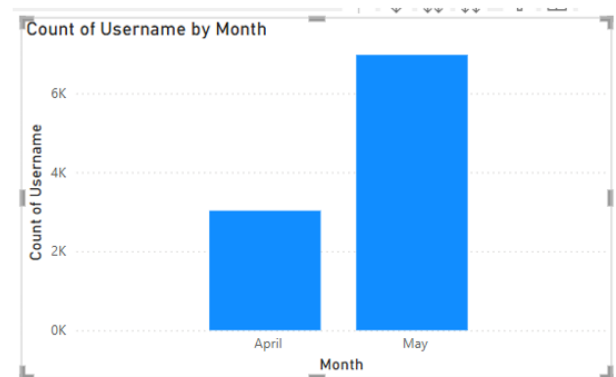
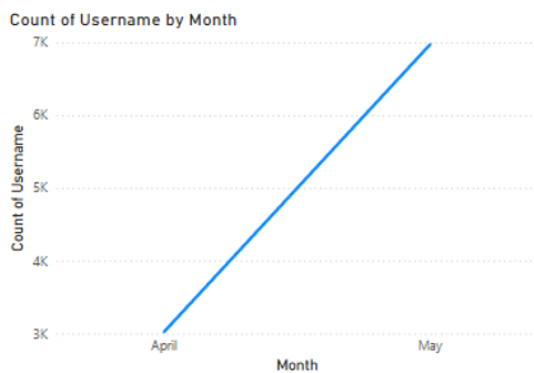




## Data Analysis –Tanmoy Paul

**Trend to show Significant Increase in User Activity Over a Month**

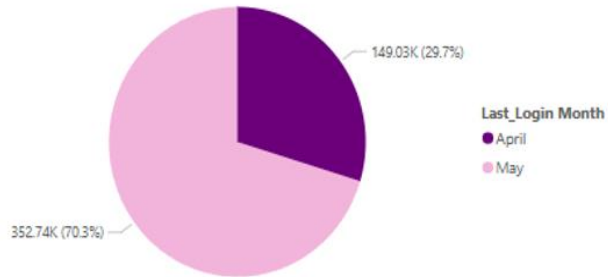


- The slope shows the increase of user activity over a month.
- Increased chances for in game purchases.
- User Experience should be satisfied as per game server maintenance, game quality and anti cheat measurements due to increased users.

Month	Count of Username
April	3028
May	6972

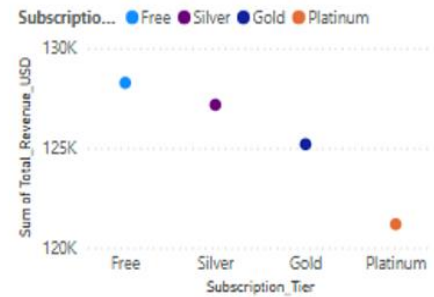
## Revenue Generation Segmentation

Sum of Total\_Revenue\_USD by Month



Month	Sum of Total_Revenue_USD
April	149,031.48
May	352,743.18

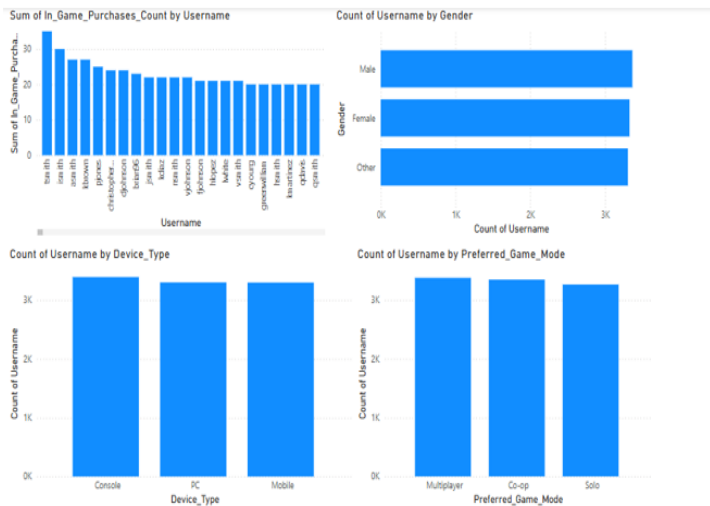
Sum of Total\_Revenue\_USD by Subscription\_Tier and Subscription\_Tier



Subscription_Tier	Sum of Total_Revenue_USD
Free	128,255.21
Silver	127,154.77
Gold	125,182.02
Platinum	121,182.66

- Increase of Revenue Generation from April to May.
- Revenue generation through free subscription tier is the most which shows that User Activity plays a major role.

## User Breakdown on various factors



Preferred_Game_Mode	Count of Username
Solo	1166
Co-op	1100
Multiplayer	1100

Gender	Count of Username
Male	3366
Female	3328
Other	3306

Device_Type	Count of Username
Console	3395
PC	3304
Mobile	3301

In the breakdown evaluation all these factors are:  
Game mode preferences, Gender and Device Type

From these available data we can see that these factors are performing head-to-head so it is crucial to maintain the diversity among gaming users for better user activity