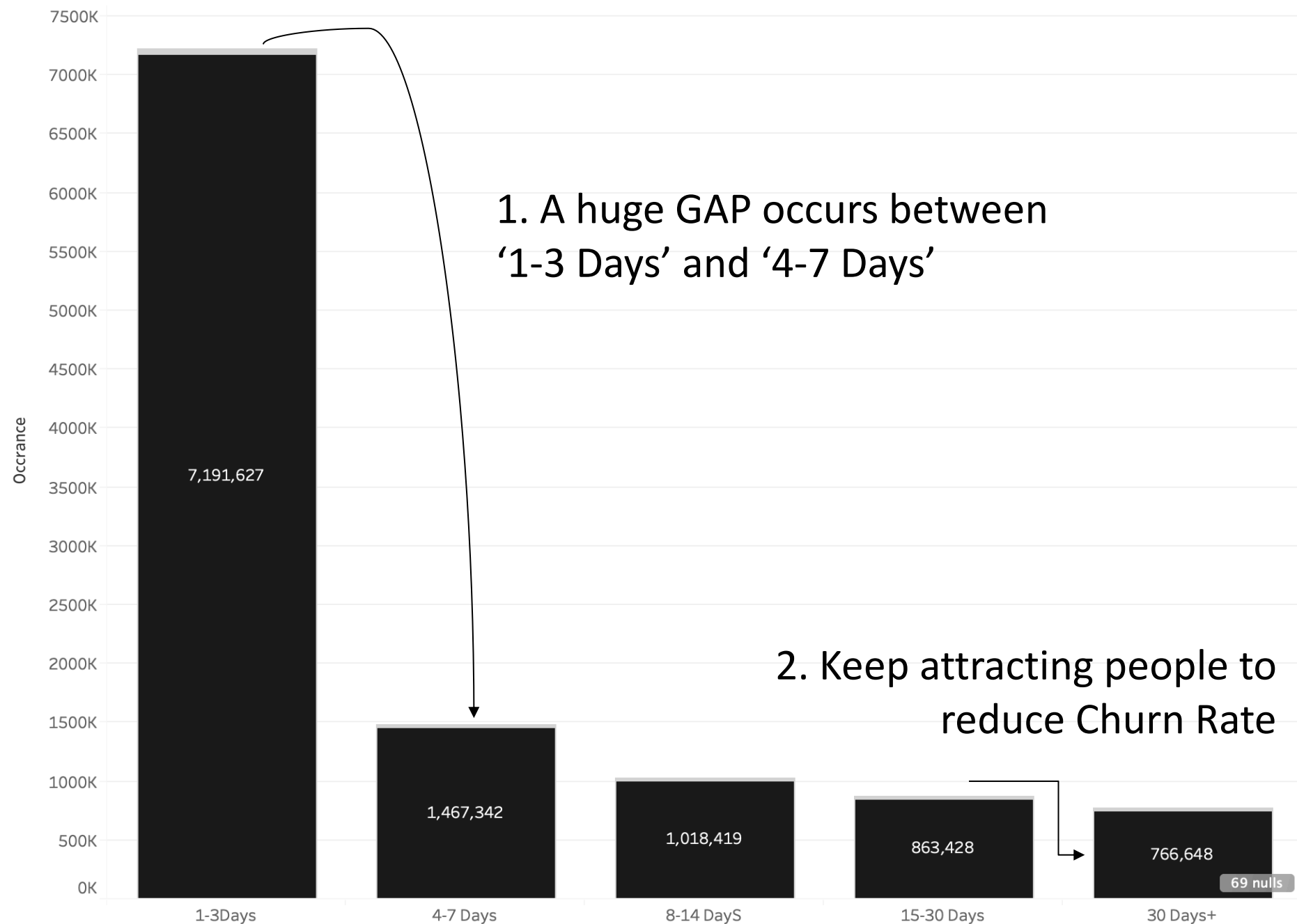Data Analytic for
No Humanity

By Cinn

Content

1. General Overall Performance (Nov 2018 – Mar 2019)

2. Relationship between Time of Survival & Player Type (New)

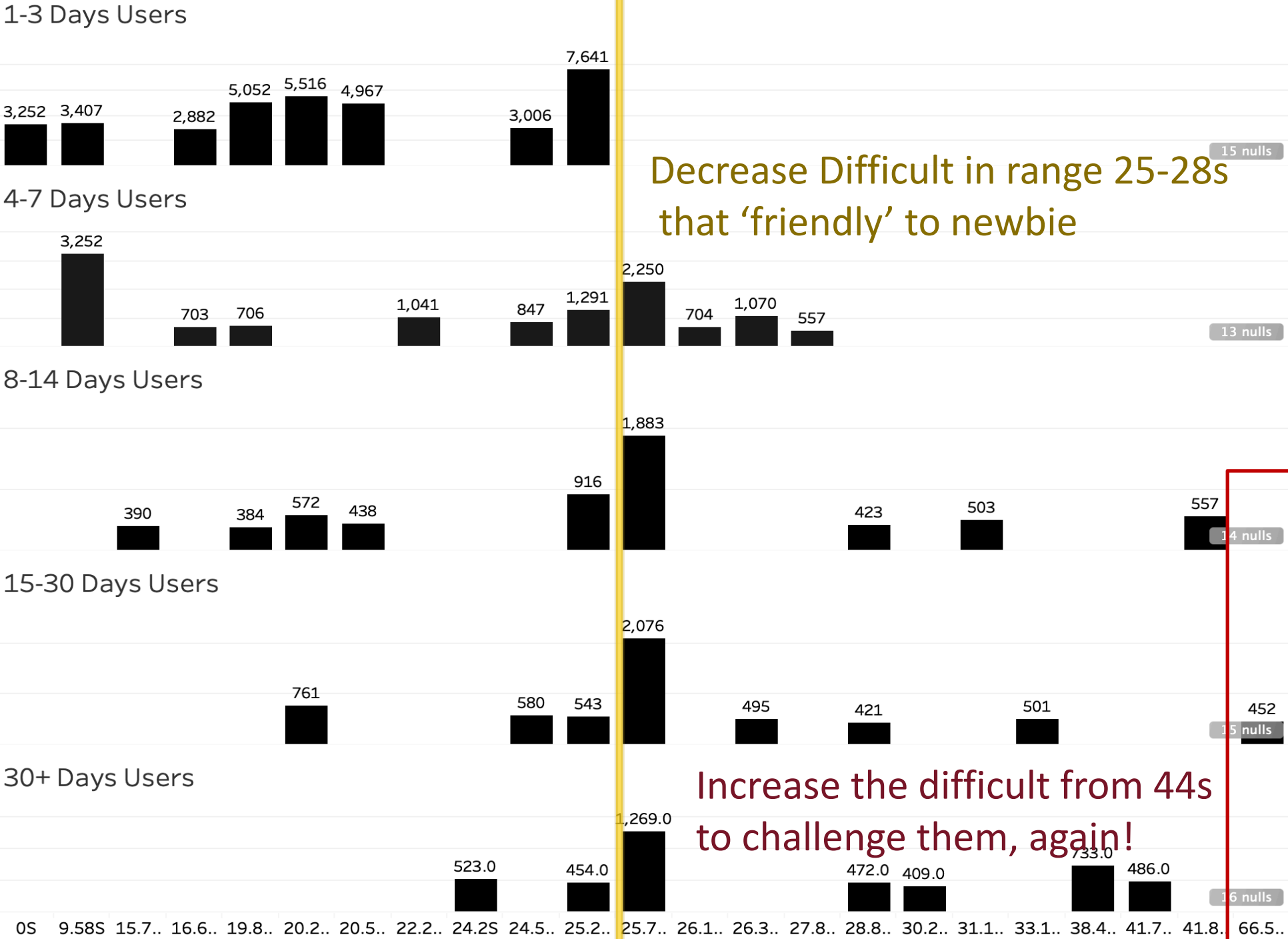3. Correlation between Retention & Custom Events (New &Old)

We focus on <u>Retention</u> this time.

Time of Survival & Player Type

1-3 Days Users

3,252	3,407		2,882	5,052	5,516	4,967		3,006	7,641

15 nulls

4-7 Days Users

3,252 — 703 — 706 — 1,041 — 847 — 1,291 — 2,250 — 704 — 1,070 — 557

13 nulls

8-14 Days Users

390 — 384 — 572 — 438 — 916 — 1,883 — 423 — 503 — 557

14 nulls

15-30 Days Users

761 — 580 — 543 — 2,076 — 495 — 421 — 501 — 452

15 nulls

30+ Days Users

523.0 — 454.0 — 1,269.0 — 472.0 — 409.0 — 733.0 — 486.0

16 nulls

0S 9.58S 15.7.. 16.6.. 19.8.. 20.2.. 20.5.. 22.2.. 24.2S 24.5.. 25.2.. 25.7.. 26.1.. 26.3.. 27.8.. 28.8.. 30.2.. 31.1.. 33.1.. 38.4.. 41.7.. 41.8.. 66.5..

Decrease Difficult in range 25-28s that 'friendly' to newbie

Increase the difficult from 44s to challenge them, again!

In addition,

To encourage players explore more and play longer,
Two options could be given to get the customs pass/level/关卡.
Survival Time OR Gold, from easy to difficult(can be based on the statistic).

For example,
16s / 200G to open 'Laser' from Original
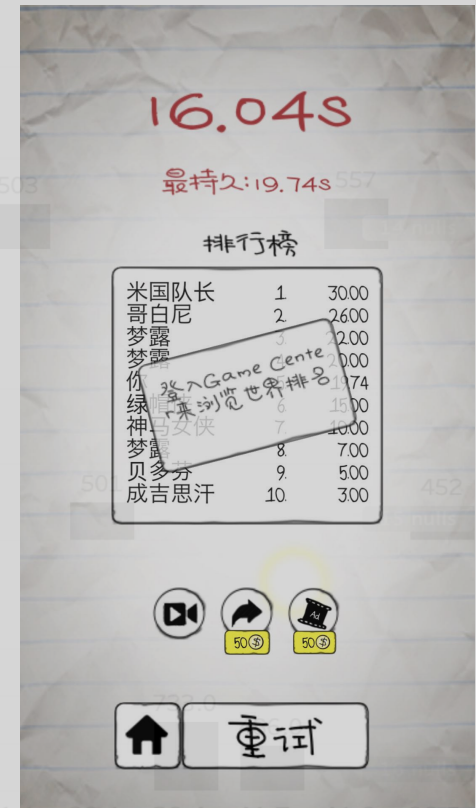31s / 399G to open the 'Ocean' from Original
41s/ 599G to open the 'Chinese' from Original
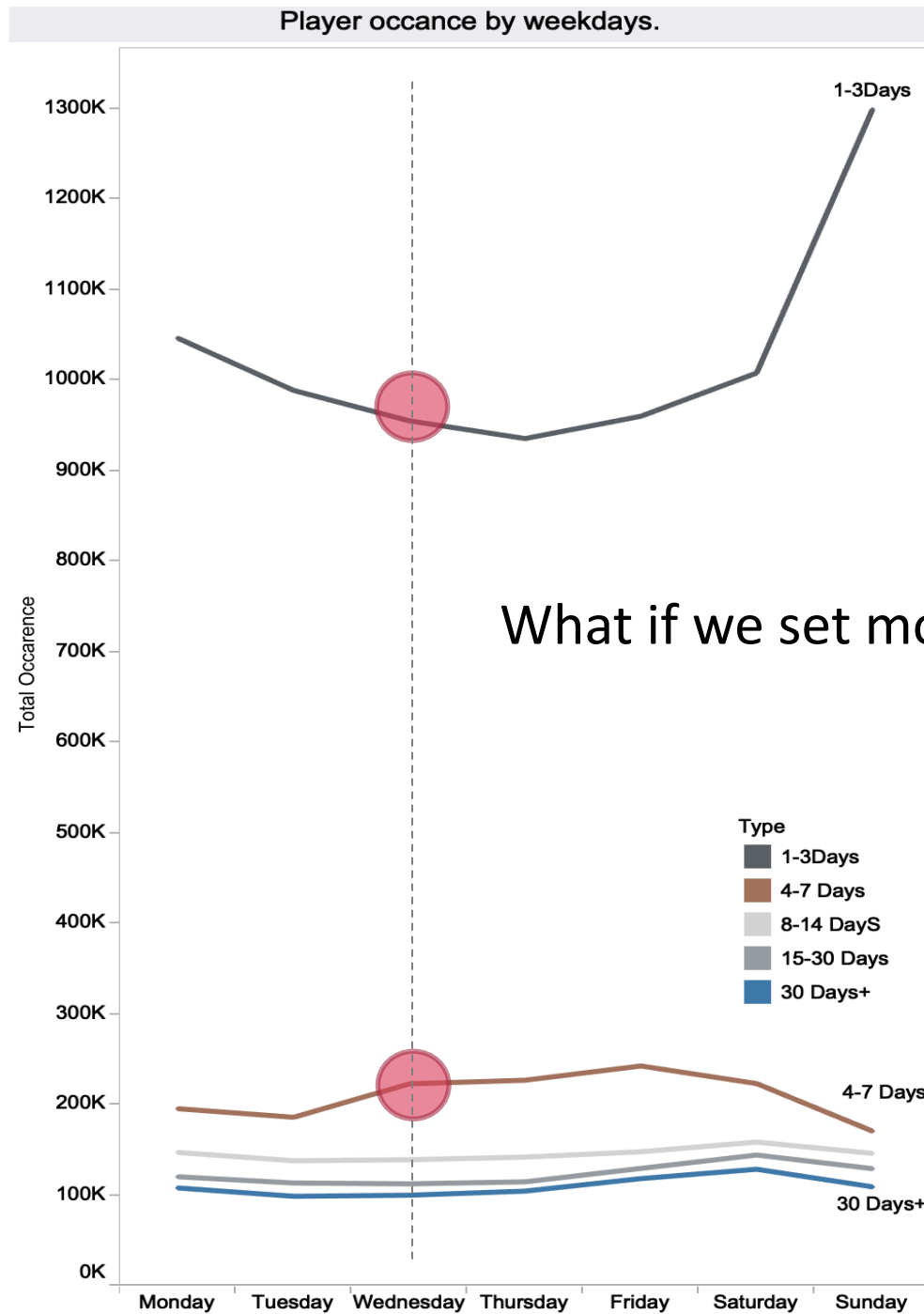61s/1000G to open the 'Big Bang' from Original
...
And Special for Gold only.

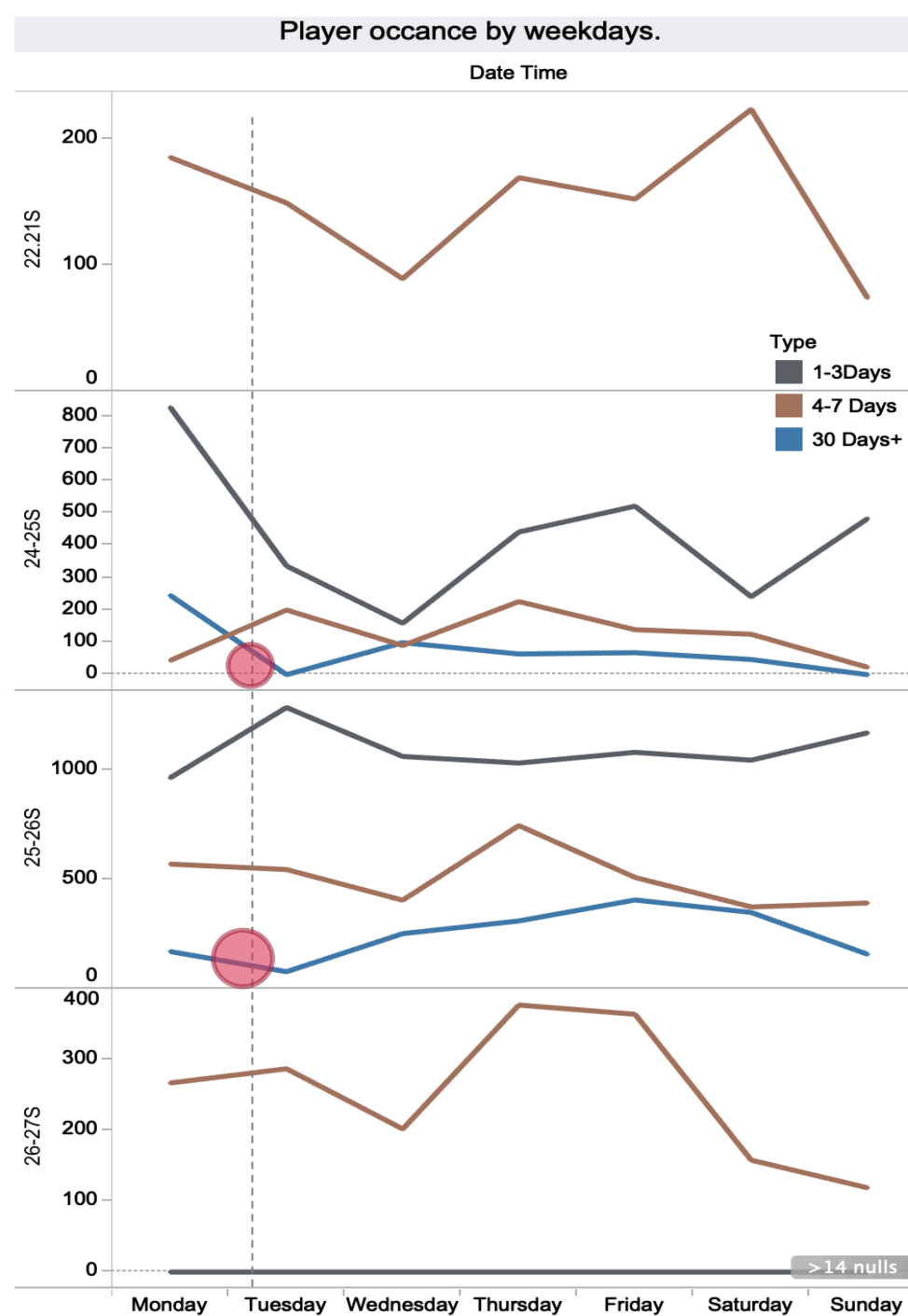The default first player is 30s,
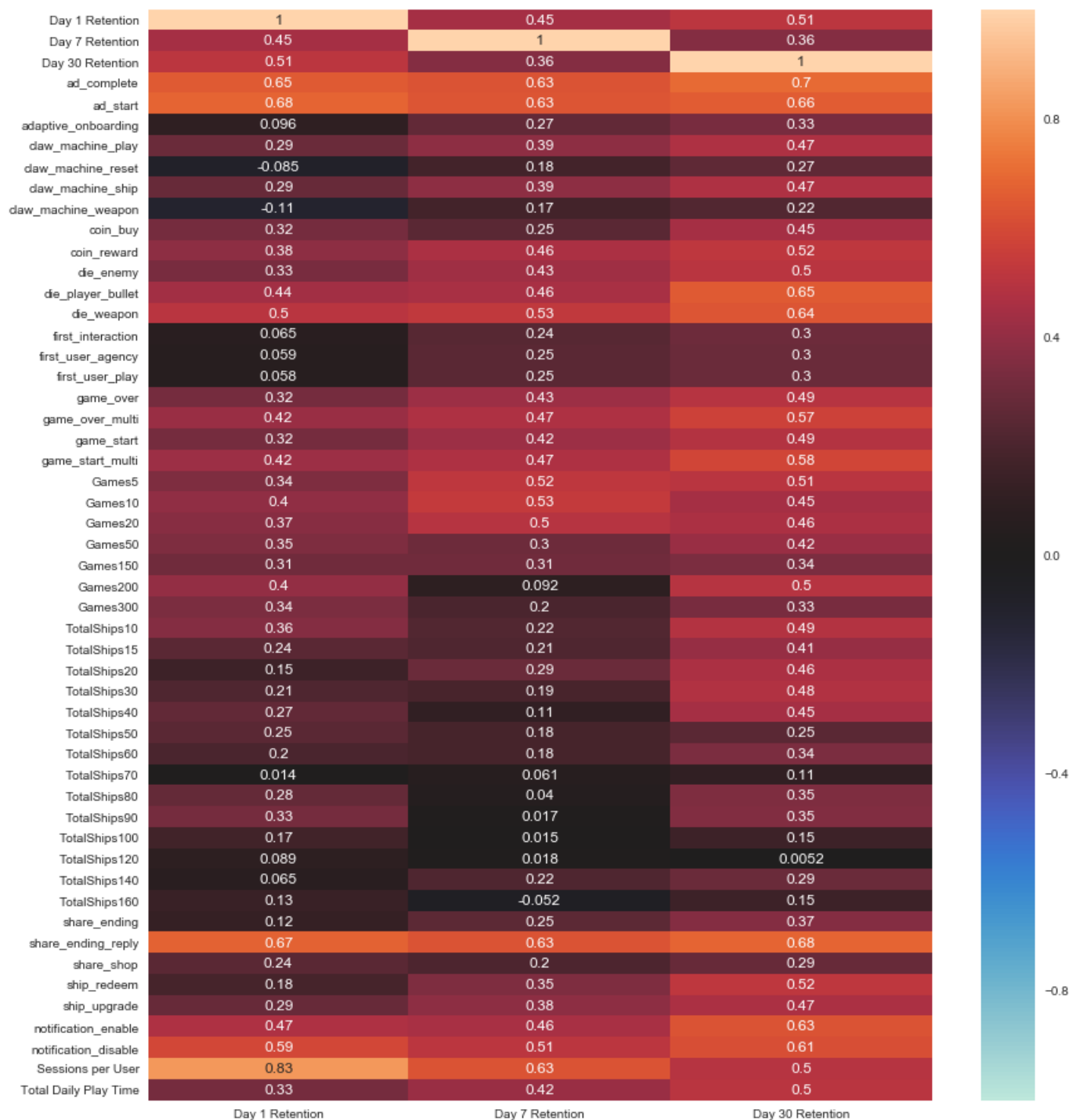Make it higher & realistic.

Weekday & PlayerType

Player occance by weekdays.

Any Ideas?
To be continue..

Coins (Buy/Reward) & Custom Event

	coin_buy	coin_reward
Day 1 Retention	0.32	0.38
Day 7 Retention	0.25	0.46
Day 30 Retention	0.45	0.52
ad_complete	0.47	0.74
ad_start	0.45	0.77
adaptive_onboarding	0.088	0.91
daw_machine_play	0.27	0.98
daw_machine_reset	0.08	0.82
daw_machine_ship	0.27	0.98
daw_machine_weapon	0.0071	0.78
coin_buy	1	0.28
coin_reward	0.28	1
die_enemy	0.27	0.99
die_player_bullet	0.3	0.96
die_weapon	0.32	0.95
first_interaction	0.089	0.89
first_user_agency	0.093	0.89
first_user_play	0.092	0.89
game_over	0.26	0.99
game_over_multi	0.29	0.99
game_start	0.26	0.99
game_start_multi	0.3	0.98
Games5	0.12	0.55
Games10	0.18	0.57
Games20	0.22	0.46
Games50	0.27	0.57
Games150	0.24	0.44
Games200	0.25	0.32
Games300	0.23	0.26
TotalShips10	0.18	0.65
TotalShips15	0.04	0.59
TotalShips20	-0.11	0.59
TotalShips30	0.071	0.56
TotalShips40	0.17	0.6
TotalShips50	0.41	0.47
TotalShips60	0.39	0.5
TotalShips70	0.13	0.54
TotalShips80	0.27	0.26
TotalShips90	0.23	0.32
TotalShips100	0.095	0.23
TotalShips120	-0.2	0.2
TotalShips140	-0.2	0.22
TotalShips160	-0.13	-0.028
share_ending	0.14	0.93
share_ending_reply	0.43	0.82
share_shop	0.026	0.32
ship_redeem	0.25	0.88
ship_upgrade	0.24	0.98
notification_enable	0.33	0.89
notification_disable	0.45	0.89
Sessions per User	0.36	0.52
Total Daily Play Time	0.26	0.98

Strong (Positive) Correlation

gradually weak

Neutral

gradually weak

Strong (Negative) Correlation

Retention & Ship (Old Version)

	Day 1 Retention	Day 3 Retention	Day 7 Retention
TotalShips10	0.36	0.22	0.49
TotalShips15	0.24	0.21	0.41
TotalShips20	0.15	0.29	0.46
TotalShips30	0.21	0.19	0.48
TotalShips40	0.27	0.11	0.45
TotalShips50	0.25	0.18	0.25
TotalShips60	0.2	0.18	0.34
TotalShips70	0.014	0.061	0.11
TotalShips80	0.28	0.04	0.35
TotalShips90	0.33	0.017	0.35
TotalShips100	0.17	0.015	0.15
TotalShips120	0.089	0.018	0.0052
TotalShips140	0.065	0.22	0.29
TotalShips160	0.13	-0.052	0.15

Make more achievement setting for ship collection, and some unique reward.
Be Careful about the 50th ship, 70th ,100th, 120th ship
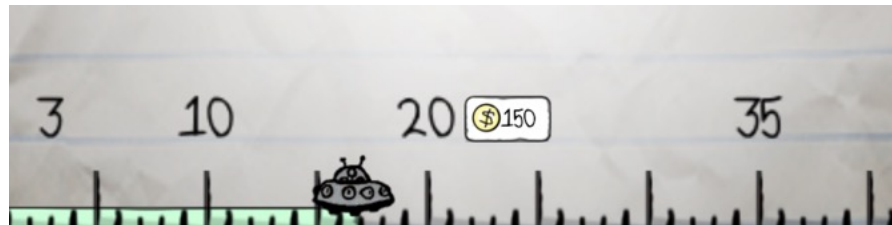
Update more ships and introduce limited/special theme version ships

Retention & Ship (Old Version)

	Coin_Buy	Coin_Reward
TotalShips10	0.18	0.65
TotalShips15	0.04	0.59
TotalShips20	-0.11	0.59
TotalShips30	0.071	0.56
TotalShips40	0.17	0.6
TotalShips50	0.41	0.47
TotalShips60	0.39	0.5
TotalShips70	0.13	0.54
TotalShips80	0.27	0.26
TotalShips90	0.23	0.32
TotalShips100	0.095	0.23
TotalShips120	-0.2	0.2
TotalShips140	-0.2	0.22
TotalShips160	-0.13	-0.028

Players are easier to spend money on 50th & 100th and abandon it afterward.

	Coin_Buy	Coin_Reward
ad_complete	0.47	0.74
ad_start	0.45	0.77
adaptive_onboarding	0.088	0.91
daw_machine_play	0.27	0.98
daw_machine_reset	0.08	0.82
daw_machine_ship	0.27	0.98
daw_machine_weapon	0.0071	0.78

Coin_Reward Player more enjoy watching Ad & claw machine

Thank you !