**Business Analyst Academy Test**

1. **Segmentation:** BA team of a Playtika game needs to create a forecasting model to determine if a user is “about to churn”, i.e. if a user is about to stop playing the game. *Assume you have access to whatever data you need about users.*

**Q: Which variables would you consider taking into account (up to 5 main variables) and why?**

1. **Segmentation:** Customer segmentation for pricing and promotions it is very important to the business needs.
2. Please explain why.
3. Please give 5 examples for some customer segmentation that may apply to an online gaming business in order to maximize app revenue KPIs, for each, please suggest an example how to use it and explain how that segmentation might improve revenue – business wise.
4. Assuming a regular paying user has only 1 purchase offer of 100K coins for $5. Suggest a pricing offer for none paying users where the goal is to convert them to becoming paying users. Would you suggest a different offer for a user that installed yesterday, rather than a user that installed a year ago? Why?
5. **Business thinking:** Ad-monetization feature in the online gaming is a feature that enables players to watch ads of other games, within our game, and get free coins after doing so. The benefit of our app from it, is revenue from each time a user watches an ad in our app and installs the new app at the end of the ad. The revenue comes from a third party.

**Q:** What would you check before suggesting a full opening of the feature for all of the population? What might be the pros and cons of such a feature in the app, on which KPIs might it effect in a positive way? Of which might it have a negative effect?

1. **Research & exploration:** In the attached Excel file, please find data on a game’s activity in 2020. You can find the daily active user trend by several breakdowns.

**Calc date** – date

**DAU** - the number (count) of **D**aily **A**ctive **U**sers

**Platform** - on which platform the user plays the game (platform id)

**Version** – Every week a new version is being launched.

**Tier** - user’s ranking according to the user’s Lifetime Value (total lifetime money spent in the game).

1. Do you recognize any specific events in the timeline that the business should investigate?
2. If the answer to a is yes, based on the provided data what could be the cause for this event.

Please add all calculations & detailed process in the file

1. Attached an excel with raw data (From Jan-2016 till beginning of January 2018). (FTDs-**F**irst **T**ime **D**epositors).
2. Please present the “state of the business” based on this data. Refer to the following KPI’s:

* Revenue, Paying users.
* Please suggest an aggregated KPI from the online gaming world, that can be derives from the columns in the table, that might interest the business, and refer to it when analyzing the state of the business.

Please answer in a detailted and focused executives summary one slide with a visualization that emphasizes the main KPIs.

1. What can explain the revenue trend?
2. What is studio’s “point of weakness?” suggest ideas to improve it.
3. On 16/7/2016 the app opened a new platform that enables users to purchase and play directly from the app instead of purchased from an intermediary party, how did it effect the business? On which KPIs in the table did it effect and how?