Krikey

Krikey App Data Projects

Because Krikey is an AR-based app, I approached it with the goal of improving user retention. One way to improve retention is to increase engagement. Because Krikey is comprised of both videos and games, I want to compare the user activity on videos using AR and games using AR.

1. **Report 1: Minutes spent on videos vs. games per month**

Depending on which features have a higher user engagement, Krikey could increase its resources in that area. For example, if there is more engagement on videos, Krikey could develop more AR customization features to keep users engaged. 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.

Since there are multiple games within the app, I want to dive deeper to understand which game is attracting the most users.

2. **Report 2: Users' engagement within each game**

Metrics: the average amount of time spent per game per month, the average performance of users (levels reached, coins obtained), monthly active gamers per game, and average session length per game per month.

By analyzing the user engagement of each game, we will have a better understanding of users' preferences and detect any pain points in their experience. If the games are difficult to control or it is hard to follow through, users could be discouraged and stop playing those games.

While exploring the games, I also noticed that users are required to go through a short puzzle before playing the actual game.

3. **Report 3: Does the short puzzle game before playing the actual game improve user engagement or increase user churn?**

Metric: number of times user click exit before the actual games start, number of times user finishes the puzzle

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.