Everybody Lies: Survivorship Bias

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We live in the World of Success

- Athletes
- Actors
- Businessmen

Success Stories Everywhere

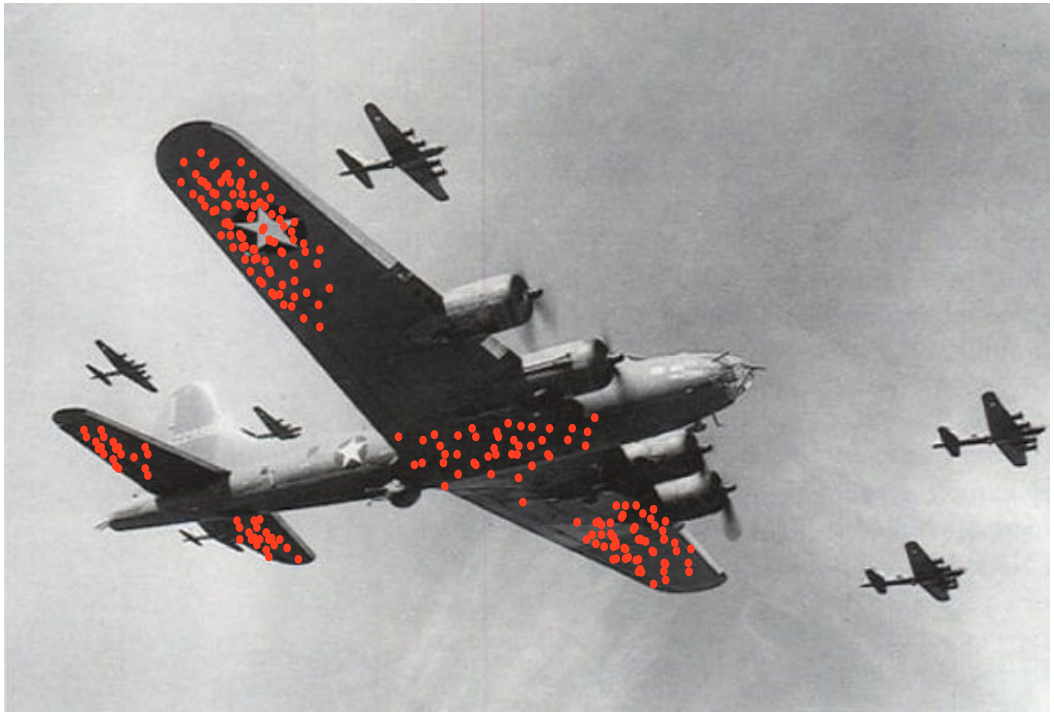
- Come from authorities
- Easy to sell and use
- Nobody wants to learn from losers

Survivorship Bias

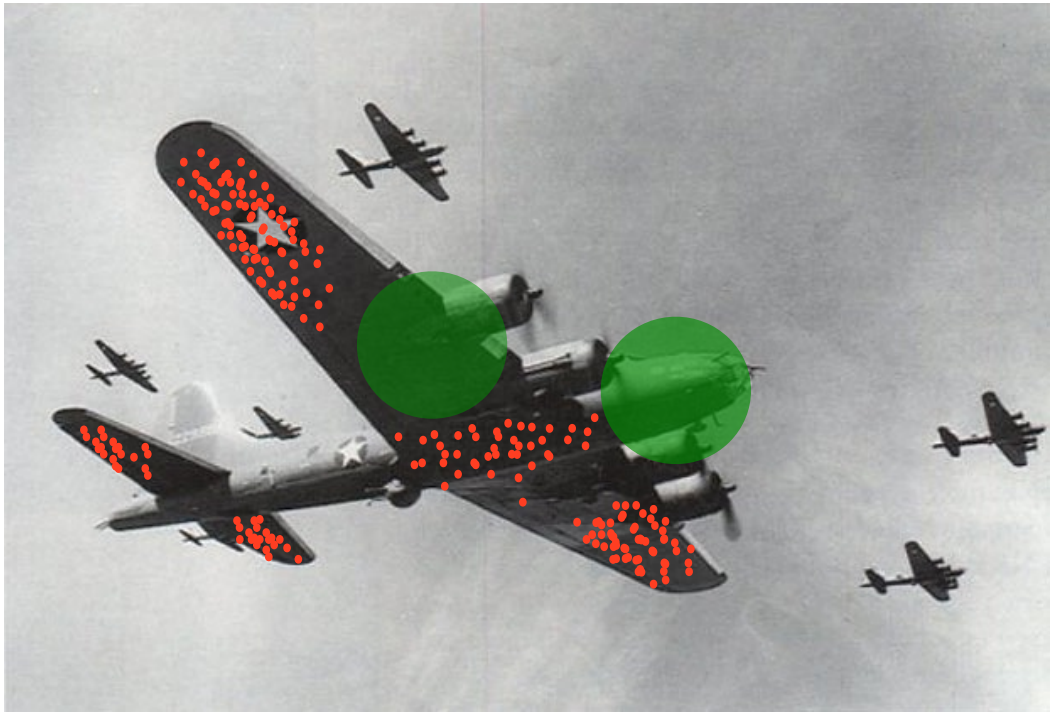
Learn

from those who failed

World War II Bombers



World War II Bombers



Sources of Experience

- F2P FPS
- Rental business-model

POINT BLANK

SHADOW COMPANY
THE MERCENARY WAR

Operating F2P in Early Stages

- Main goal is retention
- Moderate product quality
- Freguent updates
- **Players feedback is crucial**

Launching Shadow Company in Russia

- Launched Shadow Company and faced low retention
- Asked customers for their feedback
- Got complaints about skills system
- Improved skills system
- Nothing changed

LESS THAN 10% played on 7th day

We asked
the wrong
people

Facebook Fallacy

95%

interviewees responded
that they somehow
like the product

<10%

players still played
the game more than
7 days after registration

game

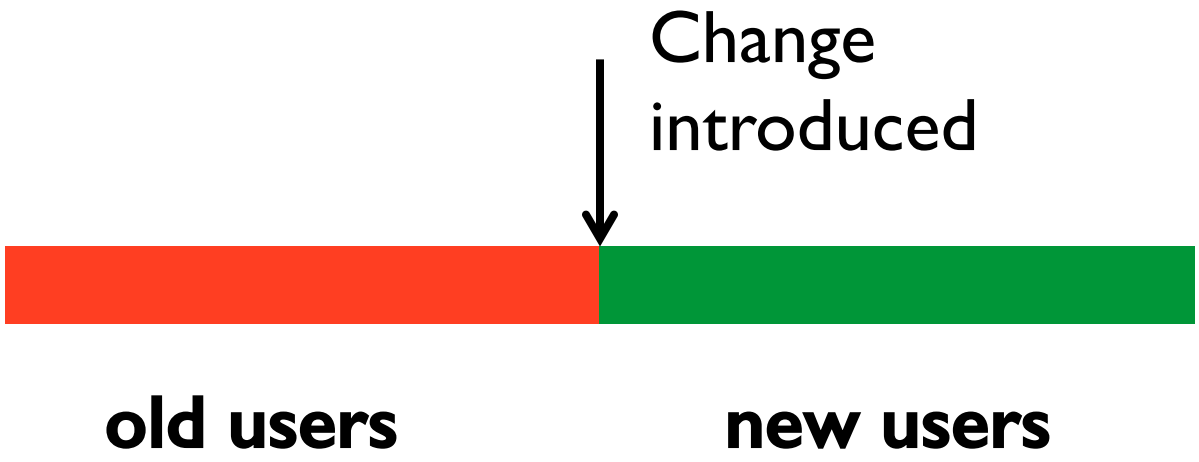
you

users

dissatisfied users

Changes & Tweaks

Changes & tweaks are past dependent.



Dynamics of User Base

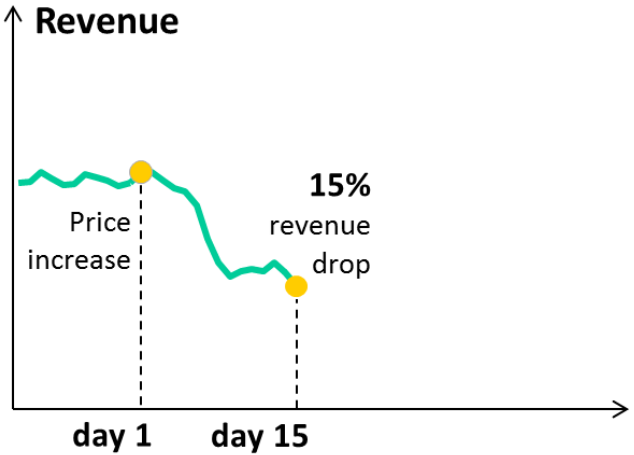
14

days

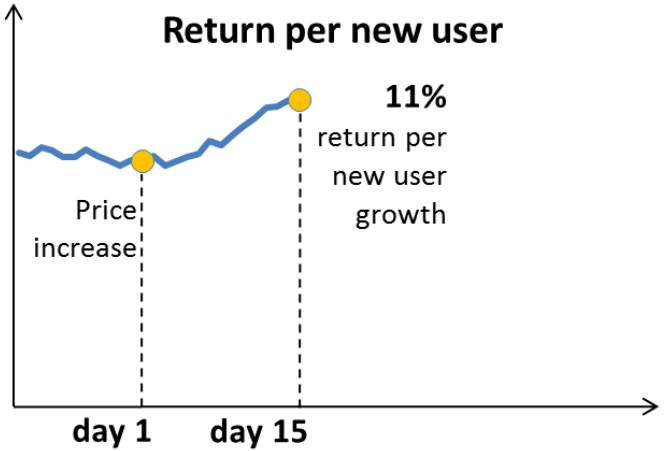
The past has time-limited effect on user base.

Price Increase in Shadow Company

Doubled the price

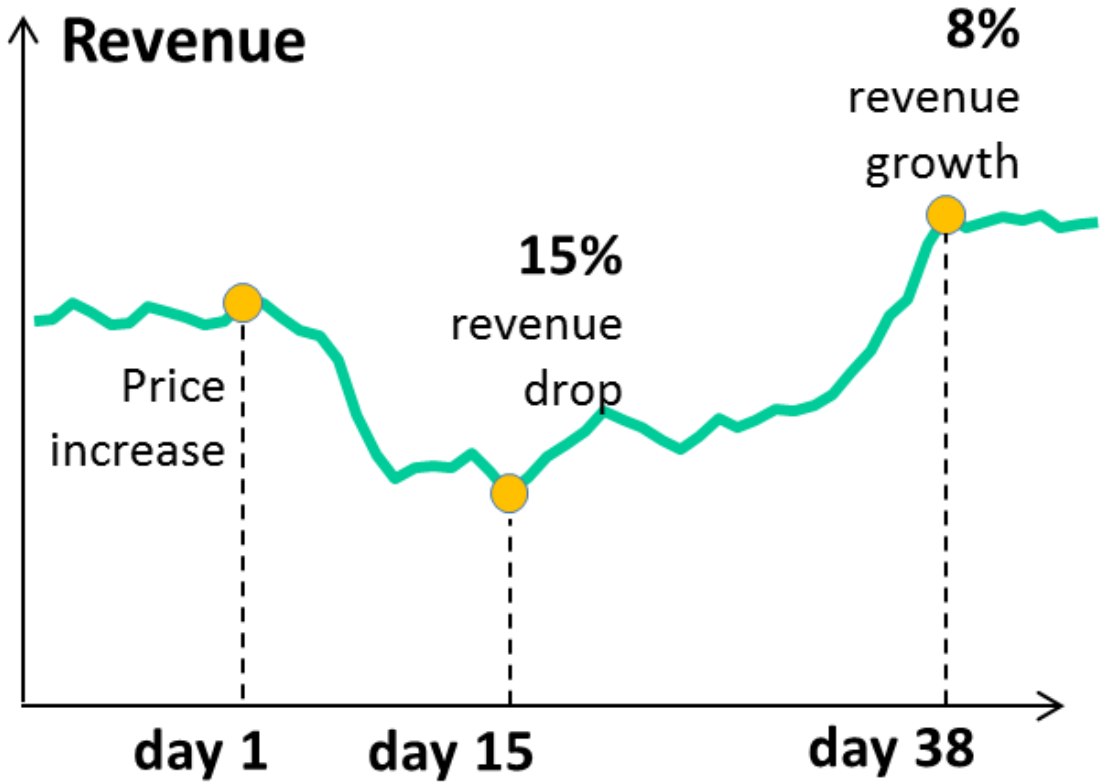


…looked at new customers

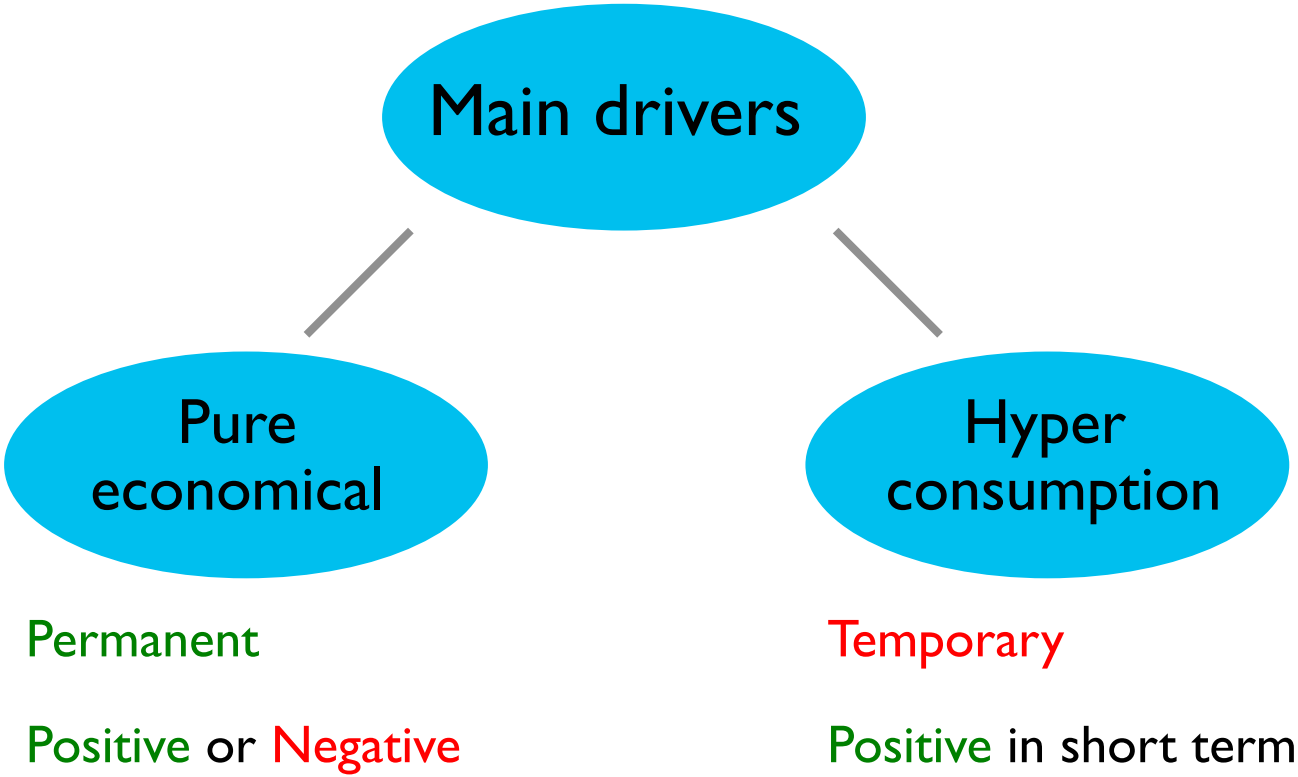


Almost revert the change…

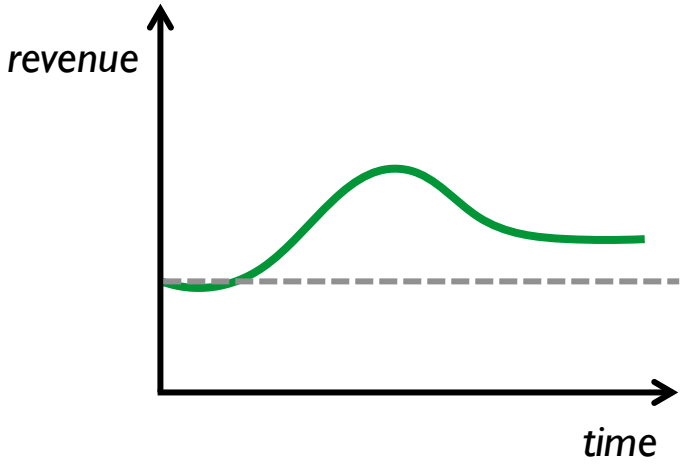
Outcome


Revenue
8%
revenue
growth
15%
revenue
drop
Price
increase
day 1
day 15
day 38

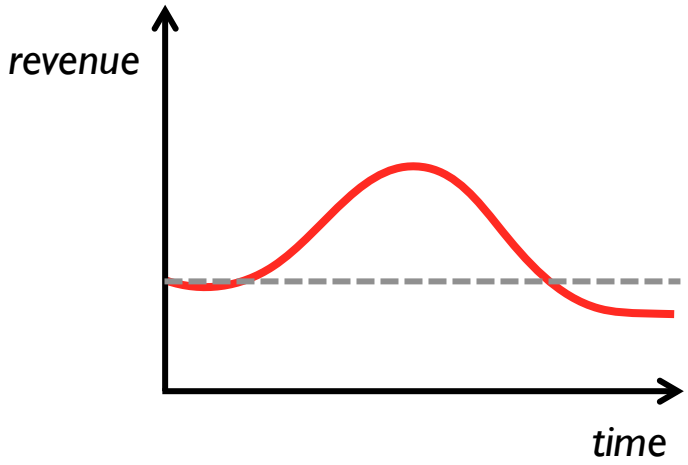
Discounts


Main drivers
Pure economical
Hyper consumption
Permanent
Positive or Negative
Temporary
Positive in short term

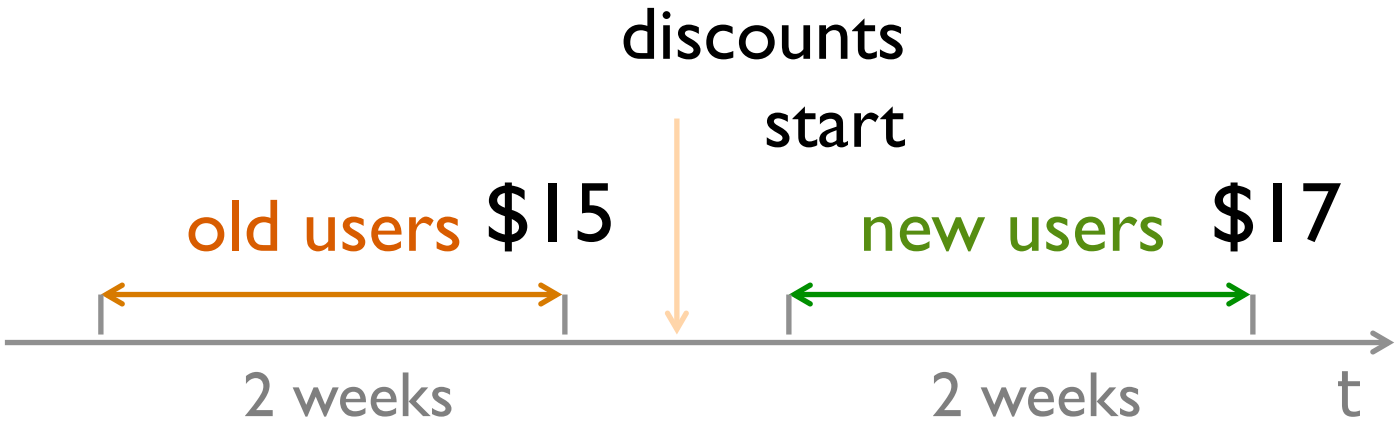
Revenue Dynamics



or



How to Predict the Outcome



Seek

for balance

Wrap-up

- Learn from those who failed
- Extending your audience means satisfying dissatisfied
- It is hard to return from flight without pilot or engine
- Looking at new users separately may help in different way (not being tricked and predict outcomes of events)
- However, balance is important