User Insights Report

# Page 1: Overview & Key Stats

📊 Summary:

- Users Analyzed: 10,000

- Data Points: 270,000

- Time Range: May 2023 – May 2025

🔑 Top Metrics:

- Daily Active Users (DAU): 1,617 (+0.0%)

- Weekly Active Users (WAU): +16.2%

- Monthly Active Users (MAU): 10,000

- Total Revenue: $501,775

- Average Revenue/User: $50.18

- Retention Rate: 100%

# Page 2: Revenue Breakdown

📌 Revenue by Game:

- Top 3 Titles:  
 - MysticWar: 25.3%  
 - BattleZone: 24.9%  
 - QuestRaid: notable contributor

📈 Revenue Trends:

- Growth observed from Apr 2023 to Apr 2025 with seasonal dips and peaks

- Platinum and Gold tiers show the highest contributions

📍Recommendation:

- Double down on top games via exclusive content or in-game events to boost user engagement and spending

# Page 3: User Behavior & Segmentation

🕹️ Device Usage:

- PC users generate the highest revenue

- Mobile is the most common device but lags in spend

🎮 Game Mode:

- Multiplayer mode shows the highest revenue/user

- Solo play is less profitable

💡 Recommendation:

- Prioritize multiplayer features on PC

- Incentivize mobile monetization (e.g., battle passes, mobile-only rewards)

# Page 4: High-Value Users & Churn

💰 Top Users:

- Example: jordanos ($366.99), zshort ($353.23)

🧩 Common Traits:

- Segment: Monthly Active

- Device: PC

- Mode: Multiplayer

- Game: MysticWar

🚨 Churn Risk:

- Zero high-risk users currently

✅ Recommendation:

- Build VIP campaigns for high spenders with early access, badges, or loyalty perks

# Page 5: Cohort & Signup Insights

🧪 Cohort Analysis:

- Signup spikes observed in Jul 2023 and Jan 2024

- Revenue per cohort grows over time indicating effective onboarding

💡 Recommendation:

- Invest in onboarding automation and post-signup drip campaigns

- Run acquisition pushes before high-performing months