
AQUISITION SUMMARY

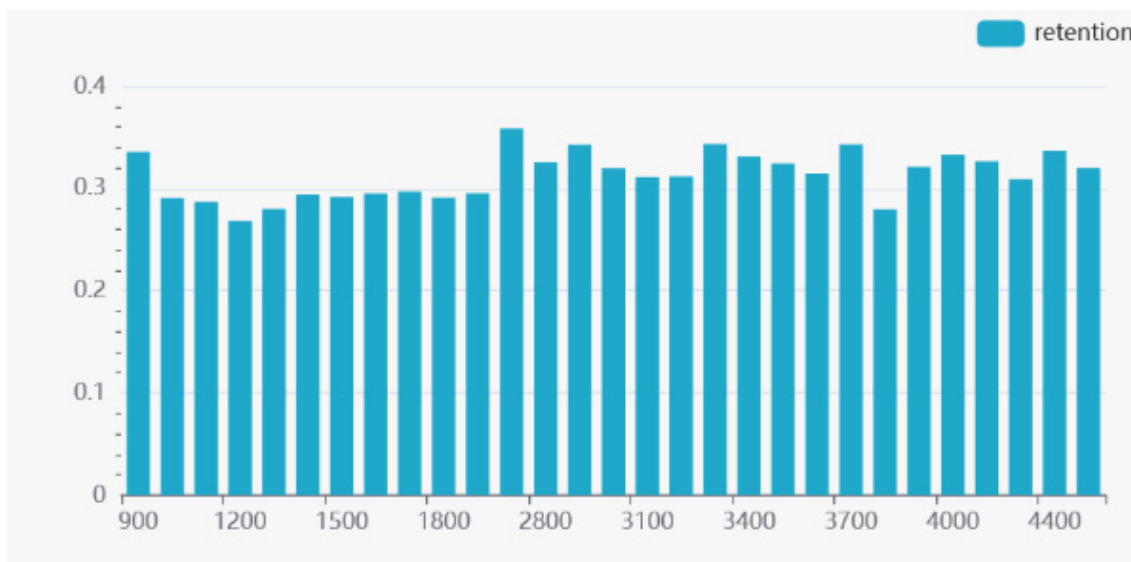
SOFAScore ACADEMY HM10

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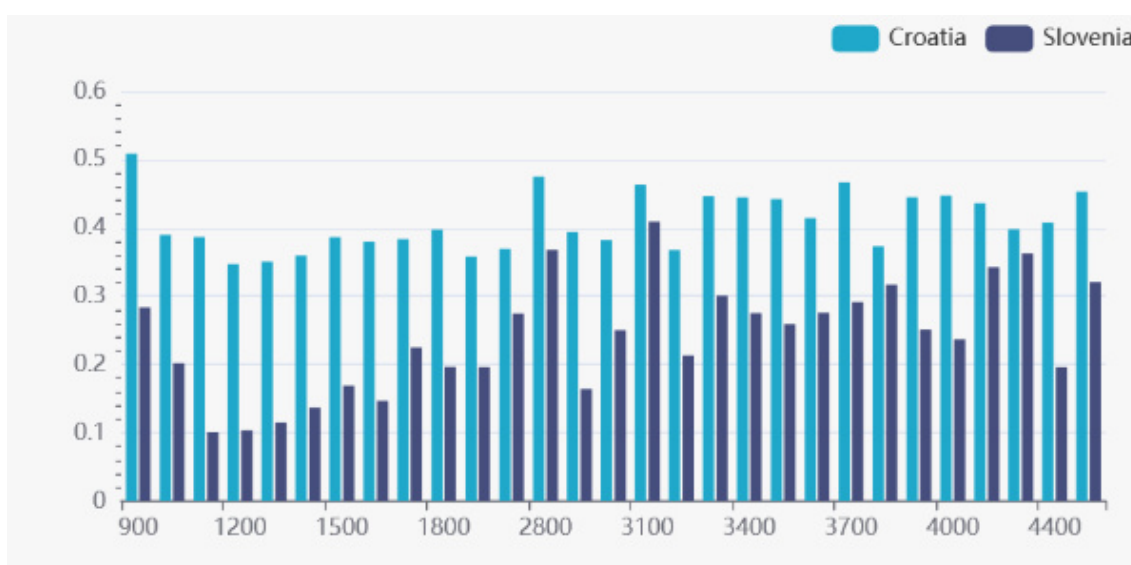
JUNE 2024

1 W4 retention vs sport events availability

Retention is one of the most important metrics to track since it can show how many people actually use the app after installing. In that sense, it is important to understand and explore what factors impact retention so it can be used to increase it.

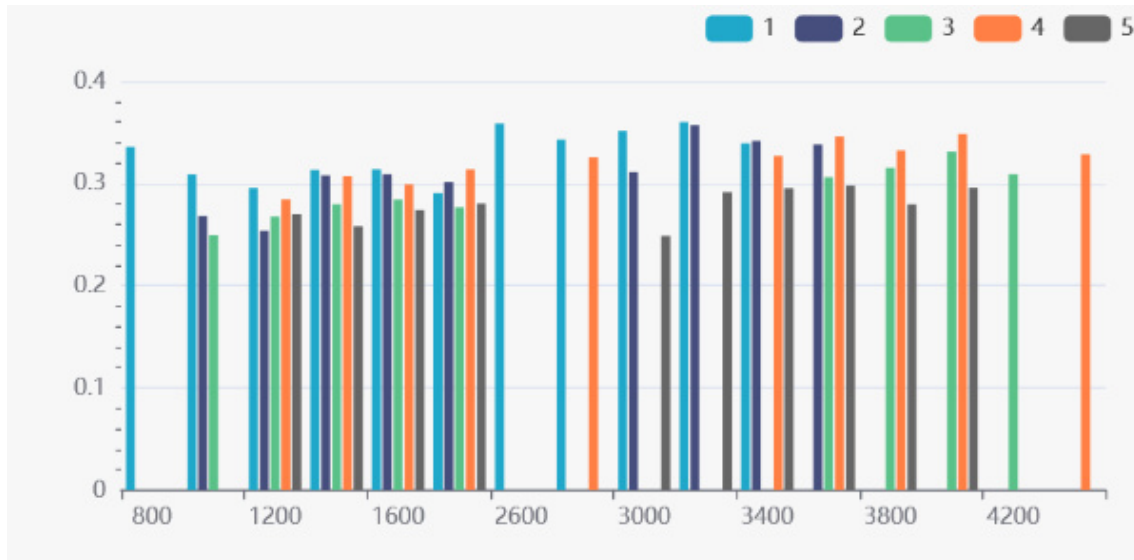


In this chart, we can see retention rate which depends on different sport events availability on the day user installed the app. This can be indicative to see if increasing the number of covered games or adding new sport into app can help retain customers. As we can see, retention fluctuates around 31% and less amount of events can be seen as part of graph where retention remains a bit smaller (event though we see spike at 900 bin mark). Problem with this approach is that we don't have any other underlying information about events or users.



Firstly, we can observe are there any differences regarding country that users are from (or at least where they installed the app). Different countries have different sport cultures so we can observe does that impact retention rate (and also different rate of popularity of the app).

For example, as seen on graph above, in comparison of Croatia and Slovenia, we can see that Slovenia has more noticable difference in retention when there are more events available. Also, we can see that it is important to track what time of year or even week installation took part in.



As mentioned before, this approach lacks more in depth information about events and users. By only tracking event counts, we can not see structure of those events (which sports are mostly present) or the time in which they occurred. Also, some events are more popular than other (for example NBA or Champions League). After further investigation and inspecting the months in which each bin occurred, we can see that peak at 900 (800) sport events appeared only in January. Reason for that is probably some sport event (maybe World Handball Championship) that spiked interest in that period. We can conclude that lot of factors affect retention so maybe we should weight events based on popularity to obtain more accurate results.

Another indicative thing we can observe to see if it affects W4 retention is follow rate at installation. People who follow certain player, team or league tend to use app because they can easily track followed entities results.

Since we don't have available information about organic or paid users in bq.events table, I am not able to investigate which group potentially has higher retention rate.