

Gameplay & Player Retention Insights

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1. Behavioral Patterns

- **Most active users log in 3–5 days/week.**
- Sessions are generally short (~5–10 minutes), indicating casual usage.
- Engagement peaks on **weekends**, hinting at gaming as a leisure activity.

2. Early Signs of Churn

- Users with **<2 sessions in the first 7 days** are 3x more likely to churn.
- **Gap between sessions >5 days** is a strong churn signal.
- First-time users with **low session length (<3 mins)** show poor retention.

3. High-Value / High-Retention Users

- Top players fall into the **“High-Value Power”** segment: Revenue > ₹100 and Sessions > 20.
- These users return consistently and often interact with multiple game modes.
- Many come from the **desktop segment**, suggesting device matters.

4. Suggestions to Improve Retention & Revenue

- Introduce **onboarding nudges**: Tooltips or bonus offers in the first 7 days.
- Target **“Low-Spend High-Freq”** users with upselling bundles.
- Re-engage churn-risk users via push/email based on inactivity triggers.