

0th Churn Ratio

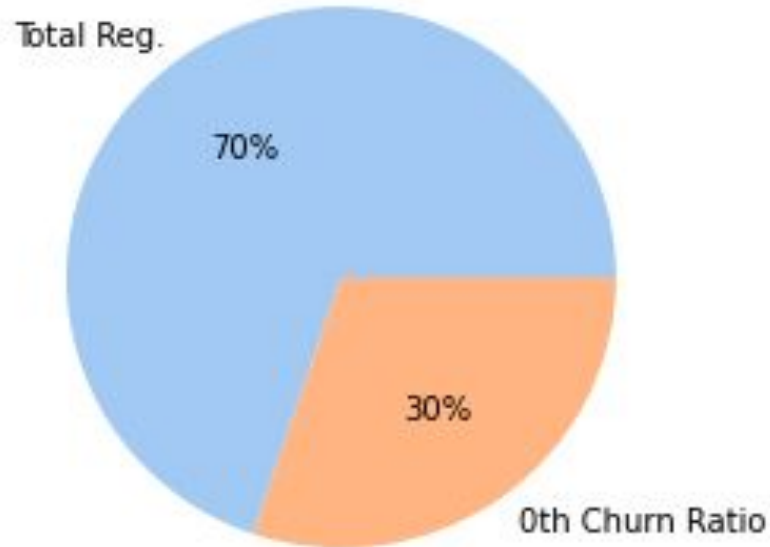


Key Point



- **How many users are in 0th Churn List.**
 - a. How got joining Bonus and didnt
 - b. How many added money.
 - c. How many redeem money.
 - d. How many got Joining Bonus and CashBack.
 - e. Played History.
- **Analysis task.**
 - a. Played History Category wise.
 - i. Card Game,
 - ii. Casual Game,
 - iii. Played Tournament,
 - iv. CasualFree,
 - v. Fantasy,
 - b. When user added behaviour.
 - i. Same 5 all,
 - c. When user Redeem behaviour.
 - i. Same 5 all,
 - d. When user got joining bonus only.
 - i. Same 5 all,
 - e. When user got CashBack Only.
 - i. Same 5 all,
- Played and Trust Score Comparison Distribution.
- VIP Users Activity.
- App Offers impact on Platform in Played.

Total number 130803 of Total Member reg in mentioned 15 Days.
Total number 56582 of Total Member of 0th Churn day in mentioned 15 Days.



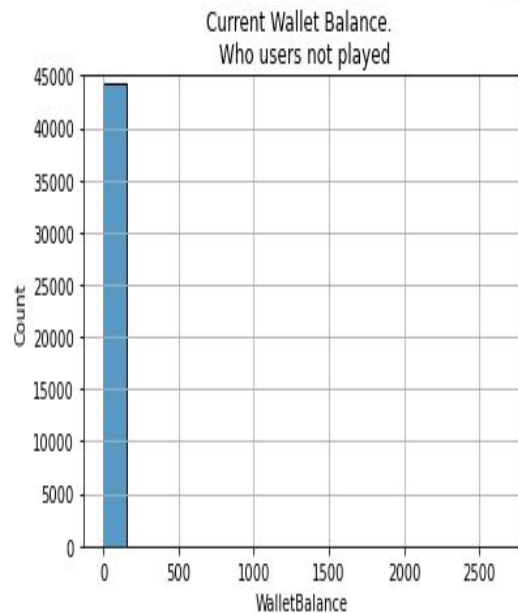


Working on 30% of Data, who Users on 0th Churn.

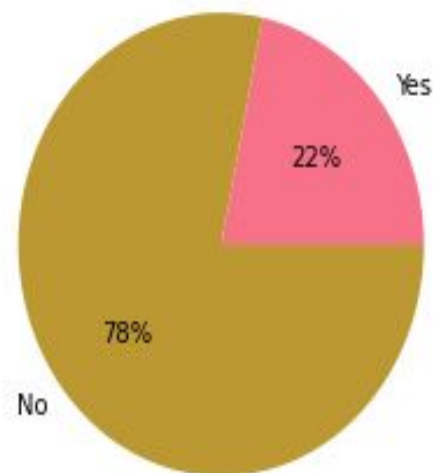


Played and Not Played Game History

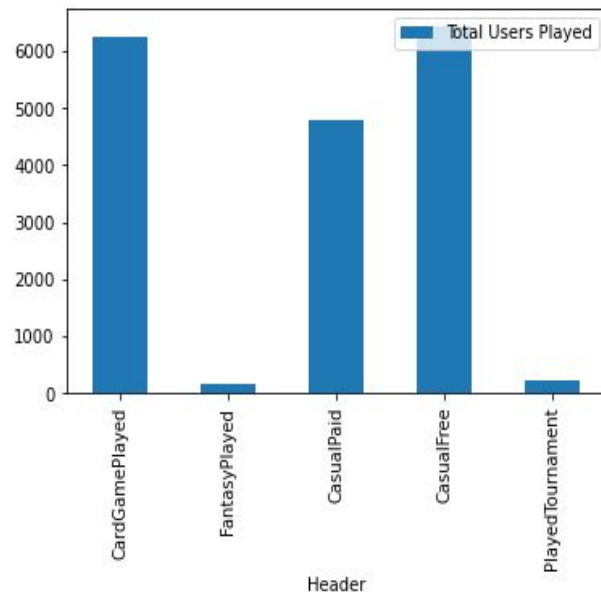
40156 Users, who have 0 Rs. in wallet
 65 Users, who have 1 Rs. in wallet
 192 Users, who have greater 2 Rs and less than 3 Rs. in wallet.
 406 Users, who have greater 3 Rs and less than 5 Rs. in wallet.
 378 Users, who have greater 5 Rs and less than 10 Rs. in wallet.



who users in Oth Churn users played and not

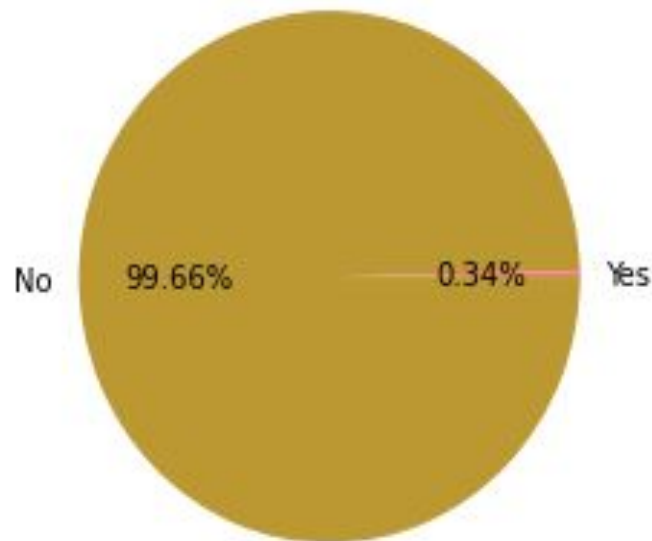


Total 12284 number of Users played More then and equal 1 game.
 CardGamePlayed : 6254,
 FantasyPlayed : 159,
 CasualPaid : 4800,
 CasualFree : 6428,
 PlayedTournament 216

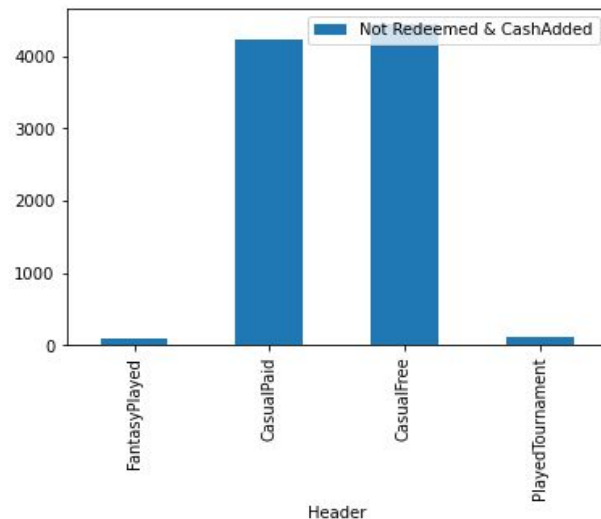


Calculus : 12284 number of users played more then and equal 1 game,
 44298 number of users not played any game

who users didnt played and cashAdded and Not



Who users not redeemed and added money and not played CardGame , 55540
 Total 47361 number of Users not redeemed Money and also didnt add money.
 FantasyPlayed : 101,
 CasualPaid : 4222,
 CasualFree : 4439,
 PlayedTournament 106



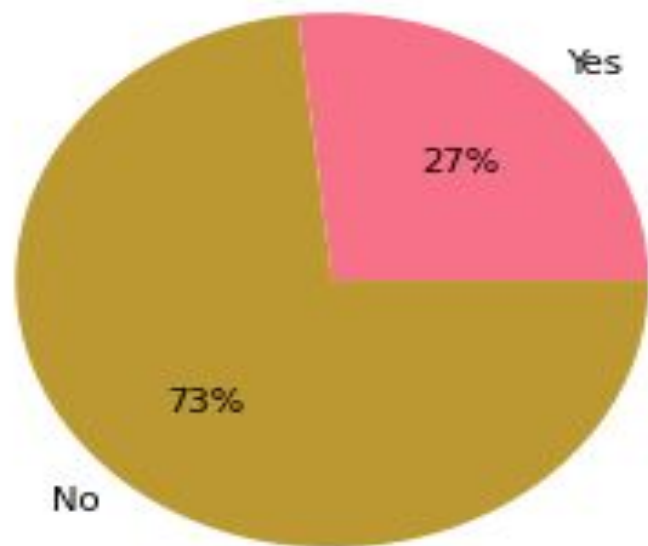
Total Played 5955 and Not played 41406

Calculus : 150 number of users didnt played and cash added,
 44148 number of users not played and not added money



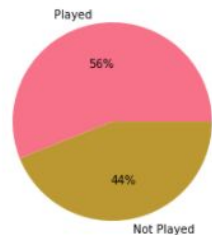
Joining Bonus Case Study

who users in Oth Churn and get Joining Bonus and didn't



Calculus : 15134 number of users get joining Bonus,
41448 number of users didnt get

Who got Joining Bonus and Play



Total Played 8479 and Not played 6655

Total 15134 number of Users got joining bonus.

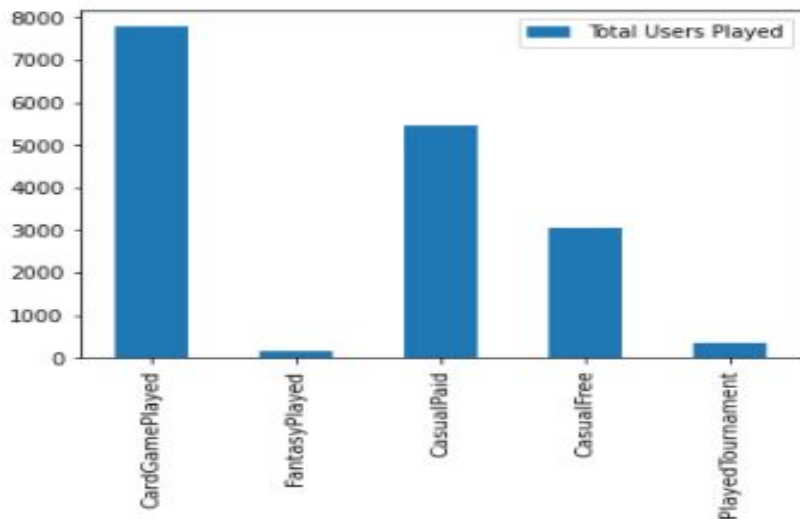
CardGamePlayed : 7778,

FantasyPlayed : 147,

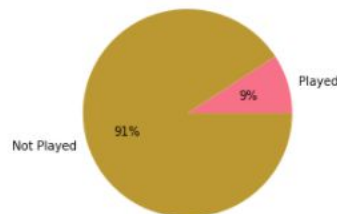
CasualPaid : 5475,

CasualFree : 3055,

PlayedTournament 360



Who didnt get Joining Bonus and play



Total Played 3805 and Not played 37643

Total 41448 number of Users didnt get joining bonus.

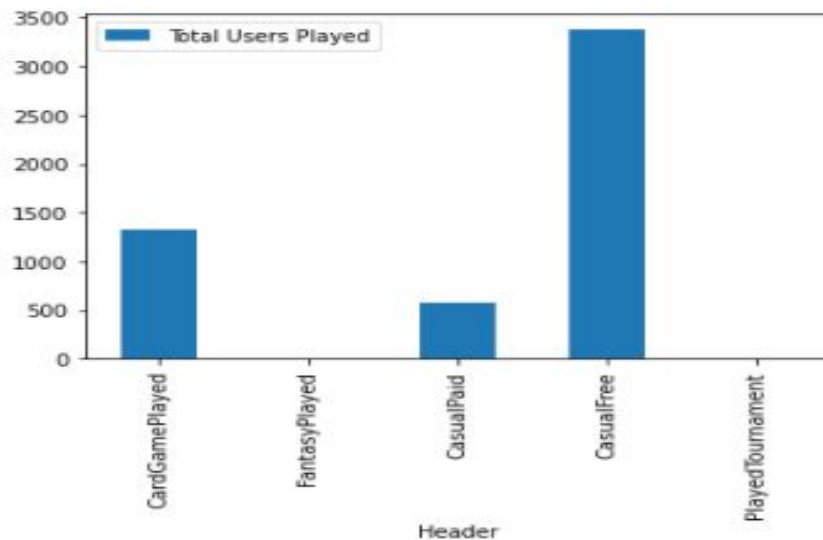
CardGamePlayed : 1329,

FantasyPlayed : 12,

CasualPaid : 582,

CasualFree : 3373,

PlayedTournament 12

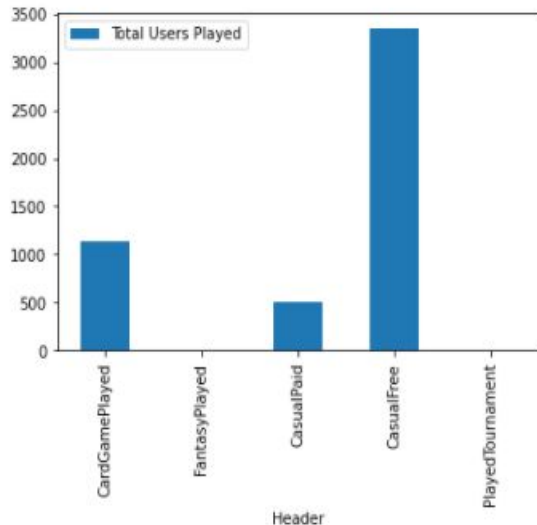


Who didn't get Joining Bonus and Not added Money also:



Total 41200 number of Users didnt get joining bonus and not added money.

CardGamePlayed : 1136,
 FantasyPlayed : 9,
 CasualPaid : 508,
 CasualFree : 3347,
 PlayedTournament 8

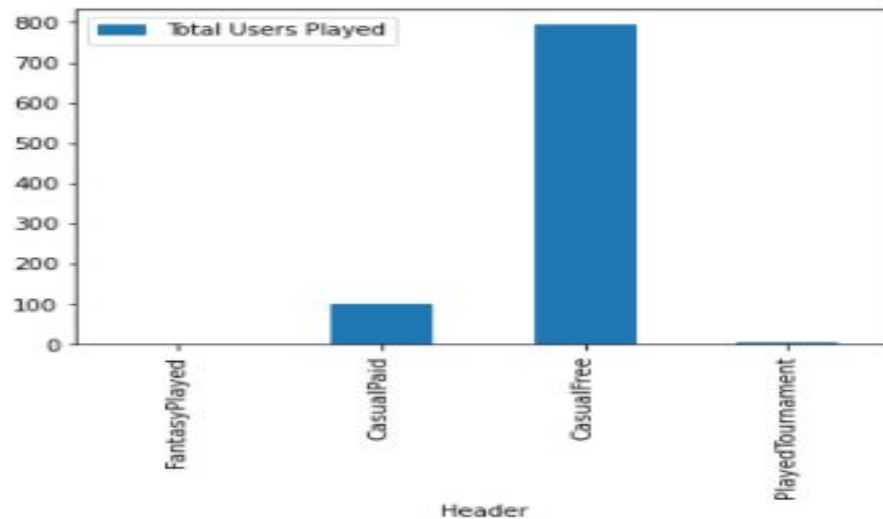


Didnt get Joining Bonus and not added money but played card Game



Total 1136 number of Users didnt get joining bonus and not added money but played card game.

FantasyPlayed : 1,
 CasualPaid : 102,
 CasualFree : 793,
 PlayedTournament 5

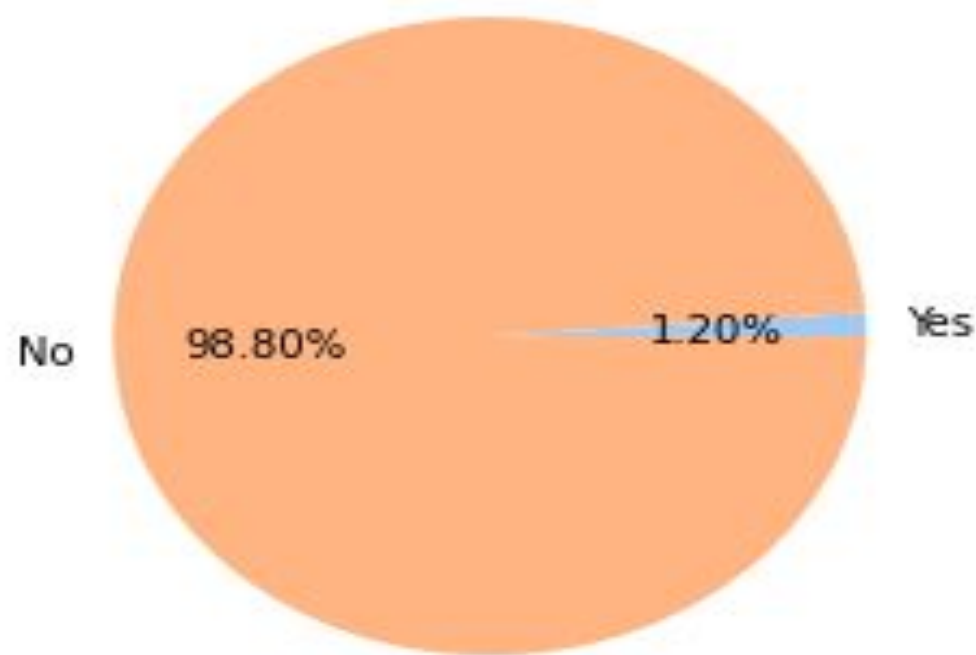




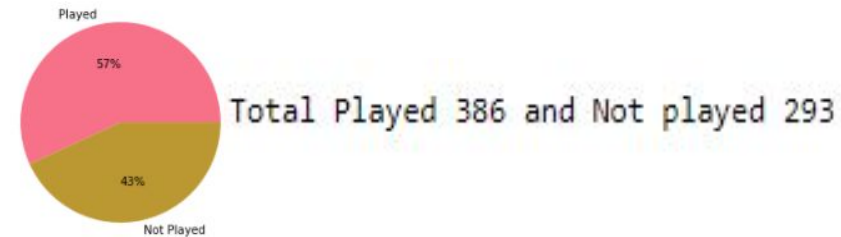
Redeemed Case Study

Total number 679 users redeemed Money

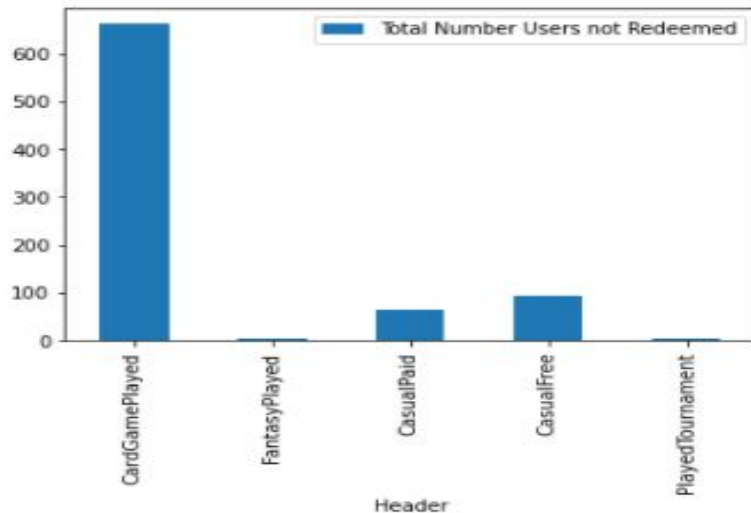
Total number 55903 users not redeemed money



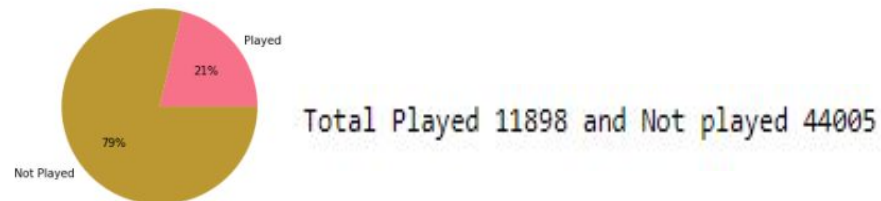
User's who Redeemed money



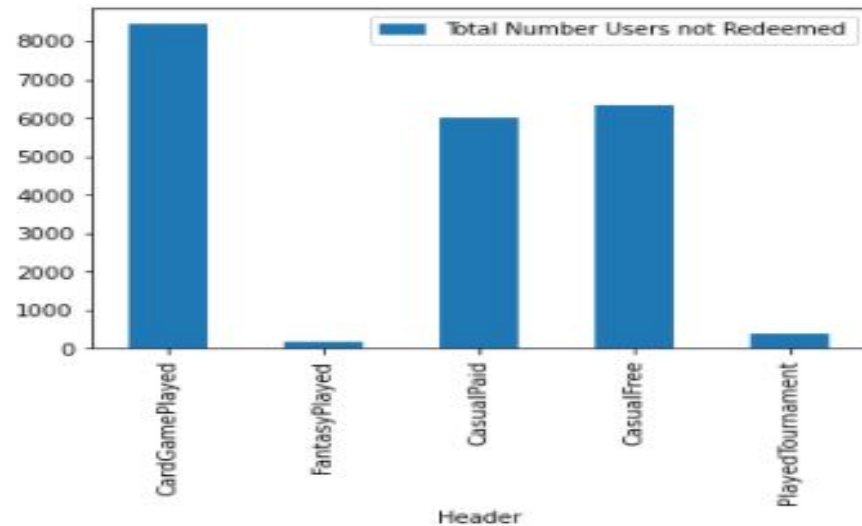
Total 679 number of Users who redeemed Money.
CardGamePlayed : 662,
FantasyPlayed : 3,
CasualPaid : 66,
CasualFree : 95,
PlayedTournament 3



User's who didn't Redeemed money



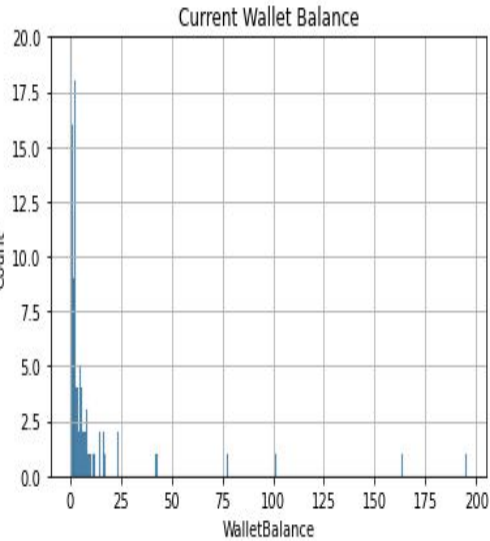
Total 55903 number of Users not redeemed Money.
CardGamePlayed : 8445,
FantasyPlayed : 156,
CasualPaid : 5991,
CasualFree : 6333,
PlayedTournament 369



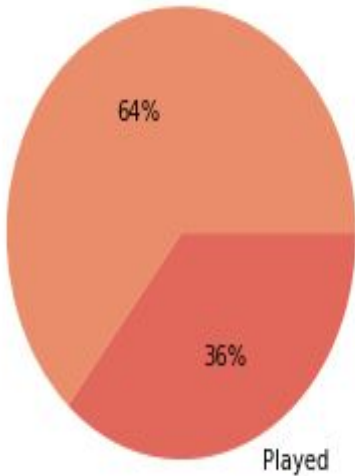
Oth Churn : Redeemed Money



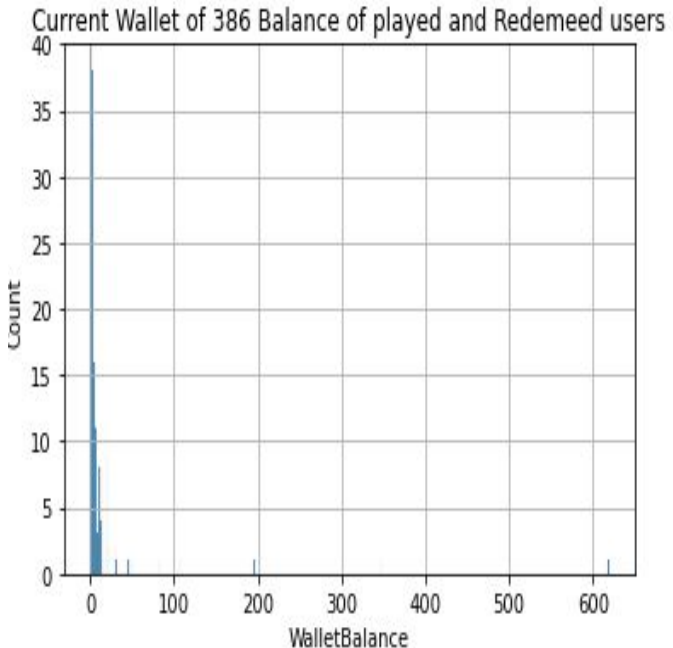
Total 293 Not played



who users in Oth Churn ratio and Redeemed money



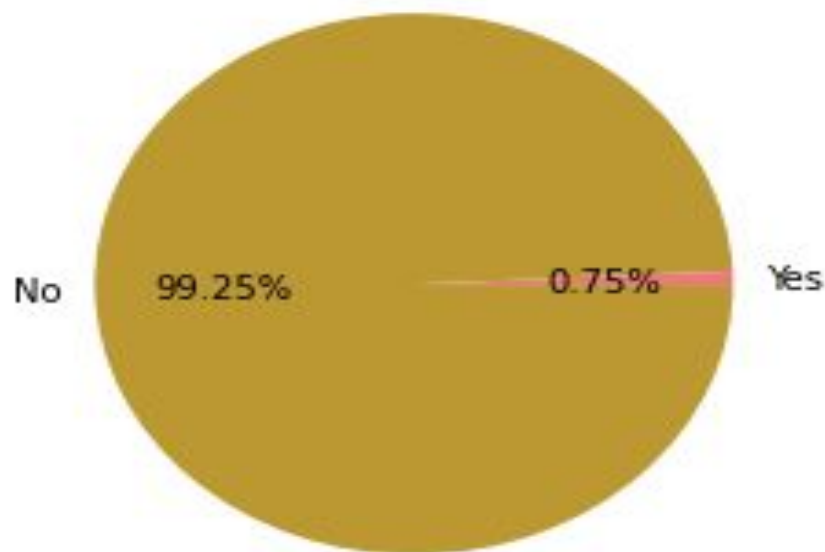
Calculus : 679 number of users Redeemed money,
and same 386 number of users played





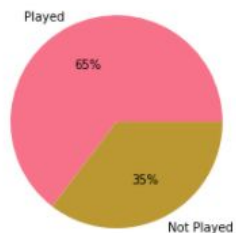
CashBack Case Study

who users CashBackGiven, didnt get CashBack



Calculus: 424 number of users got CashBackGiven, played,
56158 number of users didnt CashBackGiven

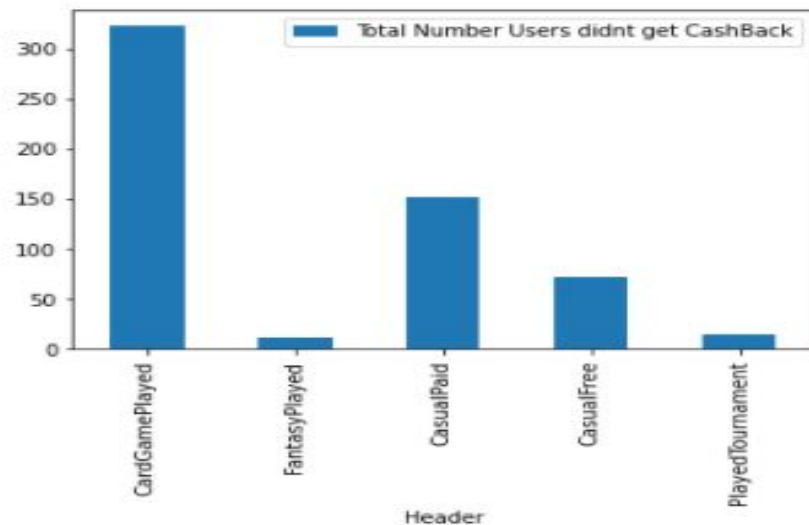
User's who get Cash back money



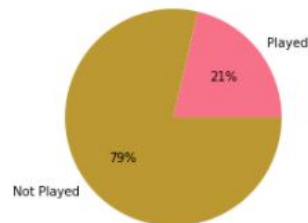
Total Played 274 and Not played 150

Total 424 number of Users get CashBack.

CardGamePlayed : 323,
FantasyPlayed : 12,
CasualPaid : 151,
CasualFree : 72,
PlayedTournament 14



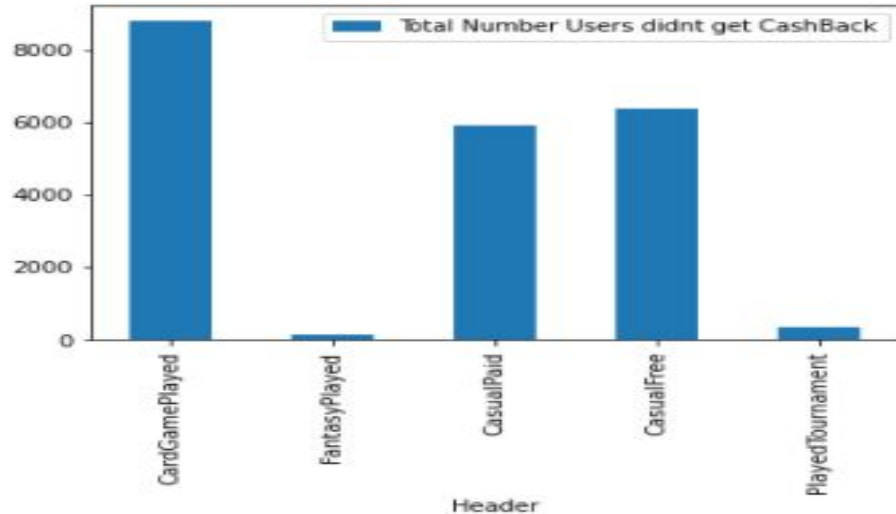
User's who didn't get Cash back money



Total Played 12010 and Not played 44148

Total 56158 number of Users didnt get CashBack.

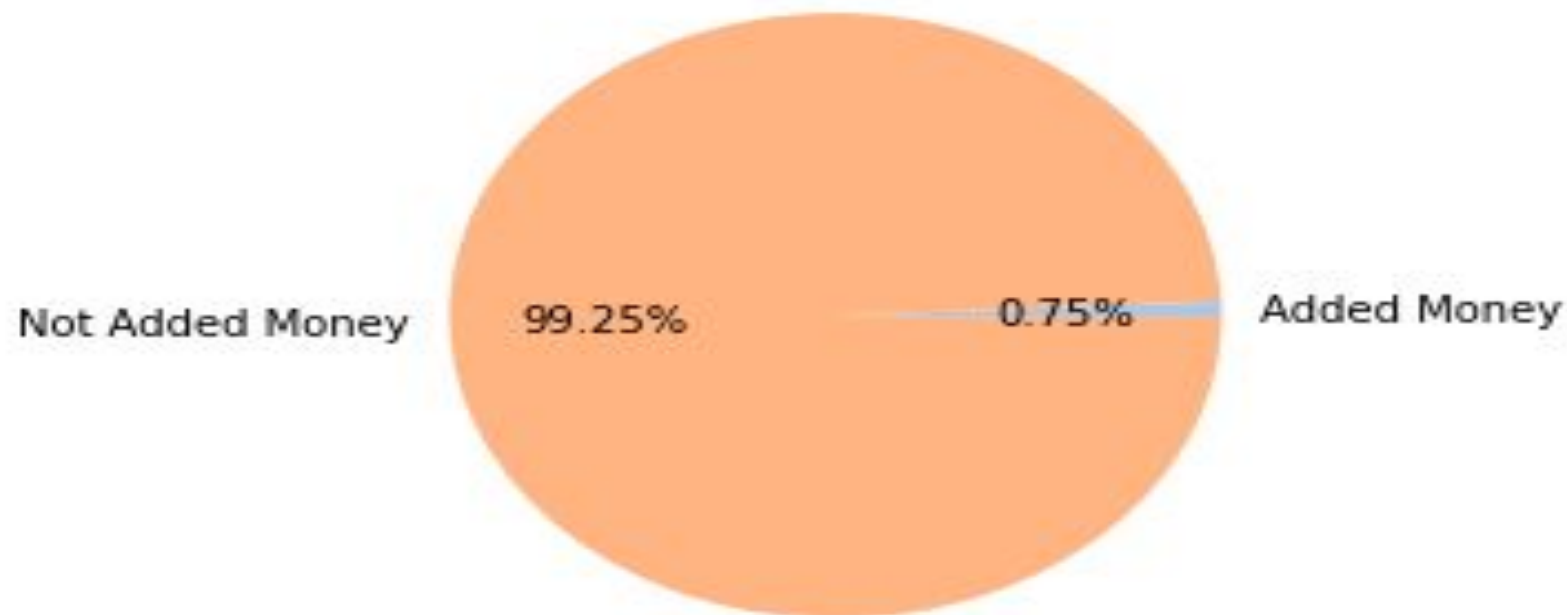
CardGamePlayed : 8784,
FantasyPlayed : 147,
CasualPaid : 5906,
CasualFree : 6356,
PlayedTournament 358





CASE STDUY ON ADD MONEY

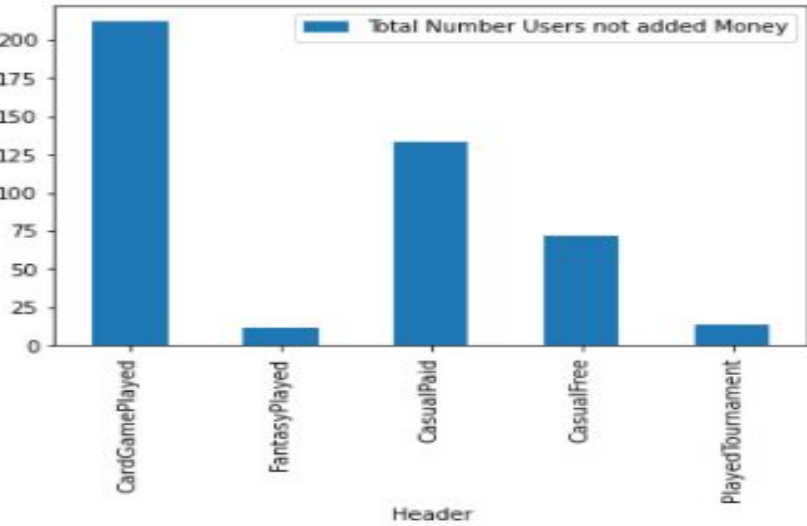
424 number of users added money or
and 56158 Not added Money in 0th Churn



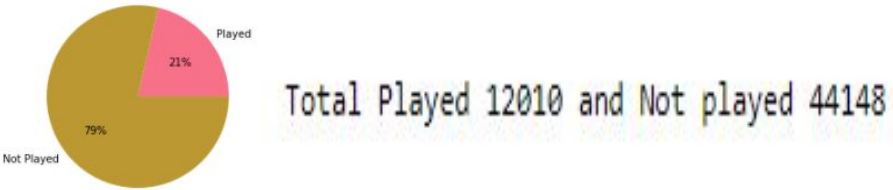
User's who Added money



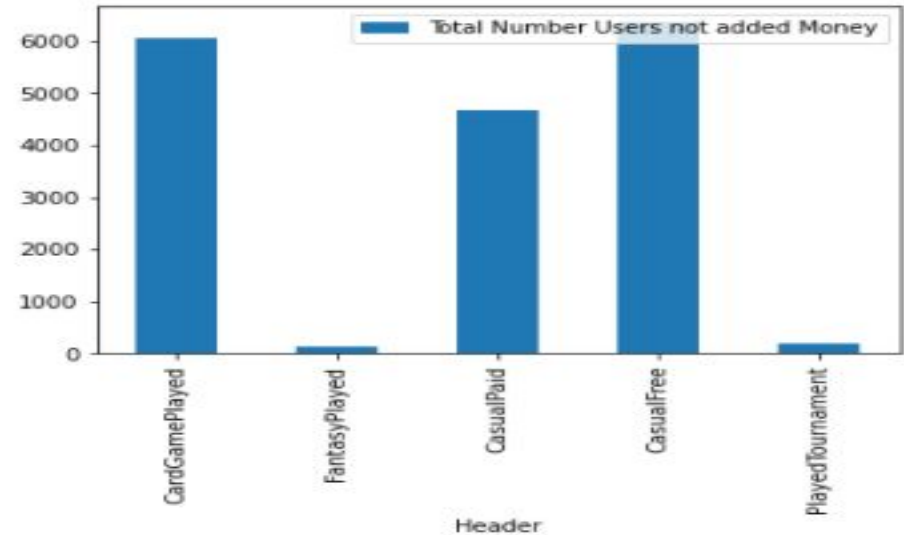
User Added Money 424
Total 274 number of Users Played.
CardGamePlayed : 212,
FantasyPlayed : 12,
CasualPaid : 133,
CasualFree : 72,
PlayedTournament 14



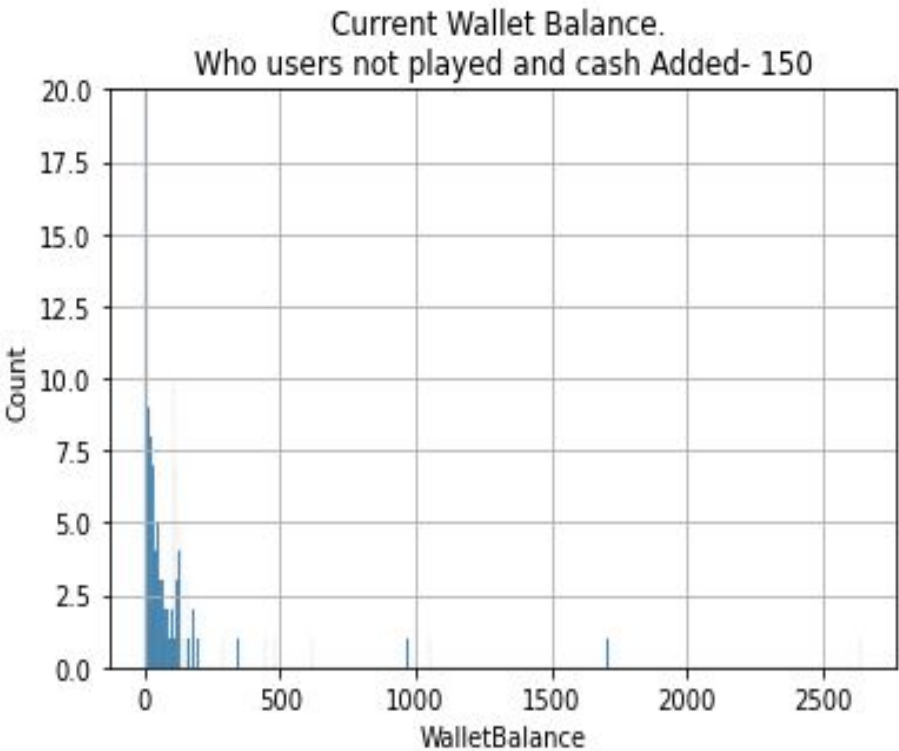
User's who didn't Added money



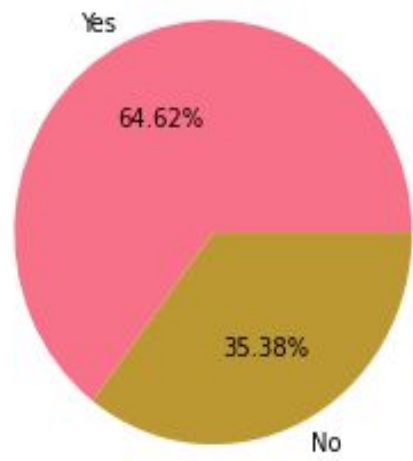
User Not Added Money 56158
Total 12010 number of Users Played.
CardGamePlayed : 6042,
FantasyPlayed : 147,
CasualPaid : 4667,
CasualFree : 6356,
PlayedTournament 202



Added Money : played or Not played



who users cashAdded, played and not played

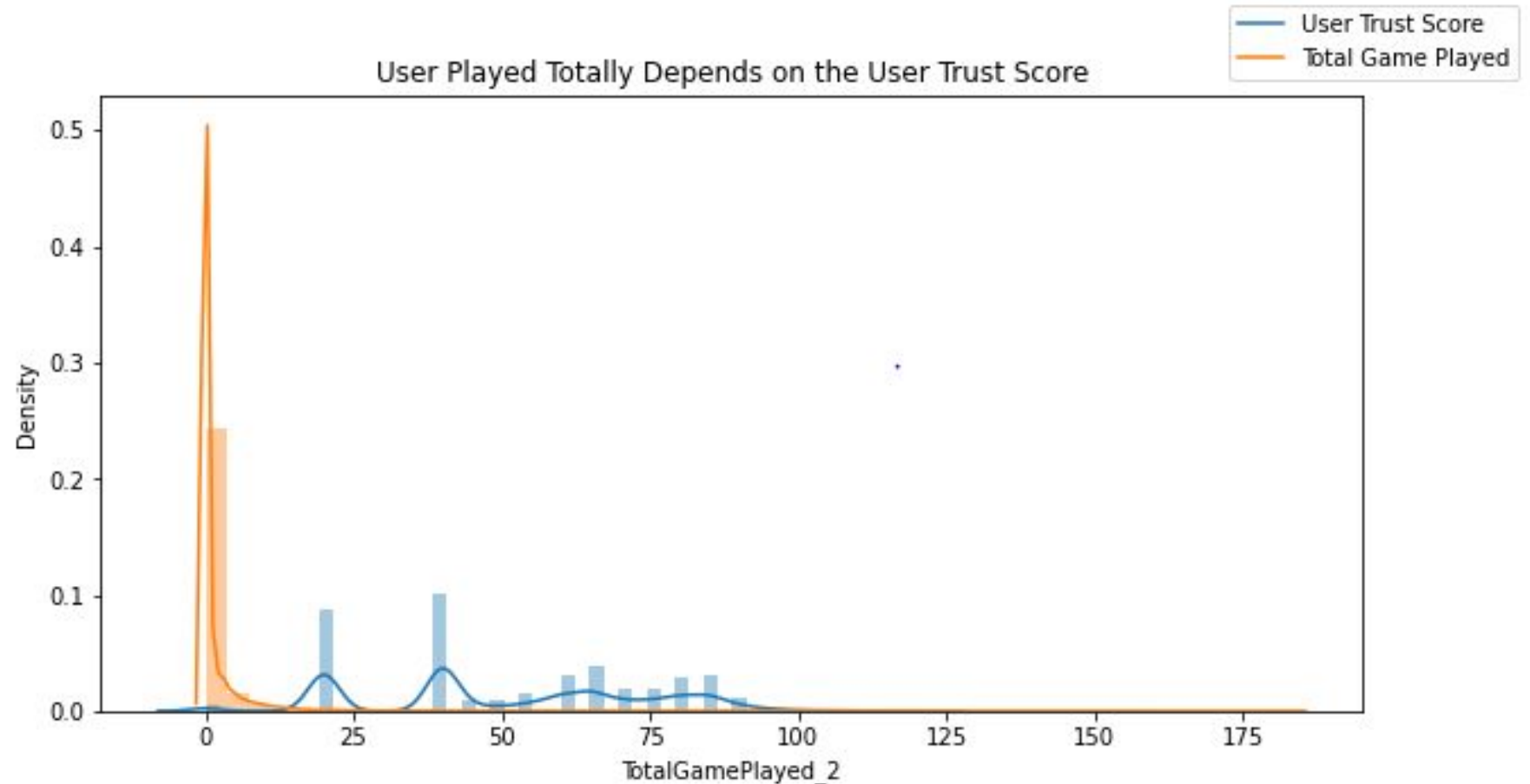


Calculus: 274 number of users Cash added, played,
150 number of users added money but not played

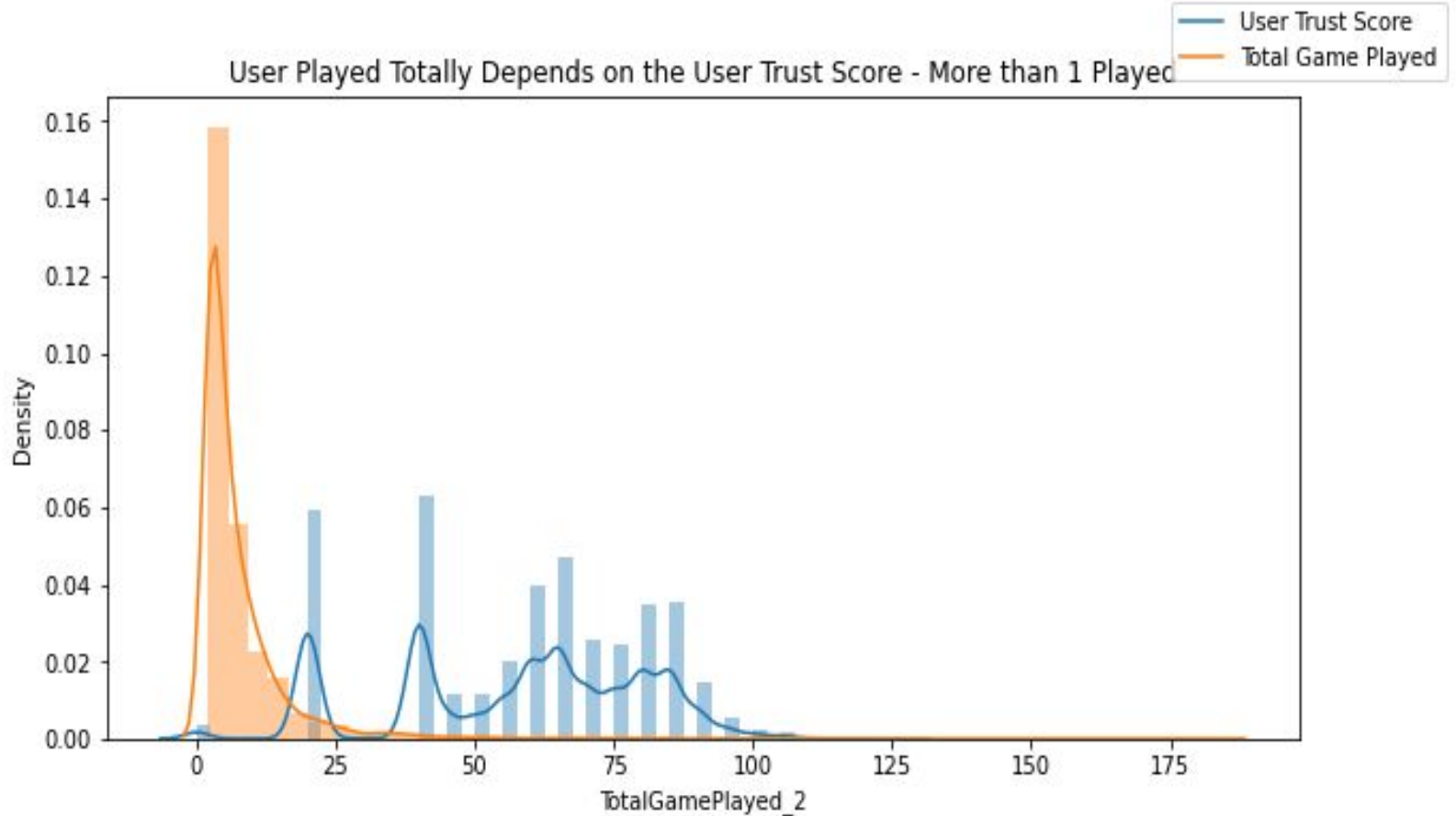


Study Based on User Trust Score

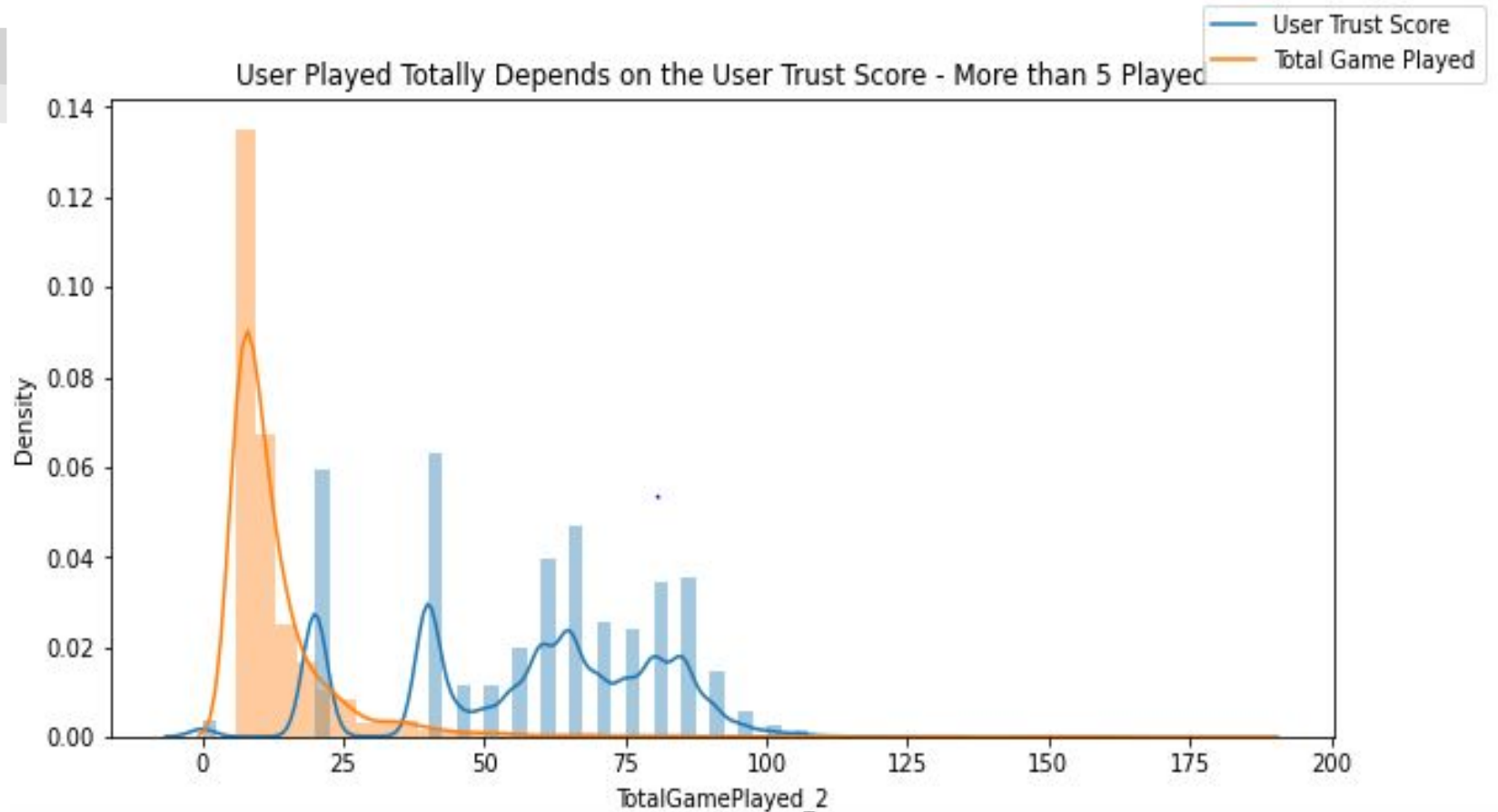
Correlation of Total Game played and user trust score



Correlation of Total Game played and user trust score



Correlation of Total Game played and user trust score





Study Based on VIP category

VIP Users Played History

Total 13 number of Users as a VIP.

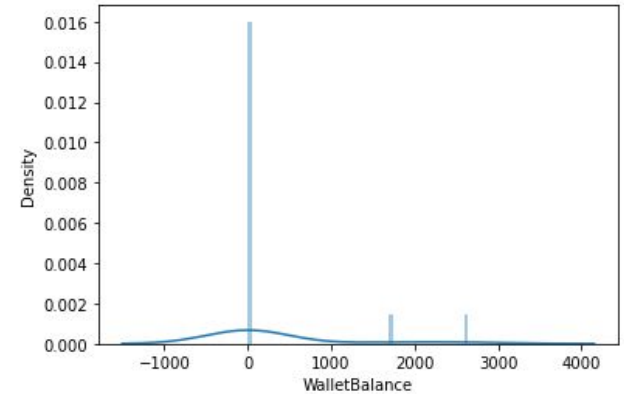
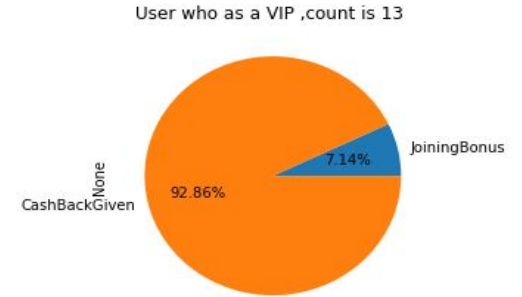
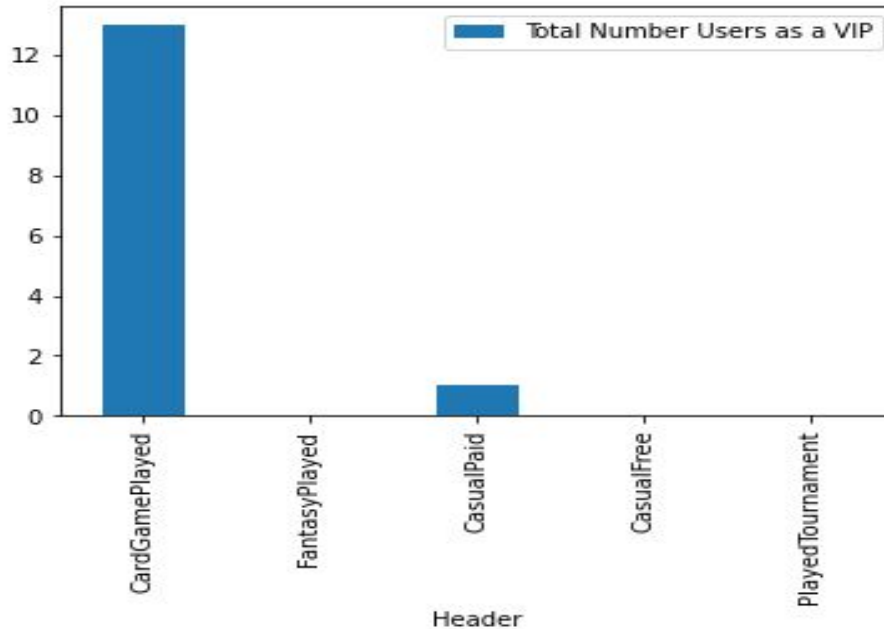
CardGamePlayed : 13,

FantasyPlayed : 0,

CasualPaid : 1,

CasualFree : 0,

PlayedTournament 0



Data Story- 0th Churn

Basic Case Study related to the Data: The total number of users in our dataset is 130803 since last 15 days and the total number of members of 0th churn is 56582 (30% approx.).

Played and Not Case Study: if we will talking about played and not played : Out of these users, only 22% played, else 78% not played, because 27% users got joining bonus and 73% didnt.

If will talk about, who got joining Bonus and who didnt: Out of 27% only 56% played and 44% not played categories and out of 73% users only 9% played and 91% not played. As per these data who got joining bonus and played, mostly users played card game according to the bar graph and who users didnt get joining bonus and played according to the bar graph only played card game 25% and 75% played casual Free Game.

if will talk about Joining Bonus and not added money Case Study: Mostly users in this case, 8% approx users played and out of these users ~74% users played Casual Free Game else played Card Game and Casual Paid.

Redeemed Case Study: 1.20% users only redeemed money, means in last group analysis who users added money (424 - 0.75%) almost $\frac{3}{4}$ users redeemed money and others have balance in wallet. But 1.20% users, only 57% played and who didnt redeemed money, played conversion only 21% and these users focusing on the Card Game Most. And who redeemed and not played same users have wallet balance in wallet and also we have to consider 5-6 users in outliers category.

Added Money Case Study: Who users added money (0.75%) and not played 35% have wallet balance 0-250 Rs. apporx. and we out of these users, we have to consider 4-5 users as in Outliers category. and who didnt add money and played almost maximum with the help of joining bonus else played card game, casual Paid most.

Observation from 0th Churn Users

Bases on last 15 days:

0th Churn Users data saying,

1. **Users didn't have money to play.** Means only 27% of users, who logged in to our APP and in 0th Churn, got a joining Bonus else didn't.
2. played and not played
3. Important reason behind the 0th Churn joining bonus because who users got joining bonus (27%) played conversion was 56%, and who didnt get joining bonus, there played conversion was only 9%.
4. When we will focus on, who users don't want to do for the app related to investment (means didnt get joining bonus and not added money also). we got 9% conversion on 0th churn case, but out of these 9% most of users were played CasualFree Game (75%)

Hypothesis : 9% converted users, want to play card game but first focusing on Casual Free game then will move to Card Game.

5. Who added money conversion very less almost 0.75. but played conversion is high (65%) as compared to who didnt add money and played (21%) but users are playing Casual Free Game most.
6. **Trust Score and Played Games :** Higher Distribution in Trust score, means. when users played less, but trust score drastically increased as compared to playing.

3rd Churn Ratio



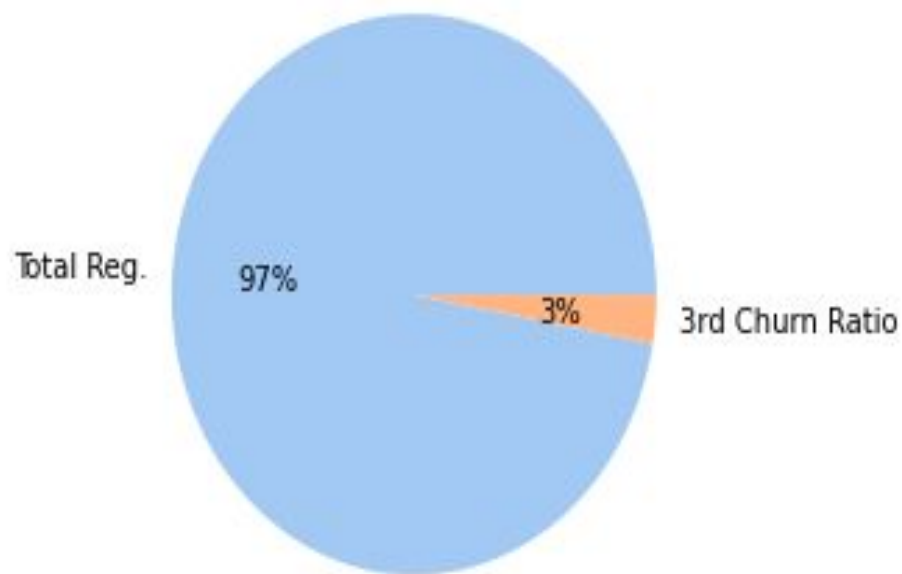
Key point



- **How many users are in 0th Churn List.**
 - a. How got joining Bonus and didn't
 - b. How many added money.
 - c. How many redeem money.
 - d. How many got Joining Bonus and Cash Back.
 - e. Played History.
- **Analysis task.**
 - a. Played History Category wise.
 - i. Card Game,
 - ii. Casual Game,
 - iii. Played Tournament,
 - iv. Casual Free,
 - v. Fantasy,
 - b. When user added behaviour.
 - i. Same 5 all,
 - c. When user Redeem behaviour.
 - i. Same 5 all,
 - d. When user got joining bonus only.
 - i. Same 5 all,
 - e. When user got CashBack Only.
 - i. Same 5 all,
- Played and Trust Score Comparison Distribution.
- VIP Users Activity.
- App Offers impact on Platform in Played.

Total number 130803 of Total Member reg in mentioned 15 Days.

Total number 3782 of Total Member of 3rd Churn day in mentioned 15 Days.



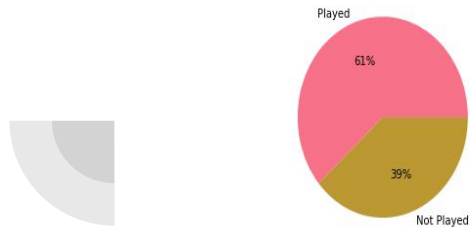


Working on 3% of Data, who Users on 3rd Churn.



Played and Not Played Game History

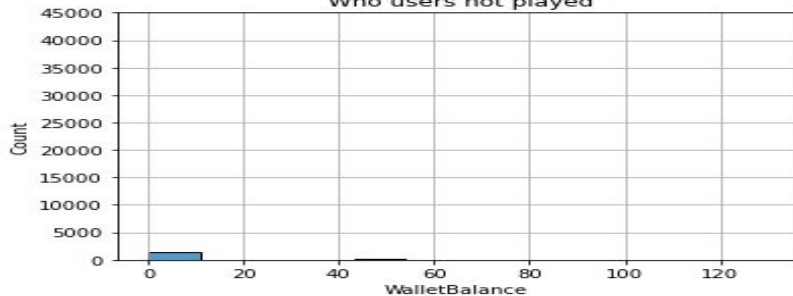
who users in 3rd Churn users played and not



Calculus : 2325 number of users played more then and equal 1 game,
1457 number of users not played any game

Total 2325 number of Users played More then and equal 1 game.
CardGamePlayed : 1526,
FantasyPlayed : 68,
CasualPaid : 989,
CasualFree : 1617,
PlayedTournament 65

Current Wallet Balance.
Who users not played



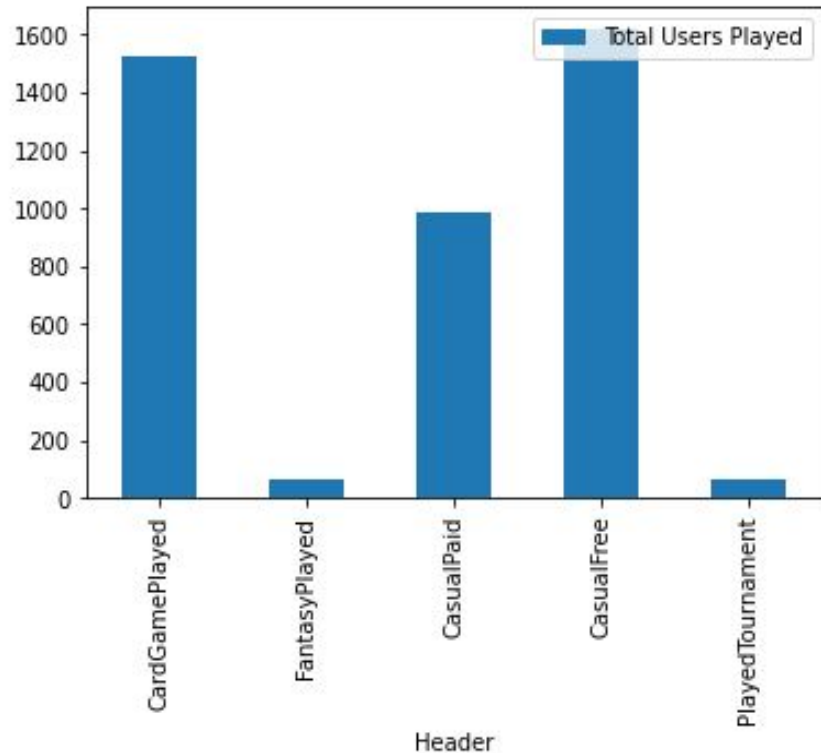
1260 Users, who have 0 Rs. in wallet

3 Users, who have 1 Rs. in wallet

14 Users, who have greater 2 Rs and less than 3 Rs. in wallet.

44 Users, who have greater 3 Rs and less than 5 Rs. in wallet.

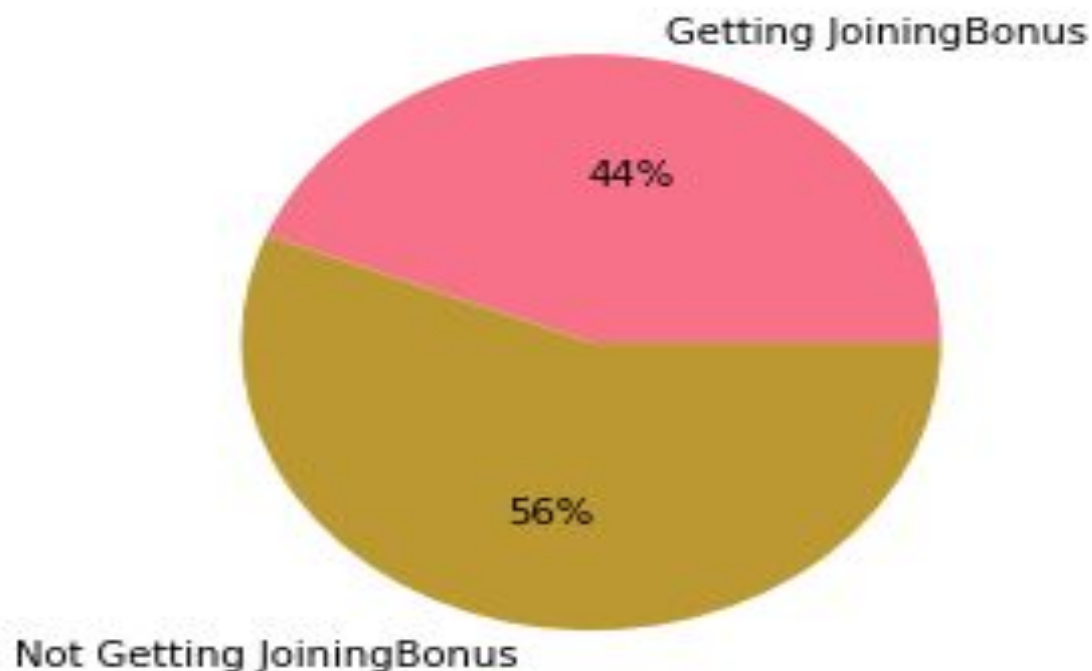
40 Users, who have greater 5 Rs and less than 10 Rs. in wallet.





Joining Bonus Case Study

who users in 3rd Churn are getting Joining Bonus or Not

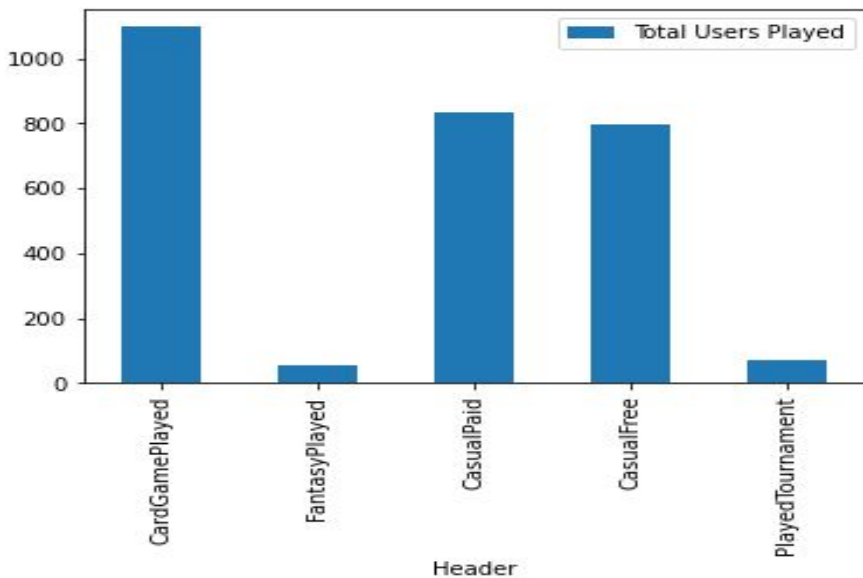


Calculus : 1661 number of users get joining Bonus,
2121 number of users didnt get

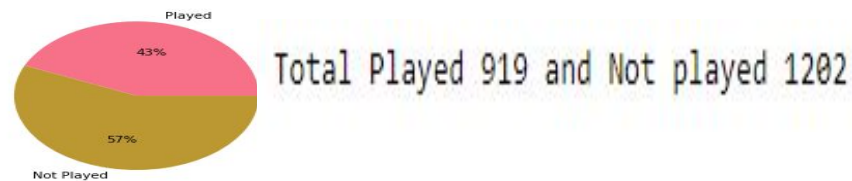
User's who got Joining Bonus



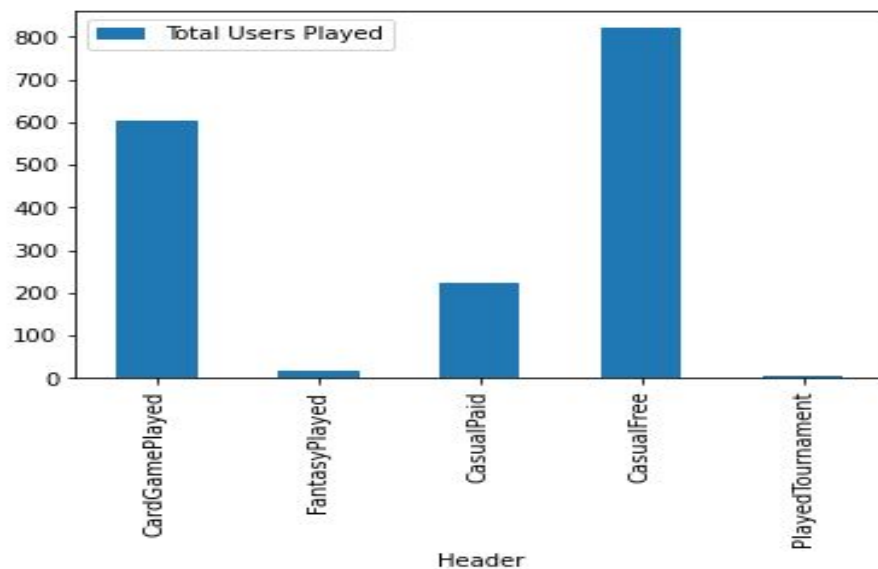
Total 1661 number of Users got joining bonus.
CardGamePlayed : 1097,
FantasyPlayed : 52,
CasualPaid : 831,
CasualFree : 797,
PlayedTournament 71



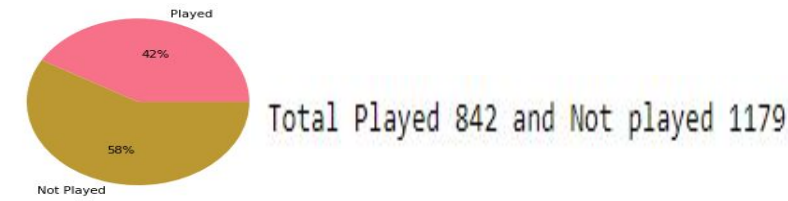
User's who didn't get Joining Bonus



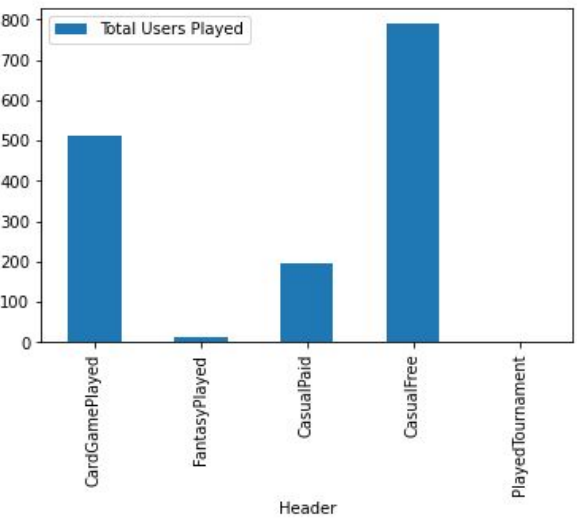
Total 2121 number of Users didnt get joining bonus.
CardGamePlayed : 602,
FantasyPlayed : 16,
CasualPaid : 221,
CasualFree : 820,
PlayedTournament 5



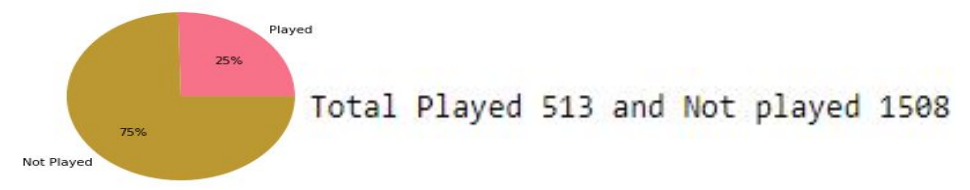
Who didn't get Joining Bonus and Not added Money also:



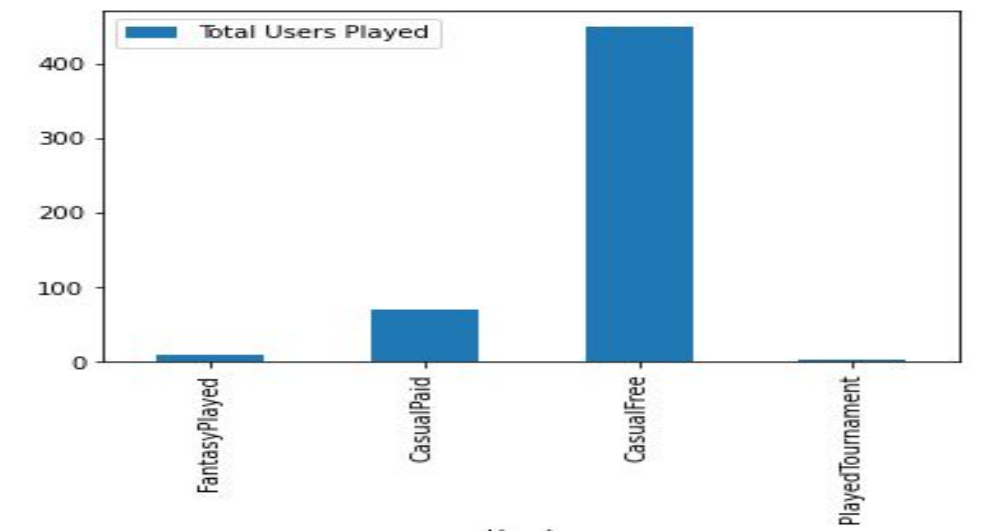
Total 2021 number of Users didnt get joining bonus and not added money.
CardGamePlayed : 513,
FantasyPlayed : 14,
CasualPaid : 197,
CasualFree : 789,
PlayedTournament 3



Didn't get Joining Bonus and not added money but played card Game:



Total 513 number of Users didnt get joining bonus and not added money but played card game.
FantasyPlayed : 9,
CasualPaid : 69,
CasualFree : 449,
PlayedTournament 3

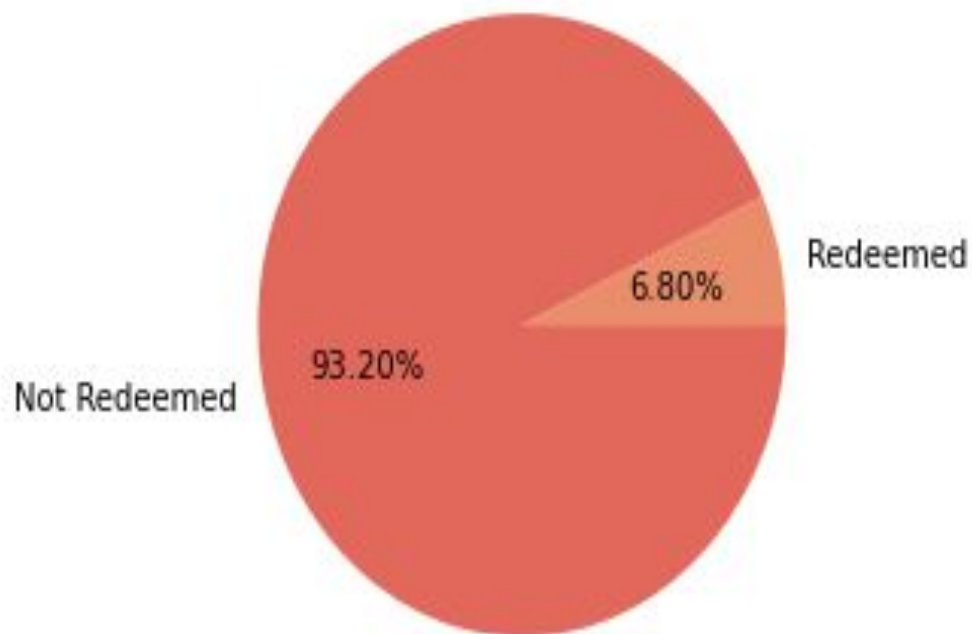




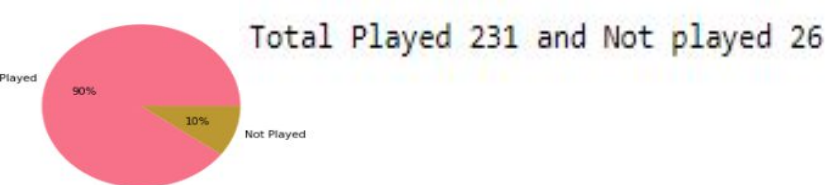
Redeemed Money Case Study

Total number 257 users redeemed Money

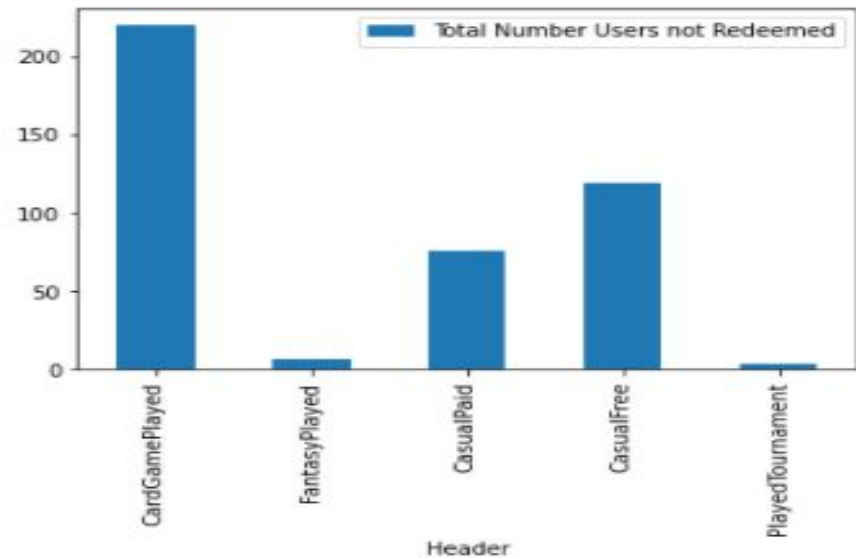
Total number 3525 users not redeemed money



User's who Redeemed money



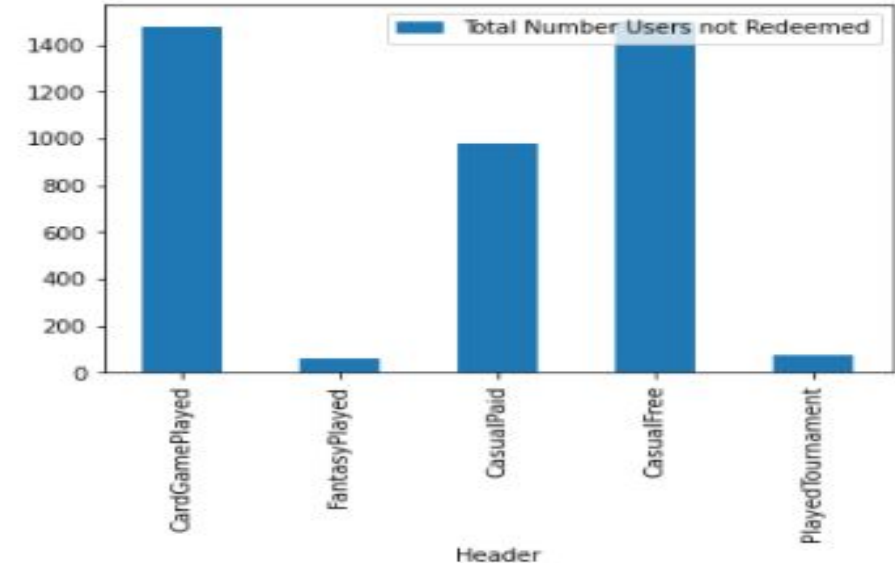
Total 257 number of Users who redeemed Money.
CardGamePlayed : 220,
FantasyPlayed : 7,
CasualPaid : 76,
CasualFree : 119,
PlayedTournament 4



User's who didn't Redeemed money



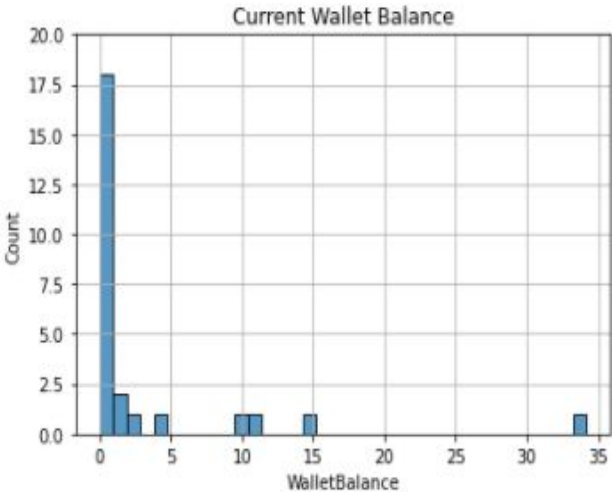
Total 3525 number of Users not redeemed Money.
CardGamePlayed : 1479,
FantasyPlayed : 61,
CasualPaid : 976,
CasualFree : 1498,
PlayedTournament 72



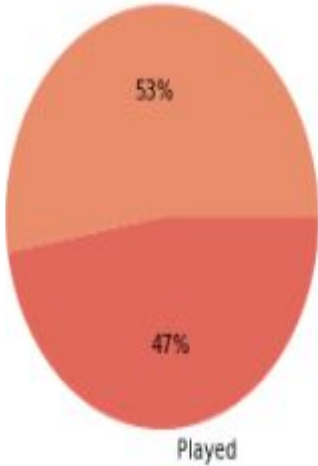
0th Churn : Redeemed Money



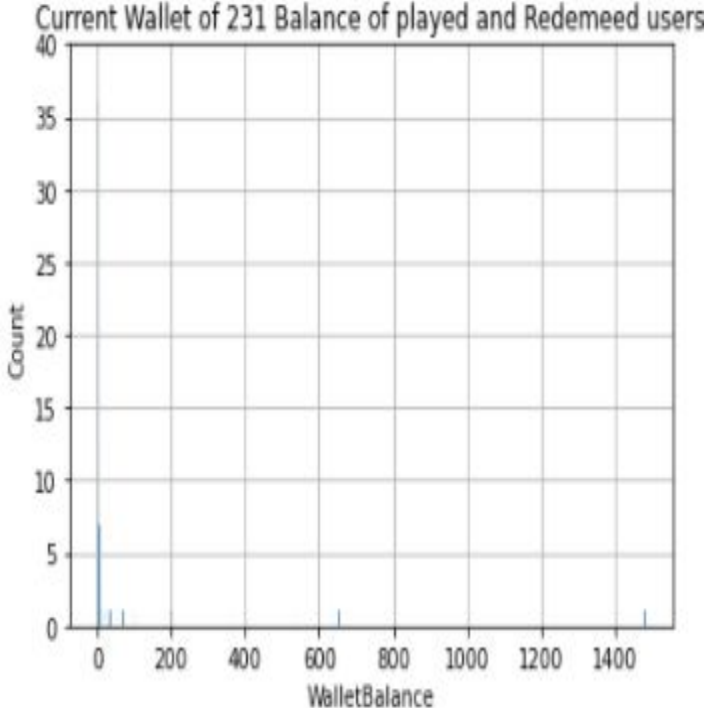
Total 26 Not played



who users in 3rd Churn ratio and Redeemed money



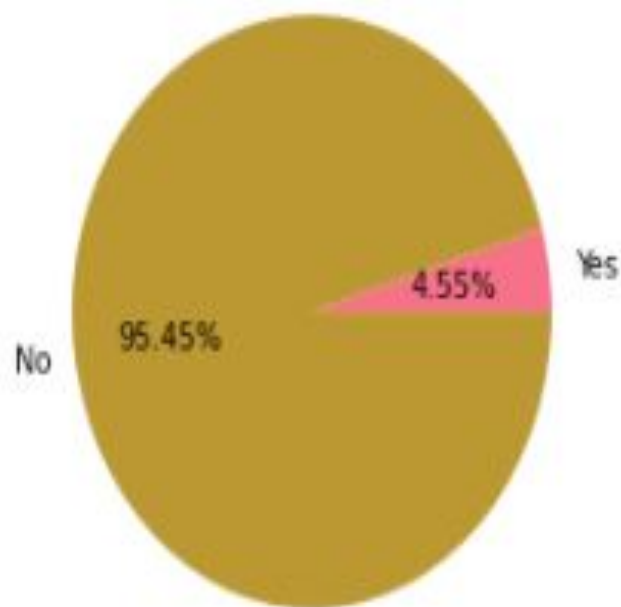
Calculus : 257 number of users Redeemed money,
and same 231 number of users played





Cash Back Case Study

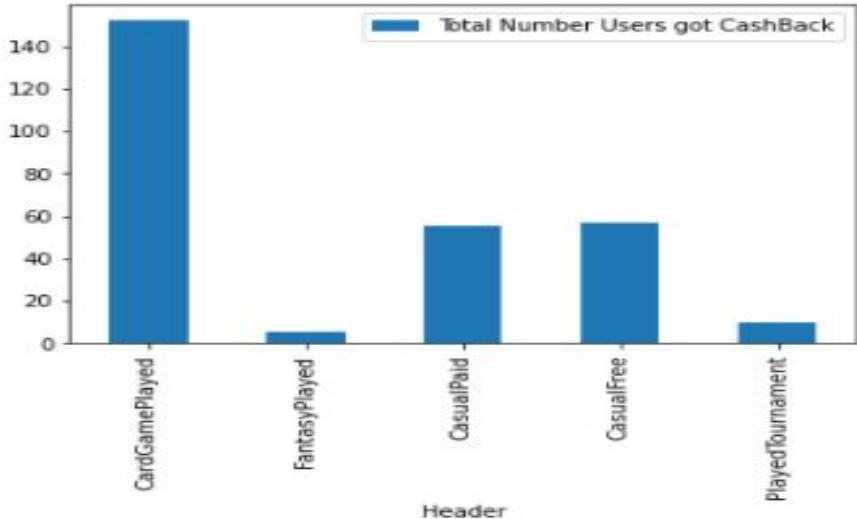
Total number 172 users CashBackGiven Money
Total number 3610 users not CashBackGiven money



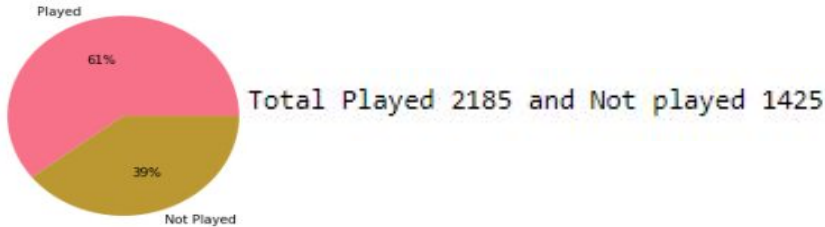
User's who get Cash back money



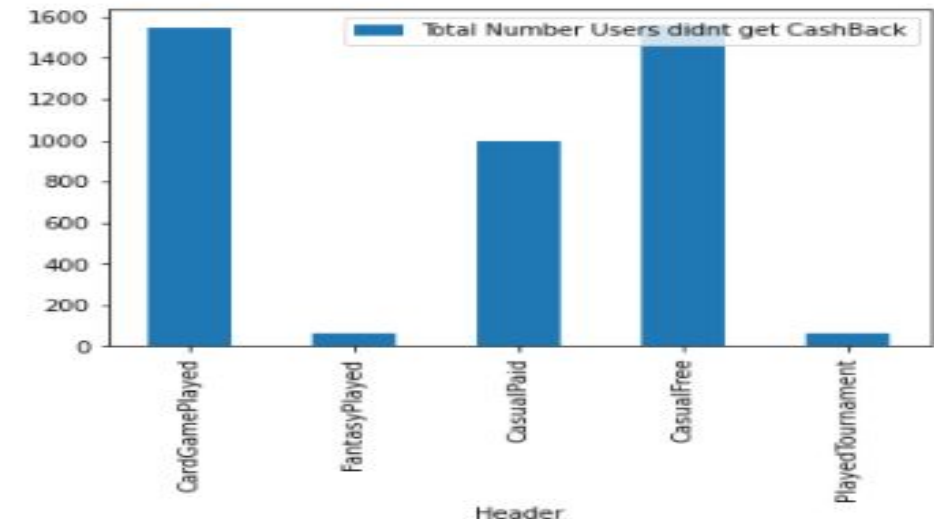
Total 172 number of Users got cashBack.
CardGamePlayed : 152,
FantasyPlayed : 5,
CasualPaid : 55,
CasualFree : 57,
PlayedTournament 10



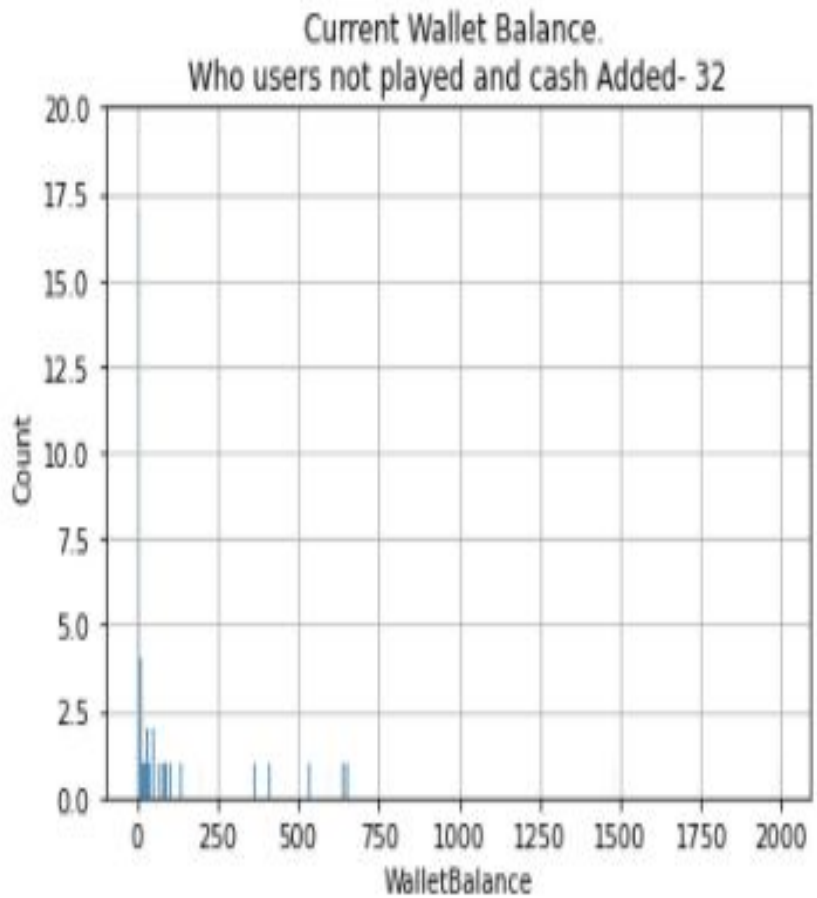
User's who didn't get Cash back money



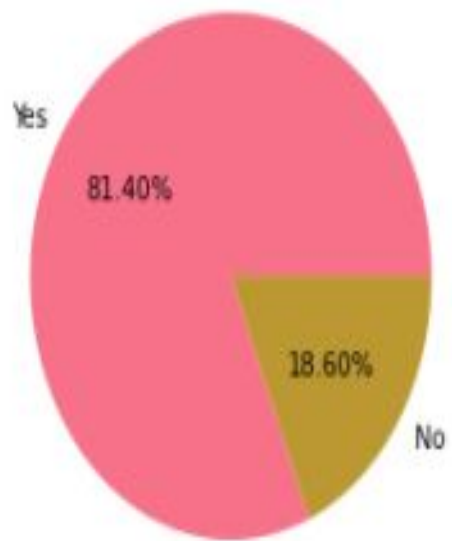
Total 3610 number of Users didnt get CashBack.
CardGamePlayed : 1547,
FantasyPlayed : 63,
CasualPaid : 997,
CasualFree : 1560,
PlayedTournament 66



Added Money : played or Not played



who users cashAdded, played and not played

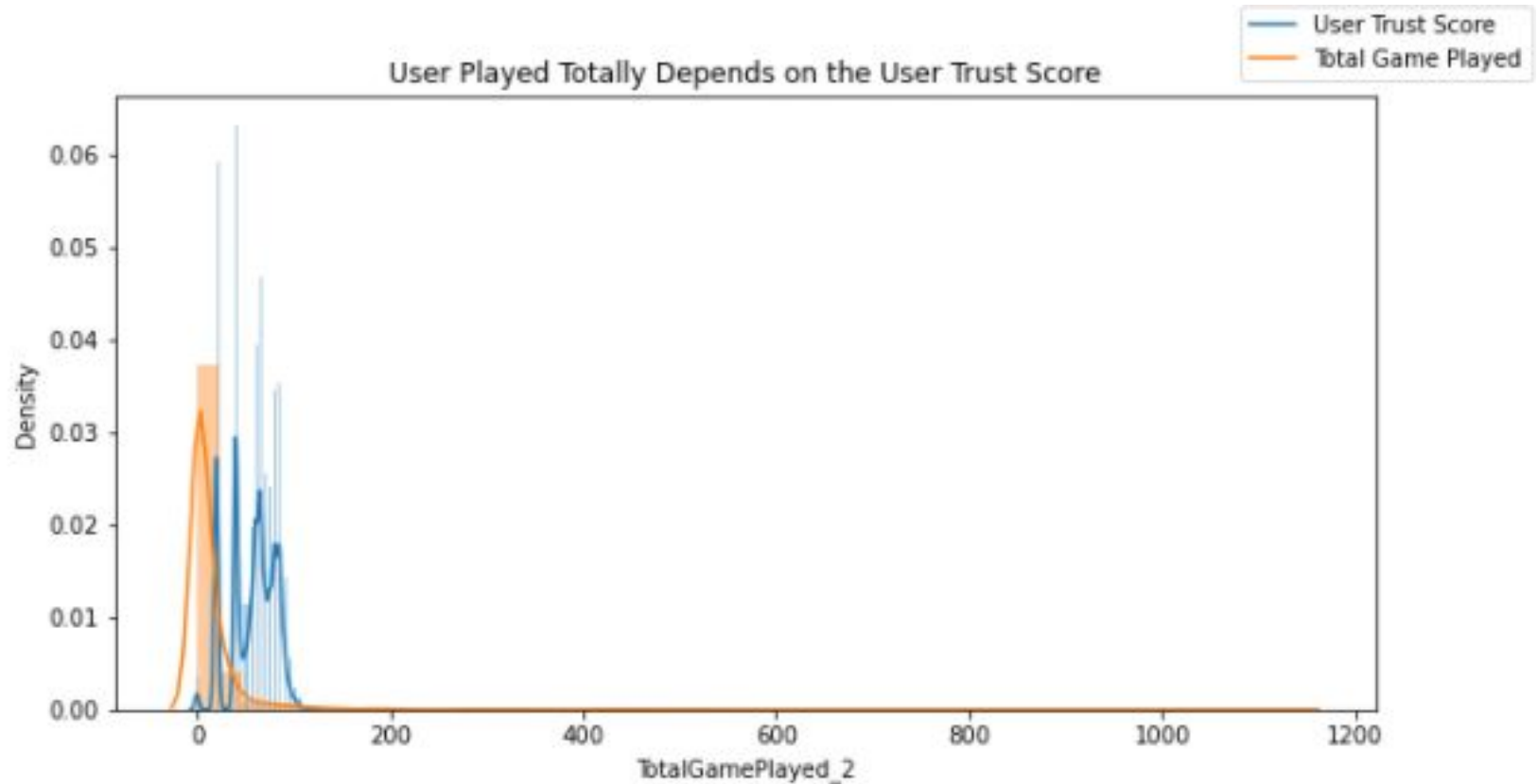


Calculus: 140 number of users Cash added, played,
32 number of users added money but not played

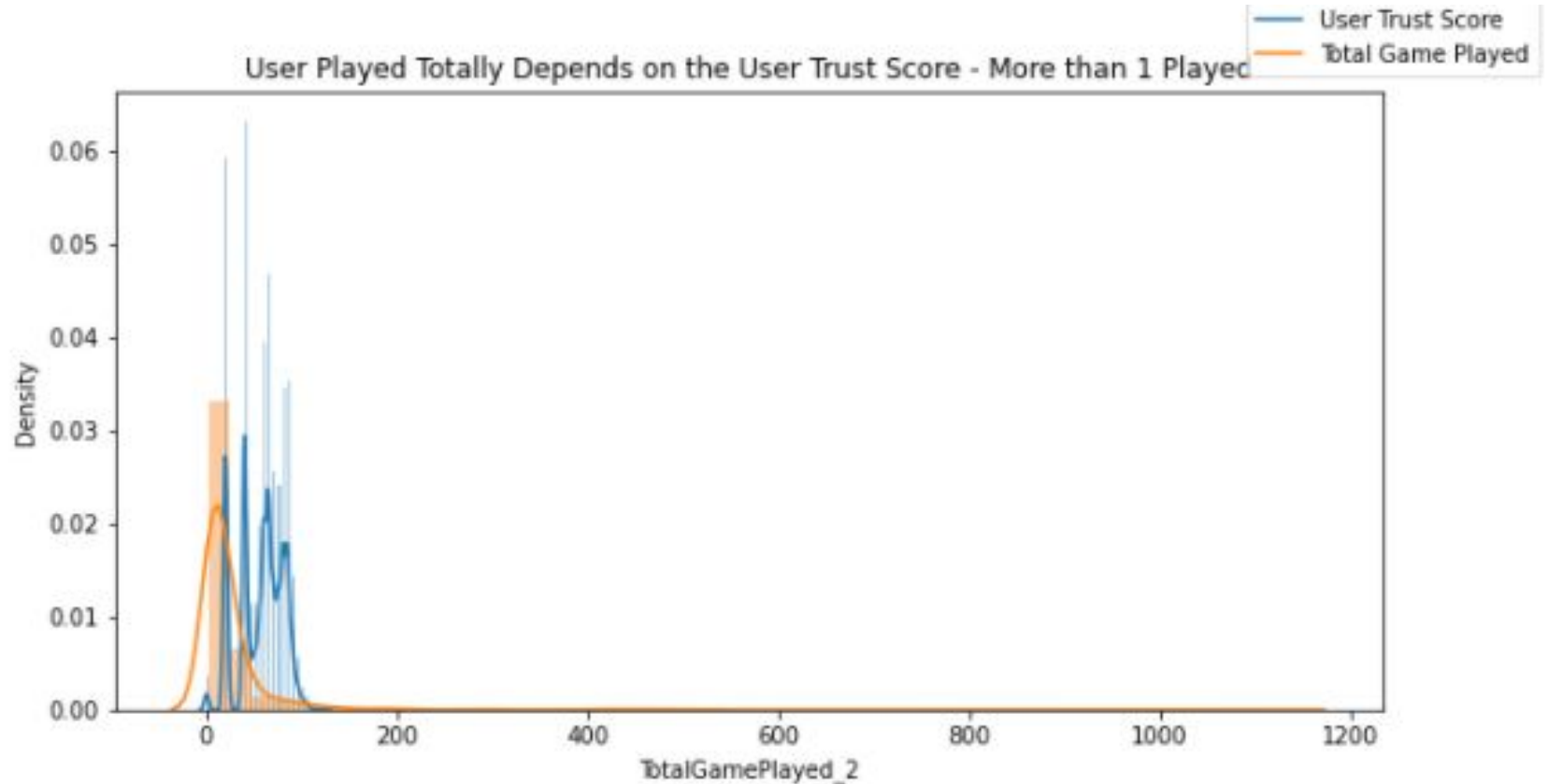


Study Based on User Trust Score

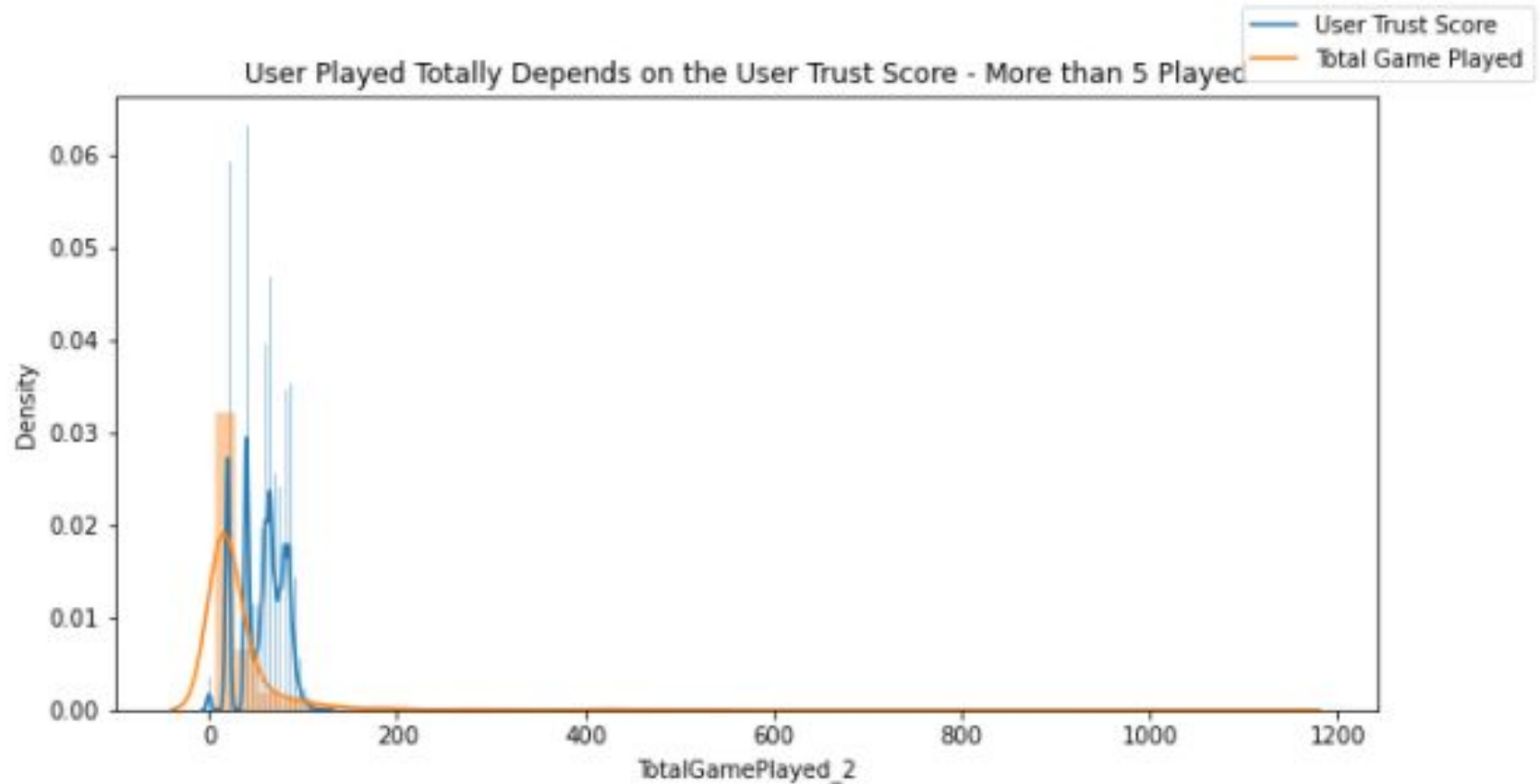
Correlation of Total Game played and user trust score



Correlation of Total Game played and user trust score



Correlation of Total Game played and user trust score



3rd Churn Story

Basic Case Study related to the Data: The total number of users in our dataset is 130803 since last 15 days and the total number of members of 0th churn is 3782 (3% approx.).

Played and Not Case Study: Out of these users, only 61% played, and else not played, because 51% users got joining bonus and 49% didnt.

who got joining Bonus and who didnt: Out of 3782 - 85% played and 15% not played categories and out of 97% users only 43% played and 57% not played. As per these data who got joining bonus and played, ratio was almost 60-40 (Card Game and Casual Free). and who didnt get joining bonus, ratio almost ~30-70 (Card Game and Casual Free).

if will talk about Joining Bonus and not added money Case Study: Mostly users in this case, 42% approx users played and out of these users 90-95% users played Casual Free Game else played Card Game and Casual Paid.

Redeemed Case Study: 6.80% users only redeemed money, and who users redeemed money, 90% users played and else didnt played. Similar to 0th case study percentage of users who added on money, same users are focus on Card Game first. and who users didnt redeemed money 59% of users played and played users on $\frac{1}{2}$ ratio case. Who users didnt redeemed money but played, same users have wallet balance and approx 7-8 users in Outliers category.

Added Money Case Study: Only 4.55% users got cashback means almost same count of users added money. And who got cashback, they played ~81% card game and else Casual Paid. Who didnt get CashBack users played almost $\sim \frac{1}{2}$ casual Paid and Card Game.

Trust Score V/s Played Game: The Users play tournament is increasing slightly trust score is also parally increasing not like 0th case study.

Observation from 3rd Churn Users

- 1. Users didn't have money to play.** Means only 44% of users, who logged in to our APP and in 3rd Churn, got a joining Bonus else didn't.
- 2. Important reason behind the 3rd Churn joining bonus** because who users got joining bonus (44%) played conversion was 85%, and who didn't get joining bonus, there played conversion was only 43%.
- 3. When we will focus on, who users don't want to do for the app related to investment** (means didn't get joining bonus and not add ed money also). we got 43% conversion on 3rd churn case, but out of these 43% most of users were played Casual Free Game (75%)
Hypothesis : 43% converted users, want to play card game but first focusing on Casua.....l Free game then will move to Card Game.
- 4. Who added money conversion almost 5% but played conversion is high (81%) as compared to who didn't add money and played (61%) but users are playing Casual Free Game most.**

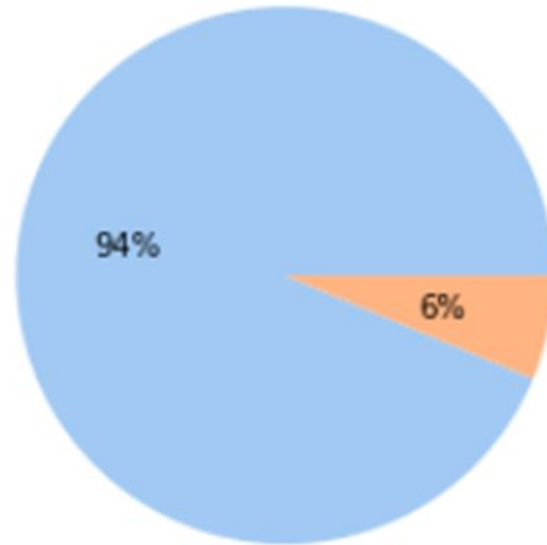
Comparison Metrics

0th Churn Analysis & 3rd Churn Analysis

Distribution of 0th and 3rd Churn

Total number 60364 of users in 0th and 3rd churn in mentioned 15 Days.
Total number 56582 of Total Member of 0th Churn day in mentioned 15 Days.
Total number 3782 of Total Member of 3rd Churn day in mentioned 15 Days.

0th Churn Ratio

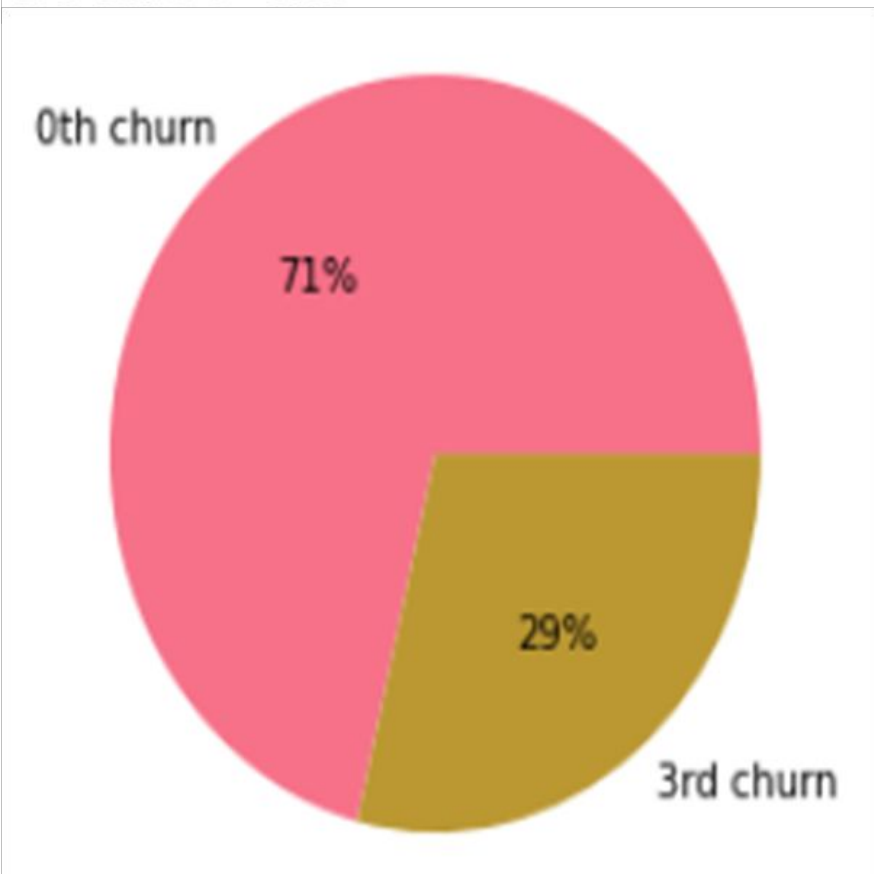


3rd Churn Ratio

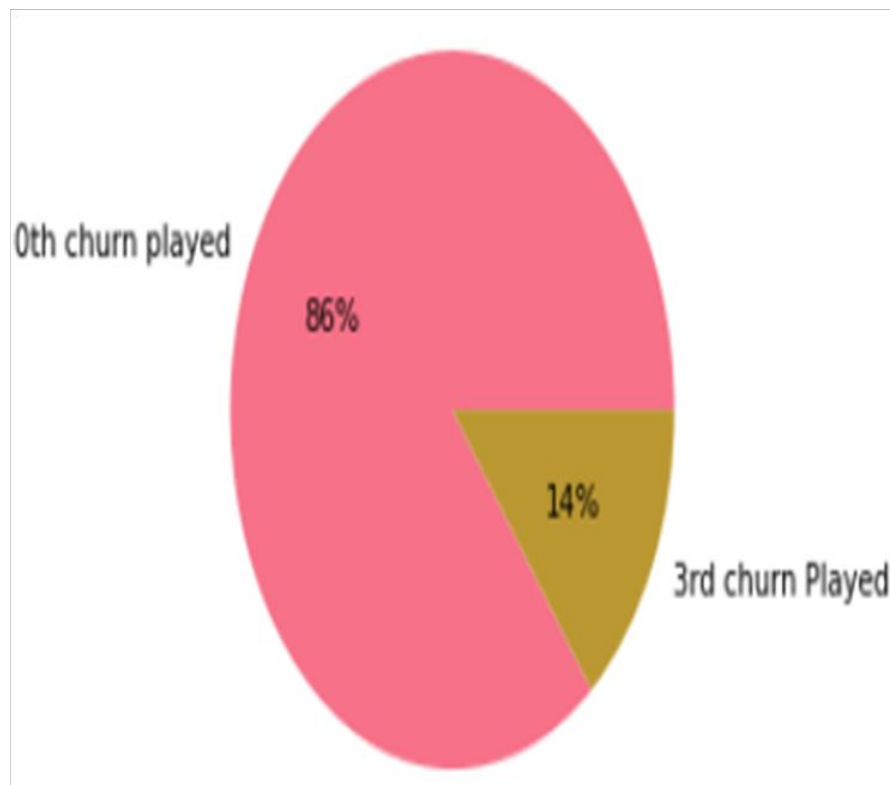


COMPARISON BETWEEN 0th AND 3rd CHURN ON THE BASIS OF JOINING BONUS

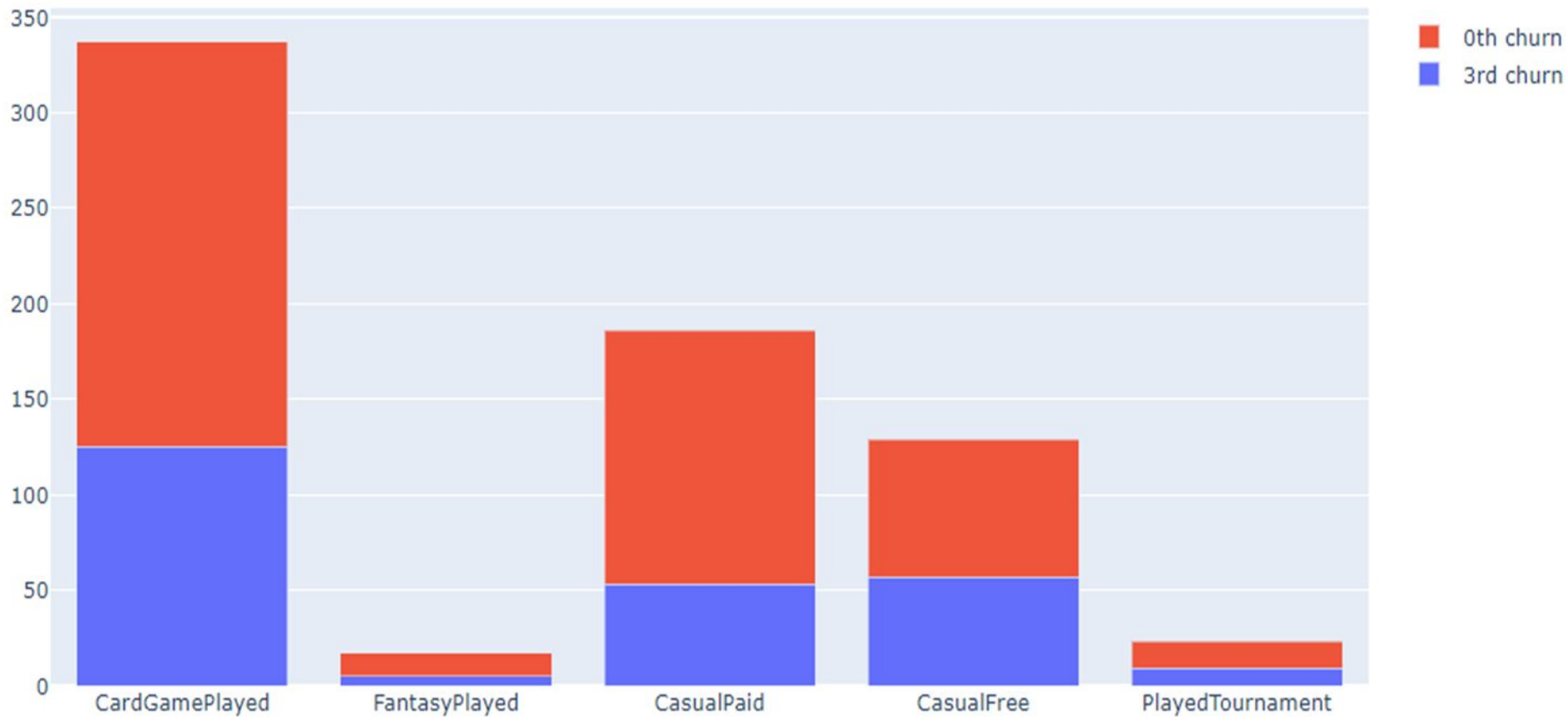
Total number 16795 of users who got joining bonus in 0th and 3rd churn in mentioned 15 Days.
0th churn :- 15134
3rd churn :- 1661



Total number 9885 of users who got joining bonus and Played in 0th and 3rd churn in mentioned 15 Days.
0th churn :- 8479
3rd churn :- 1406



PLAYED DISTRIBUTION



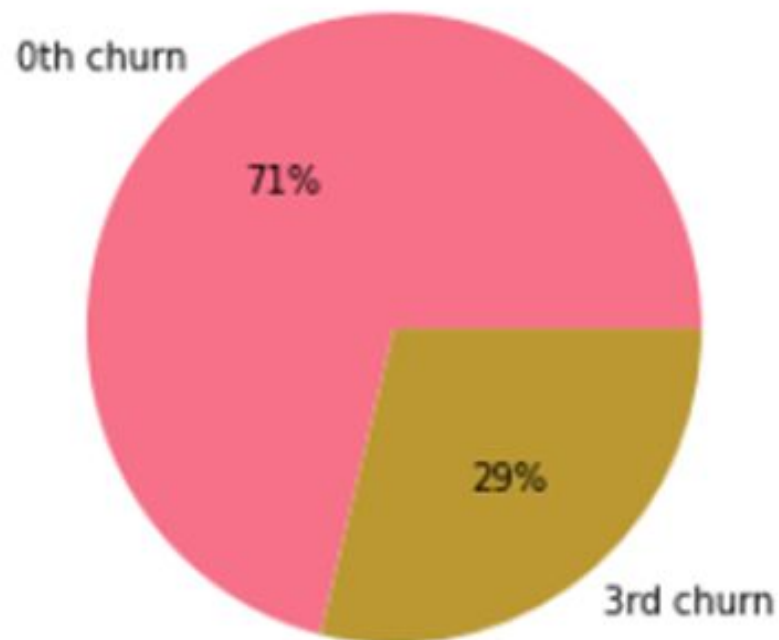


COMPARISON BETWEEN 0th AND 3rd CHURN ON THE BASIS OF ADDED MONEY

Total number 596 of users who added money
in 0th and 3rd churn in mentioned 15 Days.

0th churn :- 424

3rd churn :- 172

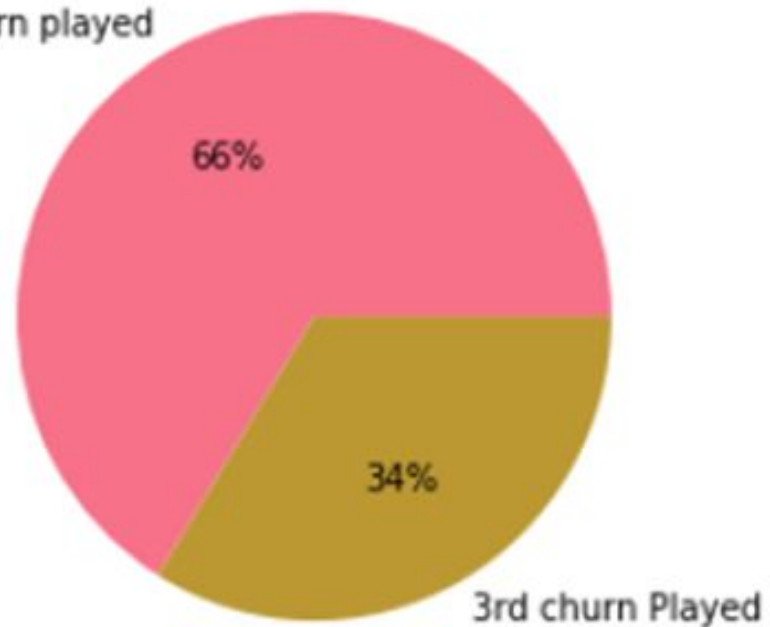


Total number 414 of users who Added Money
and Played in 0th and 3rd churn in mentioned 15 Days.

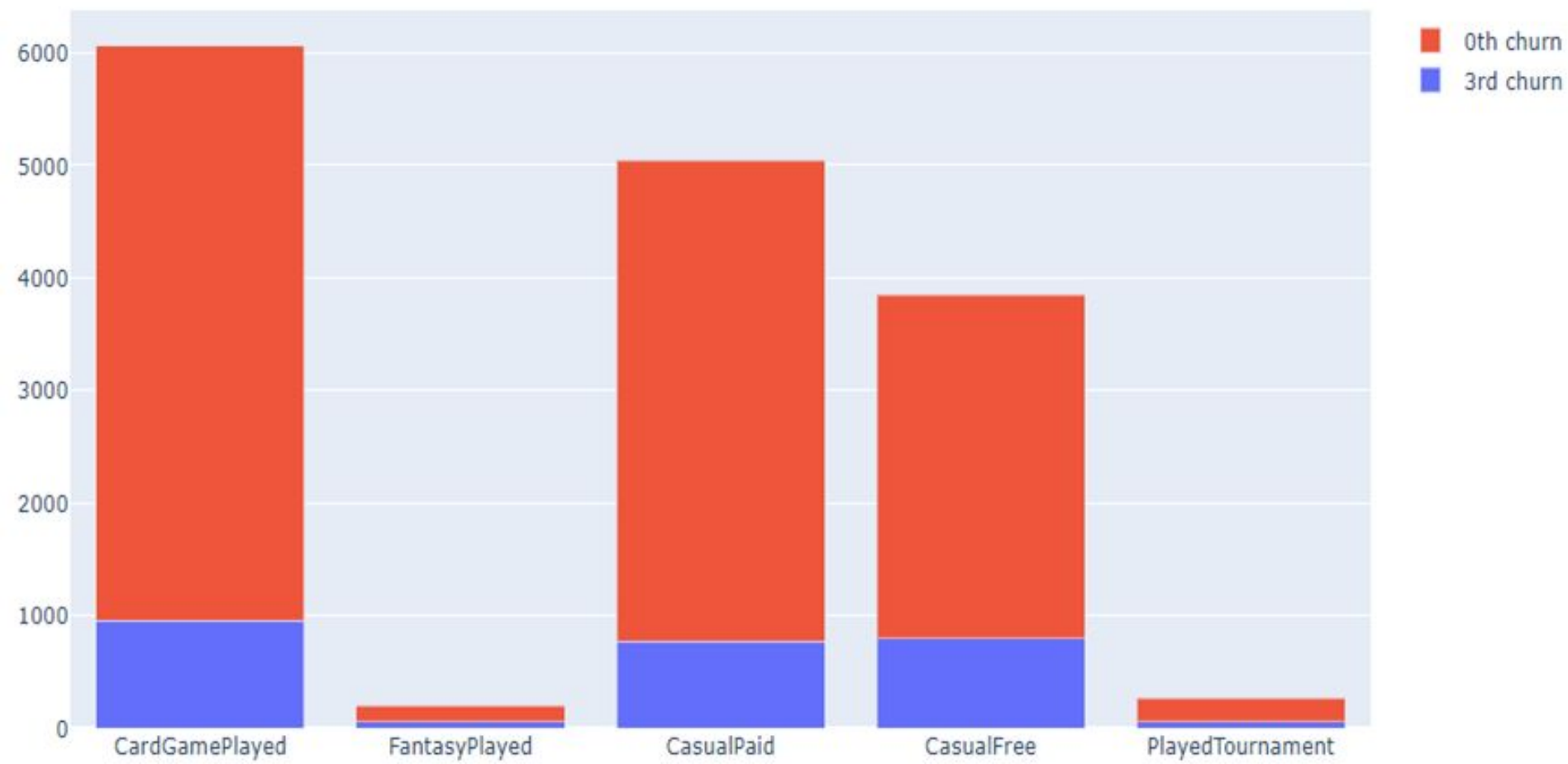
0th churn :- 274

3rd churn :- 140

0th churn played



PLAYED DISTRIBUTION



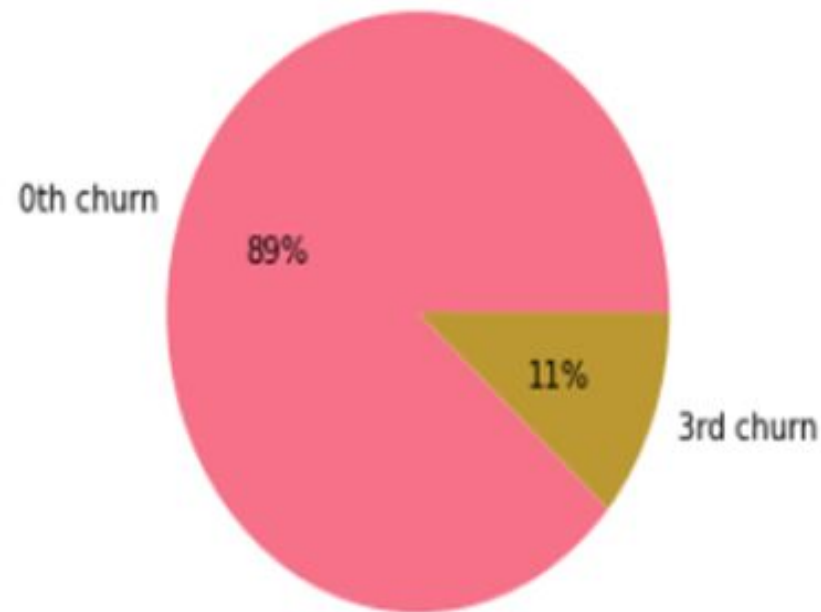


COMPARISON BETWEEN 0th AND 3rd CHURN ON THE BASIS OF Wallet Balance

Total number 11992 of users who had more than 2rupee in wallet balance in 0th and 3rd churn in mentioned 15 Days.

0th churn :- 10630

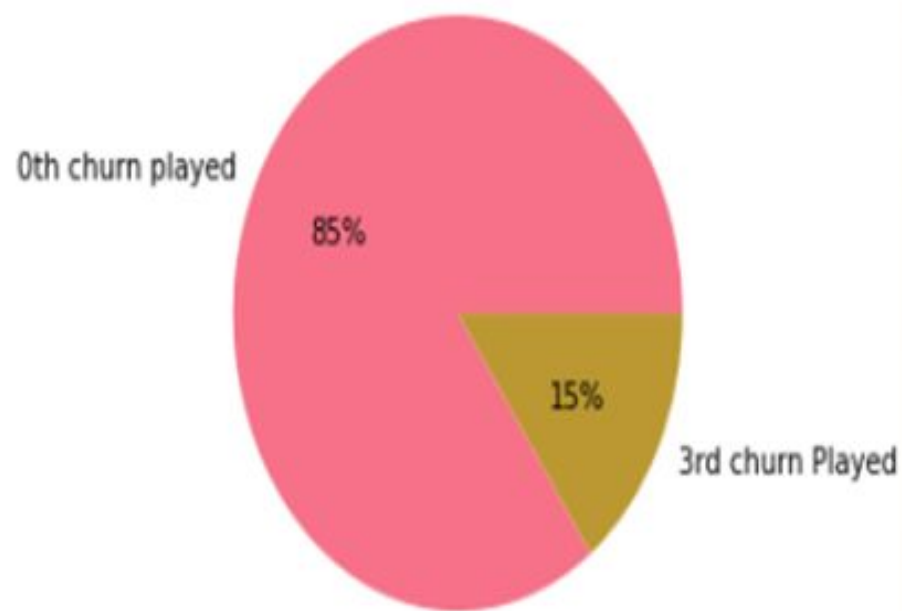
3rd churn :- 1362



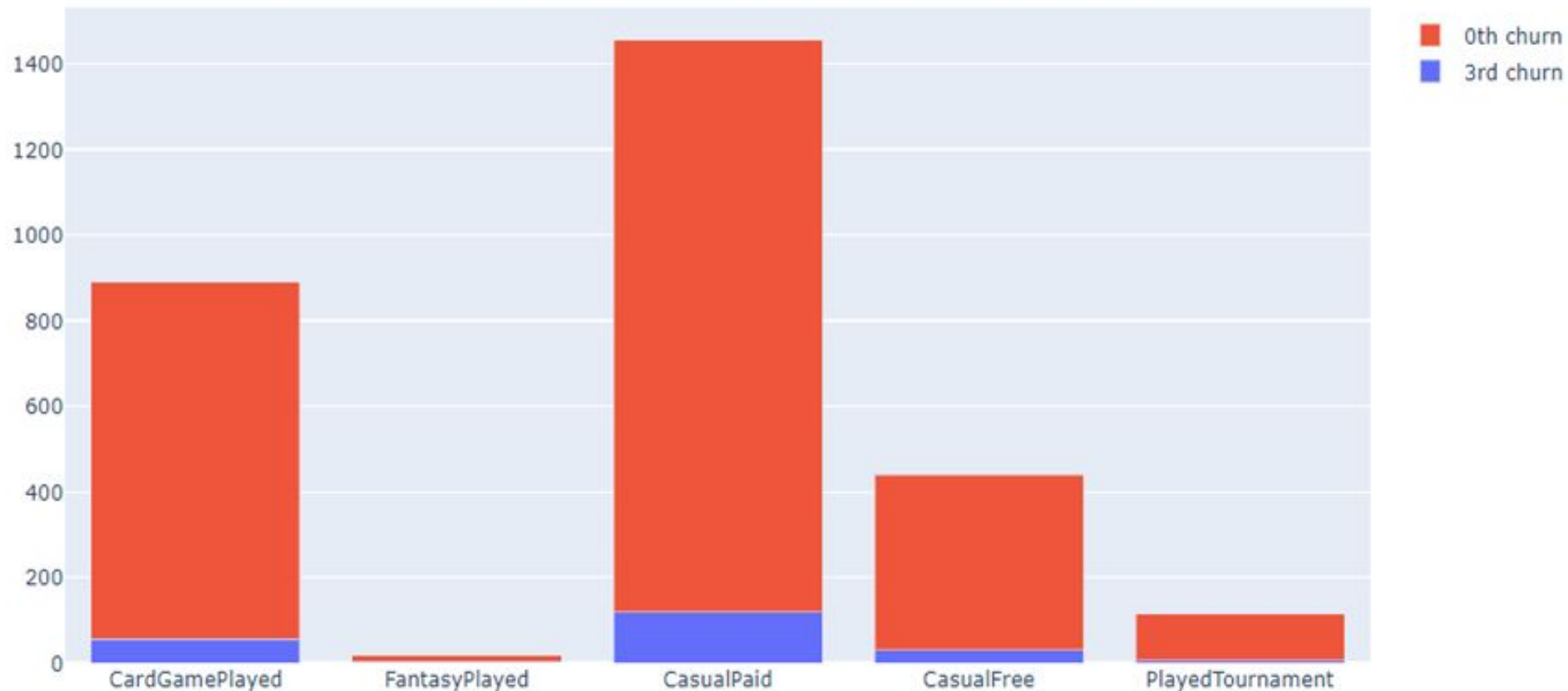
Total number 7906 of users who had more than 2rupee in wallet balance and played in 0th and 3rd churn in mentioned 15 Days.

0th churn :- 6726

3rd churn :- 1180



PLAYED DISTRIBUTION



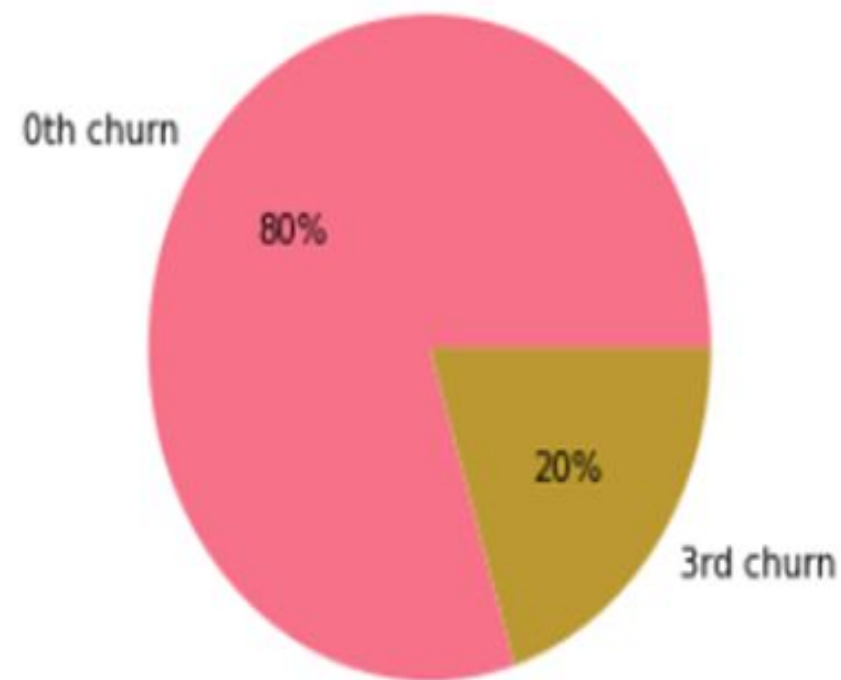


COMPARISON BETWEEN 0th AND 3rd CHURN ON THE BASIS OF Casual Free

Total number 8045 of users who had interest in CasualFree game in 0th and 3rd churn in mentioned 15 Days.

0th churn :- 6428

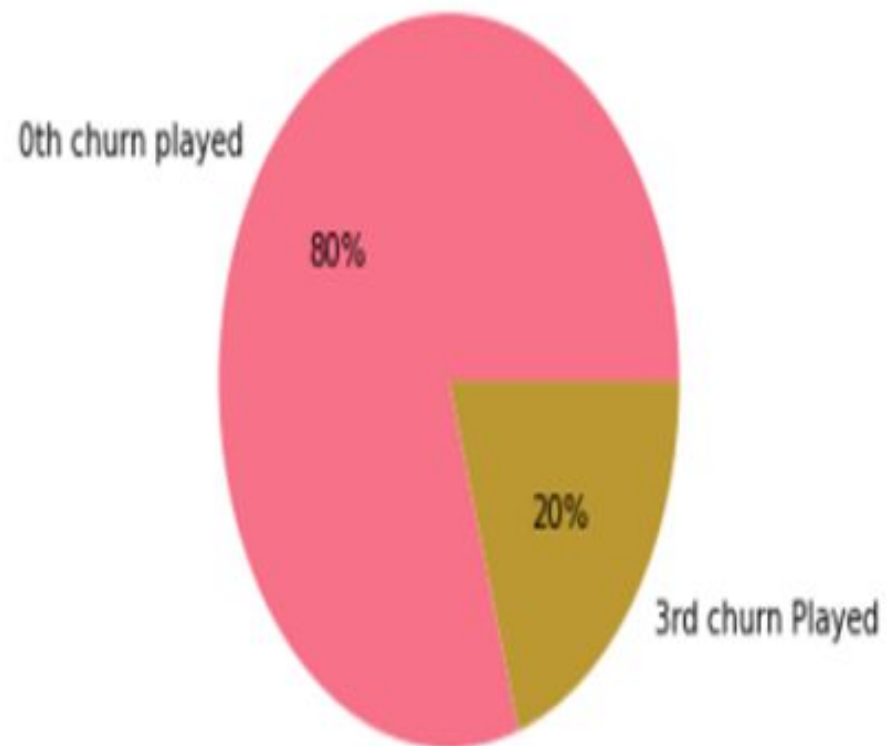
3rd churn :- 1617



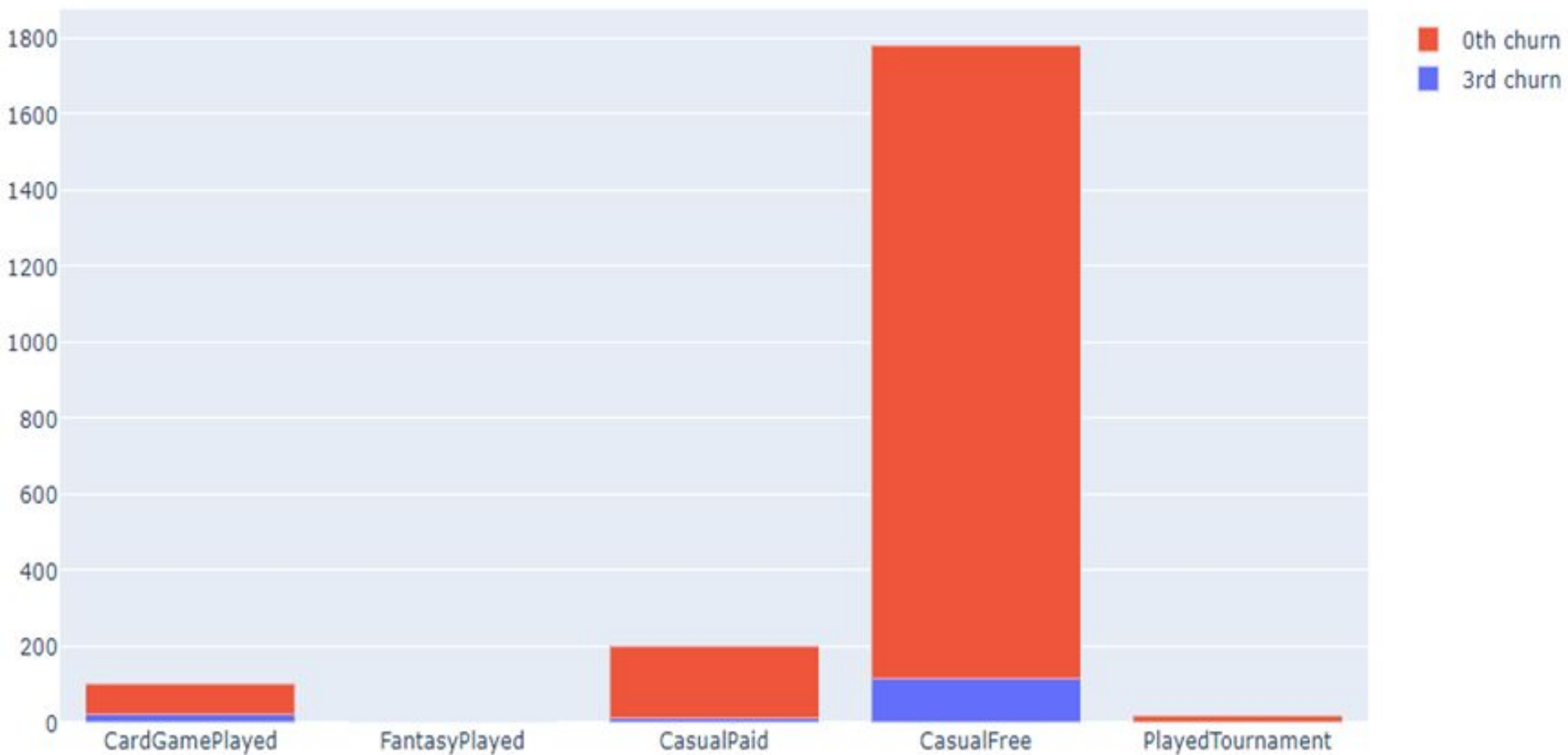
Total number 8045 of users who had interest in CasualFree and played in 0th and 3rd churn in mentioned 15 Days.

0th churn :- 6428

3rd churn :- 1617



PLAYED DISTRIBUTION



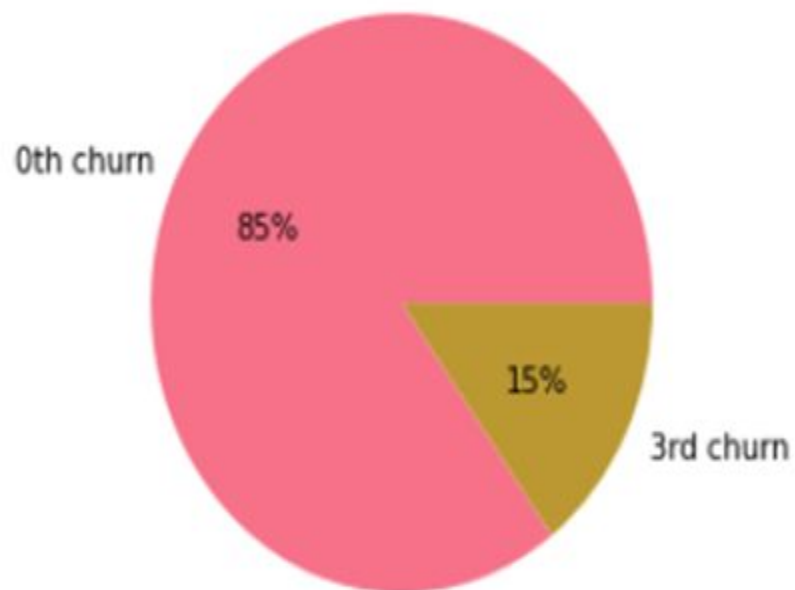


COMPARISON BETWEEN 0th AND 3rd CHURN ON THE BASIS OF CASUAL PAID

Total number 7109 of users who had interest in CasualPaid game in 0th and 3rd churn in mentioned 15 Days.

0th churn :- 6057

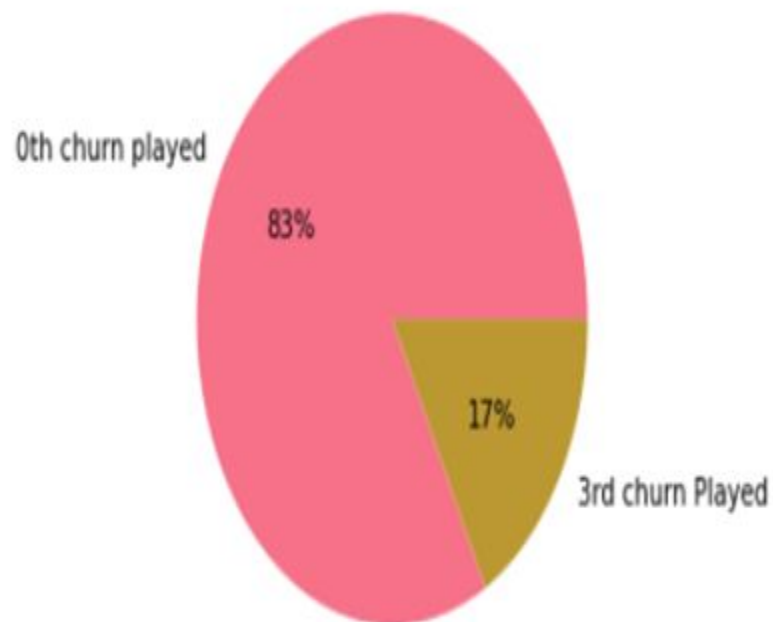
3rd churn :- 1052



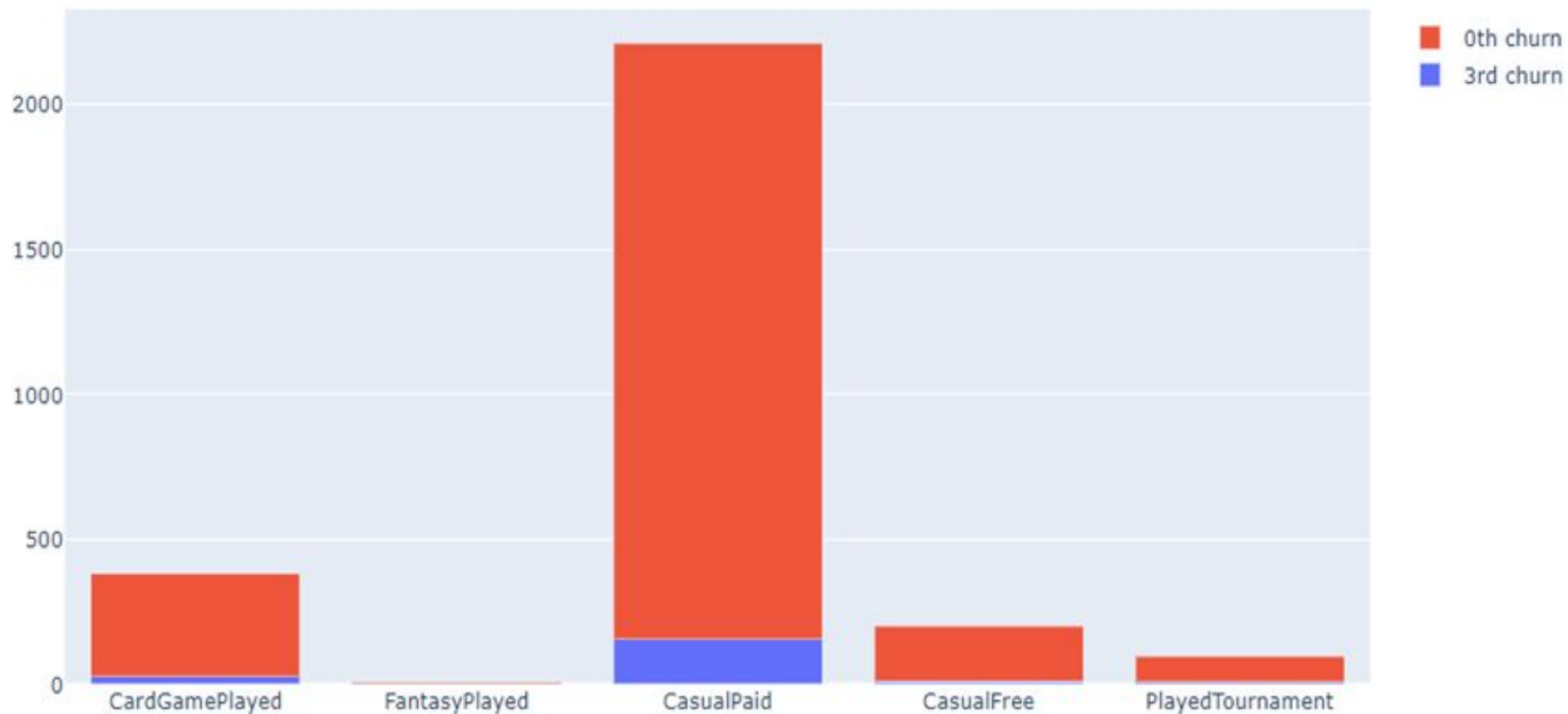
Total number 5789 of users who had interest in CasualPaid and played in 0th and 3rd churn in mentioned 15 Days.

0th churn :- 4800

3rd churn :- 989



PLAYED DISTRIBUTION



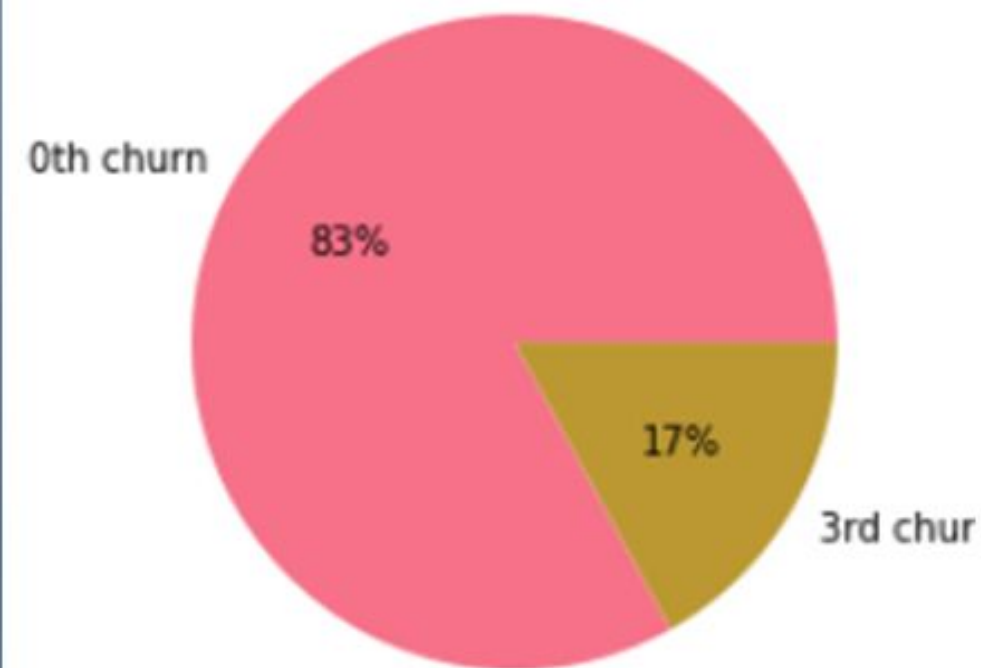


COMPARISON BETWEEN 0th AND 3rd CHURN ON THE BASIS OF Played Tournament

Total number 448 of users who had interested in PlayedTournament in 0th and 3rd churn in mentioned 15 Days.

0th churn :- 372

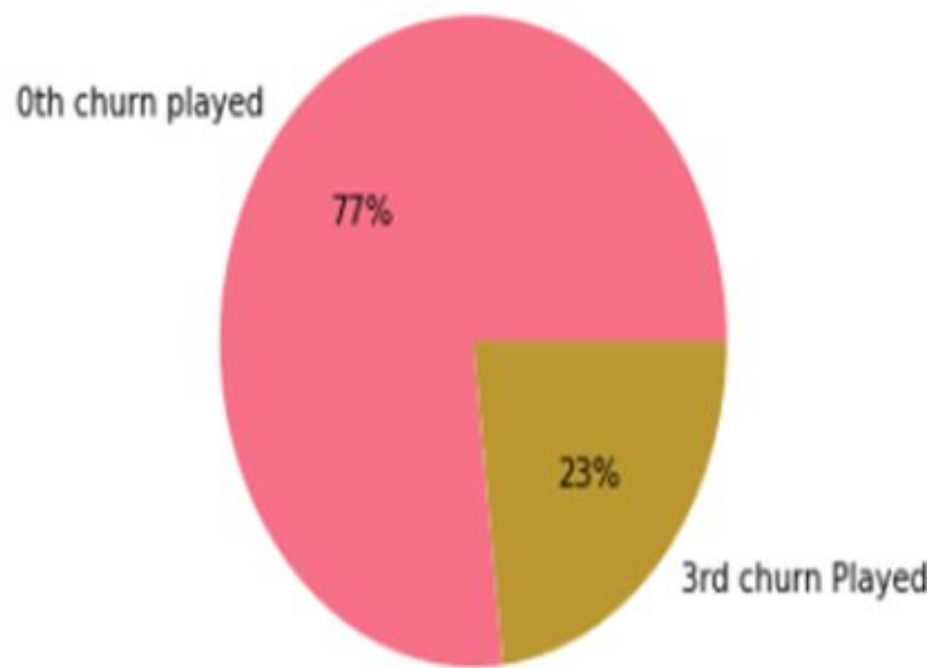
3rd churn :- 76



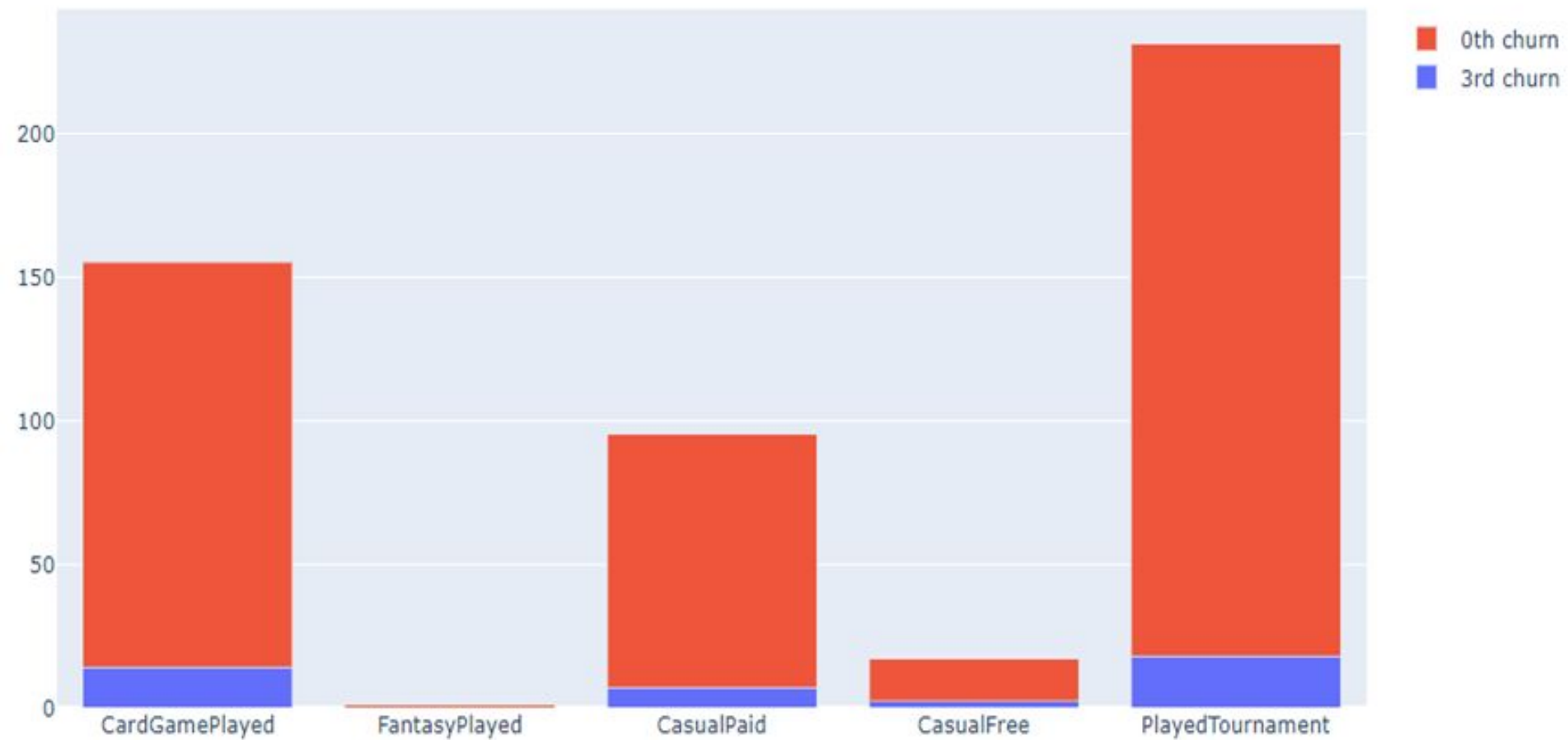
Total number 281 of users who had interest in PlayedTournament and played in 0th and 3rd churn in mentioned 15 Days.

0th churn :- 216

3rd churn :- 65



PLAYED DISTRIBUTION





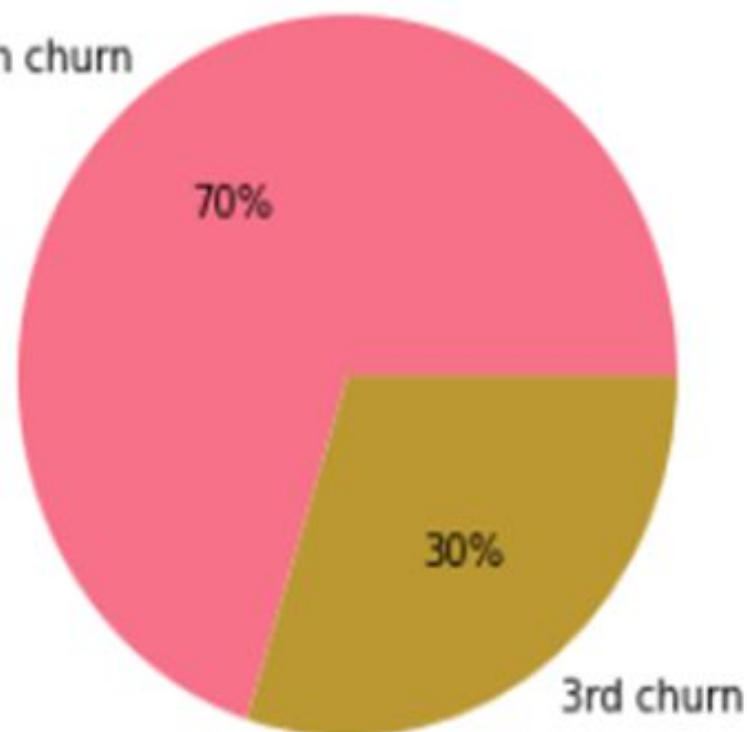
COMPARISON BETWEEN 0th AND 3rd CHURN ON THE BASIS OF Fantasy Played

Total number 227 of users who had interest in FantasyPlayed
in 0th and 3rd churn in mentioned 15 Days.

0th churn :- 159

3rd churn :- 68

0th churn

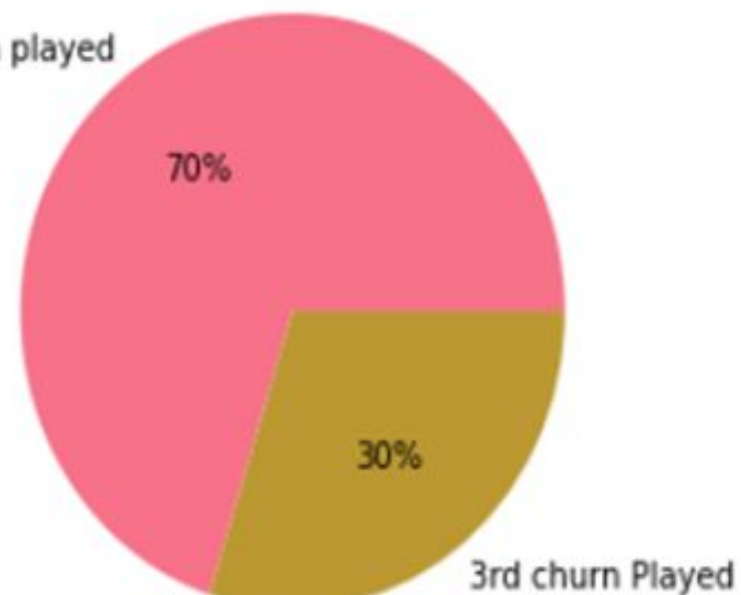


Total number 227 of users who had interest in FantasyPlayed
and played in 0th and 3rd churn in mentioned 15 Days.

0th churn :- 159

3rd churn :- 68

0th churn played



PLAYED DISTRIBUTION

