

# Analytics Projects

This document comprises brief explanations of our key analysis reports and features snapshots of anonymized documents from previous projects. Each report has a standardized set of features that can be adapted as appropriate. Follow the links below to explore the content, look and feel of our consultancy output.



## Monetization Analysis

The Monetization Analysis looks at how players experience a game in relation to the purchase process. Key focus areas include, but are not limited to:

- Conversion of non-paying players to spenders
- Purchase flow
- Store organization
- Virtual currency purchase and spend
- Bundles and offers

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## Advertising Strategy Report

The Advertising Strategy Report explains how advertising can be utilized within a game to open up an additional revenue stream, reward players and improve engagement. Key focus areas include, but are not limited to:

- Placement opportunities
- Dynamic advertising
- Interstitials
- Random rewards
- Time reduction mechanics

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## Retention Report

The Retention Report looks at how well a game keeps players returning over time and prevents them from churning. Key focus areas include, but are not limited to:

- Repeat play
- Game difficulty
- Rewarding
- Blockers
- Appointment settings

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## First-Time User Experience (FTUE) Analysis

The FTUE Analysis looks at how the game plays from perspective of a new player and identifies risk points at which they might churn. Key focus areas include, but are not limited to:

- Initialization
- Onboarding/tutorials
- First mission/level
- Post-level rewards
- Menu layout/complexity

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