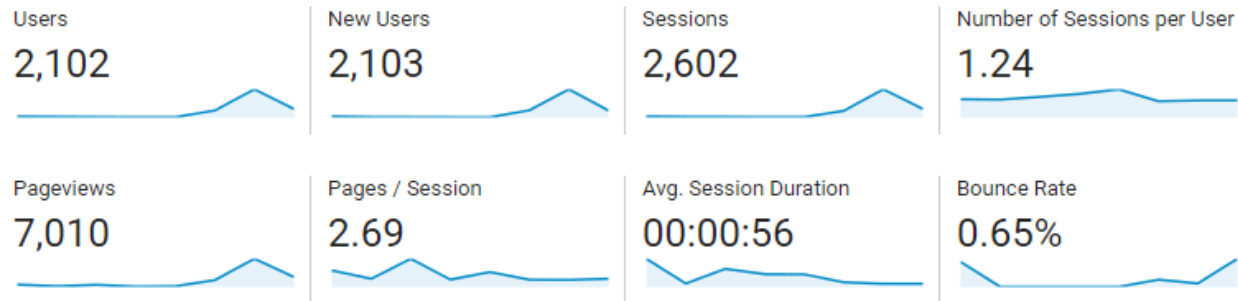# Capsaicin Clicker

Analytics Report

Preface

Capsaicin Clicker is a type of incremental game. In an incremental game you start with a means to gather the game's most basic resource. This resource in turn is used to purchase the means to gather more of the same resource, or more advanced resources. It's common for an incremental game to have some sort of overarching story or theme. In Capsaicin Clicker the theme is chili peppers and the goal is to create the world's hottest pepper.

Timeline

The first working version was published through Heroku. The link was shared between close friends and a few small internet forums on November 30th 2017. From the feedback I received I further developed the game, adding new features and re-balancing old ones. On December 5th 2017 I hosted the website on Amazon Web Services. I shared the link to Reddit, specifically the incremental games subreddit(https://www.reddit.com/r/incremental_games/). The traffic data was captured by Google Analytics.

Total Visitors

Users	New Users	Sessions	Number of Sessions per User
2,102	2,103	2,602	1.24

| Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate
7,010	2.69	00:00:56	0.65%

The time range for the data is Nov 30th, 2017 to Dec 7th, 2017. Total users reached over two thousand. Although this data spans eight days, the vast majority of the users visited during the last three days. There is an average of 3.34 pageviews per user. This may be due to the fact that updates to the game required a refresh of the page to come into effect for the user. Bounce rate is phenomenally low. This can be explained by the nature of the content in that the game requires you to interact with the page, as well as the targeted audience who have a natural interest in incremental games.

Visitors per hour

At the initial hosting, the first three hours averaged out to ten visitors per hour. Between then and the link being shared to Reddit there was a steady trickle of visitors. On Dec 5th at 8:30pm I posted the link to the incremental game subreddit forum. Interest in the game was immediate, there were 68 new visitors between 8:30pm and 9:00pm. The following hour was the busiest the site had, receiving 113 new visitors between 9:00pm and 10:00pm.

Demographics

Age	68.13% of total users

Gender	71.31% of total users
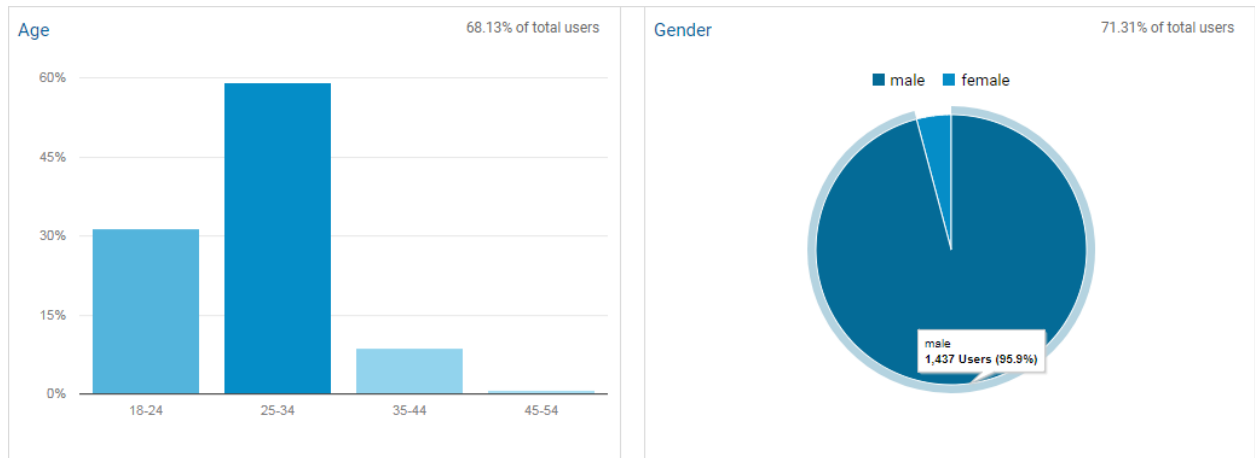
The audience is predominantly male at 95.9%. The audience also predominantly fell into the 25-34 year old age group. I was not expecting the genders to be so one-sided. This could be partly explained by the demographic of Reddit itself, where the link to the site was shared. According to an analysis of Reddit's demographic, 71% of its users are male, and 59% of its users are between 18-29. Read more here - https://goo.gl/hwuPEj

Interests

Affinity Category (reach)	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	1,564 % of Total: 74.41% (2,102)	1,558 % of Total: 74.08% (2,103)	1,943 % of Total: 74.67% (2,602)	0.41% Avg for View: 0.65% (-37.90%)	2.41 Avg for View: 2.69 (-10.42%)	00:00:43 Avg for View: 00:00:56 (-23.49%)
1. Media & Entertainment/Gamers	1,478 (5.29%)	1,477 (5.30%)	1,825 (5.20%)	0.38%	2.20	00:00:32
2. Media & Entertainment/Gamers/Hardcore Gamers	1,366 (4.88%)	1,365 (4.90%)	1,697 (4.83%)	0.41%	2.19	00:00:31
3. Technology/Technophiles	1,296 (4.63%)	1,292 (4.64%)	1,620 (4.61%)	0.25%	2.49	00:00:48
4. Media & Entertainment/Movie Lovers	1,269 (4.54%)	1,267 (4.55%)	1,565 (4.46%)	0.45%	2.21	00:00:32
5. Media & Entertainment/Gamers/Casual & Social Gamers	1,254 (4.48%)	1,253 (4.50%)	1,555 (4.43%)	0.45%	2.18	00:00:29
6. Lifestyles & Hobbies/Shutterbugs	1,237 (4.42%)	1,235 (4.43%)	1,539 (4.38%)	0.39%	2.19	00:00:31
7. Media & Entertainment/Gamers/Roleplaying Game Fans	1,221 (4.37%)	1,220 (4.38%)	1,527 (4.35%)	0.46%	2.19	00:00:31
8. Media & Entertainment/Gamers/Shooter Game Fans	1,156 (4.13%)	1,155 (4.14%)	1,443 (4.11%)	0.49%	2.19	00:00:32
9. Food & Dining/Fast Food Cravers	1,144 (4.09%)	1,143 (4.10%)	1,394 (3.97%)	0.43%	2.19	00:00:32
10. Media & Entertainment/Comics & Animation Fans	1,102 (3.94%)	1,102 (3.95%)	1,374 (3.91%)	0.51%	2.18	00:00:30

Unsurprisingly, the audience's interests were largely video game related. One interesting statistic is the 6th most represented interest, the shutterbugs. For those not familiar with the term, a shutterbug is an amateur photographer. This figure is high enough to consider targeting those in the photography hobby as potential users of the website.

From the top ten categories, technophiles had the highest average session duration at 48 seconds. The category with the highest average session duration was home decor enthusiasts. They represented 40 users and spent an average of 5 minutes 31 seconds on the page**.**

Location
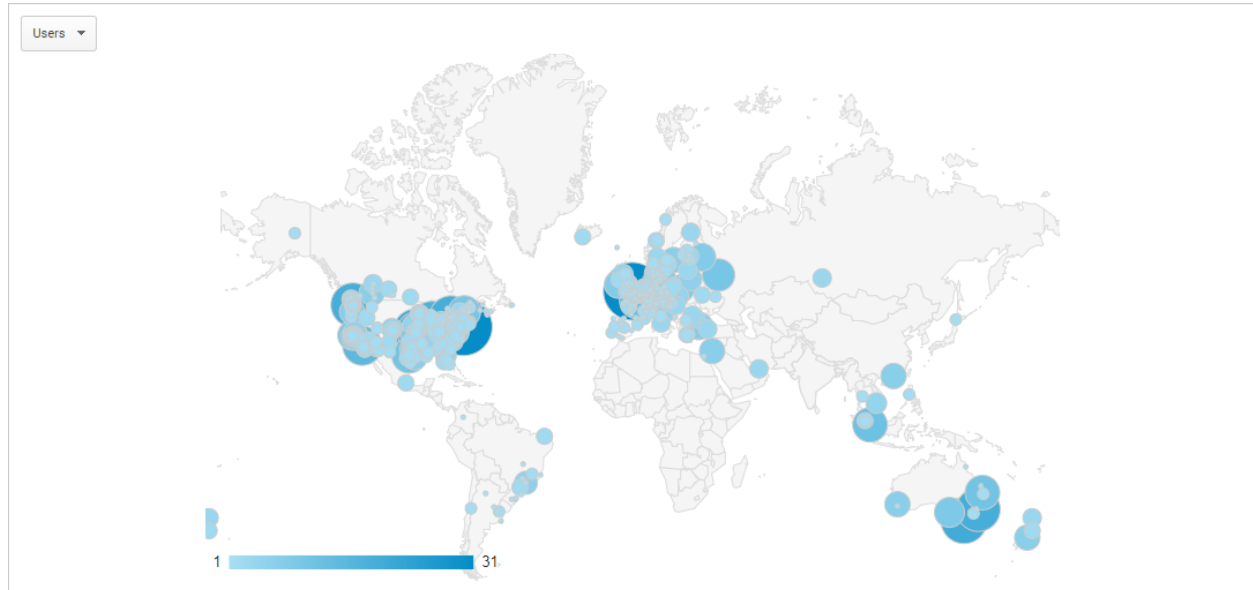
Visitors were primarily from the United States representing 46.94% of the audience. The United Kingdom came in second at 7.21%, followed by Canada at 6.17%. A few countries only had one user, some of these are Kosovo, Egypt, Saudi Arabia, and South Africa.

Device Type

Device Category	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	2,102 % of Total: 100.00% (2,102)	2,103 % of Total: 100.00% (2,103)	2,602 % of Total: 100.00% (2,602)	0.65% Avg for View: 0.65% (0.00%)	2.69 Avg for View: 2.69 (0.00%)	00:00:56 Avg for View: 00:00:56 (0.00%)
1. desktop	1,777 (84.54%)	1,777 (84.50%)	2,191 (84.20%)	0.68%	2.75	00:00:58
2. mobile	290 (13.80%)	291 (13.84%)	372 (14.30%)	0.54%	2.38	00:00:50
3. tablet	35 (1.67%)	35 (1.66%)	39 (1.50%)	0.00%	2.46	00:00:13

Desktop users accounted for the majority of the views at 84.54%. The game is not as mobile friendly so it is surprising to me that the average session duration was not too far from that of desktop users. Tablet users, although not a significant sample size, seemed to not like the game. I have not done any testing on the tablet so I can't say for sure if there might be a cause outside of disinterest in the site's content.

Channel attribution

Default Channel Grouping	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	2,102 % of Total: 100.00% (2,102)	2,103 % of Total: 100.00% (2,103)	2,602 % of Total: 100.00% (2,602)	0.65% Avg for View: 0.65% (0.00%)	2.69 Avg for View: 2.69 (0.00%)	00:00:56 Avg for View: 00:00:56 (0.00%)
1. Social	1,606 (76.33%)	1,605 (76.32%)	1,939 (74.52%)	0.62%	2.15	00:00:27
2. Direct	472 (22.43%)	473 (22.49%)	617 (23.71%)	0.81%	4.41	00:02:23
3. Referral	23 (1.09%)	22 (1.05%)	43 (1.65%)	0.00%	2.56	00:01:44
4. Organic Search	3 (0.14%)	3 (0.14%)	3 (0.12%)	0.00%	2.00	00:00:05

76% of the visits can be attributed to social websites. Out of those, Reddit accounts for 98.57% of that traffic. Facebook takes the remaining 1.43%, these are likely the friends and family who clicked on the link I shared on that platform. The three results from organic search are interesting. Only one of those had a keyword attached to it and it was "amazon". That visit occurred on Dec 7th and was found through the Bing search engine. The two that did not have a keyword attached to it also occurred on Dec 7th and was found through the Google search engine.

Conclusion

The data does not hold many surprises. The audience is about what you would expect from how the link to the website had been shared. If one were to recommend a course of action to grow the website's audience, they would likely come to the conclusion that seeking out similar communities of incremental game enthusiasts would be the most efficient use of time. A secondary focus may be to target video game enthusiasts in general.

This has been a very fun and interesting experiment. The amount of traffic I received exceeded expectations by orders of magnitude. In the future I may add events for button presses, this would allow me to track exactly how far the player's progress into the game.