# Space Pirates – Subscriber Segmentation

Summary

Segmentation

The intuitive segmentation is based on insights gleaned from data analysis alone and does not involve any machine learning or other advanced techniques. It is meant to be easily explainable and intuitive to act on. One subscriber may fall into multiple groups. The segmentation can also used as inverse, e.g., someone not in S4 has no add-ons and may be targeted for special offers on them.

Segment	Type	Explanation	Segment size
S1	Power Players	These players' ACTIVEDAYS per days active (LASTACTIVEDAY to SIGNUPDATE) are in the top 20%, playing roughly every other day on average.	88'827/17.8%
S2	Demo Players	These players signed up for the free trial version and played with pirate Brandy and port city West Valerieland. They only played for 1 day.	5'626/1.1%
S3	Active Players	These Players have played the game within the last month of the most recent date.	73'837/14.8%
S4	Loyal Players	These Players have at least 1 of the 8 add-ons. These players are most willing to buy related digital content.	199'104/39.8%
S5	Modders	These players use mods to play with custom pirates and/or ports.	21'915/4.4%
S6	Early Birds	These players played the game within the first 15 days of its official release (or even before its release).	91'556/18.3%
S7	Others	These players are not in any of the other groups.	168'724/33.7%
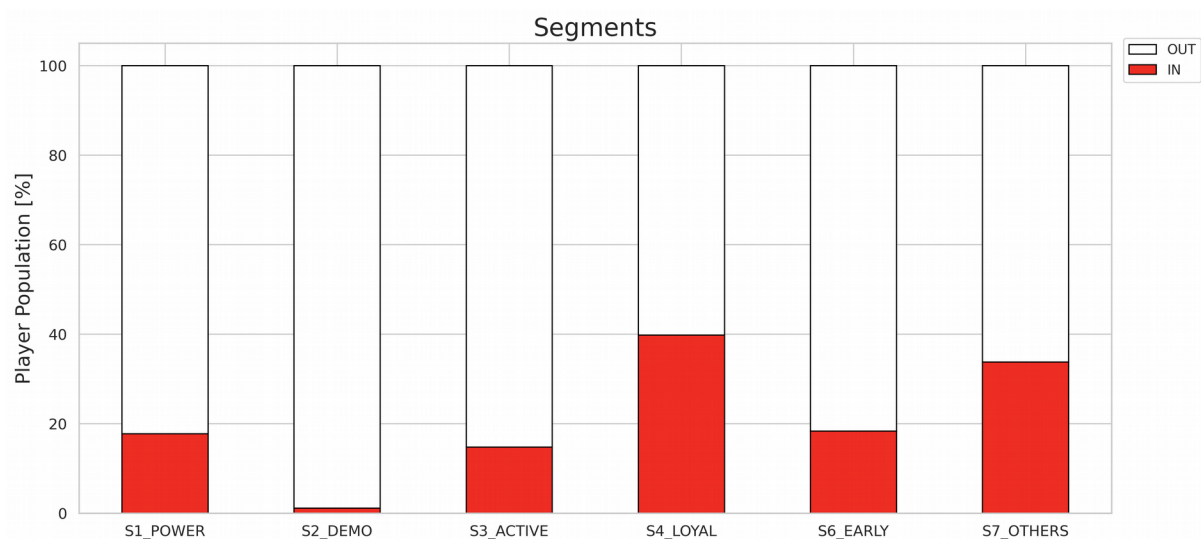
After this segmentation, there is still roughly a third of players left who don't fit into any of the other groups. They may be targeted by the "not in" logic as described above.

On the other hand, 112'439 players or 22.5% of all players are in 2 or more segments.

https://github.com/sikaep/public_repo/

Recommendations

For each segment, I included a recommendation to target the players found within and another one for the players who are not included in the segment.

Segment 1: Power Players

In segment:

These players play often. They are unlikely to lose interest quickly and could be included in marketing campaigns aiming to enrich the experience with creative add-ons. Targeted newsletters in a "Did you know?" style might help them discover new or lesser known features of the game.

Out segment:

These players don't play as much. Time sensitive offers (such as play using an add-on for free for the weekend) could make regular gaming more attractive. New, different game modes may be interesting for them and may suit their playing style better, so they should be advertised to this group.

Segment 2: Demo Players

In segment:

These players might find promotions/special offers for the main game interesting.

Out segment:

This is the general paying player population. They would be addressed via the other segments.

Segment 3: Active Players

In segment:

As these players are currently playing the game, they will be the most responsive. They could receive invitations/announcements for special in-game events. They could also be included in timed promotions.

Out segment:

These players may have lost interest in Space Pirates. Therefore, general informational reminders or offers on creative items or add-ons could get them interested again.

Segment 4: Loyal Players

In segment:

These players like the game already and are willing to get add-ons. Therefore, they could be among the first to get access to a new expansion package or add-on, possibly as part of an early-access promotion or payable preview. They would also be a good group for rewards.

Out segment:

This group does not have any add-ons installed. Therefore, they could receive promotions regarding add-ons, such as "Get these two add-ons for x% off".

Segment 6: Early Birds

In segment:

These players will play a game the moment it is released. They might enjoy exclusive pre-order content. They might also want to try a pre-release or beta-release. Additionally, they could receive rewards for playing games early as they build up a player base from the start.

Out segment:

Players not in this group may be hesitant to get a game or add-on early. To ease their worries about a buggy or over-hyped game, they could receive tree trial offers on new releases.

Segment 7: others

In segment:

These players don't really fit into any of the other segments. They do not appear to be very involved with the game and haven't made any purchases. They might be addressed with material designed to spark interest in the game. This could be "deep dives" into a game mode, background information, or announcements of upcoming events or special offers. Alternatively, they could be redirected to other games that may be more interesting, such as sports or action games.

Out segment:

These are the players that are already specifically targeted through a specific segment.

Detailed Report

Data

- Excel file containing the data of 500'000 unique subscribers (ID) of *Space Pirates* and its add-ons
- The records are complete for the following: ID, SIGNUPDATE, ACTIVEDAYS, LASTACTIVEDAY, PIRATE, PORTCITY
- For everything else, records are missing as many players do not have any add-on installed

Data Quality and Content Remarks

- The original game (including add-ons not found in the dataset) has 58 playable pirates
  - dataset contains 712 unique pirate names
- There are a total of 60 ports available across all add-ons
  - dataset contains 491 unique ports
→ active modding community
- As part of the data preparation and evaluation, I arbitrarily decided that everyone who played with pirate Brandy and port West Valerieland and had only 1 active day was using a trial version of *Space Pirates*

Player Base Description and Insights

- 380'540 add-ons were sold and 1254 subscribers have bought all 8 of them
- 4.4% of players use a pirate or port mod
- 91'556 players (or 18.3%) signed up for the game within 15 days of its official release (or even before)
- The vast majority of players are casual players:
  - median days active: 8.0
  - mean days active: 23.6
  - most active player: active on 1081 days, or 94.7% of days the game has been live
  - 11.2% of all players only played a single day
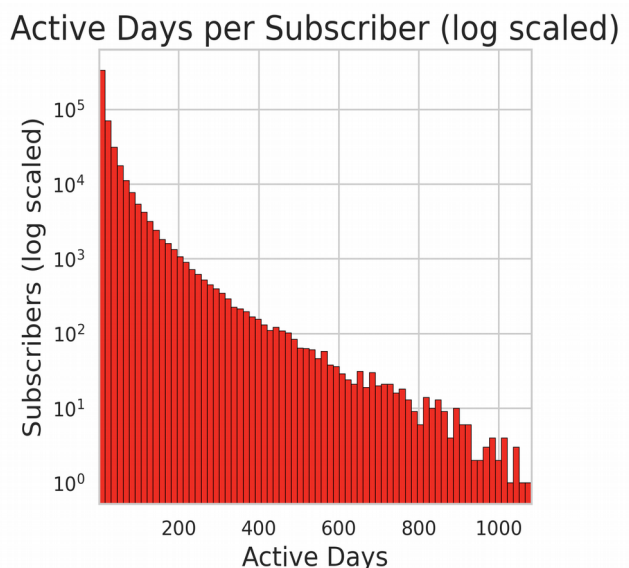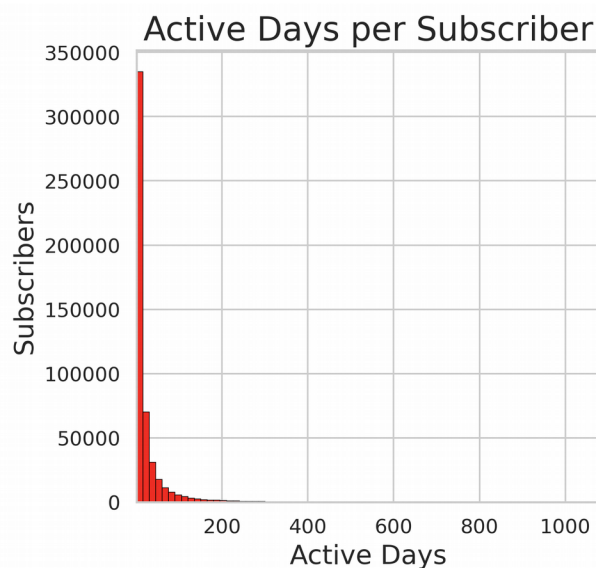
- 11.6% of all players chose pirate Brandy most frequently and 11.7% of players chose West Valerieland as their home port most frequently
  - this coincides with the numbers for the players who only played 1 day → This is the port and pirate available in the game's free trial version
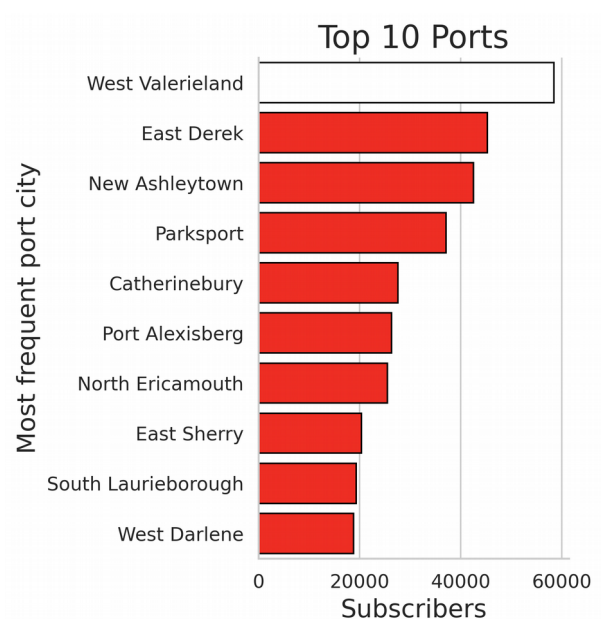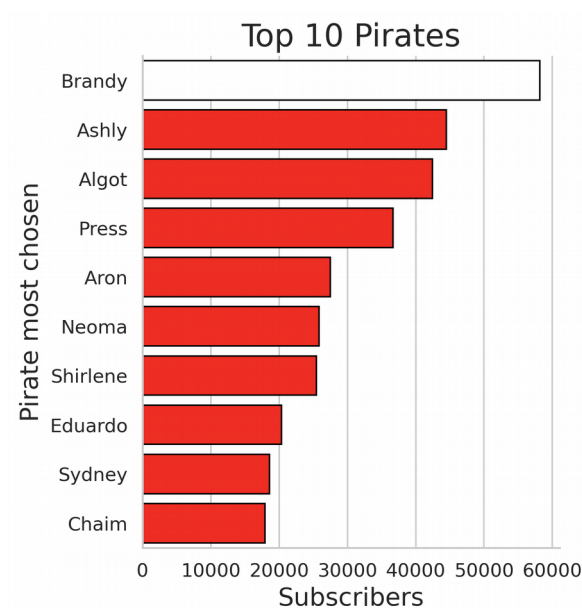
- out of 500'000 players, 5'626 have chosen Brandy, and port city West Valerieland, and have only played 1 day
  - trial players