Fast-Twitch Analysis: Five Ways to Diagnose Player Value with Sisu

Don't play games with your data

The gaming industry is competitive, unpredictable, and continues to draw in more and more contenders who want in on the action. With Sisu's fast, comprehensive diagnostic platform you can level up past the competition and get detailed visibility into what's driving your most important business metrics, from 7-day retention to player lifetime value (LTV).

Here are five examples of key performance indicators (KPIs) that your analytics teams can quickly drill into using Sisu.

Diagnose session metrics in extreme detail

With a typical BI dashboard anyone can see when session metrics like average duration, total daily sessions, or session depth make big moves. But when user behaviors change rapidly, and different groups often cancel each other out, it's almost impossible for analysts to confidently answer what's driving engagement - or harming. With Sisu, your analytics team can rapidly assess millions of possible populations across hundreds of complex variables.

Overview

Average Session Duration (mins)

Previous month	Current month
45.23 →	**51.23** ↑ **13%**

About the analysis

310M combinations, 562K records

Find the perfect line to drive up retention

Across multiple properties, dozens of platforms, and countless user demographics, diagnosing retention rates is more than a full time job. Using Sisu, your team can assess what's driving churn rates on a daily, weekly, and monthly basis and receive proactive notifications as conditions change. Analysts become real-life heroes when they can proactively reach outside the data team with new information, never breaking the link to the data, to keep the business on track.

Top populations driving ARPPU

Subpopulation ▼	Average ▼	Prevalence ▼	Impact ▼
Class = Paladin Region = EMEA	22% ↑ 0.34x	20.3%	↑ 1.4%
Age group = 36-42 Ad = Bundle	12.6% ↓ 0.29x	19.6%	↓ 6%

Maximizing average revenue per paying user (ARPPU) for free-to-play

When the production team starts asking tough questions about ARPPU, how quickly can you get them concrete, comprehensive answers? Particularly when small, discrete player groups are driving the lion's share of your app revenue you need a better way to identify opportunities to maximize revenue from your most valuable users. Moreover, Sisu lets you effortlessly drill down into any population and see how their behavior changes over time, which segments need more investment, and where you might be able to find unexpected sources of growth.

Finding the fastest time to first purchase

Once a player has dropped their first dollar on your free-to-play game they are more likely to stick around, and Sisu makes it easy for analysts to understand buying behavior and to give product teams the information they need to reduce friction and increase purchases. Don't waste a single cohort of acquired players with frustrating manual analysis - use Sisu to find the gameplay moments, items, and onboarding offers that drive fast revenue for newly acquired users.

Maximize lifetime value across properties

Across the diverse range of business models, monetization approaches, and properties available to you, one thing is certain; you want to maximize your players' lifetime value. With Sisu you can quickly test, iterate, and comprehensively diagnose which of these variables - or combinations of factors - have the biggest impact on players' LTV.

Average Customer Lifetime Value Over Time

About Sisu

Created from years of research at Stanford University, Sisu helps businesses understand, in real time, what's driving changes in their business. Tuned at massive scale with customers like Microsoft, Samsung, and Upwork, Sisu empowers data scientists, analysts, and executives alike to understand why critical business metrics are changing and guide you towards fast, decisive action.

Founded by
Peter Bailis, CEO

Funded by
Ben Horowitz, a16z
Pete Sonsini, NEA

Powering high-output data analysis at enterprise scale

5M
Facts found for customers in the past year

4M+
Rows analyzed per second

47B
Factor combinations and hypotheses tested (yes, billion)

Level up your analytics and get started with Sisu

Whether you're re-focusing on acquiring new players, or picking up with existing customers to drive engagement, Sisu can help you unlock the facts buried deep in your game and player data.

Get started today at www.sisu.ai, or send us a note at hello@sisu.ai.

Get in touch

✉ hello@sisu.ai
🌐 www.sisu.ai

in Sisu Data
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