

GARDEN CITY GAMES

Question - 3

Visualisations :

What the visualisation shows

The DAU chart shows a mostly stable and slightly increasing trend over time. This indicates that players continue to return daily, which means the campaign mode is keeping users engaged.

The Daily Installs chart shows new users joining regularly, helping maintain the player base.

The Day 1 / Day 3 / Day 7 retention curves gradually decline, which is normal, but there is a sharp drop after Day 7, meaning players lose interest after the first week.

Insight & Recommendation

Since many players drop after Day 7, the game should introduce stronger rewards, new missions, or special events around days 5–7 to keep players engaged longer and improve retention and revenue.

