101 Pool Game Case Study

In Rummy Game, we have a variant 101 Pool Games, that is available for users to play online. This is just one of the 4 variants that is available. This 101 Pool Games have different ‘Entry Fee’ (the money the user pays to play the game). Say 3 users A,B,C are playing the game with Entry Fees of INR 10. All users will pay a certain Cut% to us for the gaming experience. This cut% varies according to Entry Fees. Let us say this cut% for Entry Fees of INR 10 is 15%. All users will pay INR 1.5 each (INR 4.5 is the rake / revenue for the company) and the remaining INR 8.5 from each user goes into the final pot that is available as the winnings amount. Ultimately a single user wins. If B wins, then (s)he wins INR 25.5 with a net winning of INR 15.5 (25.5 minus 10). Other users have a net losses of INR 10 each.

The Data file is ‘101 Pool Games Case Study – Data Set.xlsx’. The data has following columns

1. Entry Fee: This is the Buy-in (money user pays) in rupees to enter the game
2. Seat: Max number of players that can sit on the table i.e. 2,6 for the data set
3. Composition: Actual number of players that actually joined the table
4. Date: It's a data set of 1st July 2018 to 30 Sep 2018 which gives daily data for each table configuration
5. Configuration: Defined as the combination of Entry Fees – Seats - Composition
6. Cut %: %age amount deducted for each game from each user.
7. # Users: Distinct count of players (unique players) who played at least 1 game for table configurations for the date.
8. User Cash Game Count: Total number of games played by users on table configuration for the date. If user A,B,C play together a single game, then the value will be 3.
9. Rake: Total amount generated in revenue from a table configuration for the date
10. Wager: Total amount paid by the users in terms of Entry Fees to play the game

Business Case

Let us consider a high end clothing brand – say ZARA and a low end clothing brand say KOUTONS. Zara attracts high end customers and the clothes are priced at higher levels. The profit margins for Zara are thus higher, and profitability becomes their revenue driver. Whereas for Koutons, it attracts masses and the clothes are priced lower. Hence Engagement becomes their business driver

While we discussed 2 independent brands, consider Coca Cola as a single brand with multiple products – 200 ml bottle and 2 litre bottle. 200 ml bottle is for masses and 2 litre bottle is for a select few customers. Again, engagement and profitability are the respective revenue drivers. At Khel Group we provide users configurations from INR 5 to 10,000. And there is a need to

identify what is the perfect mix of configurations that should be available so that we maximize our revenue and engagement.

Hint: Gravitating to one end will not solve the issue. Cut% cannot be changed drastically (Cannot increase as the users will move to competitors and cannot lower it because our revenue will decline and also the competition will follow the suit. It can only be tinkered)

With the data provided, **analyze and recommend what configurations do we need to add, remove, or edit in order to maximize revenue and increase engagement**.