

Sayollo

Presentation

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Outline

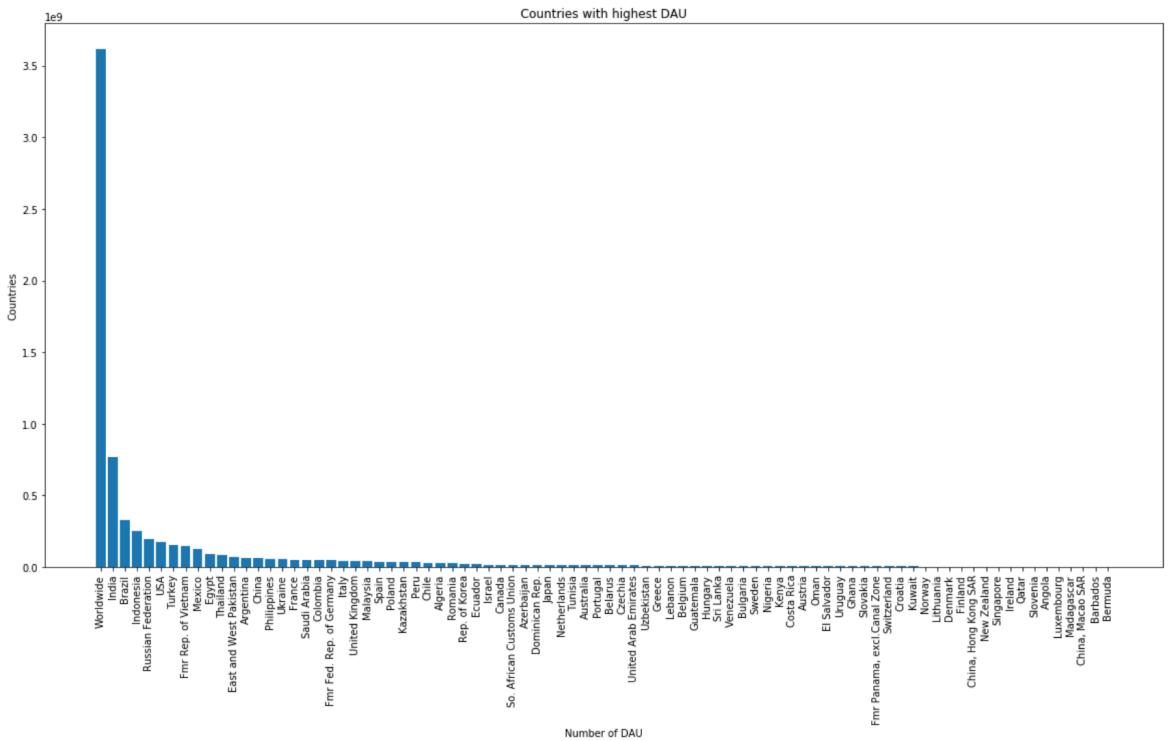
- Analysis of Countries
 - DAU
 - Sum of DAU: Overall performance
 - Average of DAU: Short history, limited number of games
 - Number of Games
 - Distribution between different platforms
 - Number of Game Studios
- Analysis of Trend
 - DAU Trend
- Recommendation of Game Studio
- Metrics Discussion
- Market Insights

Dataset Overview

- 69 Games
- 13 Publishers
- Date:
 - **March 24 & April 20, 2020**
- DAU:
 - Devices: Phone, Tablet
 - Some games did **not** list device breakdown of DAU
- Platforms:
 - IOS, Android
- Countries: 83 (without Worldwide)

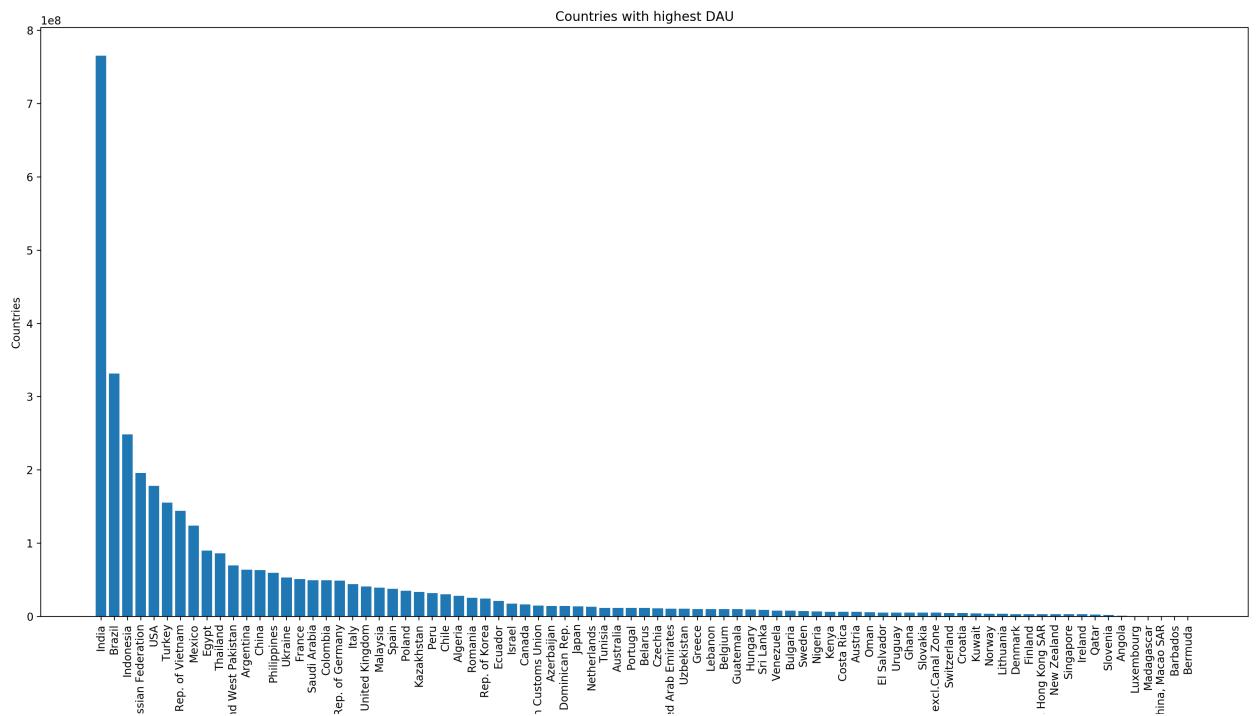
Sum of DAU – across iOS/Android

- Worldwide column

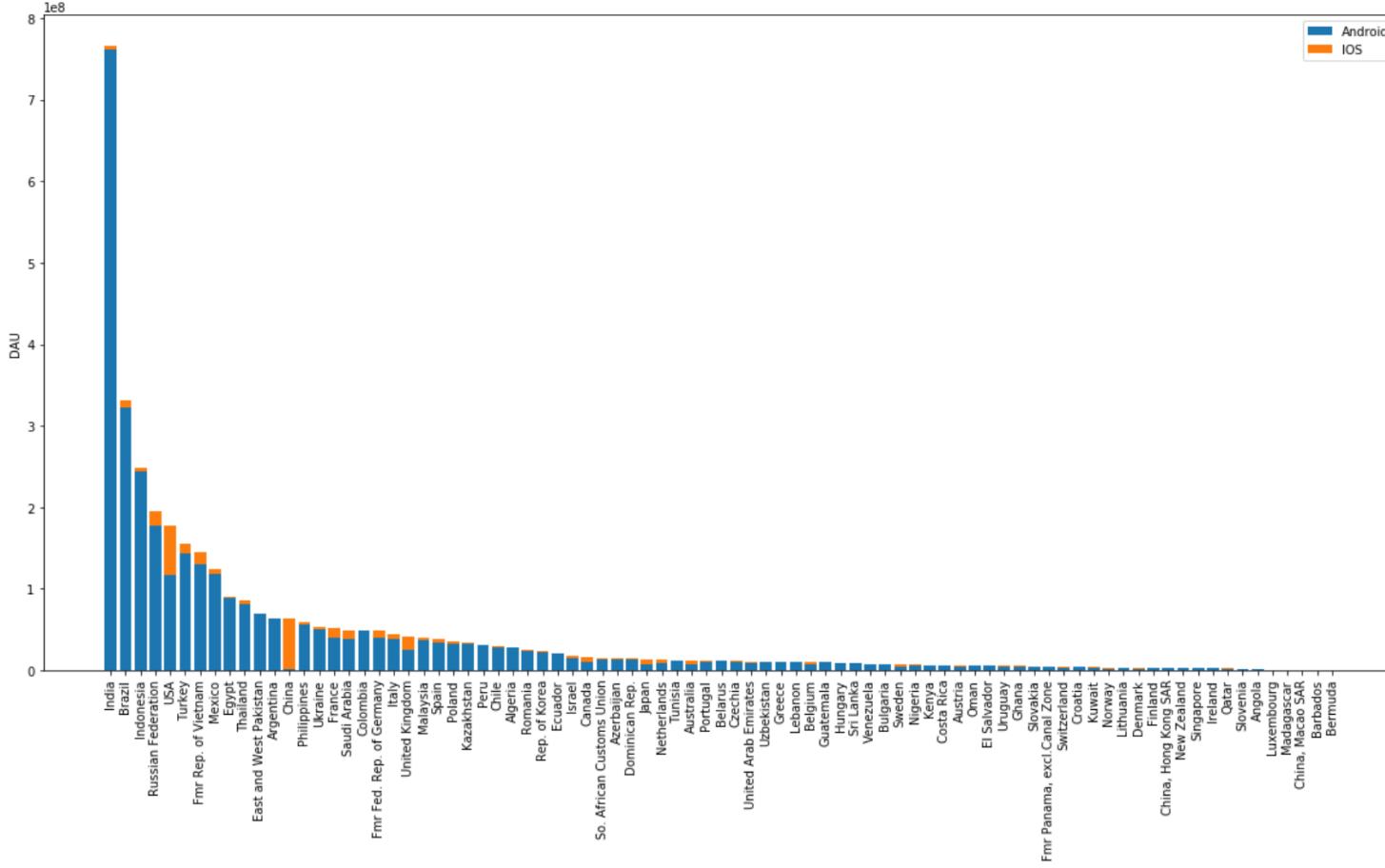


Sum of DAU - across Platform & Devices

- Platforms and Devices
 - IOS, Android
 - Tablet and Phone
 - Different number of games is considered
 - India, Brazil, Indonesia, Russia, US, Turkey, Vietnam, Mexico, Egypt, Thailand

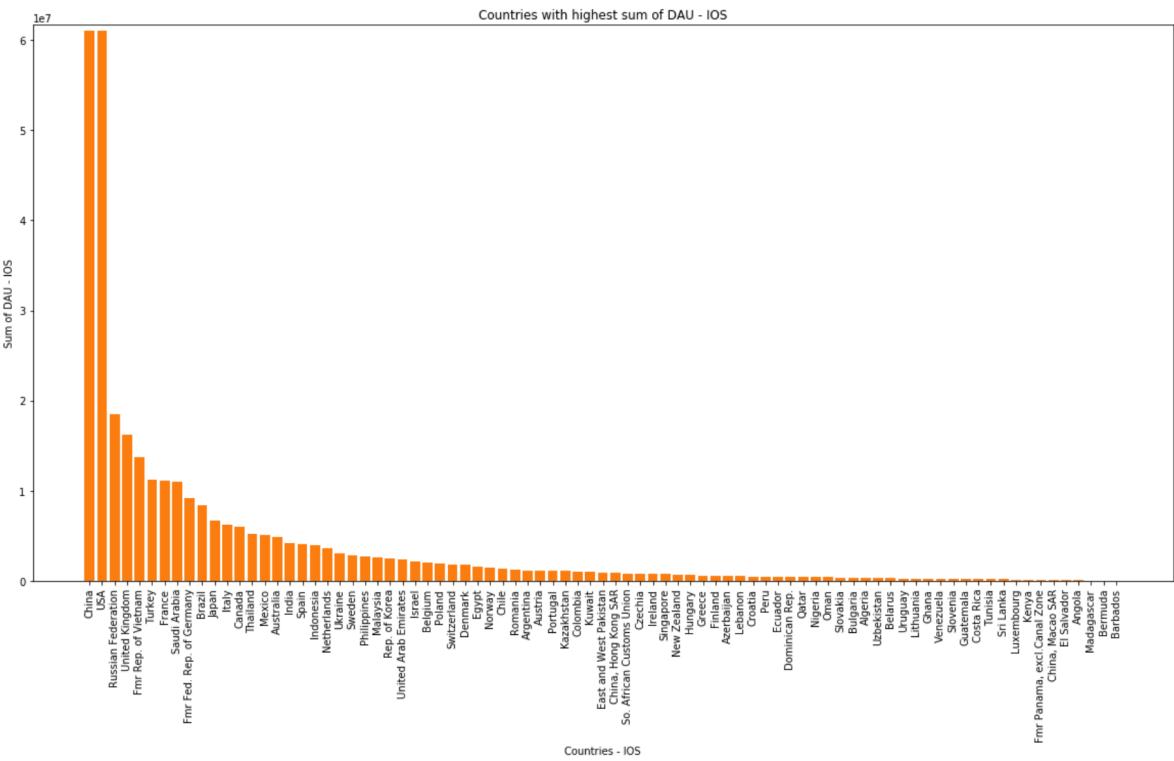


Sum of DAU - across IOS/Android



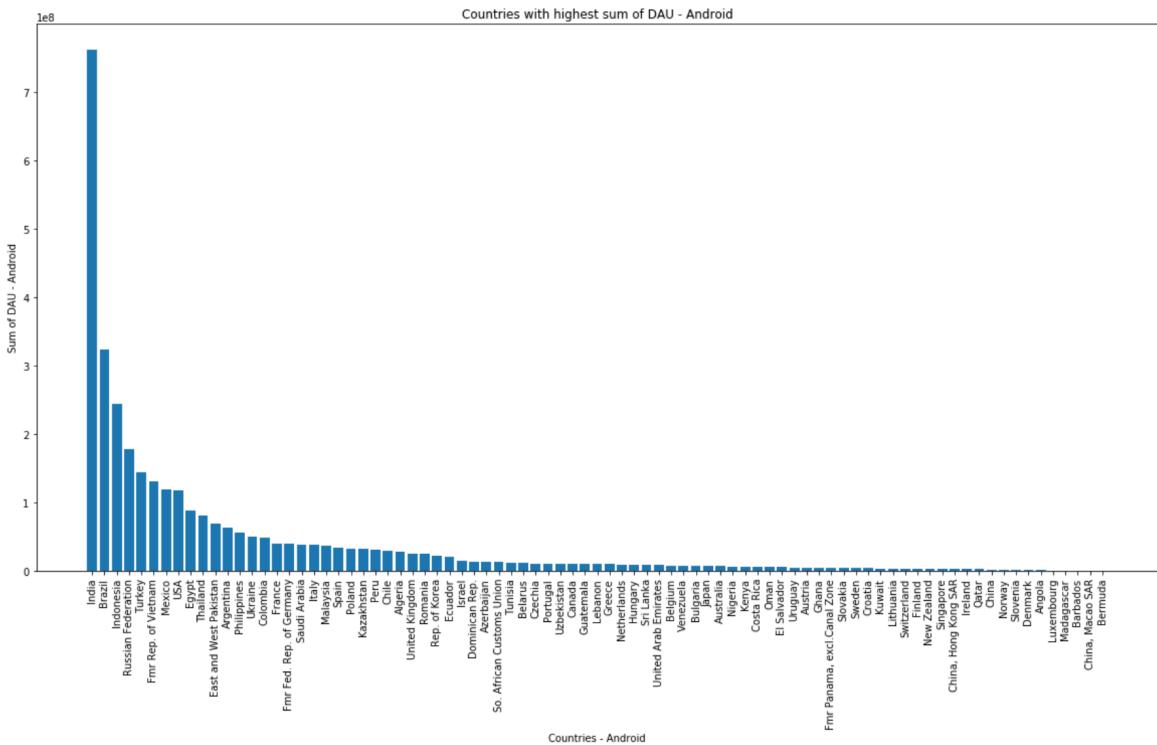
Sum of DAU – iOS

- **China, US, Russia, UK, Vietnam, Turkey, France, Saudi Arabia, Germany, Brazil, Japan etc.**

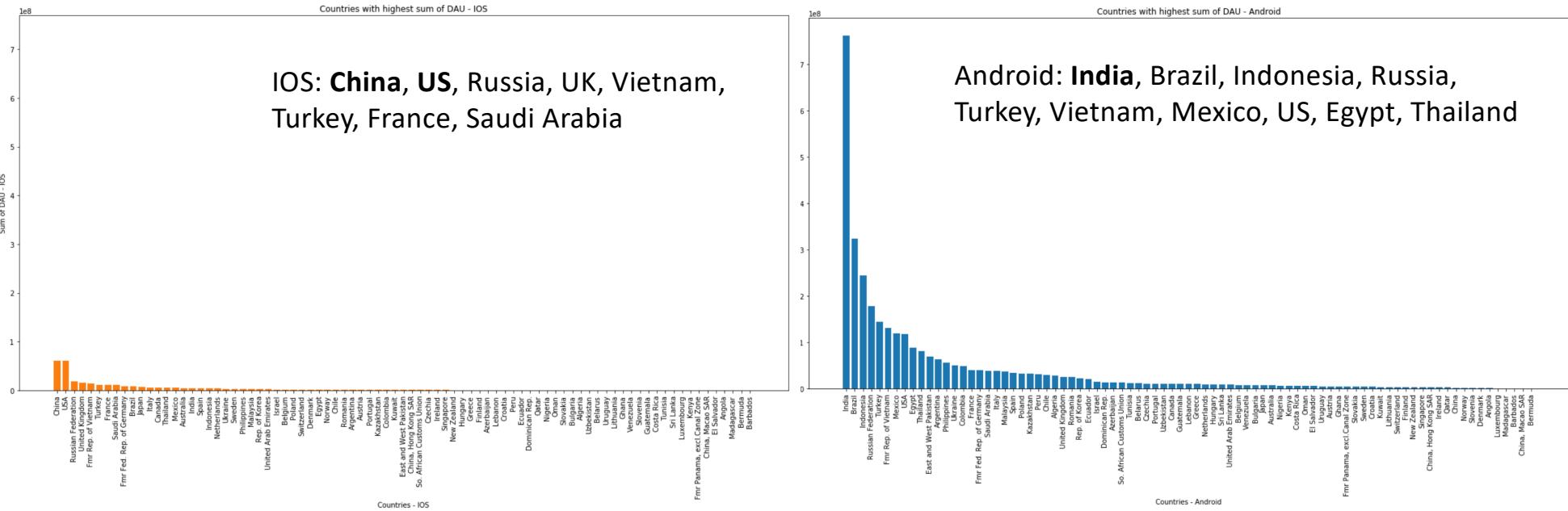


Sum of DAU – Android

- India, Brazil, Indonesia, Russia, Turkey, Vietnam, Mexico, US, Egypt, Thailand



Sum of DAU – Different Platforms



- The market is Android-heavy.

Number of Games in each Country

- 69 games listed in the dataset. Most countries have over 60 games.
- Top countries on this list are Mediterranean or Middle East counties. Expected, since Sayollo is based in Israel.
- This metrics does not look very informative on the surface. Countries with high DAU are not on the top of this list.

| Country | Num_of_Games |
|--------------------|--------------|
| Worldwide | 69 |
| Croatia | 68 |
| Saudi Arabia | 67 |
| Greece | 67 |
| Israel | 67 |
| Egypt | 67 |
| Bulgaria | 67 |
| Russian Federation | 67 |
| Canada | 67 |
| Slovakia | 67 |
| USA | 67 |

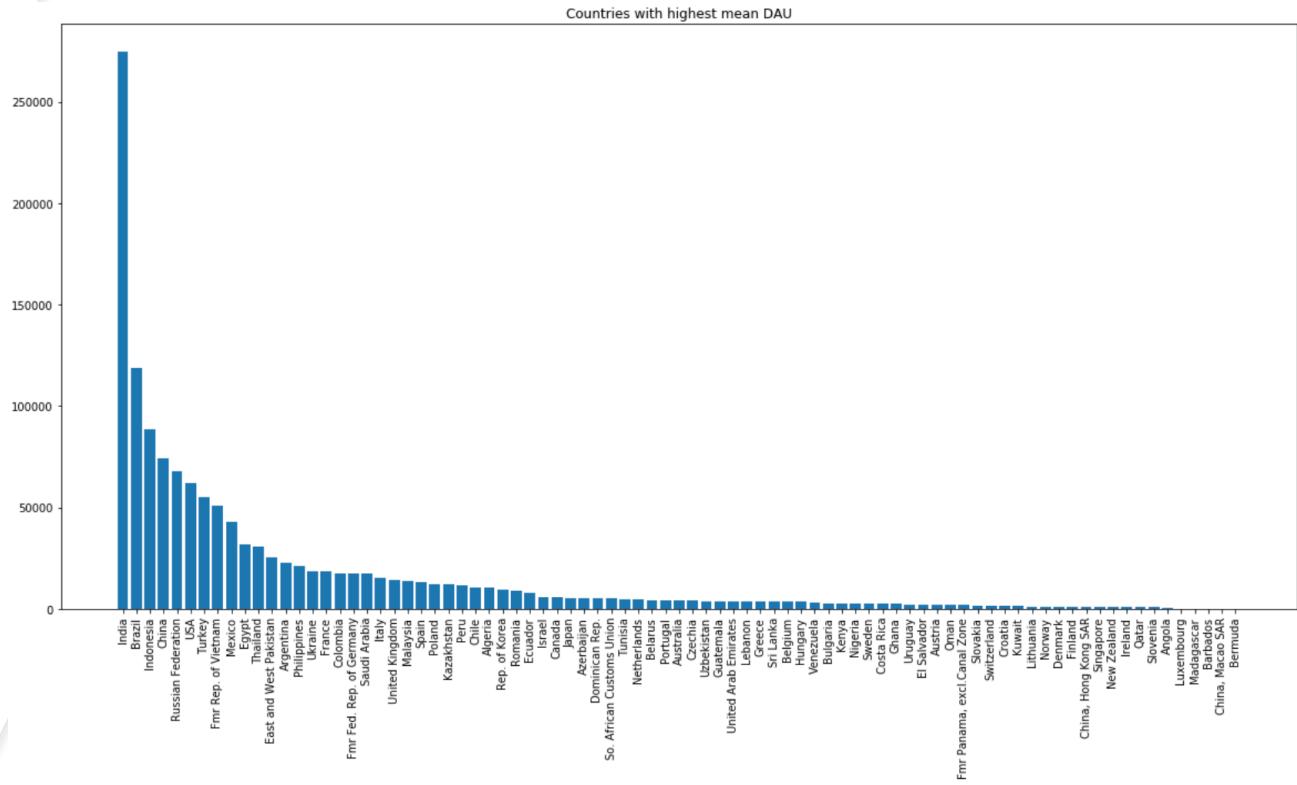
Number of Games in each Country

- Countries with highest sum of DAU:
- India, Brazil, Indonesia, Russia, US, Turkey, Vietnam, Mexico, Egypt, Thailand
- The top countries: India, Brazil, Indonesia, Turkey and China did not even make it to the top 50% of this list

| Rank by # of Games | | Country | Num_of_Games |
|--------------------|----|------------------------|--------------|
| 5 | 25 | Egypt | 67 |
| 7 | 63 | Russian Federation | 67 |
| 10 | 76 | USA | 67 |
| 12 | 77 | Ukraine | 66 |
| 17 | 50 | Mexico | 66 |
| 23 | 30 | Fmr Rep. of Vietnam | 66 |
| 26 | 2 | Argentina | 66 |
| 42 | 57 | Philippines | 65 |
| 45 | 37 | Indonesia | 65 |
| 46 | 73 | Thailand | 65 |
| 49 | 75 | Turkey | 65 |
| 53 | 10 | Brazil | 64 |
| 65 | 23 | East and West Pakistan | 63 |
| 70 | 36 | India | 62 |
| 82 | 14 | China | 27 |

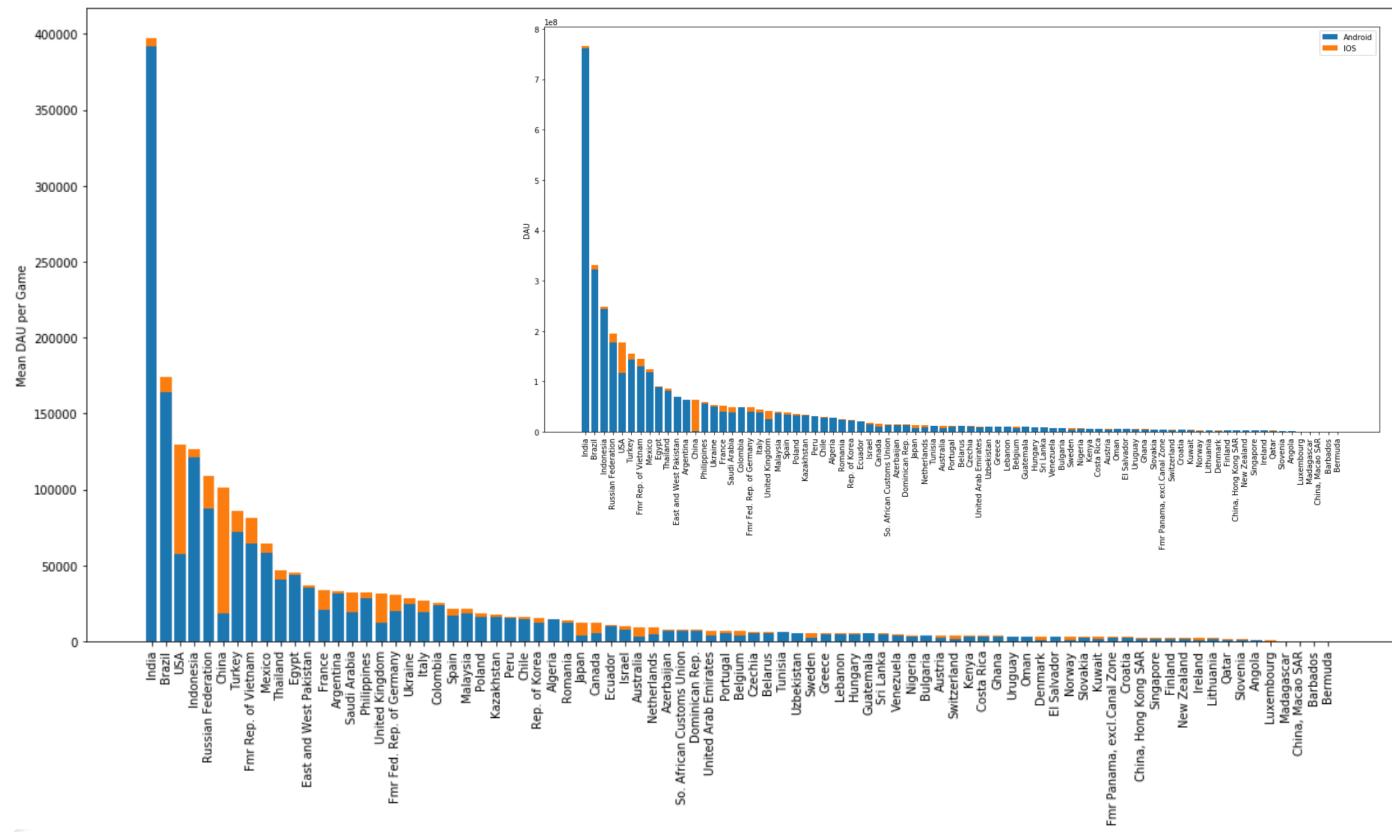
Average of DAU per Game – across Platforms

- Ranked by the average of DAU per Game
- The Worldwide bar is left out
- India, Brazil, Indonesia, China, Russia, USA, Turkey, Vietnam, Mexico, Egypt



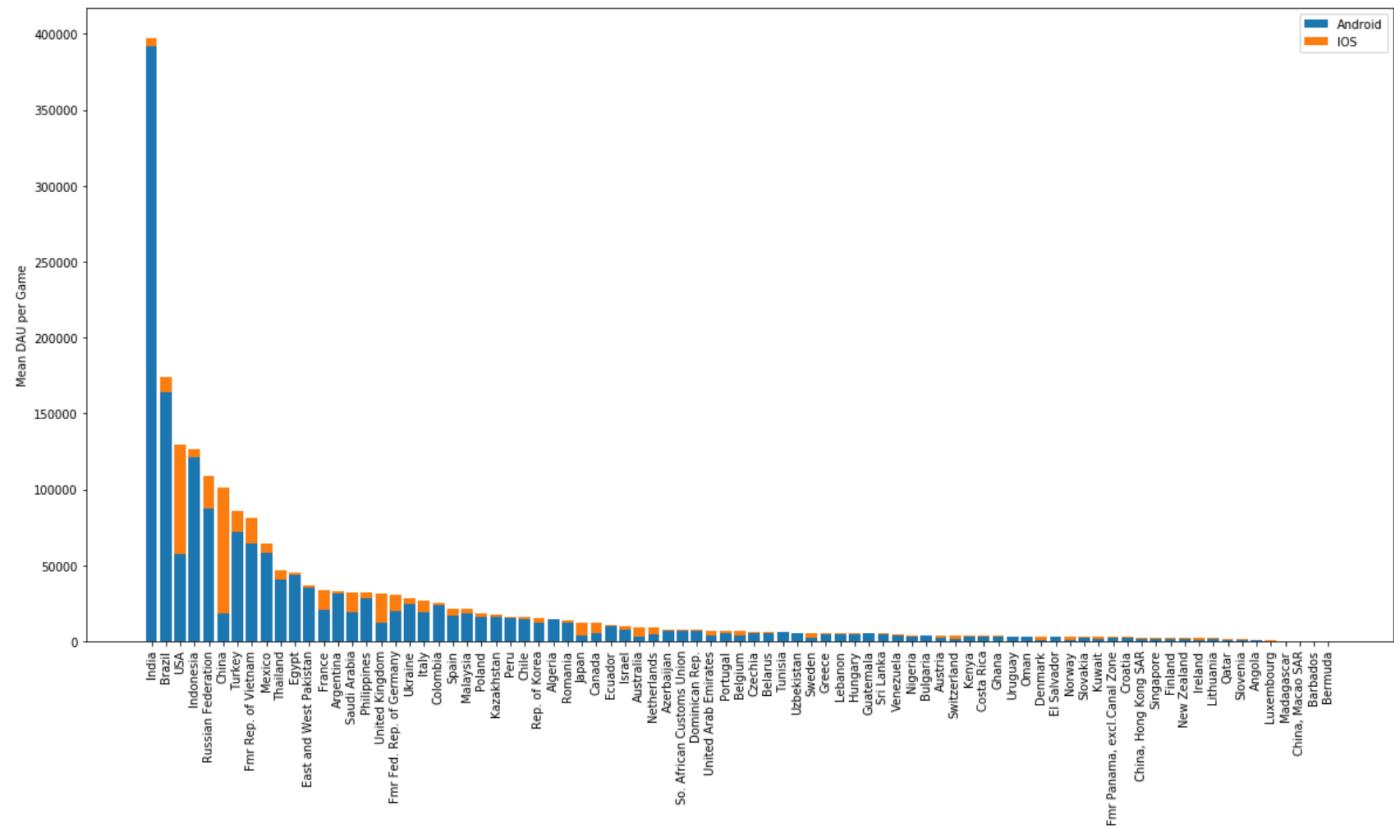
Average of DAU per Game – Platforms combined

- Similar result as before
 - Dominance of Android
 - Esp. in India, Brazil, Indonesia
 - But more countries show a significant portion of IOS
 - Suggests a possible reason:
 - more games are in Android system
 - An indicator of good performance in IOS system



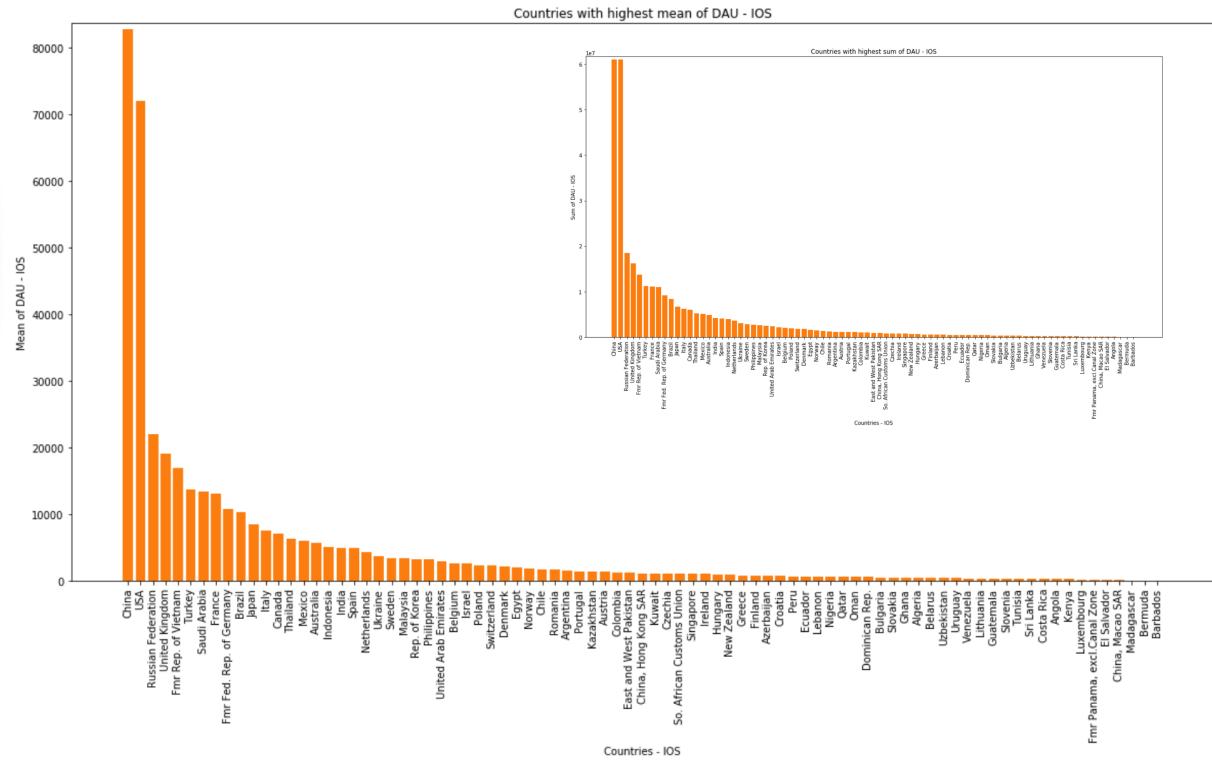
Average of DAU per Game – Platforms combined

| Country | andr_portion |
|------------------------|--------------|
| India | 0.6963 |
| Brazil | 0.7066 |
| USA | 0.7052 |
| Indonesia | 0.718 |
| Russian Federation | 0.7075 |
| China | 0.1319 |
| Turkey | 0.7095 |
| Fmr Rep. of Vietnam | 0.7156 |
| Mexico | 0.7052 |
| Thailand | 0.7063 |
| Egypt | 0.7153 |
| East and West Pakistan | 0.7036 |
| France | 0.6965 |
| Argentina | 0.7237 |
| Saudi Arabia | 0.7128 |



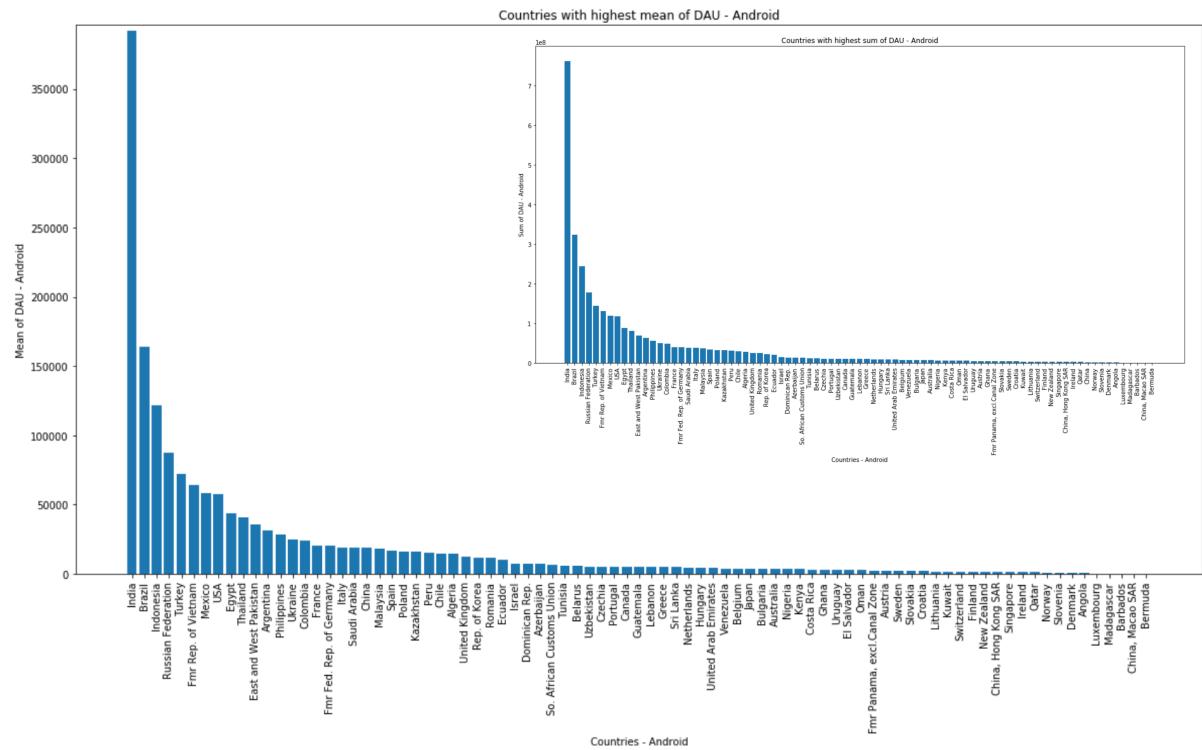
Average of DAU per Game – iOS

- Very similar results
- **China, US, Russia, UK, Vietnam, Turkey, Saudi Arabia, France, Germany, Brazil, Japan etc.**



Average of DAU per Game – Android

- Same conclusion
- **India, Brazil, Indonesia, Russia, Turkey, Vietnam, Mexico, US, Egypt, Thailand**



Number of Game Studios in each Country

- Most countries have 13 out of 13 studios.
- Very few have less than 10 studios.
Less informative.

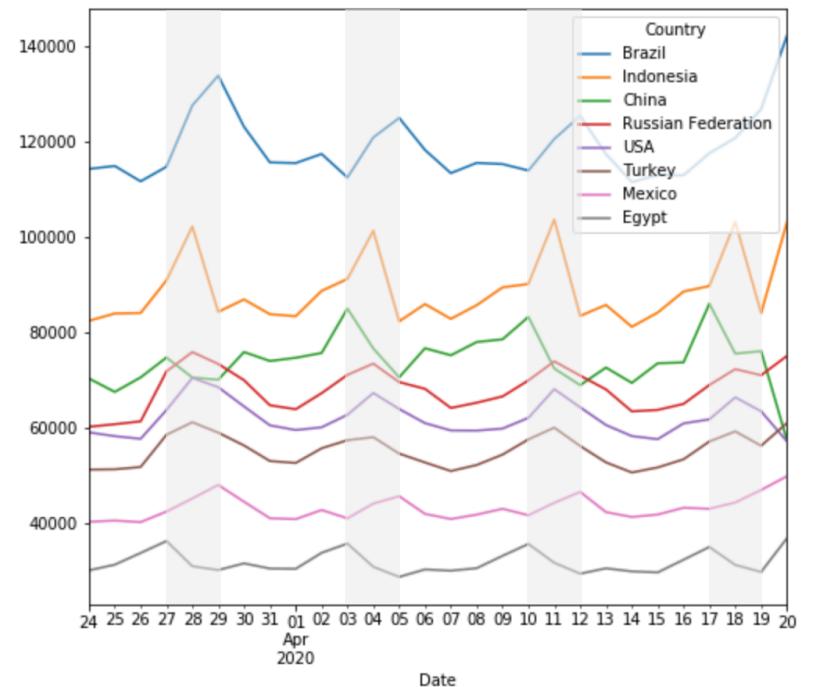
| index | Country | Num_of_Studios |
|-------|---------------------|----------------|
| 13 | Mexico | 13 |
| 18 | Russian Federation | 13 |
| 21 | Turkey | 13 |
| 28 | USA | 13 |
| 51 | Brazil | 13 |
| 60 | Egypt | 13 |
| 63 | Indonesia | 13 |
| 64 | India | 13 |
| 69 | Fmr Rep. of Vietnam | 13 |
| 82 | China | 7 |

Worldwide Records

- 69 out of 69 games have worldwide records
- Both Android and IOS have worldwide records
- Might be unknown country origin
- Conclusion is consistent with the rest of the analysis

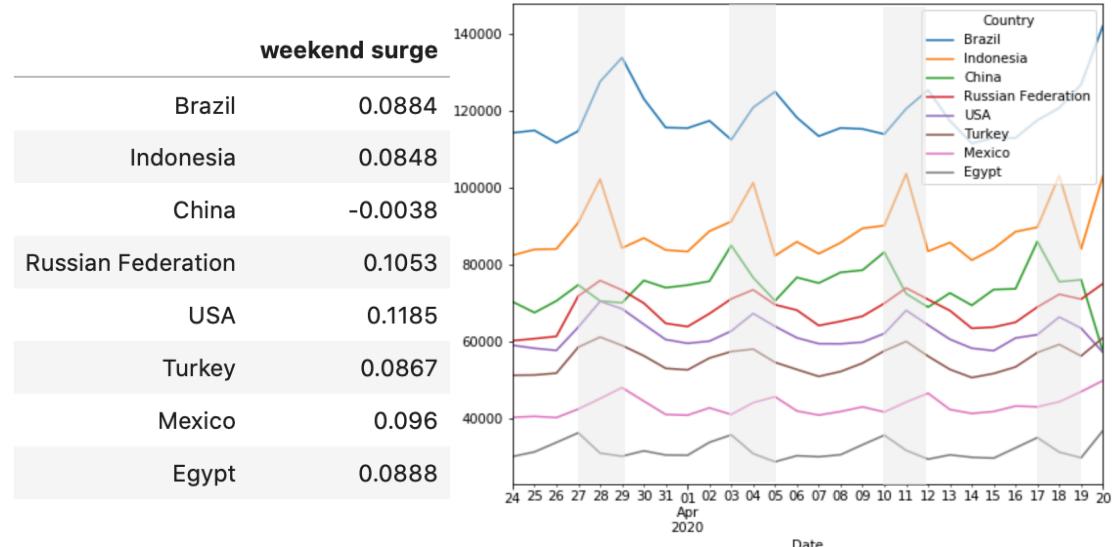
Analysis of Trend – Country

- Did not separate two platforms
 - Assumption: gaming habit the same across platforms
- DAU surge in weekends
- Different definitions of weekends
 - E.g. Israel Friday and Saturday
- The trend is across countries
 - Very few countries fail to identify with this trend
 - Might indicate different work style in the country
 - Informative for Ads display
- Can run an autocorrelation function



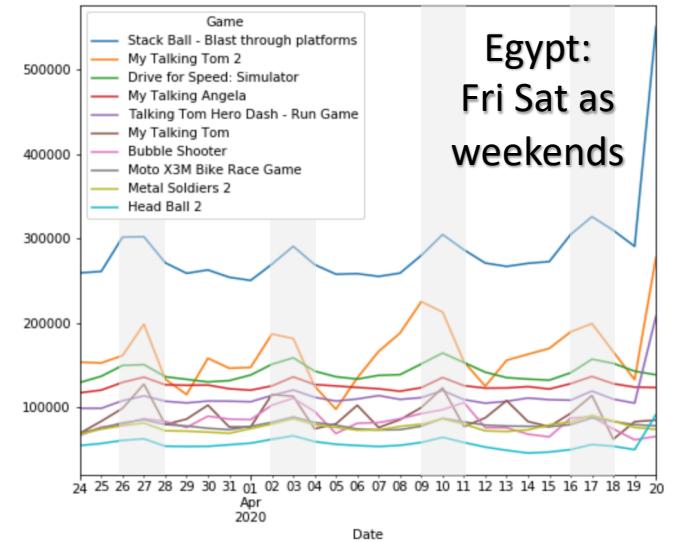
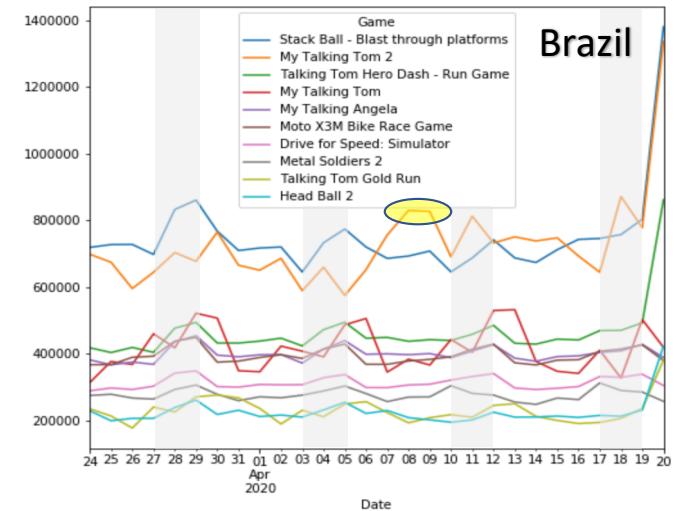
Analysis of Trend – Country

- Mean weekend DAU surge based on the available dataset
- A few interesting take-away:
 - Egypt
 - Weekend on Friday and Saturday
 - China
 - Regular weekend Saturday and Sunday
 - But DAU surge on Friday: 15.4965%
- Different gaming behavior
- If more information is available, run logistic regression to predict weekend DAU surge



Analysis of Trend - Game

- DAU surge less obvious when broken down to Games
- Some games follow the general trend, some don't.
 - Certain events in the game
- The trend is across games still identifiable



Recommendation

- Big Markets
 - India, Brazil, Indonesia, China, Russia, USA, Turkey, Vietnam, Mexico, Egypt
- New Markets. Huge profit in countries with large population
 - China (27), India (62)
 - Low Cost per Impression
- Research gaming behavior in each country
 - Work style – weekends
 - Gaming days – weekends or part of weekend
 - Extra Information
 - Gaming Hour – morning/evening
 - Culture
 - Demographics, Etc.
- Design strategies accordingly

Metrics Discussion

- General question:
 - How to define the health of a game?
 - Age of the game
 - User growth rate (younger)
 - Revenue generated
 - Based on the game's health, what to do next? What's the goal of the metrics?
 - Assumed goal: sell ads placement in *Mini Golf Clash* to other brands
 - Current performance
 - Future performance

Metrics' Pros and Cons:

- **Active users:**

- Definition of active users:
 - Frequency: log in?
 - Duration: minimum time spent?
 - After one round of game?
- No distribution of the using duration: power, light/casual users

- **Average hours played per active user:**

- a very basic measurement of distribution of the user duration
- missing the number of active users

- **Microtransaction spend conversion % :**

- Definition? Flexible to explain.
- How much revenue the game can generate → indicates the quality of the game
- Do not know whether the transactions are from power users or all active users.

- **Total ad impressions:**

- Active users, ads placements
- This number is too broad.

Metrics Discussion

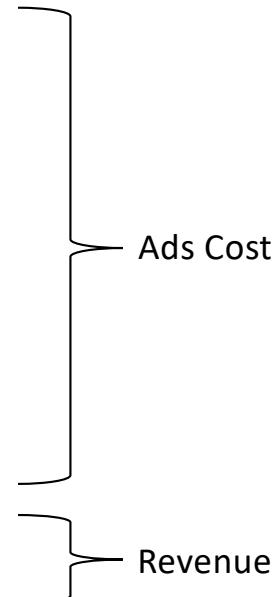
- One additional metric you would use to measure the health of this game and why?
 - Game health: Retention rate (7-day or 28-day)
- One step further
 - Game ads health: Click through Rate
- Additional comment:
 - Competitors
 - Overall game category climate

Game > TV

- Coca-Cola consumer information:
 - Target consumers
 - A younger age group: 15-30
 - Middle-class
 - Worldwide marketing region
 - E.g. mid-west and southern US
 - Shared consumer behavior
 - Play certain games
 - Interested in a certain sports
 - Etc.
- Salesforce
 - B2B
- Headspace
 - App

Game > TV, Coca-Cola

1. Demographic
 - Gamers, younger generation than TV audience.
 - Vibrant clients → vibrant market → cashflow
 - Coca-Cola target consumers
2. More information through mobile/PC devices
 - TV, less info available
 - Tailor ads for the target consumers
 - More effective ads, cost-efficient
3. Concentration. Gamers undivided attention.
 - TV, might as well just multitask. Not much of an involvement.
4. Games → global influence, less regulation requirement
 - Streaming service → subscriber only
 - TV → national/regional influence, more regulations
 - A way to bypass the regulations and regional constraint.
5. Instant purchase available
 - Traditional TV only raises awareness



Thank you

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