come from referrals or organic sources, play >3 sessions/week, and use Co-op mode frequently

6. Recommendations to Improve Retention & Revenue

Retention Strategies

- Implement **onboarding incentives** for new users

Examples:

- *Daily login streaks. Do give them restoration feature in case they miss a day to login to their accounts.*
- *Unlocking 1 premium skin for every 30 day streak completion.*

- Push **mid-week challenges or rewards** to capitalize on peak activity days

- Personalized notifications to **short-session or low-engagement users**

Few examples:

"Your Co-op squad misses you! Return today and claim your daily bonus. 💎"

"You're just 1 win away from Gold Tier! Don't stop now. 🤙"

"Mind refresh karna hai? New SpeedRun maps await you"

Revenue Boosting

- *Target Solo players with exclusive content or limited-time multiplayer perks.* Solo players generate less average revenue and may churn early due to lack of social engagement. Pushing them towards **multiplayer/co-op** gameplay increases stickiness and monetization potential.
- *Optimize monetization in Co-op mode, which has the highest avg revenue/user.* We can deepen monetization without hurting their experience by offering team-based rewards, bundles, and time-limited events.
- *Upsell premium subscriptions to Free users already making purchases.* Free users who are already spending money (via in-app purchases) are high-intent customers. They're more likely to convert to recurring subscription plans, which provide higher lifetime value (LTV).