

Crypto Unicorns On-Chain Analytics Report Sample

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A note about the current blockchain gaming environment

It's important to note how in the current blockchain gaming environment, most people are loyal to a single game. How do we know this? From nearly 400,000 unique addresses playing blockchain games on the Polygon blockchain this last month, only 2% of them played more than one game.

So each person that plays more than one game provides invaluable data for us to analyze and learn from. That being said, there are a variety of games already on Polygon that create a rich dataset to analyze. And 2% of 400,000 is still 8000 which allows us to discover statistically significant insights.

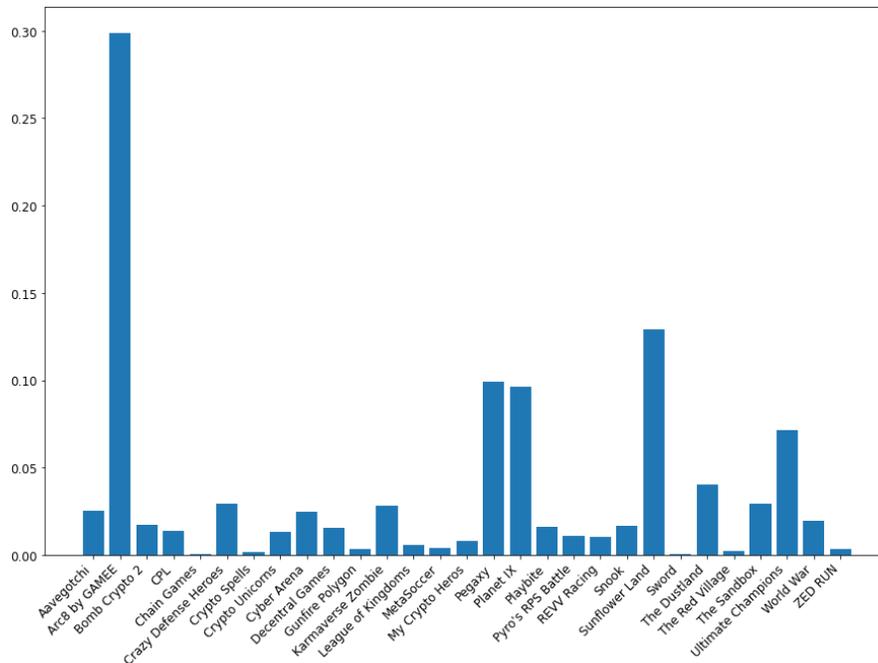


Figure 1: Distribution of unique users across the 29 most popular Polygon games in October

Crypto Unicorns Analysis

By looking at players of Crypto Unicorns, we are able to determine what other games they have tried, and gain insights into the user profile of the average player of Crypto Unicorns. Figure 2 shows that players are very likely to play Aavegotchi, Arc8, REVV Racing, and the Sandbox. This subset is of size 4537, more than enough to discover relevant insights.

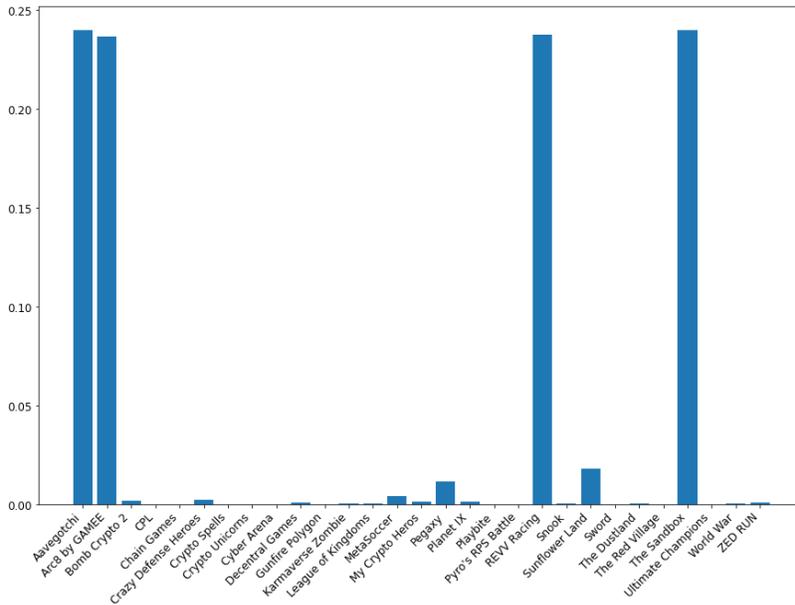


Figure 2: Distribution of games that players of “Crypto Unicorns” have played

But Figure 2 doesn't tell the whole story. In fact, it just shows what other games players of Crypto Unicorns *are willing to try*. Once we filter the data for games that users are *sustainably playing*, we see a different story, shown in Figure 3. This user subset is of size n=1537, still enough to discover accurate insights.

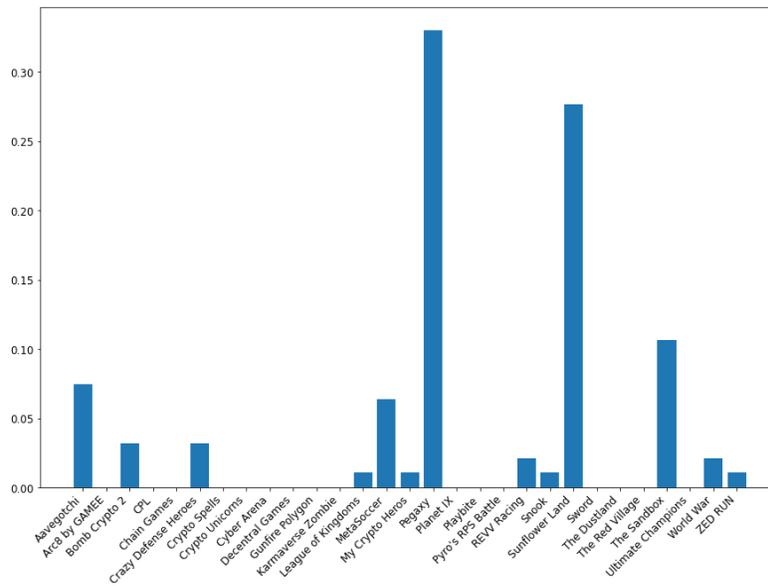


Figure 3: Distribution of games that players of “Crypto Unicorns” have played more than 5 times

Now we see that “Pegaxy” is the most likely game for players of “Crypto Unicorns” to play sustainably. Let's see if we can find a common theme between Crypto Unicorns and Pegaxy.

Crypto Unicorns



Pegaxy



Table 1: Crypto Unicorns vs Pegaxy

Yes, really.

Spending Power

Spending power is calculated by summing every outgoing transaction that the player has made in the last year. It is more indicative of wallet balance because most users refill their wallets as needed. Thus spending power is more closely related to how profitable the user will be for the game.

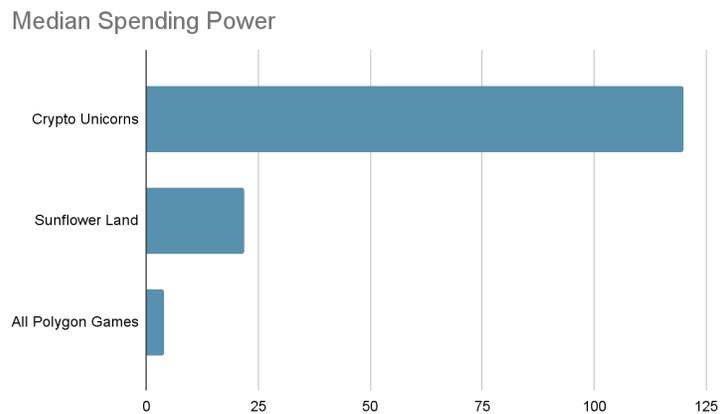


Figure 4: Median spending power of users for Crypto Unicorns, Sunflower Land, and across all Polygon games

The median spending power of Crypto Unicorns players is 120 MATIC. This is significantly higher than the median spending power of users across all polygon games: 4 MATIC. This makes sense as it costs a non-trivial amount to get set up playing crypto unicorns.

Immediately Actionable Insights

From this analytics report, we can extract several actionable insights that can be used to improve gameplay and profits for Crypto Unicorns.

Attribution

Figure 2 made it clear that it was very likely for users to try Aavegotchi, Arc8, REVV Racing, and the Sandbox. This is likely an insight into how users are learning about Crypto Unicorns. It might be worth looking into sources of traffic like Twitter where these 4 games appeared together. Then, Crypto Unicorns might choose to double down on this source of traffic.

User Profile

Figure 3 and Table 1 showed how the user profile of Crypto Unicorns players seems to be into, well, unicorns. The game has many aspects such as social elements, farming, collecting, and simulation, but focusing on this superficial theme is likely to lead to improved marketing success and user satisfaction.

Coming soon

This analytics report only scratches the surface of what can be uncovered. The following sub-reports are coming soon to future reports:

- Median spending power of users as a KPI over time
- Cohort analysis tracking retention
- Per-address recommender and spending power API (see recommender demo [here](#))
- Amount spent on minting land and unicorns (only if not already tracked internally)

Per-user insights

This report has focused on aggregated insights across all users of Crypto Unicorns. However, one of our most requested features has been to generate per-user insights. We can sample several users who have played crypto unicorns to see some recommendations:

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0x1ea6118a50f78a4402bd3db1134f5bf806e1e106  
0xf6f3ccd8cf8f52961872c7244917675710da1027  
0x0a2492d1b9a80fe094a011d645666653f3d3fc09
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To see per-user insights, the reader is encouraged to visit our [interactive demo](#) and paste in the above addresses into the search bar.