

Data Analyst Case

DATASET

Field name	Type
user_id	STRING
event_date	DATE
platform	STRING
install_date	DATE
country	STRING
total_session_count	INTEGER
total_session_duration	FLOAT
match_start_count	INTEGER
match_end_count	INTEGER
victory_count	INTEGER
defeat_count	INTEGER
server_connection_error	INTEGER
iap_revenue	FLOAT
ad_revenue	FLOAT

This dataset shows a summary of the in-game and monetization activities performed daily by the players in your game.

Columns:

user_id: User identifier.

event_date: indicates the day the activities occurred.

platform: Operating system of the user's device.

install_date: The date the player installed the game.

country: User's country.

total_session_count: The total number of sessions the player had on that day.

total_session_duration: The total time the player spent in the game on that day.

match_start_count: Total number of matches started.

match_end_count: Total number of matches finished.

victory_count: Total number of matches won.

defeat_count: Total number of matches defeated.

server_connection_error: Number of server connection errors received.

iap_revenue: Total in-app revenue.

ad_revenue: Total ad revenue.

Question:

Using the data set provided to you, We want you to make analyzes about the different aspects of the users' characteristics. For example, you can consider segmenting users based on their first-day engagement and examining how these segments generate retention values and graphs. Another one might be, are there any trends in session duration over time? Do sessions tend to get longer or shorter as time goes on? We are requesting you to be more creative and conduct an analysis that uncovers such segmentations or trends. You can use any tool to present and visualize your findings. (Please make sure that when calculating retention, the session count column is bigger than 0 for users on the relevant retention day.)

