Game LiveOps Analyst

INTERVIEW CASE STUDY

1. All users in Russia and using Android devices are playing the game with version **1.5.2**.
2. Imagine you are a LiveOps team member and after working on data of game version **1.5.2**, you found that the tutorial was not good for the users experience.
3. Hence, you decided you would roll out a new version **1.6.0** to **change the Tutorial in-game** and you expected this would help increase user experience.

Special Information:

- The game version **1.6.0 has rolled out 50% since 28-10-2023**, meaning 50% of new users will keep playing game version 1.5.2 and 50% of the remaining will play the new version 1.6.0**.**
  - **You started collecting the data** from **28-10-2023 to 10-11-2023** to analyze
- Data is attached here: DATA. Grab whatever you can find and work with your magic!
  - Game version 1.5.2 APK: LINK
  - Game version 1.6.0 APK: LINK

QUESTIONS

1. How can we know if the improvement of **Tutorial** in-game **version 1.6.0** has *impacted* the **User Experience better** than in-game **version 1.5.2**?
2. Can we roll out **100% game version 1.6.0** to all users or not? Why? *(Analyze and evaluate the 2 versions).*
3. Based on the *data and your experience with the game*, do you have any ideas to improve our User Experience? *Explain it in detail (image, text, diagram, logic, game mechanics,...)*

REFERENCES

- The data follows the new user - who installed and opened the game for the first time - from **28-10-2023 to 03-11-2023** and follows their activities for the next 7 days.
- Data column:

event_name	records user activities in the game.
day_time	records the time when the **event_name** was recorded.
user	identifies each user.
day0	Records the time when the user first opened the game.
day_diff	= **day_time** - **day0**
level	Indicates the level of **event_name** in the game.
version	represents the version of the app that the user is using.
mode_game	Describes the mode of the game (e.g., session start or user engagement).
win	Records whether the user won (1) or lost (0) in the game_end event.

reason_to_die	records the reason why the user lost in the game_end event.
quantity	records properties of event_names (e.g., time duration in seconds, steps completed in the tutorial).

- The **event_name** value:

tutorial	guides the user on how to play, with each step recorded in the `**quantity**` column. • (-2): Acknowledges that the user has completed the entire tutorial successfully. • (-1): Records the user starting the tutorial. • 1, 2, 3, 4, etc. represent individual steps in the tutorial. The exact number depends on the design of the tutorial; there may be more or fewer steps. • 0: indicates that the user has chosen to skip the tutorial. The tutorial event provides a detailed breakdown of the user's progress through the instructional levels, with each step and completion status being recorded in the quantity column. This information can be valuable for analyzing how users engage with and complete the tutorial within the gaming app.
game_start	Marks when the user starts a certain level.
game_end	Marks when the user finishes a level, indicating a win or loss. Loss reasons are recorded in the **reason_to_die** column, and the playing time is in the **quantity** column.
user_engagement	Recorded continuously while the user plays, with two types: **ss** for session start, and **ue** for user engagement. The time the user is active is recorded in the **quantity** column.