go Gaming

Select Device

All

Select Country

All

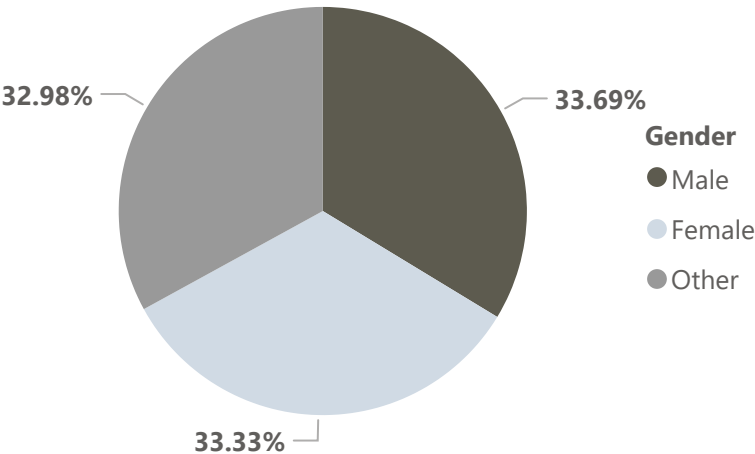**Select Subscription**

All

Total Users

9945

Total Revenue

499K

Total User by Country

Country	Users
Korea	83
Congo	73
Ghana	64
Nauru	60
Gibraltar	57
Marshall Islands	56
Mongolia	56
Nicaragua	56
Australia	55
Honduras	55
Malaysia	55
Maldives	53
Heard Island a...	52

Gender Types

- 33.69%
- 33.33%
- 32.98%

Gender
- ● Male
- ● Female
- ● Other

Total User by Year

- Apr 2023: 538
- Jul 2023: 1275
- Oct 2023: 1183
- Jan 2024: 1259
- Apr 2024: 1229
- Jul 2024: 1261
- Oct 2024: 1224
- Jan 2025: 1267
- Apr 2025: 709

go Gaming

Select Device

All ∨

Select Country

All ∨
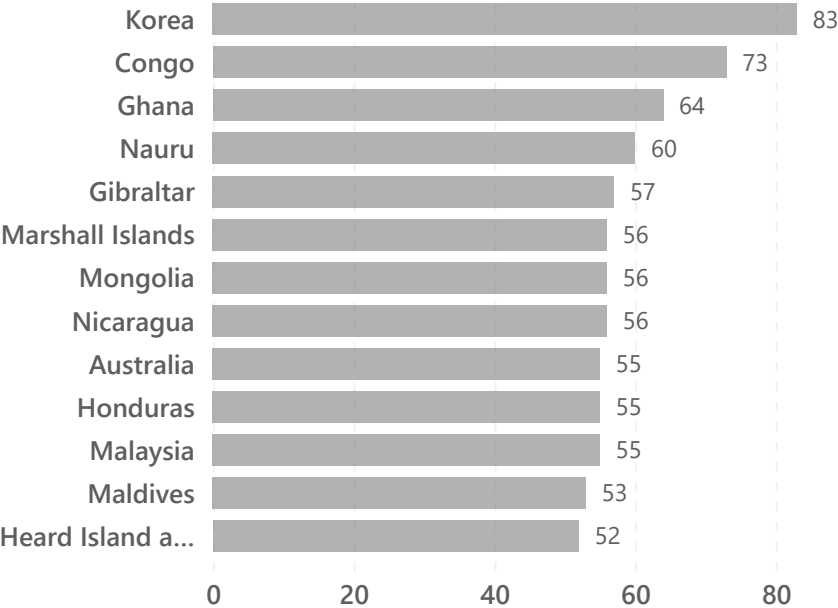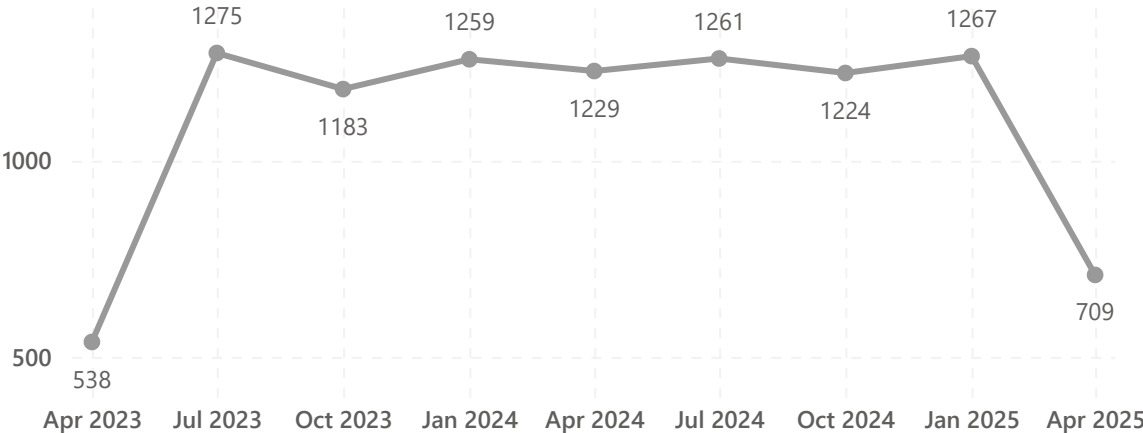
Select Subscription

All ∨

Preferred Game Mode

	Multiplayer	Co-op	Solo
	3.4K	3.3K	3.3K
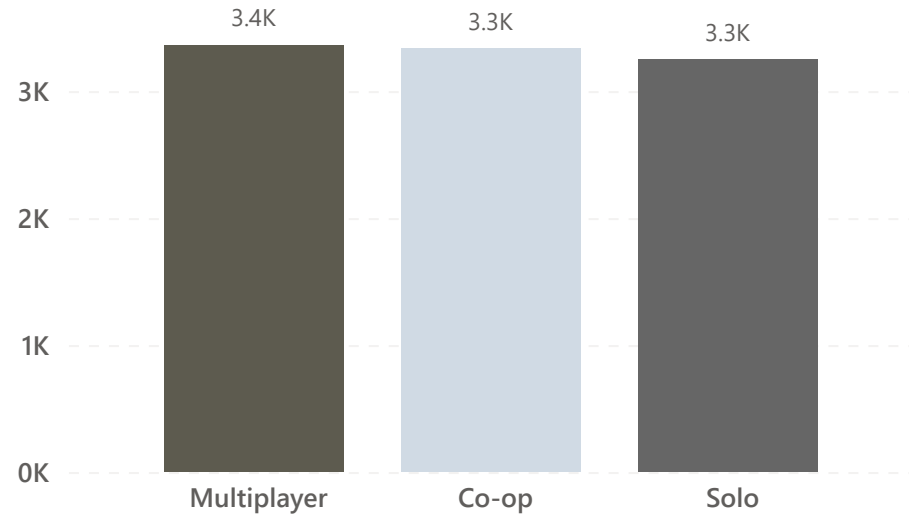
Average Revenue Per User

5010

User Activity Status

- 39.4%
- 60.6%

Is_Active
- ● Inactive
- ● Active
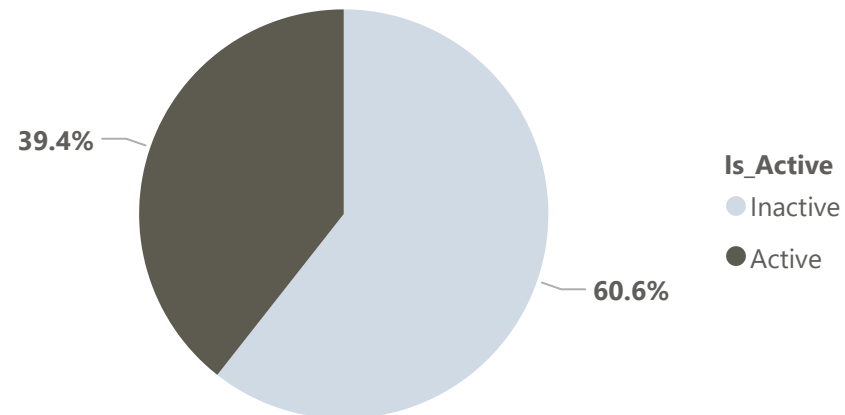
Achievement Score by Rank Tier

Diamond	Bronze	Gold	Silver	Platinum
10.5M	10.1M	10.0M	9.8M	9.4M

go Gaming

Select Device

All ▾

Select Country

All ▾
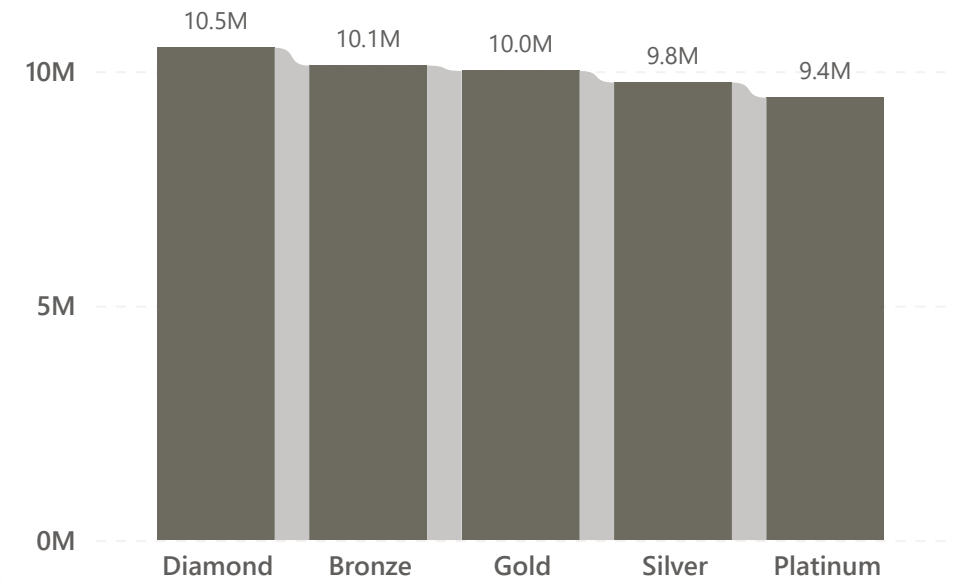
Select Subscription

All ▾

Total Revenue by Month

Month	Value
January	45.2K
February	37.7K
March	42.7K
April	41.5K
May	41.9K
June	40.6K
July	42.5K
August	42.1K
September	42.1K
October	42.0K
November	39.3K
December	41.3K
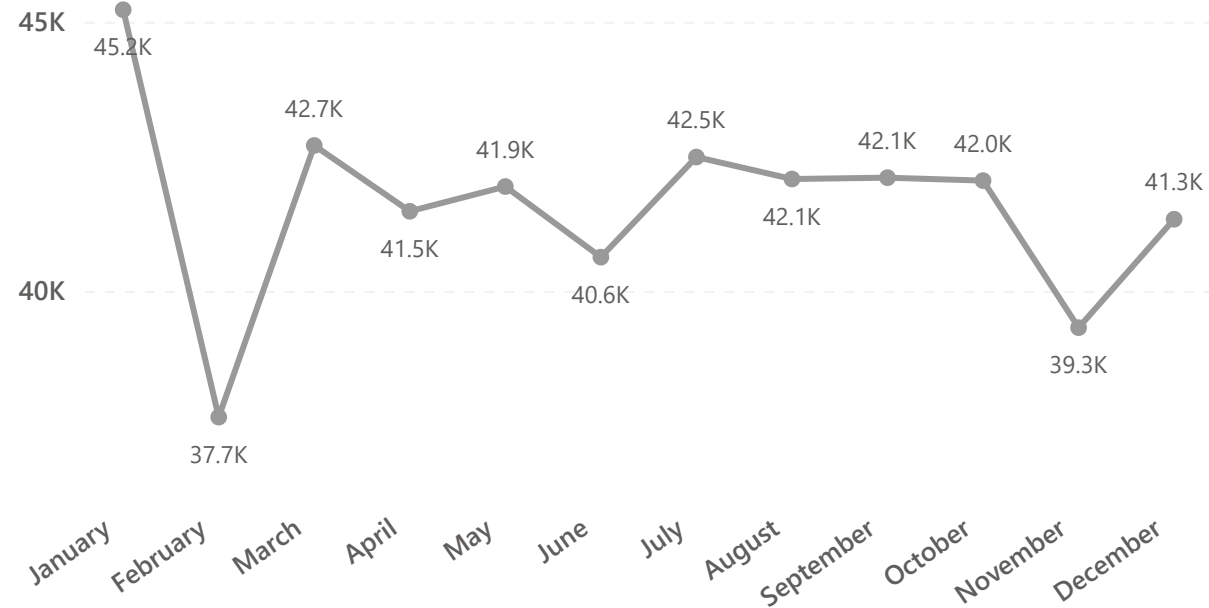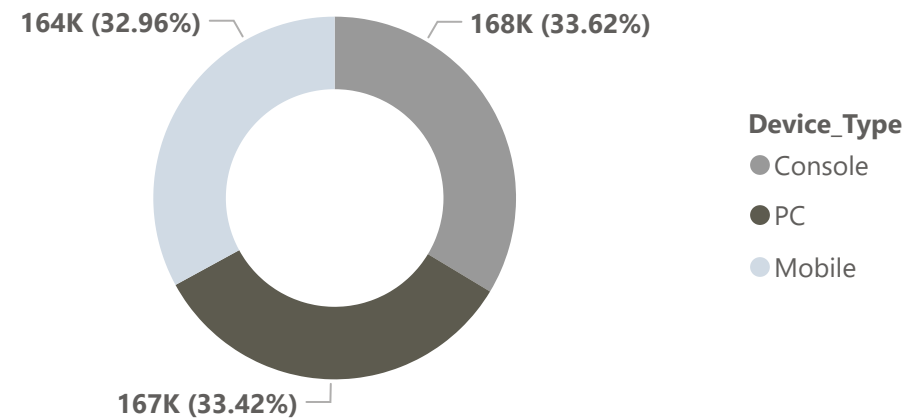
Top 10 revenue-generating users

Username	Total Revenue	Total TPS	Subscription_Tier
kathleen32	429	17	Free
proberts	428	19	Platinum
palmertaylor	422	17	Gold
isaacperez	400	18	Free
kelly21	372	17	Platinum
stephanie60	344	26	Silver
rjohnson	295	15	Free
igreen	260	13	Free
ismith	238	61	Platinum
lmiranda	224	16	Gold
lmiranda	221	20	Silver
igreen	200	16	Platinum
ismith	136	43	Silver
rjohnson	105	24	Silver
ismith	96	18	Free
stephanie60	47	18	Platinum

Device Types

164K (32.96%)
168K (33.62%)
167K (33.42%)

Device_Type
- Console
- PC
- Mobile

Average Revenue Per User

50.17

go Gaming

Select Device

All

Select Country

All

Select Subscription

All

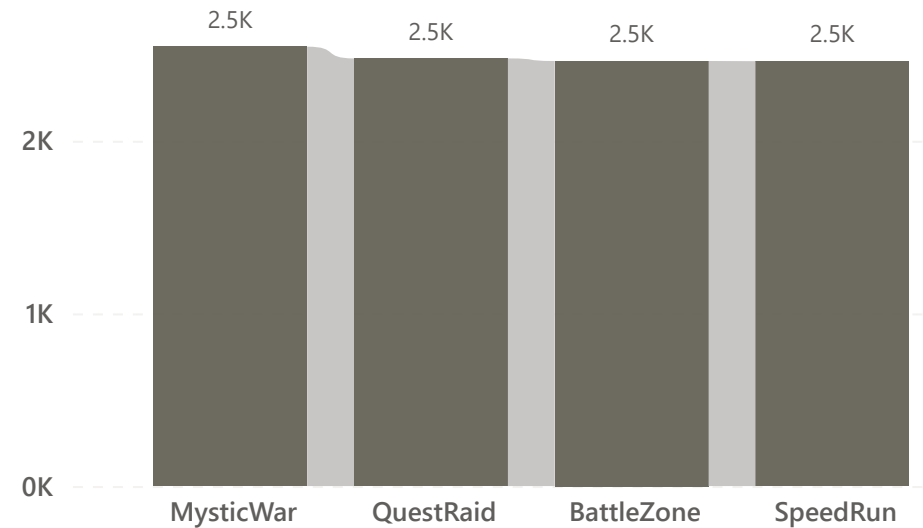**Total Hours Played**

997K

Referal Sources

24.57%

25.72%

24.82%

24.9%

Referral_Source

● Organic

● Ads

● Friend

● Social Media
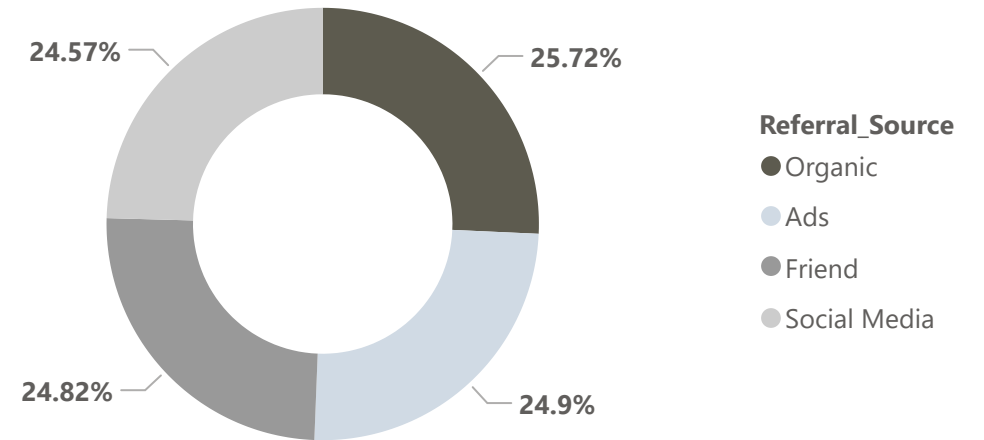
User Engagement by Session Count

6K

5.5K

4K

4.3K

2K

0K

0.1K

11–20   21+   6–10

Total Users in Games

2.5K   2.5K   2.5K   2.5K

2K

1K

0K

MysticWar   QuestRaid   BattleZone   SpeedRun
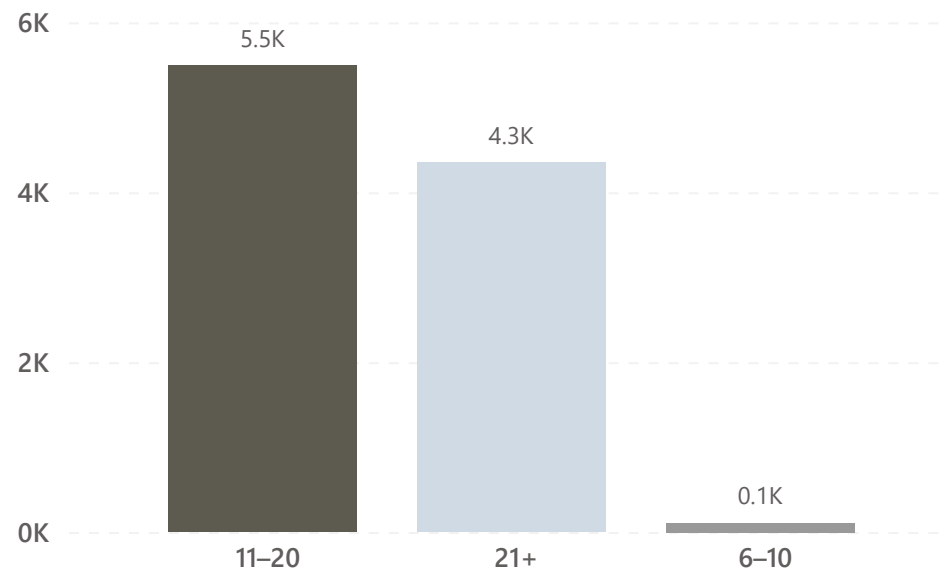
Slide 1: User Overview

Key Insights & Strategic Recommendations
User Growth Trends
The user base peaked in April 2024 (1,267 users) but declined to 709 users by April 2025, indicating potential retention or acquisition challenges.

Gender Distribution
Nearly equal distribution: Male (32.98%), Female (33.69%), and Other (33.33%). This suggests a diverse and inclusive user base.

Individual engagement rates per gender could guide targeted marketing strategies.

Geographical Reach
Top user countries: Korea (83), Congo (77), Ghana (64).

Diverse global reach—regional localization or targeted campaigns may help scale engagement in key regions.

Recommendations
🔍 Investigate user decline — Examine changes (e.g., game updates, competitors) affecting retention.

🌍 Focus regional efforts — Double down on growth in high-engagement regions like Korea.

💰 Boost revenue — With $499K in revenue, explore segment-based monetization (e.g., loyalty bonuses, subscriptions).

Slide 2: Engagement Patterns

Engagement, Revenue & Game Behavior Insights

Game Mode Preferences

Multiplayer mode leads slightly over Co-op and Solo, indicating balanced interest. Consider events to stimulate underperforming modes.

User Activity

60.6% active users, while 39.4% inactive. Strong potential to re-engage dormant users via campaigns.

Revenue Per User

ARPU: ₹5010, showing strong monetization. Profiling high-spend users could uncover traits for targeted strategies.

Achievement Scores by Rank Tier

Top contributors: Diamond > Bronze > Gold.

Platinum ranks underperform, suggesting misaligned incentives or progression friction.

Recommendations

🎯 Gamify retention — Use streak rewards, daily missions.

🧩 Optimize monetization — Explore premium content and purchase incentives.

🏆 Align rewards — Rebalance rank incentives to boost motivation and in-game achievement.

Slide 3: Monetization Performance
Revenue Trends & Platform Insights
Revenue Trends
March leads with ₹42,702 in revenue. Possible seasonal trend or effective promotions—worth replicating.

Top Revenue Users
Significant share from top 10 users.

Example: User kathleen32 contributed ₹429 and 17 TPS. Valuable for VIP retention programs.

Device Distribution
Evenly split: PC (33.62%), Mobile (33.42%), Console (32.96%). Indicates cross-platform appeal.

ARPU
At ₹50.17, ARPU is healthy. Benchmarking this could unlock further monetization opportunities.

Recommendations
📊 Replicate peak months — Study March's success factors.

💎 Loyalty programs — Provide exclusive perks for top spenders.

🖥️ Device optimization — Enhance UX across platforms and test platform-specific promotions.

💸 Expand revenue streams — Offer bundles, subscriptions, and tailored pricing strategies.

Slide 4: Churn & Retention Risk

User Behavior & Dashboard Enhancement Suggestions

User Session Analysis

Most users played 11+ sessions, showing solid engagement.

High drop-off below 10 sessions suggests onboarding friction or unmet early expectations.

Referral Sources

Distribution is balanced: Ads (25.72%), Organic, Friends, Social.

Potential to boost user acquisition by scaling top channels (e.g., ads).

Game Popularity

Equal distribution across titles (2.5K users/game). Indicates balanced game appeal, but deeper insights could reveal session length or revenue gaps per title.

Recommendations

📈 Add time-series charts — Monitor daily/weekly engagement shifts.

📉 Track churn rates — Build a retention dashboard element.

💵 Split revenue streams — Differentiate between in-game purchases vs subscriptions.

🧩 User segmentation filters — Enable slicing by game mode, tier, or activity level.