

Krikey App Data Projects

1. Does the short puzzle game before playing the actual game improve user engagement or increase user churn?

While exploring the app, I noticed that users are required to go through a short puzzle before playing the actual game. Analyzing the effect of having the puzzle on user churn will show whether users like to be engaged by doing puzzles while the real games are loaded, or they are discouraged by the wait time and the repetition of puzzles that they will eventually exit out of the game.

2. Users' engagement within each game (average amount of time spent, levels reached, performance,...)

From my experience, Run Ji Run is more intuitive and easier to get familiar with compared to Yaatra. By analyzing the user engagement of each game, we will have a better understanding of users' preferences. If the games are difficult to control or it is hard to follow through, users could be discouraged and stop playing those games.

3. Users' activity on videos vs. games

Because Krikey is comprised of both videos and games, it could be possible that one was consumed more than the other. For example, if the analysis shows that users spend more time watching videos, Krikey could develop more video features to keep users engaged, thus increasing user retention. On the other hand, if users spend more time playing video games, more levels of games with increasing difficulty/more adds-on or new games could be added to keep users interested.