

Overview: What This Dashboard Shows

This dashboard summarizes Game Pass user engagement since October 1, 2025.

It answers:

- How many Game Pass users have engaged with the game?
- How many users are new versus returning?
- What proportion of engagement comes from new Game Pass subscribers?
- Which platforms contribute most to Game Pass engagement?

This dashboard provides an at-a-glance view of Game Pass performance, helping teams assess acquisition quality, retention health, and platform mix.

User Mix - New vs Returning (Since Oct 1, 2025)

A high share of new users indicates strong acquisition via Game Pass.

334,041

New Users

44,356

Returning Users

88%

New Users

88%

New Users

12%

Returning Users

Game Pass Engagement by Platform (User Count)

Shows where Game Pass users are engaging.

2,518,125

Total New Game Pass Users

2,185,985

XBox

331,113

WinGDK

435

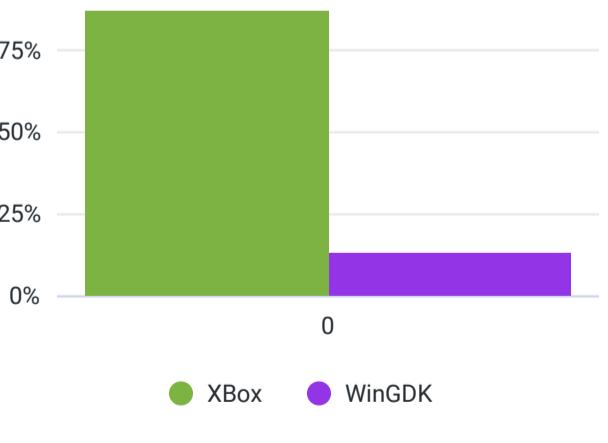
Steam

348

PlayStation

244

Switch



87%

XBox

13%

WinGDK

0.017%

Steam

0.014%

PlayStation

0.010%

Switch

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Please contact if any update is needed.