

Here's How Passion Gaming increased their **Customer Retention to 20%!**



KEY RESULTS



Enhanced customer experience, reflected by up to
18% decrease in churn rate



Boost of 50%
in KYC completed users



Saved 4-5 hours
per day in tracking marketing campaign wise performance.

ABOUT PASSION GAMING

Passion Gaming is an innovative online gaming company passionately involved in hosting the best digital card games, such as Online Rummy, to players in India in a safe, secure, and legal environment.

They started their company in late 2015 with the vision of changing the landscape of online gaming in India. They are in an exciting growth phase, having progressed from a bootstrapped two-cabin garage to two office locations.



WHAT CALLED FOR THE TRANSFORMATION ?

- 1** The Gaming organisation was making data-driven analysis and reports were shared with different verticals manually.
- 2** The **need to track real-time data and ability to depict error/loss** was imperative to effectively encourage data-driven decision making.
- 3** Manoeuvring data with varied visibility rights according to functions and being able to control access to data is the need of the hour.

OUR APPROACH

To strengthen the data culture and transform data into actionable insights, Tableau was established as the best platform for data tracking and modulation.



Solution offered

Dashboards were developed around 4 business needs.

- Dashboard for Revenue Count & DAU-** Displaying live revenue and active user count.
- Payments and Withdrawal-** Tracking live customer KYC status and live deposit vs payment gateway performance.
- Player Services Dashboard-** Showcasing Live tier-wise insights into user behaviour.
- Marketing Dashboard-** Tracking all platform spends and drill down day-wise and campaign wise.



Tableau, with its simple GUI, ability to connect to multiple data sources, and powerful visualisation capabilities helps us track our various gaming, marketing and retention KPIs in real-time. This allows us to focus on creative and strategic data-driven decision making which ultimately enhances the user's overall gaming experience.

- Trivikram Pathak
Head of Data Science

CHALLENGES AND SOLUTIONS

Revenue Count & Daily Active Users (DAU)

The Challenge:

- Manual tracking of **Revenue collected and daily active users** on the platform.
- **Data manually exported** to Excel sheets / Google Sheets.
- **Delay of hours** and no visual insights especially of any sudden changes
- **Reactive Approach** to the sudden dip in active users, since data refresh always took some hours.

Our Solution:

- Data collection process **automated through Tableau.**
- **Tracking of the Revenue and Daily activity** in near real-time.
- **Visual representation** of data in Tableau dashboard.
- Moved to Proactive approach. Take **immediate action** on any sudden negative change in numbers w.r.t. DAU or Revenue
- **Saved 4-5 hours** of manual work on a regular basis.

User's KYC tracking & Instant Withdrawal Feature

The Challenge:

- **Inability to track** the user-level deposits and withdrawals, across various payment platforms in real-time was a major challenge that was faced by the Payment Withdrawal Team.
- **Reporting of failed deposits** by users was done on a Day -1 basis and not a real-time basis.
- **Tracking of user-level KYC status**, one of the key components needed for activating a user's 'Instant Withdrawal' feature, was also challenging on a real-time basis.

Our Solution:

- **Real time tracking** of various components, highlighted below, enhanced visibility and proactive decisions.
 - The user level deposits and withdrawals
 - Successful vs failed deposits and withdrawals at a cross-payment gateway level
 - User level tracking of KYC status
- Improved Player's experience and resulted in **20% customer retention**.



Tableau has helped us a lot in tracking cross-channel marketing campaign performance in real-time, on a single platform. This has helped us in reacting to any change in campaign performance in real-time, and adjust our marketing strategies accordingly.

- Amandeep Singh
Head of Marketing

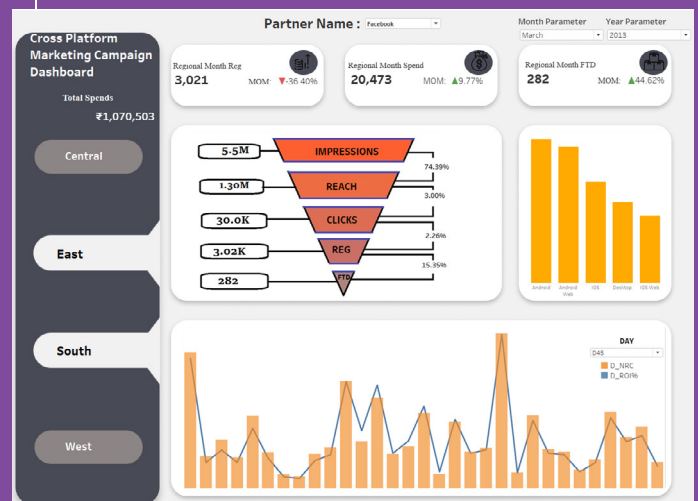
Partnerwise Marketing ROI Reports

The Challenge:

- **Manual tracking** of acquired and registered users across various acquisition channels, such as Facebook, Google, etc.
- Inability to fetch **Comparative analysis of ROI, CPA, CPR** across various acquisition channels

Our Solution:

- The use of Tableau automated live tracking of various components like:
 - Spends and performance across channels,
 - Day-wise & Campaign wise
 - User acquisitions at different channels
- Enables decisions on altering the spend and campaigning strategy on the fly
- Channels Performance dashboard on a single platform. Campaign level drill also available.



Improving Player Experience and Engagement

The Challenge:

- No Real time Monitoring of the Performance of the Players.
- The Service Team was unable to adequately guide users on **safe, ethical and responsible Gaming Standards**.
- **No Visual representation** of Player stats on the platform.

Our Solution:

- Monitoring player performance in real-time
- Effectively guiding the players in accordance with our responsible Gaming standards
- Real-time smooth onboarding, as well as unlocking the **'Instant Withdrawal' feature** for eligible players.

MAKING A SIGNIFICANT DIFFERENCE

Decision making with real-time data helps in saving a significant amount of time and resources. Passion gaming has laid down their future digital journey with Tableau in moving from near real-time to actual real-time analysis of customer retention. They have now implemented deep learning & machine learning to predict customer churn and bonus recommendations.



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