

Question 1 -

Which metrics do you think are most important for calculating the state and health of a mobile free-to-play game?

From looking at the data and the dashboard, I think the health of a free-to-play game mainly depends on three things:

- Are players coming in?
- Are they staying?
- Are they spending?

So the most important metrics are:

1) Installs

This shows how many new players are joining the game each day.

Why it matters:

If installs stop growing, the game cannot grow. Even a good game will slowly die if new players don't come in.

2) Retention (Day 1, Day 3, Day 7)

This shows how many players return after they install.

- Day 1 → Did they like the game?
- Day 3 → Are they still interested?
- Day 7 → Did it become part of their routine?

Why it matters:

If retention is low, it means players are quitting early, which means they will never spend money.

In the dashboard, retention trends tell us whether the gameplay and progression feel engaging or not.

3) DAU (Daily Active Users)

This shows how many players are actually playing every day.

Why it matters:

DAU tells us how "alive" the game is.

A high DAU means players are coming back regularly, which is important for ads, social features, and in-game purchases.

4) Revenue

This shows how much money the game is making.

Why it matters:

Revenue shows whether the game is financially healthy. Even if many people play, the game is not successful unless it earns.

5) LTV (Lifetime Value)

This shows how much money one player generates over their lifetime.

Why it matters:

LTV tells us if the game can grow profitably.

If LTV is higher than the cost of acquiring a user, the game can scale through marketing.

From the data, the most important things are:

- Installs → Are new players coming?
- Retention & DAU → Are they staying and playing?
- Revenue & LTV → Are they spending enough to make the game sustainable?

These together show whether the game is growing, engaging, and profitable.