



# STAR WARS GAME DATA ANALYSIS REPORT

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**Objective:** Analyze player engagement behavior and identify actionable insights for business growth.

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## 🎯 Key Business Questions & Insights

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### 1 How many active players are on the platform?

**Why client asks:**

To understand overall user base size.

**Answer:**

The platform currently has **2,000 active players**

This indicates a stable mid-sized gaming user base suitable for segmentation and targeted engagement strategies.

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### 2 What is the total engagement generated by players?

**Why client asks:**

To measure overall platform stickiness.

**Answer:**

Players have spent a total of **99,303 hours** on the platform

This indicates strong cumulative engagement, suggesting healthy product retention.

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### 3 What is the average engagement per player?

**Why client asks:**

To assess individual player involvement.

**Answer:**

The **average hours per player is 49.7 hours**

This shows moderate-to-high engagement levels per user, indicating meaningful gameplay interaction.

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## 4 Who are the highest-value players?

**Why client asks:**

To identify potential VIP or premium user segments.

**Answer:**

The **maximum recorded hours by a player is 100 hours**

This suggests the presence of highly engaged “power users” who could be targeted for:

- Premium content
  - Exclusive storylines
  - Subscription offers
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## 5 What does user engagement segmentation look like?

**Why client asks:**

To identify risk of churn and engagement distribution.

**Answer:**

From the User Engagement Distribution chart

- Medium engagement: **39.9%**
- High engagement: **30.3%**
- Low engagement: **29.8%**



The majority of users fall under Medium engagement — indicating strong opportunity to convert them into High engagement users.

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## 6 What is the trend of user engagement over time?

### **Why client asks:**

To understand seasonality and growth trends.

### **Answer:**

From the Monthly Interaction Trend

- Engagement peaked around early 2024
- Gradual decline observed toward late 2025



Insight:

There may be:

- Seasonal interest spikes
- Content release cycles impacting engagement
- Potential churn increase in later quarters

Recommendation:

Investigate marketing campaigns or game releases during Q1 2024.

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## **7 Which gaming console has the highest user base?**

### **Why client asks:**

To prioritize platform-specific development.

### **Answer:**

Top platforms:

- PlayStation 4 – 408 users
- PC – 404 users
- Xbox Series X – 403 users



Insight:

User base is evenly distributed across major platforms.

No single platform dominates — cross-platform optimization is critical.

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## **8 What is the gender distribution of players?**

### **Why client asks:**

To evaluate audience diversity.

### **Answer:**

- Female: 52.4%
- Male: 45.6%
- Other: Small minority



Insight:  
The game has a strong female player representation — rare in gaming datasets.  
Marketing campaigns can leverage inclusive branding.

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## 9 Which storylines drive higher engagement?

### Why client asks:

To optimize content strategy.

### Answer:

Top 3 storylines by average hours:

1. Bounty Hunter Intrigue – 52.01 hrs
2. Force Awakening – 51.23 hrs
3. Dark Side Temptation – 50.52 hrs

Lowest:

- Jedi Resurrection – 47.72 hrs



Insight:  
Bounty Hunter Intrigue generates highest average engagement.  
Future expansions could focus on similar themes.

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## 10 What is the average demographic age of players?

### Why client asks:

To align marketing & monetization strategies.

### Answer:

The average player age is **31 years**

Insight:  
The core audience is adult gamers — monetization strategies can include:

- Paid DLC
- Premium expansions
- Subscription content

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## Executive Summary

From this analysis:

- Strong engagement base (99K+ hours)
  - Balanced platform distribution
  - Female-majority audience
  - Engagement peak in early 2024
  - Specific storylines drive higher engagement
  - Medium segment offers growth opportunity
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## Business Recommendations

1. Convert Medium users into High engagement users
2. Reinvest in top-performing storylines
3. Investigate engagement decline in late 2025
4. Develop cross-platform optimized content
5. Create premium offers for power users