**Product Usage & Revenue Insights Report**
Date: May 2025
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Summary:

1. This report analyzes behaviour and revenue for 10,000 users across device types and game modes.

2. A Power BI dashboard was created to track

   A. DAU, WAU, MAU.
   B. revenue trends.
   C. behaviour analysis
   D. funnel analysis
   E. user Segmentation.
   F. Cohort analysis
   G. Imp DAX

3. Recommendations are targeted and actionable to improve user engagement and monetisation .

DAU, WAU, MAU tracking
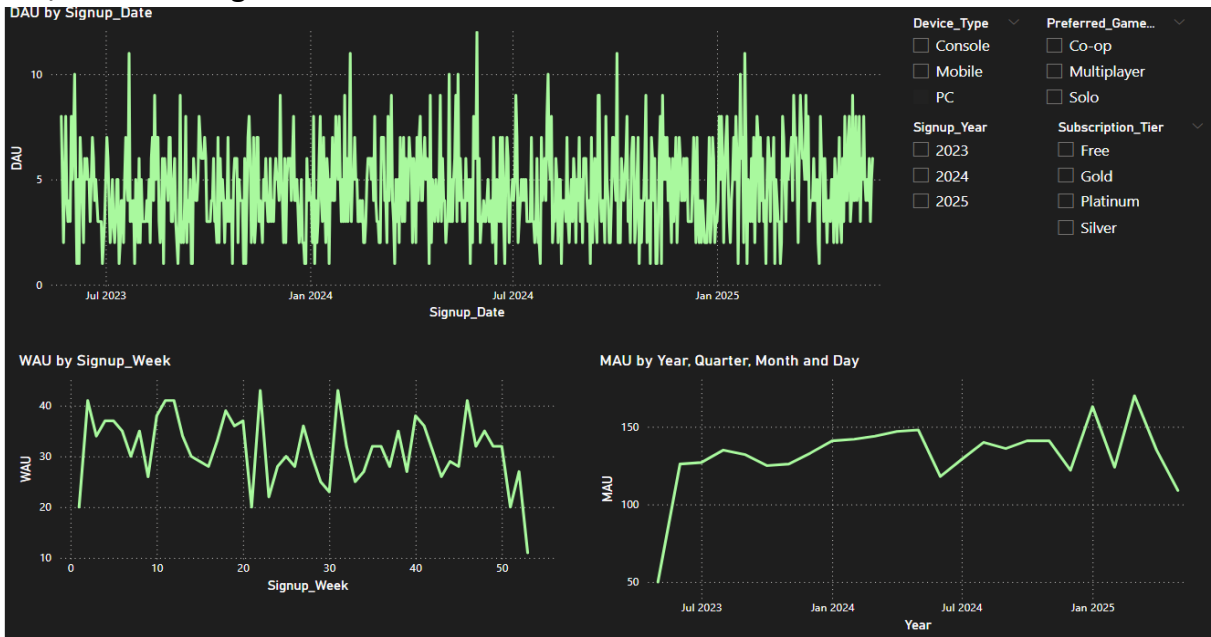
Engagement Metrics Overview

- **DAU Stability with Spikes:** Daily active users remain steady (3–7), with occasional spikes >10—likely driven by events or feature drops.

- **WAU Variability:** Weekly active users fluctuate (20–40), with peaks in weeks 5, 12, 21, and 40, suggesting event-driven engagement.

- **MAU Growth Plateau:** Monthly users rose from ~50 to ~160 (mid-2023 to early 2024) but have since plateaued, hinting at slowed acquisition or retention.

Recommendations

1. **Replicate DAU Spikes:** Identify and repeat successful campaign or update patterns.

2. **Stabilize WAU:** Launch weekly content or events to maintain consistent engagement.

3. **Improve MAU Retention:** Use cohort analysis to find drop-off points; run re-engagement campaigns.

4. **Segment by Subscription/Device:** Analyze engagement by user tier or platform for targeted action.

5. **Reevaluate Pricing Strategy:** Review Platinum/Gold value; test time-limited upgrades for Free/Silver users.

Revenue Patterns

Revenue Trends Over Time

- Daily Volatility: Revenue shows significant daily fluctuations from May 2023 to May 2025, reflecting variable user spending.

- Seasonality:

    o Spike in Q2 2023.

    o Stable revenue with mild seasonality from Q3 2023 to Q1 2025.

    o Drop at period end likely due to incomplete May 2025 data.

Revenue by Device Type

- Console, PC, and Mobile each contribute nearly equal revenue (~170K), indicating a balanced user base and opportunity for platform-agnostic monetization.

Revenue by Game Mode

- Solo (33.9%), Co-op (33.7%), and Multiplayer (32.4%) revenues are almost equal, showing a diverse player base and potential to optimize monetization per mode.

Key Recommendations

- Launch device-specific promotions to increase engagement.

- Run mode-specific events to boost spending.

- analyse high-revenue periods to replicate success factors.

- Invest in loyalty programs to improve retention.

- Plan seasonal events to address revenue dips

behaviour analysis

User Activity Trends

- Stable Engagement: Daily active users steady between 380–450 from mid-2023 to early 2025, with a recent dip to ~300 in May 2025 needing investigation.

Session Behaviour by Subscription Tier

- Free and Silver users have many short sessions (~180), indicating lower engagement.

- Platinum users show fewer short sessions, reflecting stronger retention and longer playtime.

Game Popularity

- Four games (MysticWar, QuestRaid, BattleZone, SpeedRun) have similar session volumes (~50K each), with MysticWar slightly leading, suggesting higher replay value.

Churn Risk & Session Duration

- High-risk users are only 3.93% of the base but have shorter sessions (26.6 mins vs. 30.2 mins), highlighting an engagement gap.

Recommendations

1. Increase retention for Free/Silver users via in-game incentives.

2. Investigate May 2025 drop in daily users.

3. Re-engage high-risk users with personalized offers.

4. Promote MysticWar in marketing efforts.

5. Use device segmentation to tailor user experience and campaign.

Funnel analysis

Onboarded_Users, IN_game_purchase_users, Medium_session_Users and High_Session_Users

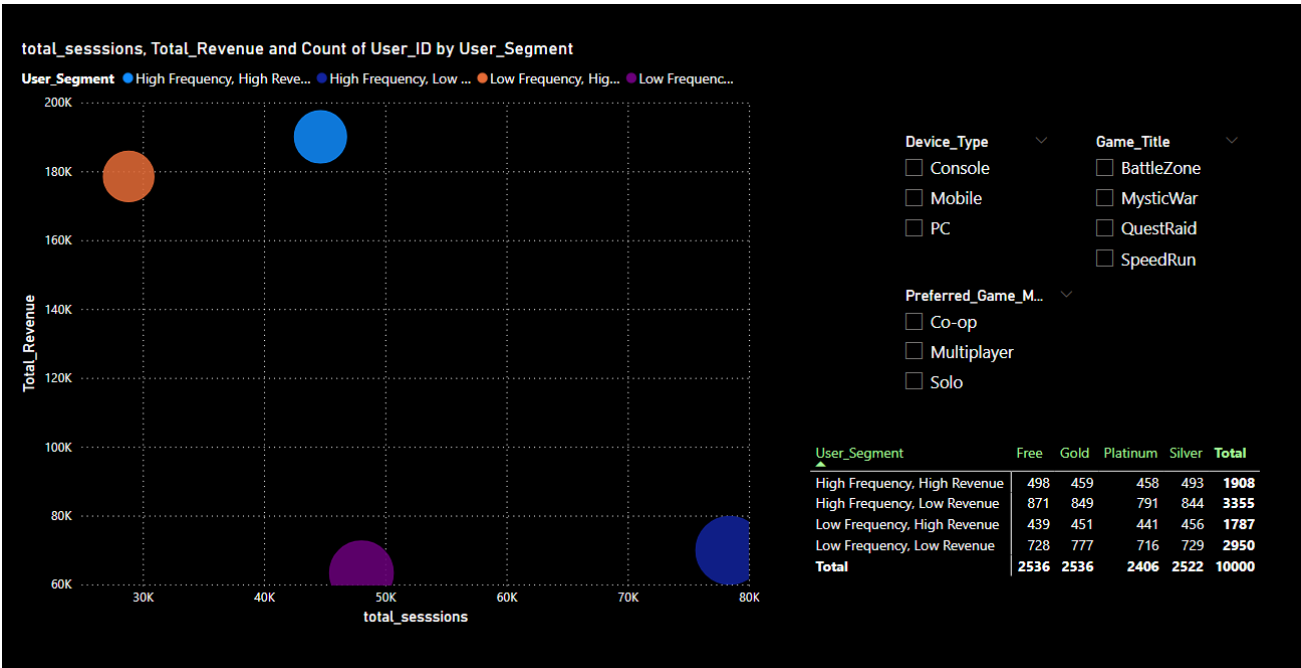|	
	100%
Onboarded_Users	10K
IN_game_purchase_users	10K
Medium_session_Users	9K
High_Session_Users	2K
	15.7%
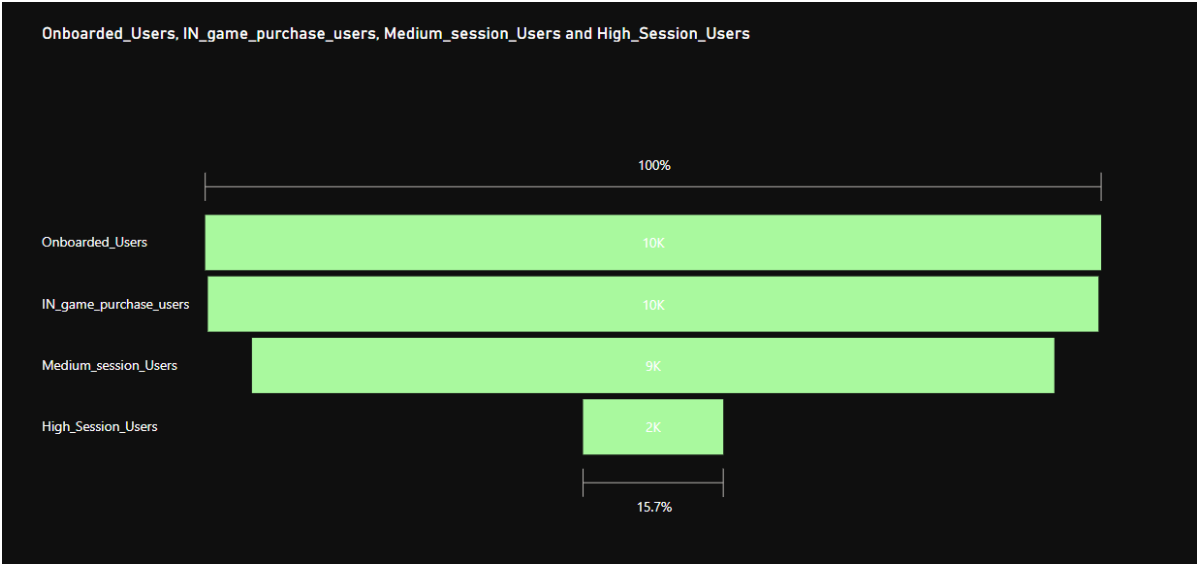
Funnel Insights

- 100% Conversion from Onboarding to Purchase: All 10K onboarded users made at least one in-game purchase, indicating a strong initial experience.

- 10% Drop at Medium Sessions: Medium session users decrease to 9K, showing a slight engagement drop post-purchase.

- Sharp Decline in High Sessions: Only 2K users reach high session levels (15.7% of onboarded), highlighting a major retention challenge.

Recommendations

- Investigate causes of churn after purchase; test post-purchase experiences.

- Enhance retention with features like streak rewards and community engagement.

- analyse high session users to identify factors driving long-term engagement and replicate success.

User Segmentation

total_sesssions, Total_Revenue and Count of User_ID by User_Segment

User_Segment ● High Frequency, High Reve... ● High Frequency, Low ... ● Low Frequency, Hig... ● Low Frequenc...

User_Segment	Free	Gold	Platinum	Silver	Total
High Frequency, High Revenue	498	459	458	493	1908
High Frequency, Low Revenue	871	849	791	844	3355
Low Frequency, High Revenue	439	451	441	456	1787
Low Frequency, Low Revenue	728	777	716	729	2950
Total	2536	2536	2406	2522	10000

Device_Type
- ☐ Console
- ☐ Mobile
- ☐ PC

Game_Title
- ☐ BattleZone
- ☐ MysticWar
- ☐ QuestRaid
- ☐ SpeedRun

Preferred_Game_M...
- ☐ Co-op
- ☐ Multiplayer
- ☐ Solo

User Segment Analysis

- **High Frequency, High Revenue (1,908 users):** Top performers with highest sessions (~75K) and revenue (~190K). Prioritize retention and exclusive rewards.

- **Low Frequency, High Revenue (1,787 users):** Low sessions (~25K) but high spend (~180K). Use VIP perks and re-engagement tactics to boost activity.

- **High Frequency, Low Revenue (3,355 users):** Active (~50K sessions) but low spend (~70K). Target with upselling and affordable premium features.

- **Low Frequency, Low Revenue (2,950 users):** Lowest impact (~45K sessions, ~60K revenue). Consider automation or segmenting to find high-potential users.
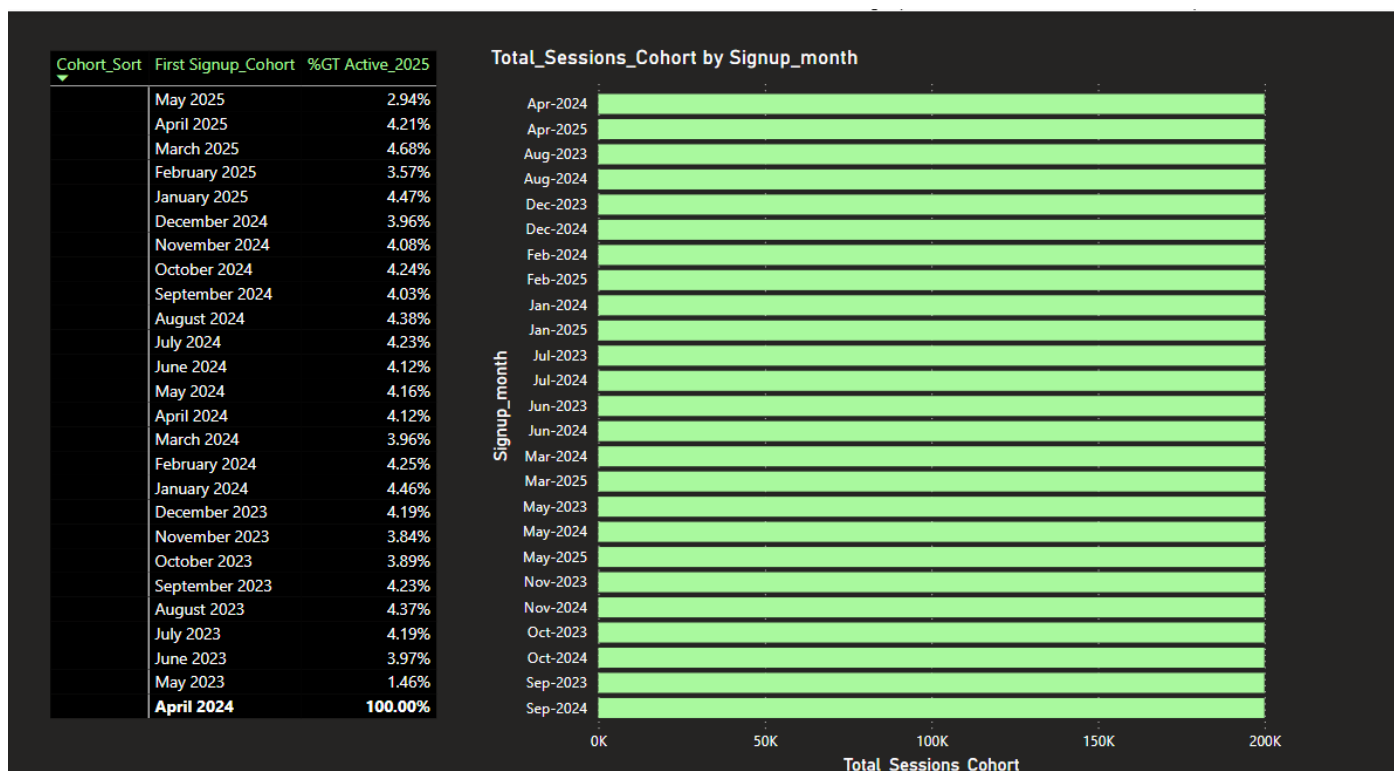
User Tier Distribution

- User counts are balanced across Free, Gold, Silver, and Platinum (~2,500 each).

- Free users dominate the High Frequency, Low Revenue group, reinforcing upsell potential.

Recommendations

- **Retain & Reward:** High Frequency, High Revenue users with exclusives and loyalty benefits.

- **Re-engage:** Low Frequency, High Revenue via personalized offers and VIP campaigns.

- **Upsell:** High Frequency, Low Revenue with affordable bundles and incentives.

- **Streamline:** Evaluate retention value of Low Frequency, Low Revenue; segment further or deprioritize.

Cohort analysis

Cohort_Sort First Signup_Cohort	%GT Active_2025
May 2025	2.94%
April 2025	4.21%
March 2025	4.68%
February 2025	3.57%
January 2025	4.47%
December 2024	3.96%
November 2024	4.08%
October 2024	4.24%
September 2024	4.03%
August 2024	4.38%
July 2024	4.23%
June 2024	4.12%
May 2024	4.16%
April 2024	4.12%
March 2024	3.96%
February 2024	4.25%
January 2024	4.46%
December 2023	4.19%
November 2023	3.84%
October 2023	3.89%
September 2023	4.23%
August 2023	4.37%
July 2023	4.19%
June 2023	3.97%
May 2023	1.46%
April 2024	**100.00%**

Cohort Engagement Analysis

- April 2024 Cohort: 100% active in 2025 — a clear outlier. Likely driven by a successful campaign or product improvement.

- Stable Retention Across Cohorts: Most cohorts maintain consistent 2025 activity (3.8%–4.4%), indicating strong long-term engagement.

- Lower Engagement in 2025 Cohorts: Jan–May 2025 cohorts show weaker activity (e.g., May at 2.94%), possibly due to short maturity or onboarding gaps.

- May 2023 Dip: Lowest engagement (1.46%) among older cohorts, suggesting potential onboarding or external issues.

- Uniform Session Volumes: Despite engagement variation, session counts are steady across signup months.

Recommendations

1. Replicate April 2024 Tactics: Identify and apply what worked to boost new cohort engagement.

2. Improve 2025 Onboarding: Refine activation flows and add early engagement triggers.

3. Investigate May 2023 Issues: Audit onboarding or external factors for this underperforming group.

4. Segment Retention Strategy: Tailor messaging and content to different user profiles.

5. Track Deeper Usage Metrics: Go beyond session count — analyse session quality and churn drivers.

Suggested Analyses:

1. Early Retention: analyse 7/30-day retention to pinpoint drop-offs (needs pre-2025 data).

2. Session Timing: Study session patterns by time/day to optimize notifications (needs timestamps).

3. Churn Prediction: Build model using inactivity and session duration (needs historical churn).

4. Revenue Breakdown: Segment revenue by purchase type (needs purchase details).

5. Geographic Trends: Tailor campaigns by Country (needs more data).

Key DAX Definitions:

Churn_Risk =

IF(

  OR(

    DATEDIFF('Sheet1'[Last_Login], DATE(2025, 5, 23), DAY) > 30,

    'Sheet1'[Avg_Session_Duration_Min] < 5

  ),

  "High Risk",

  "Low Risk"

)

Cohort Size: Users in a signup cohort.

Cohort_Size = CALCULATE(DISTINCTCOUNT('Sheet1'[User_ID]), ALLEXCEPT('Sheet1', 'Sheet1'[Signup_Cohort]))

Retention Rate (2025): % of cohort active in 2025.

Retention_Rate_2025 = DIVIDE(CALCULATE(DISTINCTCOUNT('Sheet1'[User_ID]), 'Sheet1'[Last_Login] >= DATE(2025, 1, 1)), [Cohort_Size], 0)

Medium/High Session Users: Users with ≥15 sessions.

Medium_High_Session_Users = CALCULATE(DISTINCTCOUNT('Sheet1'[User_ID]), 'Sheet1'[Total_Play_Sessions] >= 15)

User Segment: Groups by session frequency/revenue.

User_Segment = VAR Sessions = 'Sheet1'[Total_Play_Sessions] VAR Revenue = 'Sheet1'[Total_Revenue_USD] RETURN SWITCH(TRUE(), Sessions >= 20 && Revenue >= 50, "High Frequency, High Revenue", Sessions >= 20 && Revenue <

 50, "High Frequency, Low Revenue", Sessions < 20 && Revenue >= 50, "Low Frequency, High Revenue", "Low Frequency, Low Revenue")

Thank You…