Chapter 6 - Final Project (Data Analytics Plan for Game Company)

## The goal of this final project is to combine and apply the skills learned throughout this Data Collection module.

The task:

The company you work for is launching a new strategy game, where players must figure out different ways to complete increasingly difficult levels. The game has in-app purchases, and players can buy additional tools to help them complete the levels. The goal of the company is to grow the player base and maximise in-app purchases. Consider - how can the company leverage digital analytics?

You decide to make a proposal for your boss to use Google Analytics. To succeed, you will first need to describe how you can leverage digital analytics and what you can learn from the data. Next, specifically for Google Analytics, describe:

* What audiences could be useful to create
* What events might be useful to track
* What conversions would be valuable
* What reports would be of particular interest (standard or within the explore tool)
* Any other methods of value that could be applied with GA4

Next, explain exactly how you would go about collecting this digital data by formulating a data collection plan.

Finally, within GA4, create relevant audience, event and conversion configurations to include at the end of your proposal to the boss, to convince her you are prepared to start collecting the data. Use descriptive names (and description for audiences) to make it clear what data your configuration will be collecting. Include screenshots of the custom configurations the end of the proposal.

(30 marks)

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| Proposal:  Part 1: Digital Analytics  Part 2: Google Analytics  Part 3: Data Collection Plan  Part 4: Events, conversions and audiences are ready to go!  **Proposal for Using Google Analytics on New Game App**  **Objective:** Convince the boss to use Google Analytics for our new strategy game app.  **Why it Matters:**   * **Understand player behaviour:** Analyze user interactions within the game, identifying popular features, levels, and pain points. * **Optimize User Experience:** Track user journeys to enhance game flow, identify drop-off points, and improve overall user satisfaction. * **Maximize In-App Purchases:** Analyze purchasing behaviour, identify high-value segments, and optimize the in-app purchase funnel.   **How We Can Leverage Google Analytics:**   1. **Audiences:**    * All users    * Recently active users    * Registered users    * Intermediate and expert users    * Purchasers and potential 7-day purchasers    * Users experiencing crashes 2. **Events to Track:**    * Screen views, app removal, and app exceptions    * Custom events like level completion and failure 3. **Conversions to Track:**    * Session start, app update, first open, and in-app purchases    * Custom conversion events like completing levels 4. **Reports of Interest:**    * Acquisition: Where are players coming from?    * Engagement: What content engages users?    * Monetization: How active are users in shopping?    * Retention: Are players coming back?    * Demographics: Who are our players?    * Tech: What devices are players using?   **Data Collection Plan:** Define Key Performance Indicators (KPIs): player retention, average revenue per user (ARPU), and conversion rate.  **SMART Objective:** Grow the player base by 20% and maximize in-app purchases.  **Digital Analytics Strategies:**   * Analyze user behavior * Conduct A/B testing * Retention analysis * Gain insights from customer support * Optimize pricing   **Google Analytics Implementation:**   * Use Google Tag Manager for GA4 tag implementation * Configure events: level completion, in-app purchases, user engagement * Create custom dimensions and metrics * Set up goals and conversions for in-app purchases   **Conclusion:** By leveraging Google Analytics, we aim to not only understand our players better but also enhance their gaming experience and boost in-app purchases. |