🎮 Matiks Performance Insights Report

May 23 – May 25

**Dataset Size: 10,000 Users**

✅ What's Working

1. User Behaviour

- **Balanced Engagement Across Demographics:** All genders show nearly equal engagement across all four game titles, with no significant difference in play sessions or total hours played.

- **Device Diversity:** Players are evenly spread across PC, Console, and Mobile — indicating broad platform compatibility and accessibility.
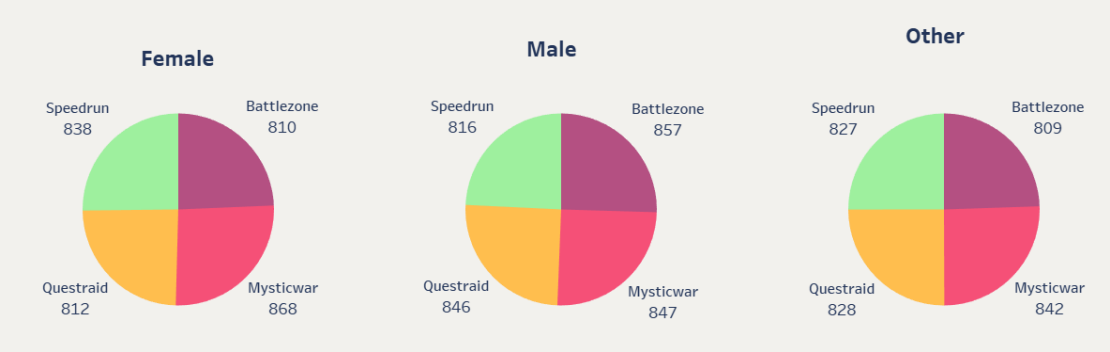
2. Game Performance

- **Top Game: Mysticwar**
  Mysticwar leads in total play sessions and average hours played per user, but Questraid, Speedrun, and Battlezone follow closely — showing strong engagement across all titles.
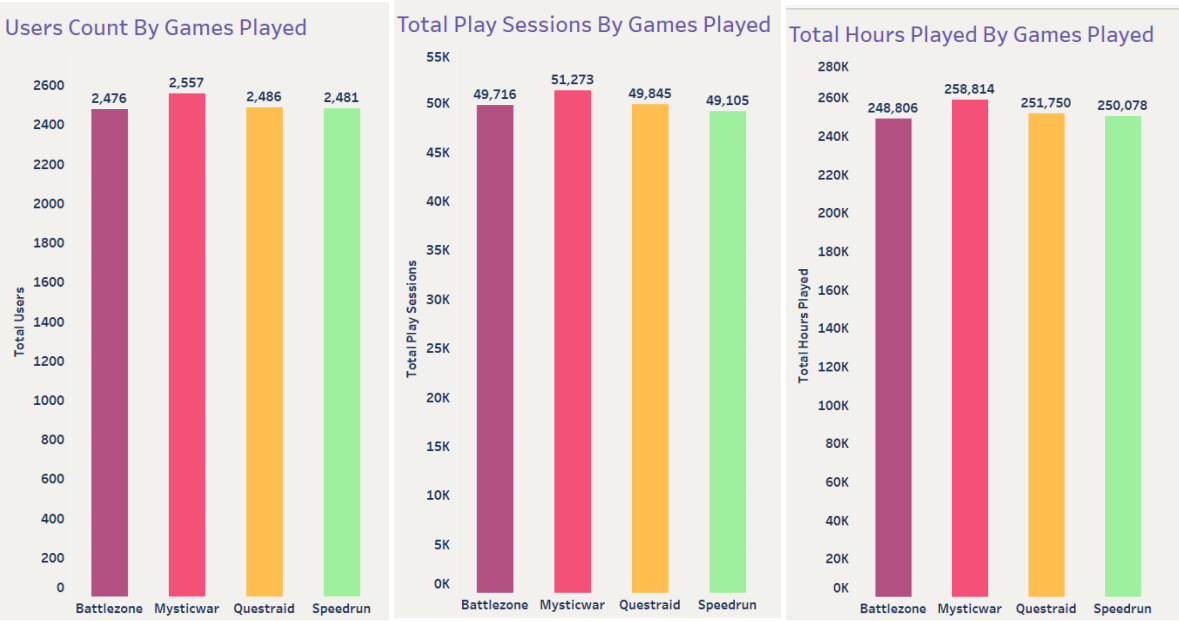
3. Referral Channels

- Users come from various referral sources (Organic, Ads, Friend, Social Media) without major variance in volume. However, Organic and Ads bring higher total revenue than Friend or Social.

4. Revenue Metrics (For Entire Duration)

- **Average Revenue per User (ARPU):** $50.2

- **Average In-Game Purchase Value:** $10

- **Total Revenue Generated:** $501,774

- **Top Revenue Contributor:** Users with **Premium Subscription Tier** contributed the most (~$129.4K)


❌ What's Not Working

1. Low User Session Volume

- **Average Play Sessions per User:** 20

- **Session Distribution**:

    - 97% of users have between **11 to 30 sessions**

    - Only **1.35% exceed 30 sessions**
        ➤ Indicates weak long-term engagement or possible churn after early usage.

Number of Users per Play Session Range
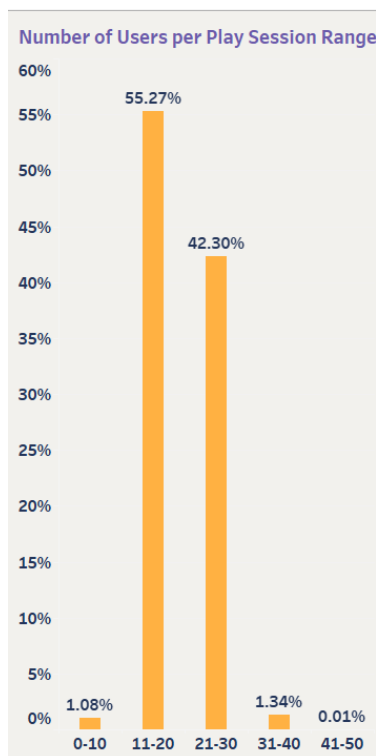
2. Low Conversion to Paid Tiers

- 25% of users are still on the Free plan despite significant in-game time.
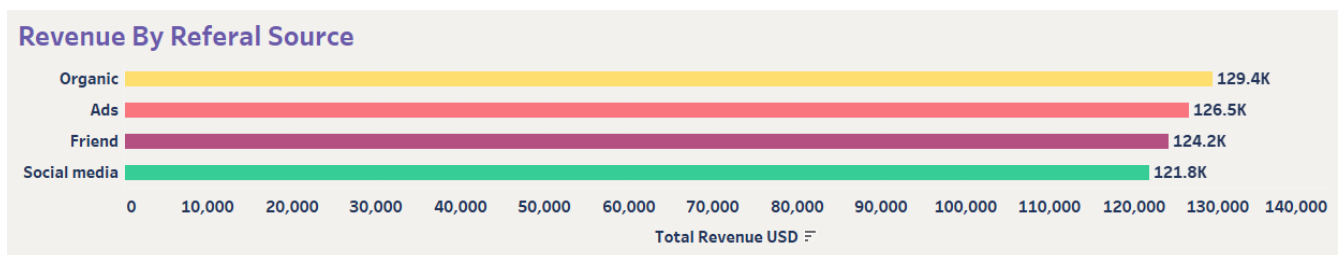 ➤ Suggests room to improve upselling and highlight benefits of paid subscriptions.

Users Count by Subscription
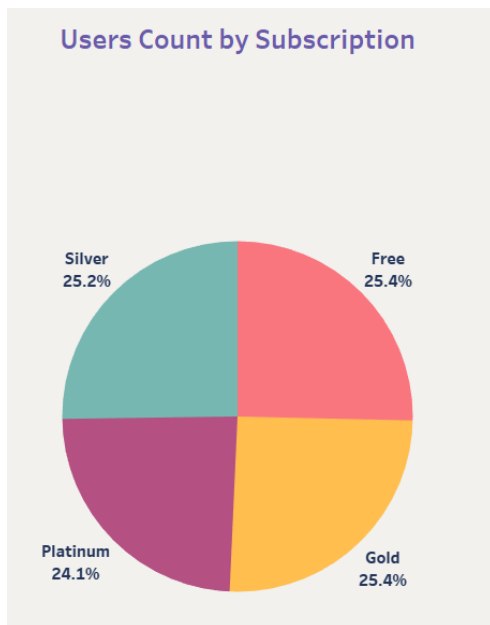
🚀 Opportunities to Leverage

1. Referral Campaign Optimization

- **Friend referral** source brought in $124K in revenue.
  ➤ Introduce **in-game rewards or coupons** when users invite others. Amplify what's already working.

Revenue By Referal Source

Referral Source	Total Revenue USD
Organic	129.4K
Ads	126.5K
Friend	124.2K
Social media	121.8K

2. Social Play Mechanics

- Add **"Friend Online" notifications** to encourage real-time engagement and multiplayer sessions.
  ➤ Expected to improve play frequency and session length.

3. Upselling Free Users

- Target the 25% user base still on the Free plan with gamified incentives.

➢ Like **Discounts on first purchase** for free-tier users.

4. Re-engagement Campaigns

- Trigger **push/email campaigns** for users showing declining session counts or who haven't logged in recently.

- 📈 **Summary KPIs**

Metric	Value
Total Users	10,000
ARPU	$50.2
Average Session Count/User	20
Total Revenue	$501,774
% Free Tier Users	25%
Top Game (Sessions)	Mysticwar
Most Used Device	Console (~34%)

📊 Tableau Dashboard Overview

To bring the analysis to life, two interactive dashboards were created in Tableau Public: **Revenue Dashboard** and **User Analytics Dashboard**.

Dashboard Link :-
https://public.tableau.com/app/profile/jayesh.wagh3436/viz/UserAnalyticsRevenueDashboard/AnalysisDashboard

📊 Dashboards Overview

1. Revenue Dashboard

Location: Revenue Dashboard tab in Tableau
Purpose: Displays revenue trends, ARPU, and breakdowns by device type, game title, and subscription level.

Components:

- **KPI Tiles**: Total Revenue, Avg Purchase Value, Avg Rev. per User & Session

- **Bar Charts**: Revenue by Year & Month

- **Pie Charts**:

  o Revenue by Game

  o Revenue by Device Type (PC, Console, Mobile)

  o Revenue by Subscription (Free, Silver, Gold, Platinum)

2. User Analytics Dashboard

Location: Analysis Dashboard tab in Tableau
Purpose: Highlights user activity, session behavior, acquisition sources, and segment breakdowns.

Components:

- **KPI Tiles**: Total Users, Active Users (Last 30 Days), Sessions/User

- **Session Distribution**: Play session frequency ranges

- **Trend Chart**: Monthly new user acquisitions

- **Pie Charts**:

    o   Users by Game Played

    o   Users by Subscription Type

    o   Users by Referral Source (Organic, Ads, Friend, Social Media)

📌 **How to Use the Dashboard (on Tableau Public)**

- **Filters Available**: Use dropdowns to filter by year, gender, and activity window.

- **Navigation Buttons**: Click "Revenue" or "Analysis" on the top-right to switch dashboards.

- **Hover to Explore**: Hover over charts to see detailed tooltips and metrics.

- **Compare Segments**: Use pie charts to compare performance and user base across games, devices, subscriptions, and referral sources.

Thank You