



User Behaviour & Revenue Analysis

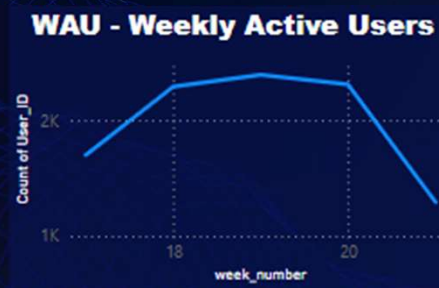
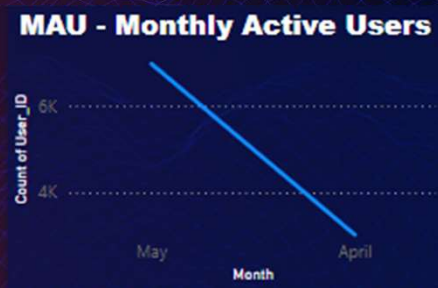
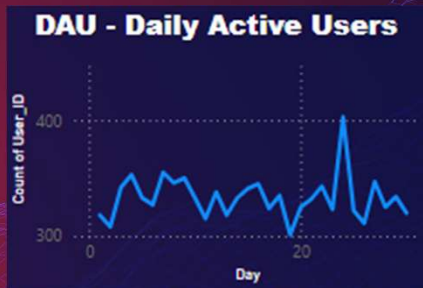
**Interactive dashboard
summary**

Key Metrics Overview

Total Users
10.00K

Total Revenue
501.77K

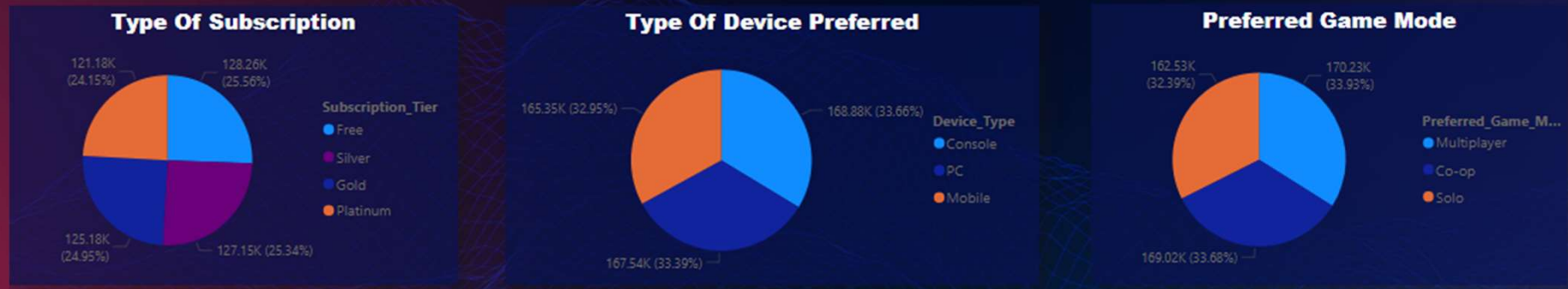
DAU
332



Insights:

- Contains a Total Of 10K users and they generated a revenue of 501.77K USD
- On an Average there are about to 332 Daily active users

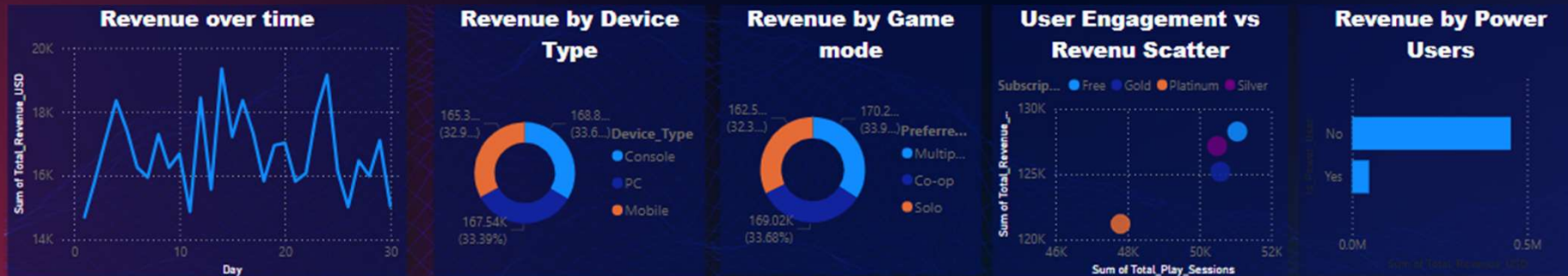
Usage & Engagement Overview



Insights:

- There are 4 types of subscription they are – free, gold, silver platinum, almost each have equal number of subscribers, Free have slightly higher
- Games can be played on three types of devices, most of players preferred Console among PC and Mobile
- There are three types of game modes Mostly preferred Multiplayer

Revenue Trends & Segment Breakdown



Insights:

- Revenue is volatile across the month, with no steady upward trend, indicating inconsistent user spending.
- All device types (PC, Mobile, Console) contribute almost equally to total revenue, cross-platform strategies are essential.
- Multiplayer game mode generates the highest revenue, suggesting players prefer social or competitive gameplay.
- Power users (high activity + recent login) generate significantly less revenue than others.

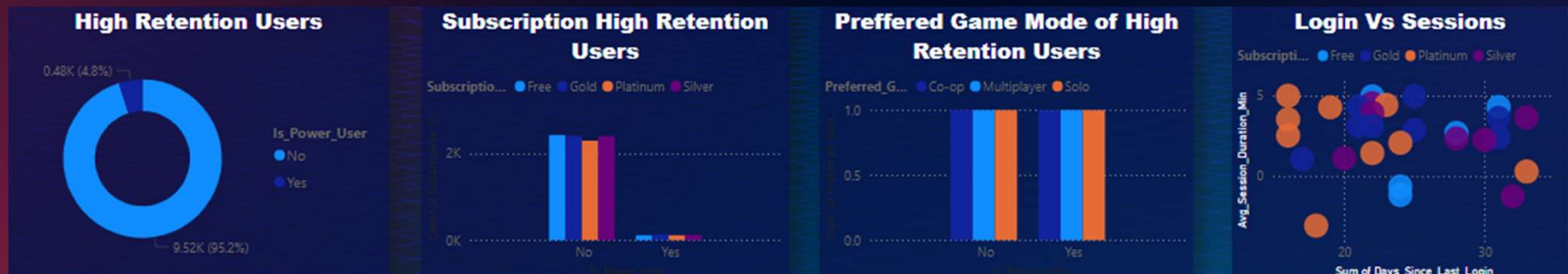
Retention & Churn Patterns



Insights:

- Sharp Drop After 0 to 7 days , mostly after 1st day
- About 70% of people are there for 8 to 10days.
- There are about 60% Loyal Users whose life time days are more than 30 and play sessions are more than 20.

High-Value Users



Insights:

- Power Users are basically who have players session > 50 , revenue > 50 and no.of.days > 7
- There are about only 5% of power Users.
- They contribute about 10 % of revenue , for 5% of users 10% income is generally more in relative comparison with others

Recommendations:

1.Boost First Day Retention:

A significant drop off after day 1 or in between 1 to 7 days

By simplify Onboarding and adding intractive tutorials or rewards for second day login may be Increase Retention

2.Engage User With Time Based Triggers

Gaps between sessions are high for a larger user group

By Introduce daily login rewards to encourage short-term return.

Use re-engagement nudges for users inactive >3 days.

3.Nuture High Value Users

Small Percentage of users contribute more revenue in relative comparision

By Launching a VIP/Loyalty program for these powe users and Offer early access , special in game pers or exclusive challenges we can attract more users.

4.Improvement in Mobile Experience

There approximately 33% users are from mobile

Since everyone had a phone in now a days, we can gain users from mobile if we prioritize mobile U updates, by ensuring fast load times and responsiveness

The background features a stylized, low-poly mountain range rendered in a blue wireframe mesh. The scene is set against a gradient background that transitions from a deep red on the left to a dark blue on the right. The mountains are positioned in the middle ground, with a similar wireframe foreground suggesting a vast, open landscape.

Thank you