

- Clustering: casual versus dedicated
- Statistics: what do we know about these user types?

**User Type
Characterization**



- From statistics, differences between user types that may help detect drop?
- Which types of drops important?

Feature Creation



Classification



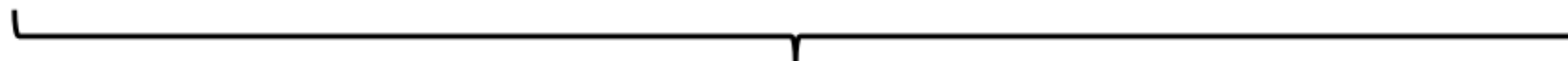
**Tool for
Steam Game
Developers**

**Game Drop
Detection**



- User types need different features, different classifiers?
- Different classes for drop types?

- Which users have dropped?
(Playtime in last 2 weeks = 0, overall playtime > 0)
- Temporary drop?



Focus During Program
(and Before)