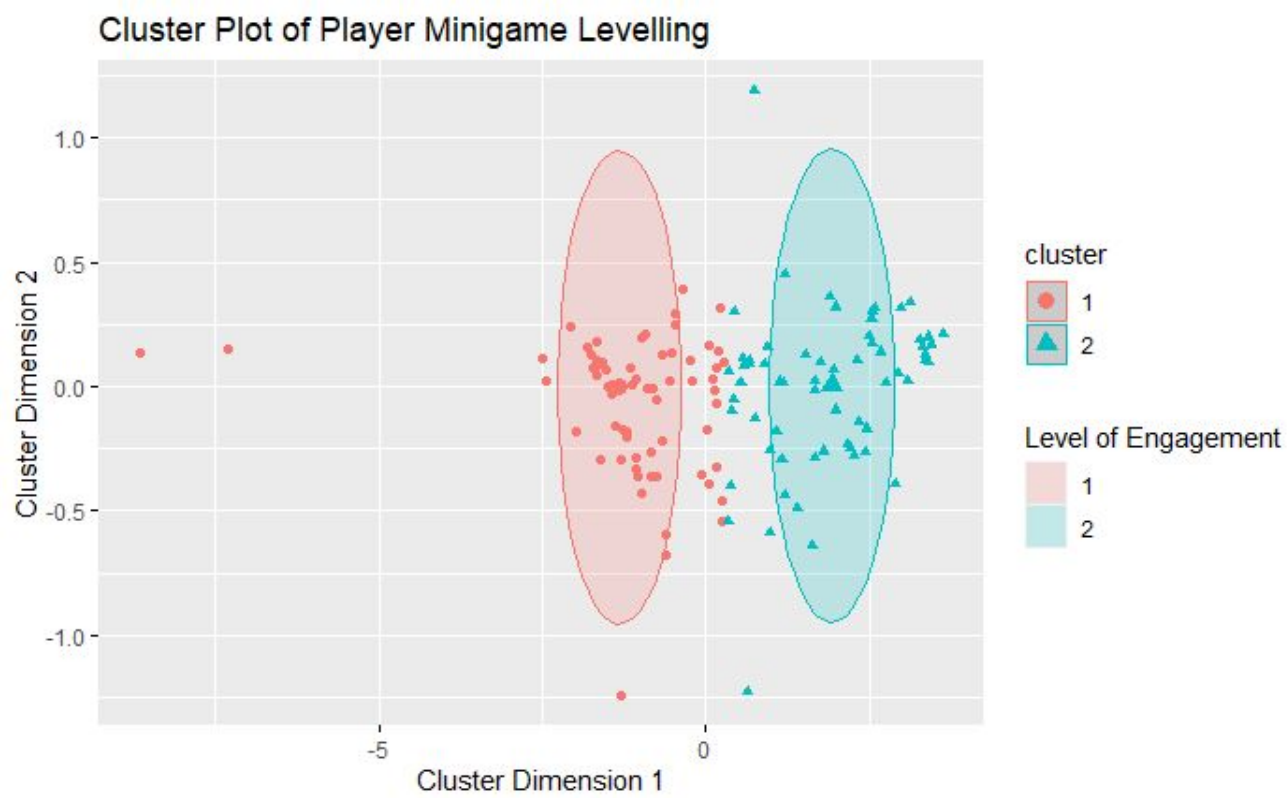
Who Plays?

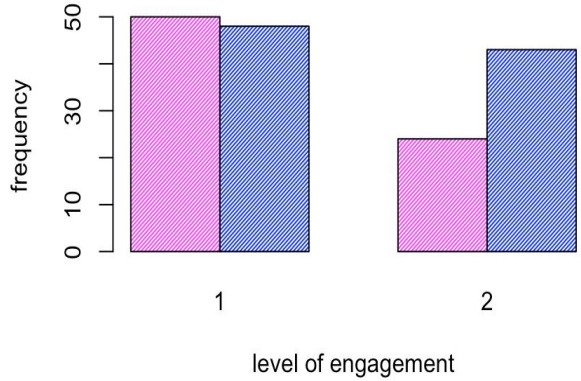
Tracking the relationship between player demographics and engagement level

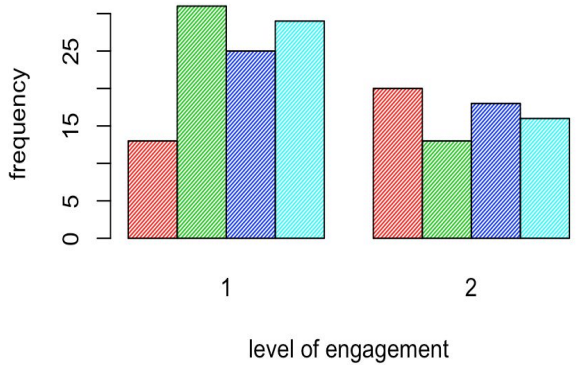
Team Awesome

Melody Chen, Howell Su, Catherine Sun, Robert Lewis, Andra Velea

Player Engagement: K-mean Clustering



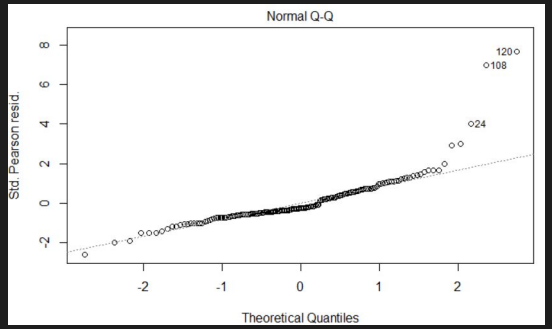




Player Labels - Binomial Model & Takeaways

- Binomial model

	Estimate	Std. Error	z value	Pr(>|z|)	
(Intercept)	3.374776	0.796821	4.235	2.28e-05	***
avatar_age12	-1.963533	0.644398	-3.047	0.00231	**
avatar_age13	-1.350939	0.632823	-2.135	0.03278	*
avatar_age14	-1.916333	0.628287	-3.050	0.00229	**
avatar_genderMale	1.234299	0.436152	2.830	0.00466	**
avatar_nameCaucasian	0.738552	0.579570	1.274	0.20255	
avatar_nameHispanic	-0.115417	0.458378	-0.252	0.80120	
total_unsafe_invite	-0.056525	0.031322	-1.805	0.07114	.
strategy_strength	-0.027147	0.006843	-3.967	7.28e-05	***
rating	-0.219754	0.130366	-1.686	0.09186	.



- Significant Variables & Implication

Age

Allocate more resources to design game sessions for young populations that have no previous knowledge on topics of drug abuse, sex safety, etc.

Gender

Incorporate better content to attract retention rate of young male users

strategy strength

Better levelling system will keep players engaged in gameplay and incentivize better decisions

User Rating

Follow-up survey on people with high engagement but negative reviews to fine-tune game experience and learning outcome.