
Advanced Skill Certificate in Online Gaming Analytics

User Behavior Analysis in Online Gaming

****Abandonment Rate:**** The percentage of players who start a level or mission in an online game but do not finish it. This metric is used to identify levels that may be too difficult or boring for players.

****Active Users:**** The number of players who are currently playing a particular online game. This metric is used to measure the popularity of a game and to plan for server capacity.

****Average Session Length:**** The average amount of time that a player spends playing an online game in a single session. This metric is used to measure player engagement and to identify opportunities for improving the game experience.

****Bounce Rate:**** The percentage of players who leave a game after only playing for a short period of time. This metric is used to identify levels or features that may be causing players to leave the game.

****Churn Rate:**** The percentage of players who stop playing a game over a given period of time. This metric is used to measure the long-term retention of players and to identify opportunities for improving the game experience.

****Coins/Gems/Gold:**** Virtual currencies used in online games to purchase items, upgrades, or additional game content. These currencies can be earned by completing levels, missions, or achievements, or they can be purchased with real money.

****Conversion Rate:**** The percentage of players who make a purchase in a game, such as buying a virtual currency or additional game content. This metric is used to measure the effectiveness of a game's monetization strategy.

****DAU (Daily Active Users):**** The number of players who play a particular online game on a daily basis. This metric is used to measure the popularity of a game and to plan for server capacity.

****Drop rate:**** The probability of obtaining a specific item or reward from a chest, loot box, or other in-game reward system. This metric is used to balance the game economy and to ensure that players have a sense of progression.

****Engagement:**** The level of involvement and interaction that a player has with an online game. This can be measured by metrics such as session length, number of sessions, and number of in-game actions.

****Game Economy:**** The virtual economy of an online game, including virtual currencies, items, and rewards. The game economy is designed to provide players with a sense of progression and to encourage them to continue playing.

****Gaming Sessions:**** A period of time during which a player is actively playing an online game. This can be measured by metrics such as session length and number of sessions.

****In-Game Purchases:**** Additional content or features that can be purchased within an online game, such as virtual currencies, items, or additional game levels. These purchases are used to monetize the game and to provide players with a sense of progression.

****KPI (Key Performance Indicator):**** A metric that is used to measure the performance of an online game and to identify opportunities for improvement. Examples of KPIs include retention rate, conversion rate, and average session length.

****Levels:**** Individual stages or challenges within an online game. Levels are used to structure the game experience and to provide players with a sense of progression.

****LTV (Lifetime Value):**** The total amount of revenue that a player is expected to generate over the course of their lifetime playing an online game. This metric is used to measure the long-term value of a player and to inform monetization strategies.

****MAU (Monthly Active Users):**** The number of players who play a particular online game on a monthly basis. This metric is used to measure the popularity of a game and to plan for server capacity.

****Monetization:**** The process of generating revenue from an online game, typically through in-game purchases or advertising.

****New Users:**** Players who are new to a particular online game. This metric is used to measure the growth of a game and to identify opportunities for improving the onboarding experience.

****Player Progression:**** The sense of progress and achievement that a player experiences as they play an online game. This can be measured by metrics such as level completion, item collection, and virtual currency earnings.

****RAU (Real Active Users):**** The number of real people who play a particular online game, as opposed to bots or other automated players. This metric is used to measure the true popularity of a game and to plan for server capacity.

****Retention:**** The ability of an online game to keep players engaged and coming back for more. This can be measured by metrics such as churn rate and session length.

****Revenue:**** The income generated by an online game, typically through in-game purchases or advertising.

****Session:**** A period of time during which a player is actively playing an online game.

****Social Features:**** Interactive features within an online game that allow players to communicate and interact with each other. Examples include chat, forums, and leaderboards.

****Time Played:**** The total amount of time that a player spends playing an online game. This metric is used to measure player engagement and to identify opportunities for improving the game experience.

****User Behavior Analysis:**** The process of analyzing and understanding the behavior of players in an online game, in order to improve the game experience and to inform monetization strategies. This can involve the

use of metrics such as session length, bounce rate, and conversion rate.

****User Segmentation:**** The process of dividing players into different groups based on their behavior, demographics, or other characteristics. This can be used to tailor the game experience to different types of players and to inform monetization strategies.

****Virtual Currencies:**** In-game currencies used to purchase items, upgrades, or additional game content. These currencies can be earned by completing levels, missions, or achievements, or they can be purchased with real money.

****Virtual Goods:**** Items or rewards that can be purchased within an online game, such as weapons, skins, or additional game levels. These goods are used to monetize the game and to provide players with a sense of progression.

****Withdrawal Rate:**** The rate at which players leave an online game. This metric is used to measure the retention of players and to identify opportunities for improving the game experience.