Play Simple Analysis

Understanding:

Looking at the problem statement and Data set, my understanding is that there were Three variants (1,2,3) for a game provided to the users.

Data sets Provided : Retention, Engagement & Economy.

Problem 1 :

**Q1**: Which variant is our winner and why?

Based on the data provided, Variant 3 is the winner.

Variant 3 had most data retention by the end of the 3rd week. It also had the most number of installs.

Variant 3 had more earn and spend and little bit less purchase as of Variant 2. The cash per user and cash per dau is high for Variant 3.

Variant 3 almost always crossed the average number of installs throughout the month.

Variant 3 retained the most number of users by the end of the month.

2. Rank the variants in the order of their difficulty

Variant 3 would be ranked 1 , Variant 2 ranks 2 and variant 1 ranks 3.

Problem 2 :

Which one according to you is a better investment and why?

Considering D1% vs D30% for Words With Friends and Candy Crush, Words With Friends is better investment. Their D30 % retention was 41.6% of D1. But Candy Crush had retention of 27.27% which means they have to improve their game to increase the retention rate.

PS : All the visual analysis was done on Power BI and have attached the PDF of the report with the email.