Sayollo Homework

The following questions are geared towards assessing your ability to analyze data, perform market research, and clearly present your insights.

1. Please download the [data in this file.](#) Based on this data:
   a. Which countries are games performing the best in?
   b. Are there any notable trends throughout the month?
   c. How do you recommend Sayollo proceed with partnerships for this collection of game studios?
2. Choose 2 of the following 5 metrics to measure the health of Sayollo's new partner mobile game, *Mini Golf Clash*. What are the pros and cons for each of the two metrics you chose? What is one additional metric you would use to measure the health of this game and why?
   a. Peak concurrent users
   b. Active users
   c. Average hours played per active user
   d. Microtransaction spend conversion %
   e. Total ad impressions
3. Choose 1 brand (e.g. Coca-Cola, Salesforce, Headspace, etc.) and convince them with 3 market insights that mobile gaming is a better industry for advertising than television.