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 audiences, 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 at the end of the proposal.

(30 marks)

Reference: <https://cdn.discordapp.com/attachments/1148226823369527297/1157592721452716152/IMG_20230409_235248.jpg?ex=651d203b&is=651bcebb&hm=6755042282e4834711fd5ca1f49c4915ef5351b24d65ff3b3ec8d8844a3dac50&>

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| (Note: no use anymore for this PROJECT INTRODUCTION part, as this one is NEW not old game, just for self-reference) …. Please direct to PROPOSAL part.  **PROJECT INTRODUCTION**  For this data analysis case study, I am assuming the **Flood-It mobile app** as the subject matter. You could refer the app here on the Google Play store [here](https://play.google.com/store/apps/details?id=com.labpixies.flood&hl=en&gl=US).  Before we jump into proposals, let's get familiar with the Flood-It app and check out some of its basic stats. This step is crucial in helping us understand the current scenario of the mobile app.  **Background of the Flood-It mobile app:**   * What is Flood-It?   A simple yet addictive strategy game in which you have to flood the whole game board with one color in less than the allowed steps. [See this video on how to play this game](https://www.youtube.com/watch?v=tqWEY4_fzoI).    User acquisition stats:   |  |  |  | | --- | --- | --- | |  |  |  | | Monthly active users | XX (+ xx% qoq) |  | | New users |  |  | | Total users |  |  | |  |  |  |   Revenue stats:   |  |  |  | | --- | --- | --- | |  | Revenue model | | | Buy for “Extra steps” | “Remove ads” | | Total revenue | XX (+ xx% qoq) |  | | Total ad revenue |  |  | | First Time Purchase conversion |  |  | | Purchase conversion |  |  | | Average purchase revenue |  |  | | Average Revenue Per Paying User (ARPPU) |  |  |   (Source: [Google Analytics 4 of Flood-it](https://analytics.google.com/analytics/web/demoAccount?appstate=/p153293282)) |

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| **Proposal:**  Objective: persuade your boss to use google analytics (& digital analytics)   * Method: describe how you can leverage digital analytics and what you can learn from data   ---------------------------  SMART Objective:   |  |  |  | | --- | --- | --- | |  | **User Acquisition** | **Monetization** | | Objective | Grow the player base | Maximise in-app purchases | | + KPI | increase user base | increase in-app purchases | | + Target | 20% |  | | + Responsible |  |  |   Objective 1:  Objective 2:  Part 1: Digital Analytics  Problem statement: how can the company leverage digital analytics?   * User behaviour analysis * A/B testing * Retention analysis * Customer support insights * Pricing optimization   Part 2: Google Analytics  how you can leverage digital analytics and what you can learn from the data   * What audiences could be useful to create   Recently active users (7-day) Targeting Ads using website behaviour  User who saw a product and did not purchase it (??)  Top spenders: Top 5% of users (??)  …, etc   * What events might be useful to track   Page\_view  First\_visit  …., etc   * What conversions would be valuable   Add\_to\_cart  Add\_payment\_info  Begin\_checkout  purchase  …, etc   * What reports would be of particular interest (standard or within the explore tool) * Any other methods of value that could be applied with GA4   Part 3: Data Collection Plan  Part 4: Events, conversions and audiences are ready to go! ***[Screenshot]*** |