



Nicholas Wong

# Advisor.

Building people, products and markets.



## Post Project Reviews

EXAMPLE PORTFOLIO



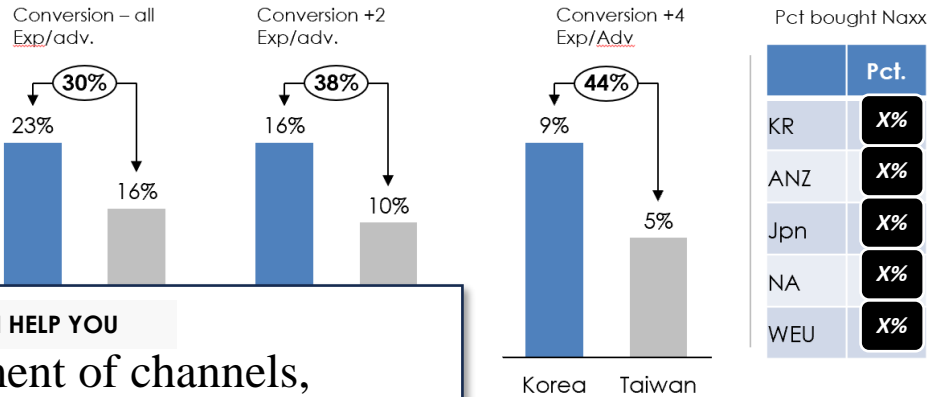
1

HOW I CAN HELP YOU

Level 2-3 of user insights to assess root cause.

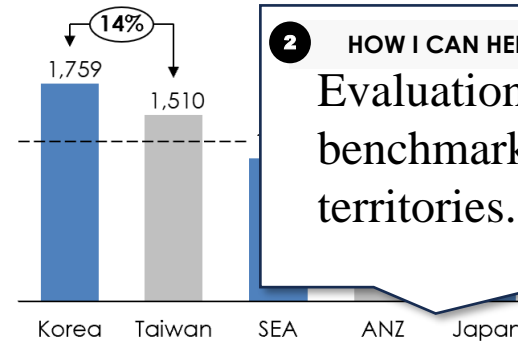
## Post project Review (users).

### *X paid players achieve the highest conversion*



### *X players most prolific in engagement*

Games played per paid user



2

HOW I CAN HELP YOU

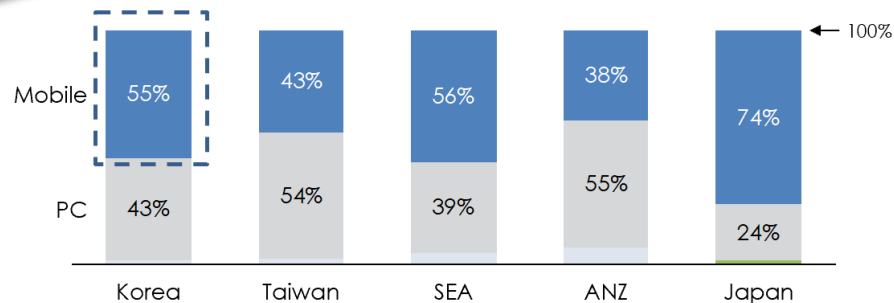
Evaluation of comparable benchmarks, peers or territories.

3

HOW I CAN HELP YOU

Assessment of channels, acquisition, monetization and retention.

influencer



### *Churn faster on [Y] since [X] introduced*

