Game Analytics for a Metaverse company

Client Overview

- Client is a metaverse company. They are dedicated to bring people from across the globe together to breathe life into worlds of their own making. They build the metaverse - One voxel at a time.
- They are the Voxel experts. Their unique voxel expertise and technology are incredibly innovative, appealing to a wide audience and suitable for an array of projects.

Business Requirements

- To create dashboards and provide detailed analytics on their various problem statements - Marketing metrics, payment dashboards, refund metrics, Subscription metrics, payout drafts, Game achievement & gameplay analysis, mission dashboards, Warning, social network, pageview and newsletter dashboards
- The game play is about scattered events in a city with Zombie encounters and other walkers featuring Zombie shoot down, Rewards, collecting Weapons, Hero Cards
- Client required to test the Game Play, Immersion, User Experience, Visuals

Our Solutions

- Need to measure KPIs – DAU (Daily Active Users), WAU (Weekly Active Users), ARPU (Average Revenue Per User)
- To reduce customer defections and improve profits
- To analyze and develop a sustainable and robust strategy to retain and acquire customers
- To convert low-revenue earning customers into highly profitable ones
- To Increase In App purchases and user experience

Our Solutions

- Created a ‘Refund Value dashboard’ to represent metrics like no of refunds, refund rate (in %), average no of users asking for refund per day, average no of refund before purchases, list of countries where refunds were coming from etc.
- Created a ‘Payment value dashboard’ to represent the total, average, daily no of transactions that can be filtered by days/weeks/months/years and a ‘Payout dashboard’ to show the % payout, overtime per month, breakdown of the type of subscription etc.
- Created a ‘Social network dashboard’ and a ‘Pageview dashboard’ and provided detailed analytics on the following metrics: New visitors, visitor session duration, number of visits, bounce rate, visitor conversion to mailing list, visitor conversion to purchase, filters and breakdown based on date (day/week/month), country etc
- Prepared a ‘Matrix type dashboard’ that listed down all the customers (Login_Id & User_Id) ,Country, Recruitment type, first subscription name, first subscription date, Total number of subscriptions done, Total number of refunds, Total number of purchases cancelled, Last subscription date, Total revenue etc.
- Prepared a ‘Gameplay dashboard’ to trace every user and their activities based on their days of connection.
- Provided detailed analysis on how players reacted after every game updates and how the users managed to complete achievements in the game by creating an ‘Achievement analysis dashboard’
- Prepared the ‘Warning dashboard’ that showed details about how many users were affected from the warning, Total Count of Warning, Warning name, Daily % affected user, Warning Heatmap etc.)
- Prepared ‘Daily & Weekly newsletter dashboard’ that helped understand how many users were actively logging in on a daily and a weekly basis, what was the % change from Previous Day and Week of the users etc.
- Prepared a ‘Sankey diagram’ that showed the order in which the achievements were being unlocked by players, along with those who left the game.
- Created a 'Player created Mission dashboard' to represent the number of missions created, cancelled/assigned and completed. It also showed the type of missions created by the users and the money exchanged/dedicated to those missions

Deliverables

- Dashboards - Refund Value, Payment value, Social network, Pageview, Matrix Type, Gameplay, Warning, Daily & Weekly newspaper, Sankey diagram, Payout, Player created Mission etc.

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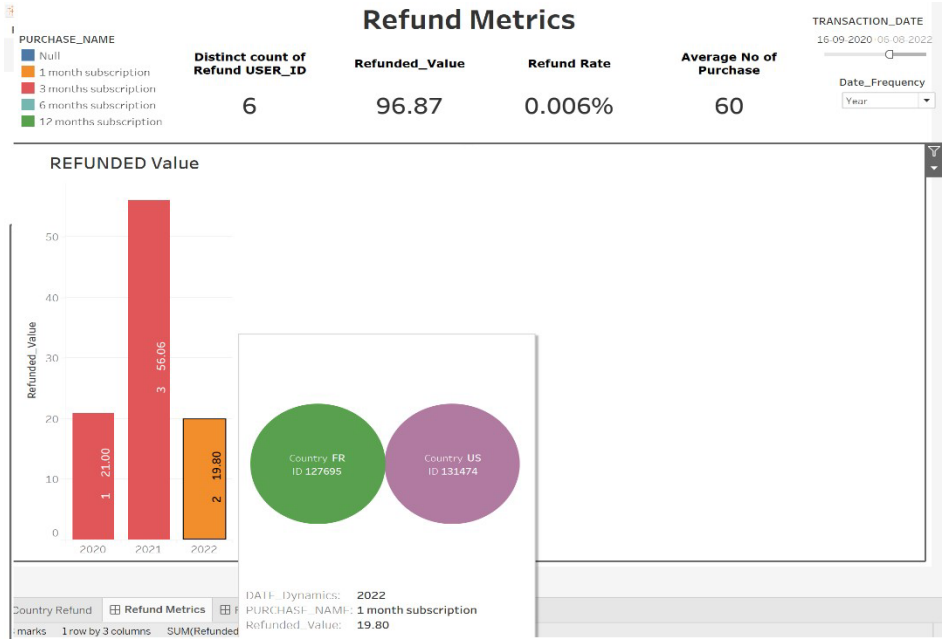
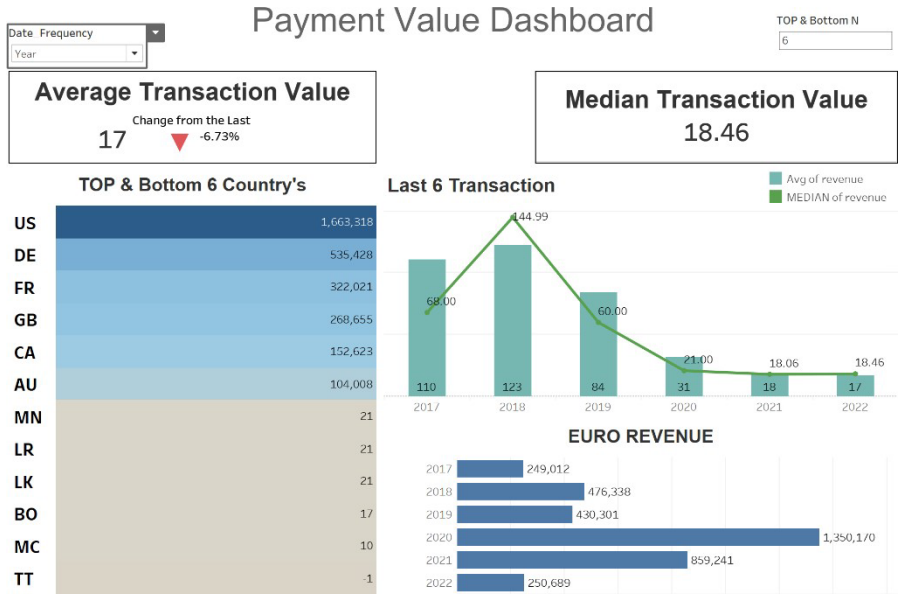
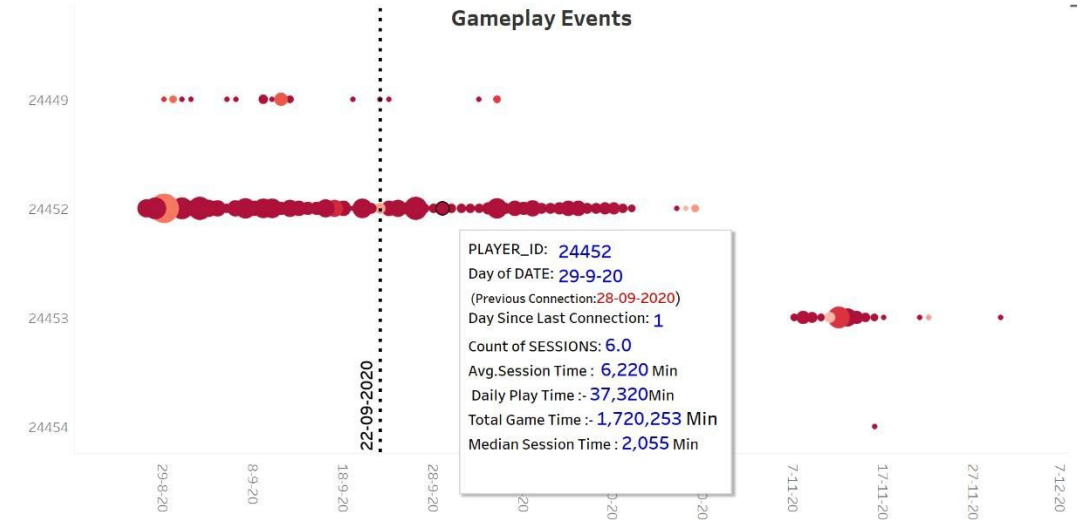
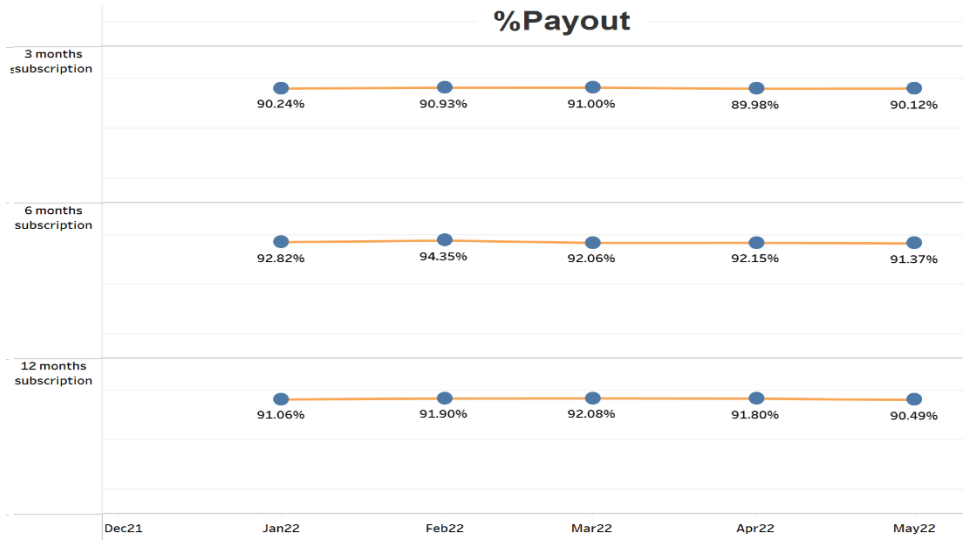
Sample Dashboards









Sample Dashboards

Engagement

- **Project duration** – 3 months
- **Team Size** – 2
- **Project location** - Offshore

Tools/Technology

- **Tableau, AWS, Snowflake**

Business Impact

- Helped customer take the right business decision to prevent customer churn and personalize ad offers and increase game monetization
- Helped provide information in a timely manner that allowed customer to understand what the game users were looking for – created special missions, upgraded levels etc.
- The detailed dashboards helped to understand the performance and success reasons of the game and acquired users' quality.
- The social network dashboard helped gain insights about which social media platforms did the users come from and this in turn helped generate organic revenue
- Speeded up the data monetization process by quick and detailed analysis of thousands of customers and found rules that were used for prediction.
- Team helped the customer to analyze the risky users, their possible future revenues and created automated pipelines for targeting the right customers.

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