

# Data Visualization & Small Business





“Research firm DFC Intelligence reported that mobile game was the “fastest growing segment” in 2016.

By 2021, mobile games are expected to total \$48 billion—nearly half of the \$100 billion of gaming sales they project.”



### Venkat

Owner of a game development startup with a number of titles already in the marketplace

### Interested in:

- Growing the business
- Staying agile and cost-competitive
- Improving customer experience

### Responsible for:

- Business development
- Account management
- Creative strategy
- Supervising technical production

### Worried about:

- Competition from larger firms
- Identifying the real problems that concern customers
- Doesn't know how to digest the data he owns

**Venkat has a wealth of data from all the micro interactions players have had previously with his existing game titles.**

The problem we solve for Venkat is “ I own a lot of data, but I still don't know:

(1) how to communicate with investors, in a dynamic way, about the need for more funding.

(2) Identify which games, in his catalog, to port to the mobile experience based on performance.

## Our Approach

Research

Solution

Case Study

How it works



**\$60 Billion**

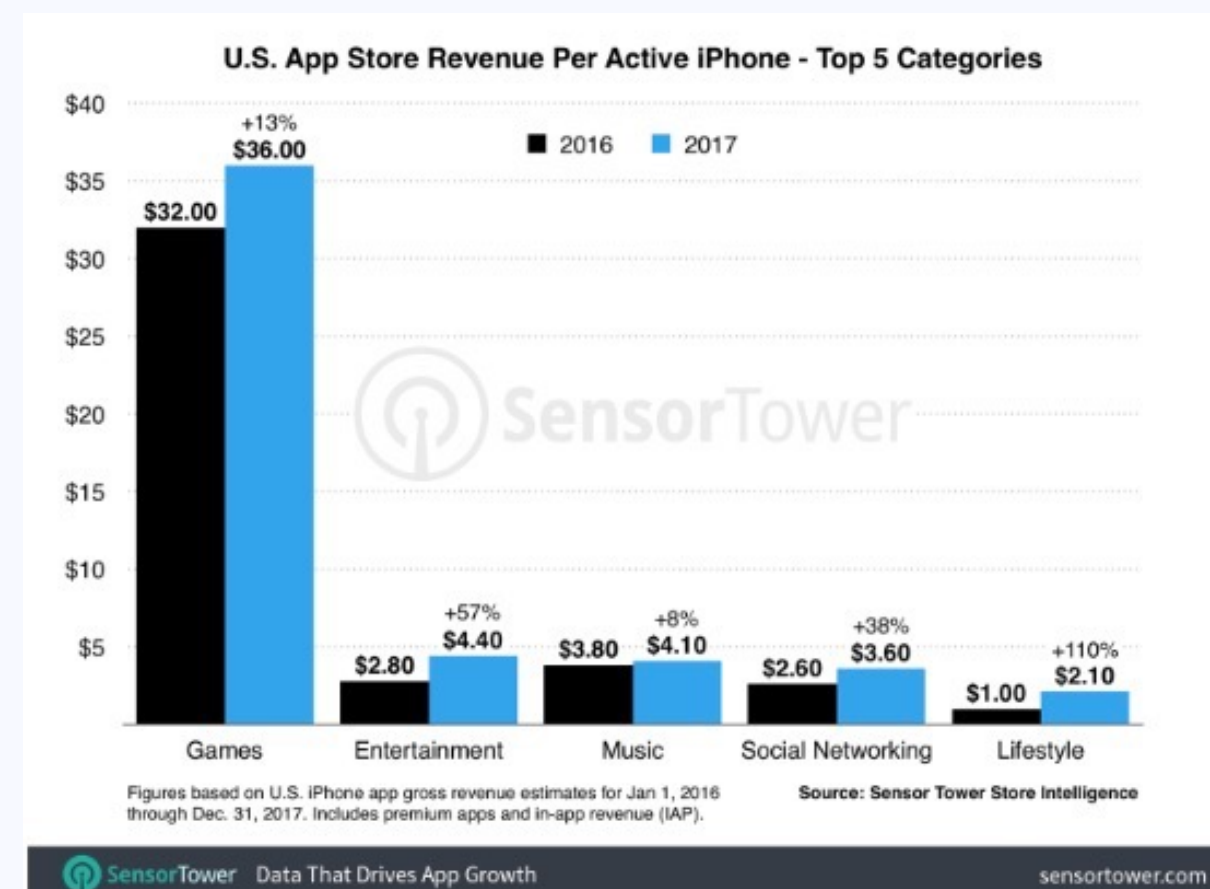
in revenue was generated by apps in 2017, which was a 35% growth.

**62%**

of app purchases, per device, on iPhones are games.<sup>2</sup>

**<2%**

of global app installers turn into buyers.<sup>3</sup>



## The Big Take-Away

Venkat needs to know which games he should invest time and money, given his limited resources.

Sources: 1. Tech Crunch 2. SensorTower 3. Business Insider

91%

of buyers prefer interactive and visual content  
over traditional (text-based and static) media



**Venkat could use data visualization tools and/or dashboards to make the vast amounts of data he collects, about the behaviors of his customers, more digestible and useful to his team.**

Create a data visualization of:

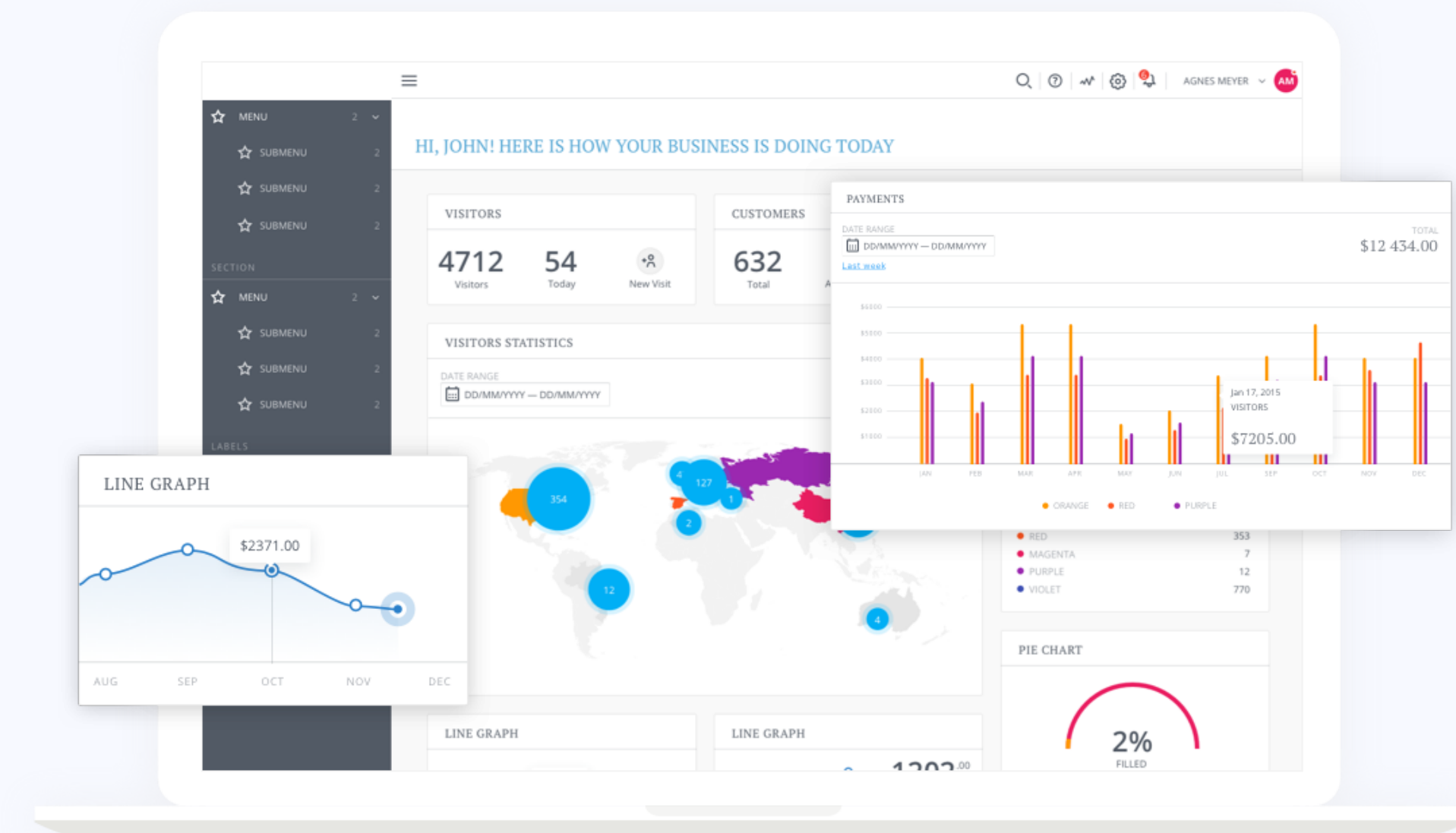
- All user behaviors,
- Across their use of each of his existing games,
- Throughout each user's customer journey.

In order to glean insights about:

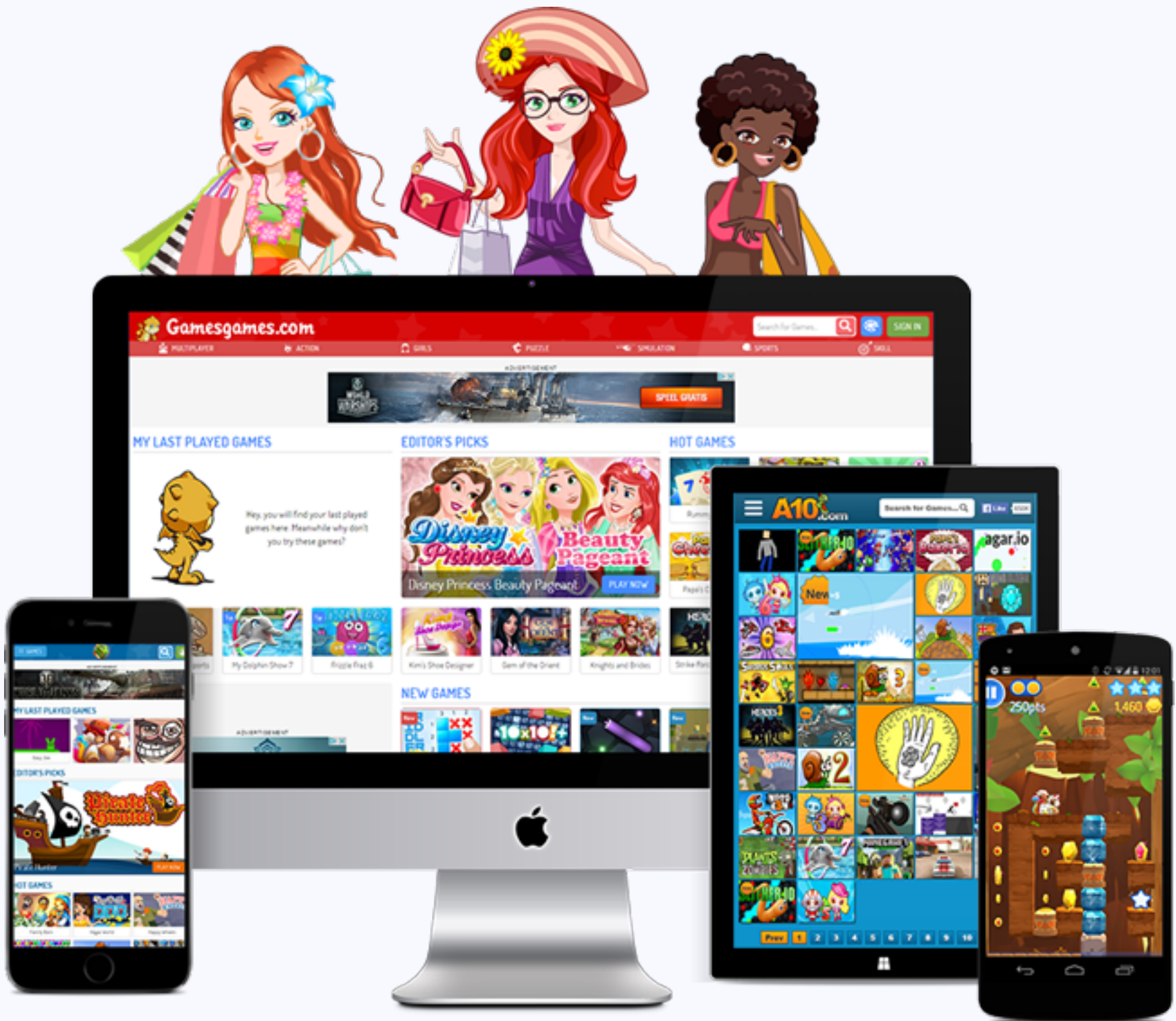
- Which games are most successful,
- To which audiences,
- And why

This allows Venkat to:

- Identify which games he should port to the mobile platform and
- Show his investors his keen understanding of his users and industry

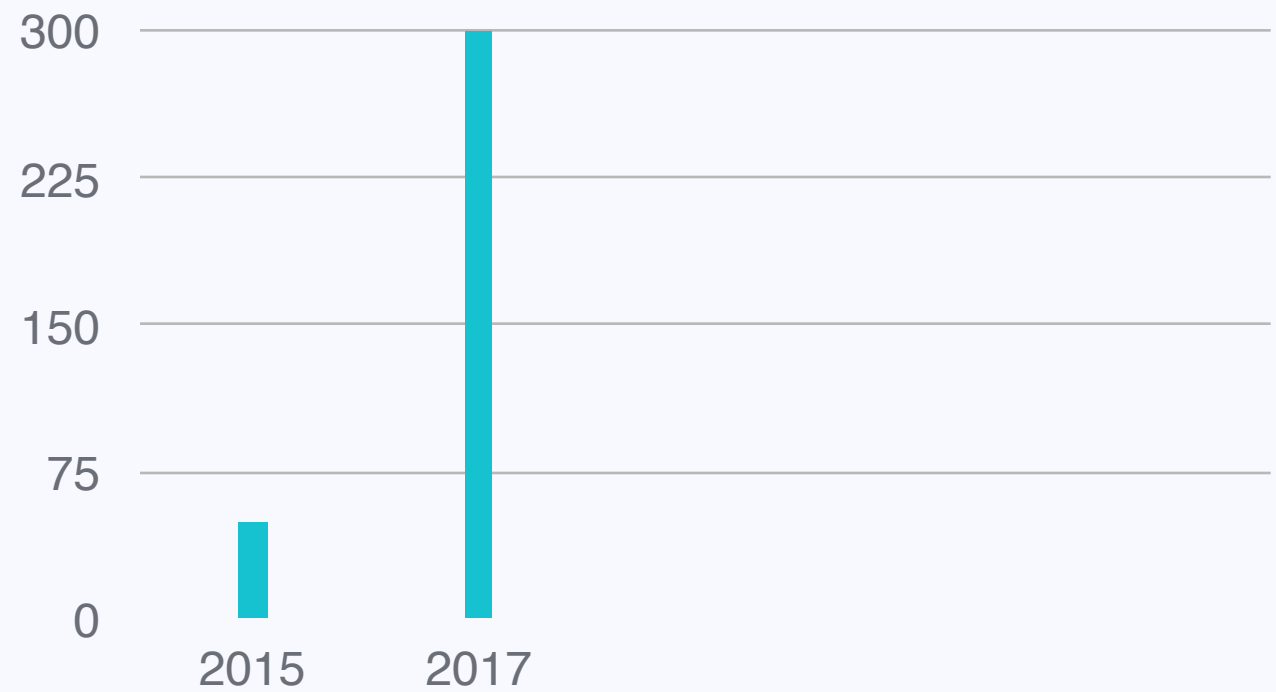


# Spil Games



95%

95% of its downloads without acquisition spending.



Went from 50 million installs in 2015 to 300 million installs in 2017.

**Data Visualization Tools Helped Spil Games Identify:**

1

Game genres that people enjoy, as well as the market saturation and the quality of competitive offerings on mobile.

2

Performance across its games, including loading times and payment options, to see why players 'bounce' and exit.

3

The user journey.



# User Flow

1

Connect to your data

2

Drag and drop to take a first look

3

Drill down into the details

4

Build a dashboard to show your insights



Venkat is in a growing industry in an era of disruption. Mobile gaming is exploding, and so is the competition. If he can leverage the data he collects, he can compete and thrive as a small business owner. And leveraging that data begins by dynamically visualizing what it means.

Data visualization is central to Venkat's solution - helping him understand which games he needs to move to a mobile platform AND helping him more effectively communicate to his investors. For small business owners, data visualization is a compass, allowing them to better navigate toward success.