Game User & Revenue Analysis

Data-driven insights into user behavior, engagement, and monetization from game platform data (2023–2025)
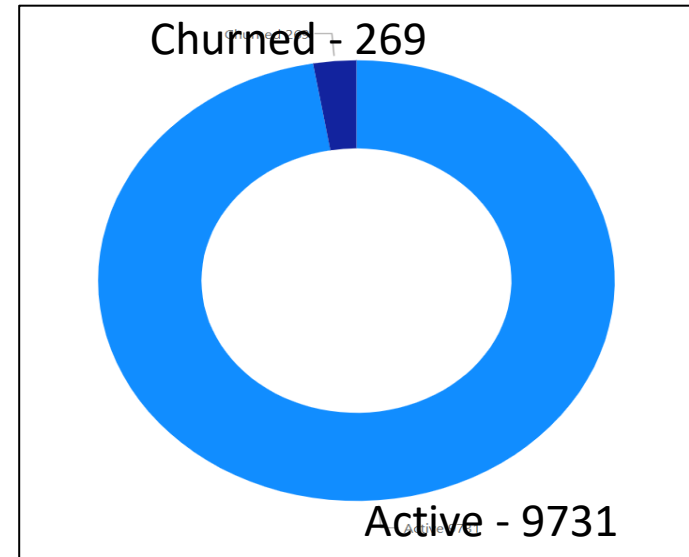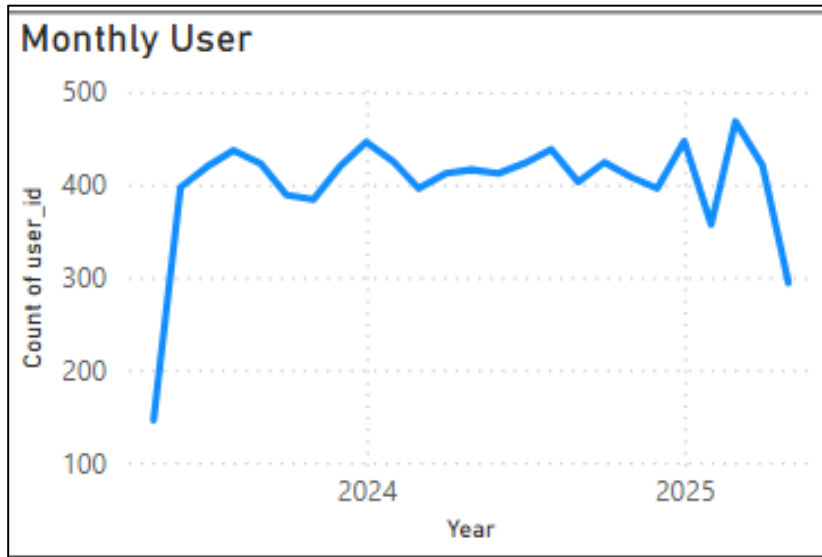
Prepared by: Ritesh Patel
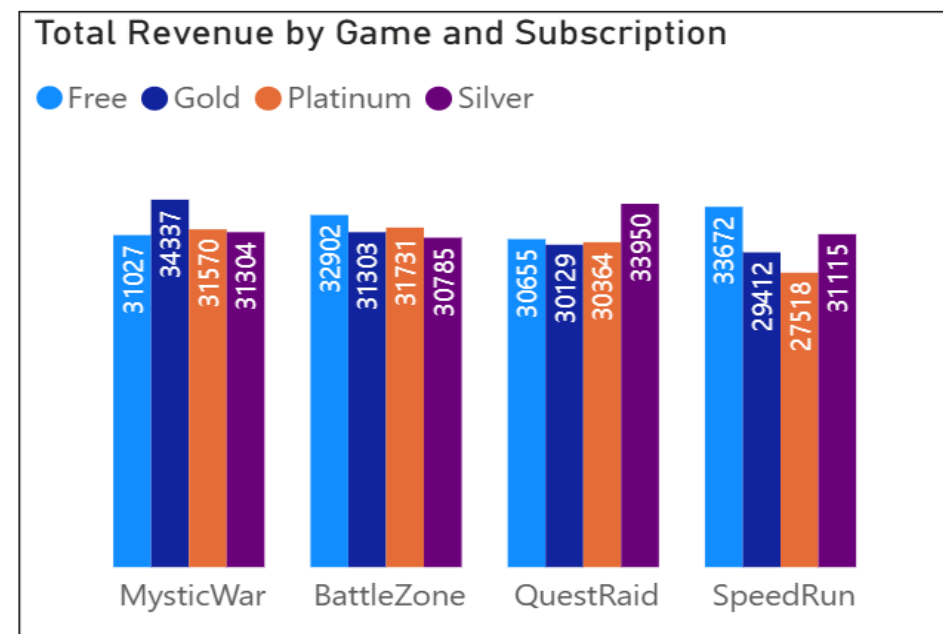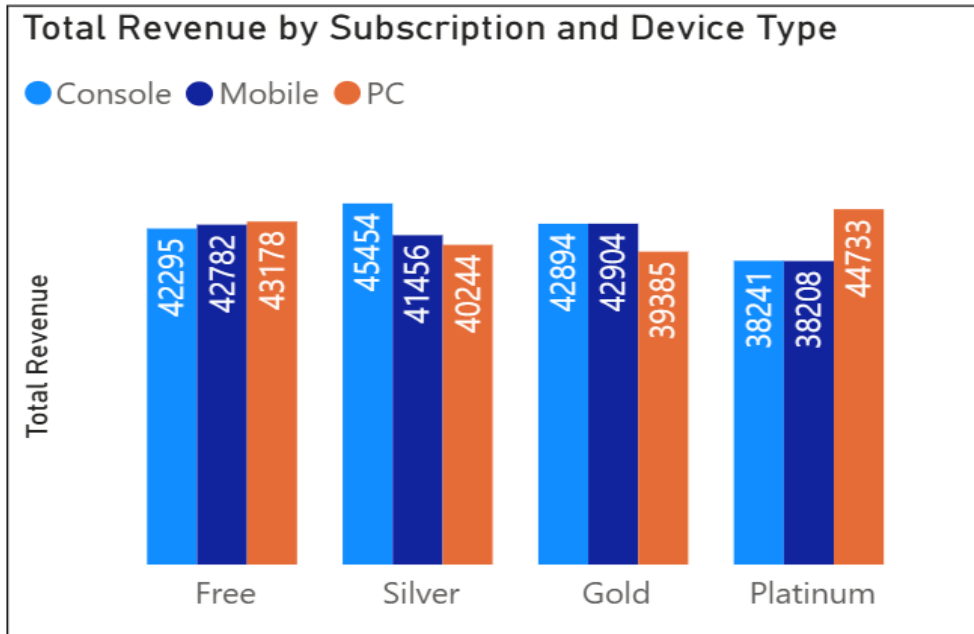**Tool Used**: Power BI
Dataset Size: 10,000 users

User Overview & Growth

- **Total Users**: 10,000
- **Signups Steady**: Monthly new user count is consistent from early 2023 through 2025
- **Churn Rate**: ~2.7% (269 users with <5 days active)
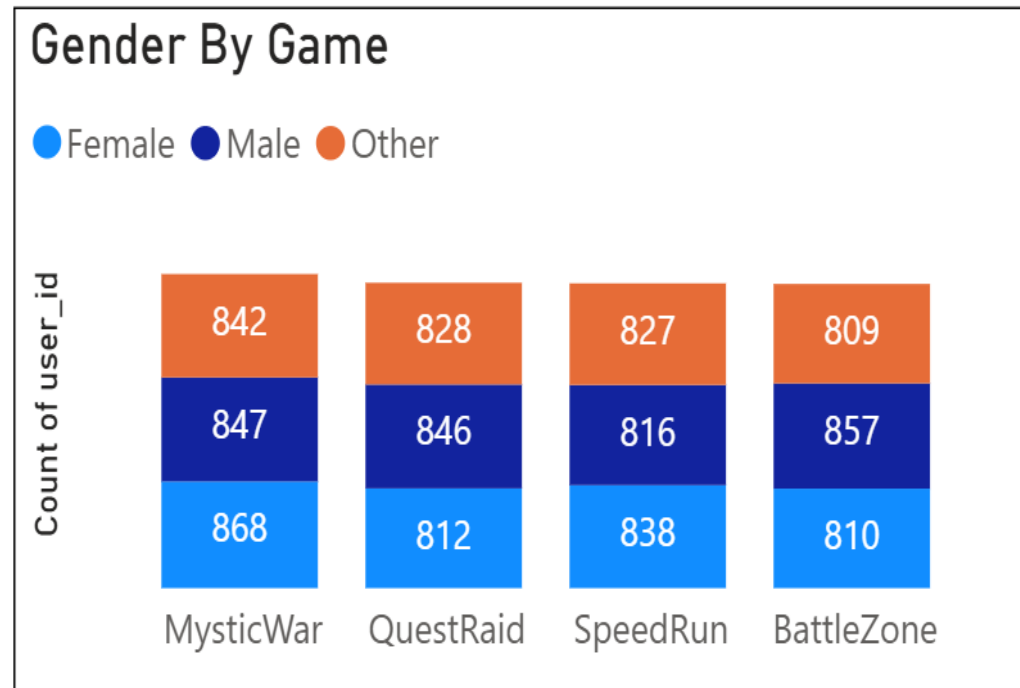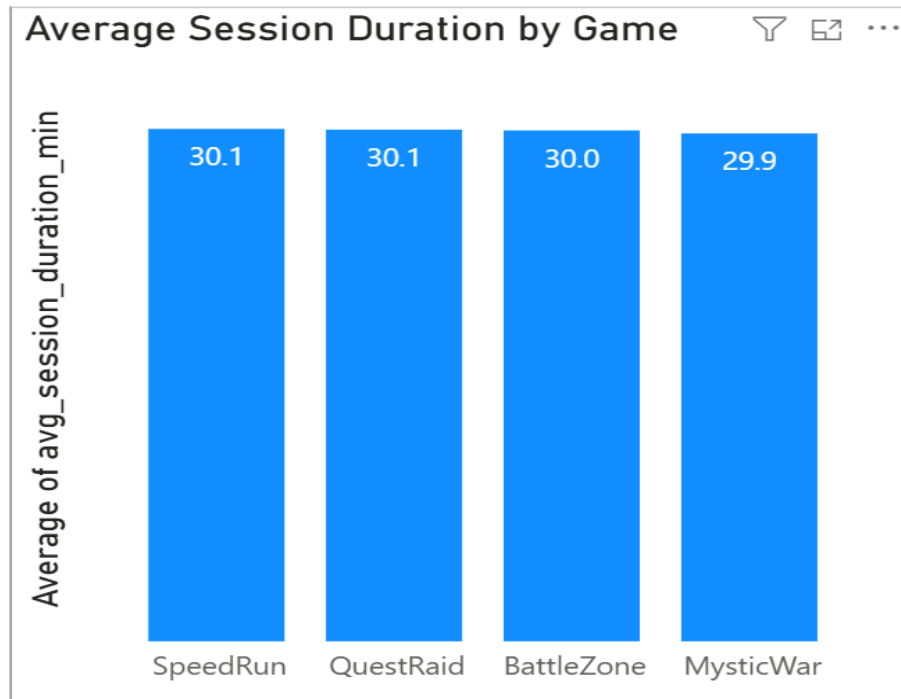- **Average Days Active**: ~349

Revenue & Monetization

- **Total Revenue**: $501,775
- **Average Revenue per User (ARPU)**: $50
- **Top Earning Game**: *QuestRaid*
- **Highest Revenue Tier**: Platinum
- **Top Performing Devices**: PC users spend slightly more than Mobile or Console

Total Revenue by Subscription and Device Type

Legend: Console, Mobile, PC

	Console	Mobile	PC
Free	42295	42782	43178
Silver	45454	41456	40244
Gold	42894	42904	39385
Platinum	38241	38208	44733

Total Revenue by Game and Subscription

Legend: Free, Gold, Platinum, Silver

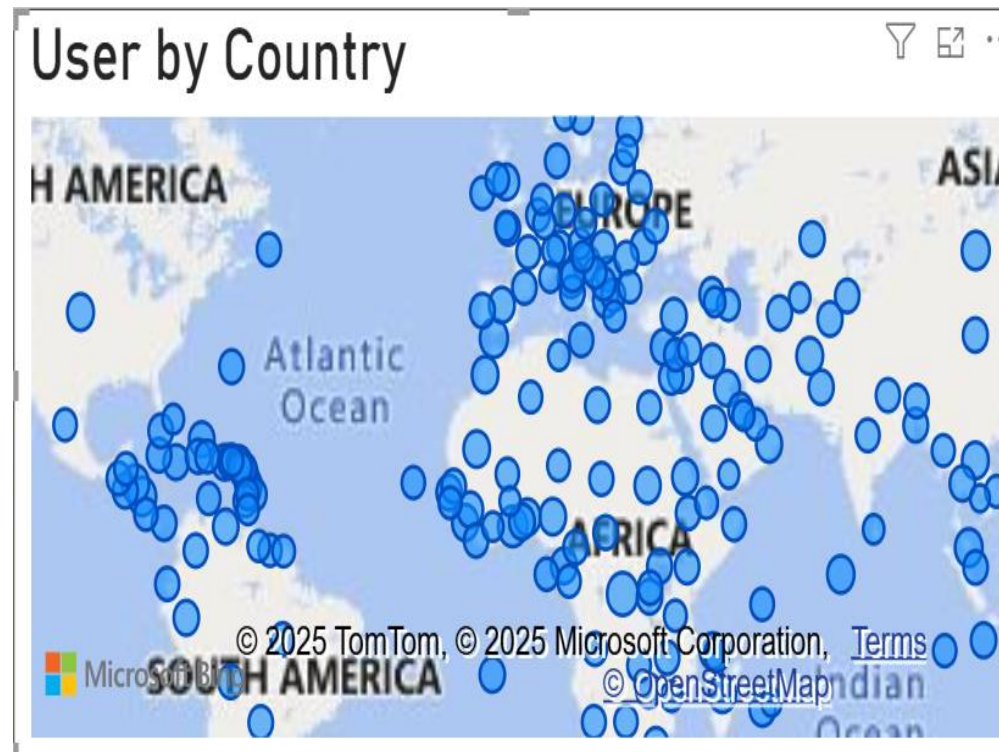|	Free	Gold	Platinum	Silver
MysticWar	31027	34337	31570	31304
BattleZone	32902	31303	31731	30785
QuestRaid	30655	30129	30364	33950
SpeedRun	33672	29412	27518	31115

Engagement & Game Behavior

- Users prefer *SpeedRun* and *QuestRaid* in terms of longer session duration (avg. ~30 min)
- Male and Female user counts are nearly balanced across games
- Ranking distribution shows Free and Gold tier users dominating higher ranks

Average Session Duration by Game

SpeedRun	QuestRaid	BattleZone	MysticWar
30.1	30.1	30.0	29.9

Gender By Game

● Female ● Male ● Other

	MysticWar	QuestRaid	SpeedRun	BattleZone
Other	842	828	827	809
Male	847	846	816	857
Female	868	812	838	810

User Segments & Global Spread

- User base is globally distributed — strong presence in North America, Europe, and Asia
- Churn is not region-specific — retention strategies can be standardized
- High engagement observed across devices and regions

Thank You