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)

References

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

<https://www.quora.com/How-do-I-create-a-Google-Analytics-client-project-proposal>

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| **Proposal: Using Google Analytics for Strategic Decision Making in Game App’s Marketing**  **Part 1: Digital Analytics**  **Executive Summary:**  As our new strategy game is about to be launched, we aim to boost player engagement, grow our players base and maximize in-app purchases.  By using digital analytics tools like Google Analytics, it helps us see how players interact with our app, so we can make the app even better.  With digital analytics, we can:   * **Understand player behaviour:** identifying popular 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.   **Problem Statement**  Without using Google Analytics, we don’t understand who uses our app, what they view, and how they navigate it.  **Proposed Solution**  With the help of the developer, I will implement Google Analytics on our new strategy game app to track players activity. By using the insights that it provides, we can enhance our app traffic and fine-tune our marketing strategies.  **Part 2: Google Analytics**   * What audiences could be useful to create?   Audiences let you segment users in ways that are important to your business. Segment by dimensions, metrics, and events to include nearly any subset of users.  Below are some audiences that could be useful to create and track:   * All users * Recently active users * Intermediate & Expert Players * Registered Users * Purchasers * Crashing users  |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Audience name** | **Description of audience name** | **Reason to track** |  |  | | **All users** | Total number of all app visitors | It gives us an overview on how many users visiting our app over the time. |  |  | | **Recently active users** | Total number of active users who have engaged in our app over a certain period (e.g., 1 days, 7 days, 14 days or 30 days). | It gives a clear idea of retention rate of our app, especially if we compare active user counts over time. |  |  | | **Intermediate Players** | Total number of users who have intermediate-level skills to complete the levels in the game. | It helps us see how much our app users stick around and are dedicated to completing game levels. |  |  | | **Expert Players** | Total number of users who have expert-level skills to complete the levels in the game. |  |  | | **Registered users** | Total number of users who registered (e.g., by providing an email address). | By setting up [user id tracking](https://support.google.com/analytics/answer/10110290?hl=en-GB&utm_id=ad#user-id&zippy=%2Cset-up-user-ids) in our Google Analytics, it helps get a more accurate count of unique users on your app. |  |  | | **Purchasers** | The total number of users who have made in-app purchases (extra tools to help finish the levels). | It shows us how many users turned into buyers. |  |  | | **Crashing users** | The total number of users who experienced an app crash. | Identify and address issues for users experiencing crashes. |  |  |  * What events might be useful to track?   Here are some automatically collected events that might be useful to track:   |  |  |  | | --- | --- | --- | | **Automatically collected events** | **Description of events** | **Reason to track** | | screen\_view | when a screen transition occurs and any of the following criteria are met:   * No screen was previously set * The new screen name differs from the previous screen name * The new screen-class name differs from the previous screen-class name * The new screen id differs from the previous screen id |  | | first\_open |  | As a proxy for app installs | | app\_remove | when an application package is removed (uninstalled) from Android device. Android only. |  | | app\_exception | when the app crashes or throws an exception |  |   Information Source: [[GA4] Automatically collected events](https://support.google.com/analytics/answer/9234069?hl=en)  And here are custom events that might be worth to collect and track:   |  |  |  | | --- | --- | --- | | **Custom events** | **Description of events** | **Reason to track** | | level\_complete |  |  | | level\_fail |  |  |   Information Source: [[GA4] Custom events](https://support.google.com/analytics/answer/12229021?hl=en)   * What conversions would be valuable?   Here are some automatically collected conversion events that would be valuable:   |  |  |  | | --- | --- | --- | | **Automatically Collected Conversion Events** | **Description of conversion** | **Reason to track** | | session\_start  (app, web) | when a user engages the app or website (??) |  | | app\_update  (app) | when the user update the app to a new version and launched again |  | | first\_open  (app) | the first time a user launches an app after installing or re-installing it.  Supports measuring first\_open conversions for users who accept Apple's iOS 14 app-tracking prompt. |  | | in\_app\_purchase  (app) | when a user completes an in-app purchase, including an initial subscription, that is processed by the Apple App Store or Google Play Store |  |   Information Source: [[GA4] Automatically collected events](https://support.google.com/analytics/answer/9234069?hl=en)  And here is custom conversion event that might be worth to collect and track:   |  |  |  | | --- | --- | --- | | **Custom Conversion Events** | **Description of conversion** | **Reason to track** | | completed\_5\_levels  (app, web) |  |  |   Information source: [[GA4] Custom events](https://support.google.com/analytics/answer/12229021?hl=en)   * What reports would be of particular interest (standard or within the explore tool)?  |  |  |  | | --- | --- | --- | | **Report type** | **Reason to track** | **Metrics** | | Acquisition report | Where are your visitors coming from? | All users over time:  New users by User Medium | | Engagement report | Which content are your customers engaging with? |  | | Monetization report | What is your customers' shopping activity? |  | | Retention report | Are your visitors coming back? |  | | Demographics report | Who are your customers? |  | | Tech report | What technology are your visitors using? |  |  * Any other methods of value that could be applied with GA4   3. Data Collection Plan:  - Define KPI: player retention, average revenue per user (ARPU) and conversion rate.  - GA4 Tag implementation with Google Tag Manager:  - Configure events: level completion, in-app purchases, user engagement  - create custom dimension and metrics…  - Create goals and conversion: in-app purchases completion  ---------------------------  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  Part 3: Data Collection Plan  Part 4: Events, conversions and audiences are ready to go! ***[Screenshot]***  Success metrics:  The success of the project will be measured by the following metrics:   * Increase in website traffic. * Increase in website conversion rate. * Improved website usability.   **Reference:**  1. Google Analytics 4 #LearningSEOsocially <https://docs.google.com/document/d/1jrUs6h62O964BJKMbnCrEwzNrO39pERzXqTa3YgxL84/edit>  2. |