

Arcadians by OP Games On-Chain Analytics Report Sample

The Arcadians by OP Games Community

By viewing the NFTs held by your community, we can begin to understand the demographics at a high-level.

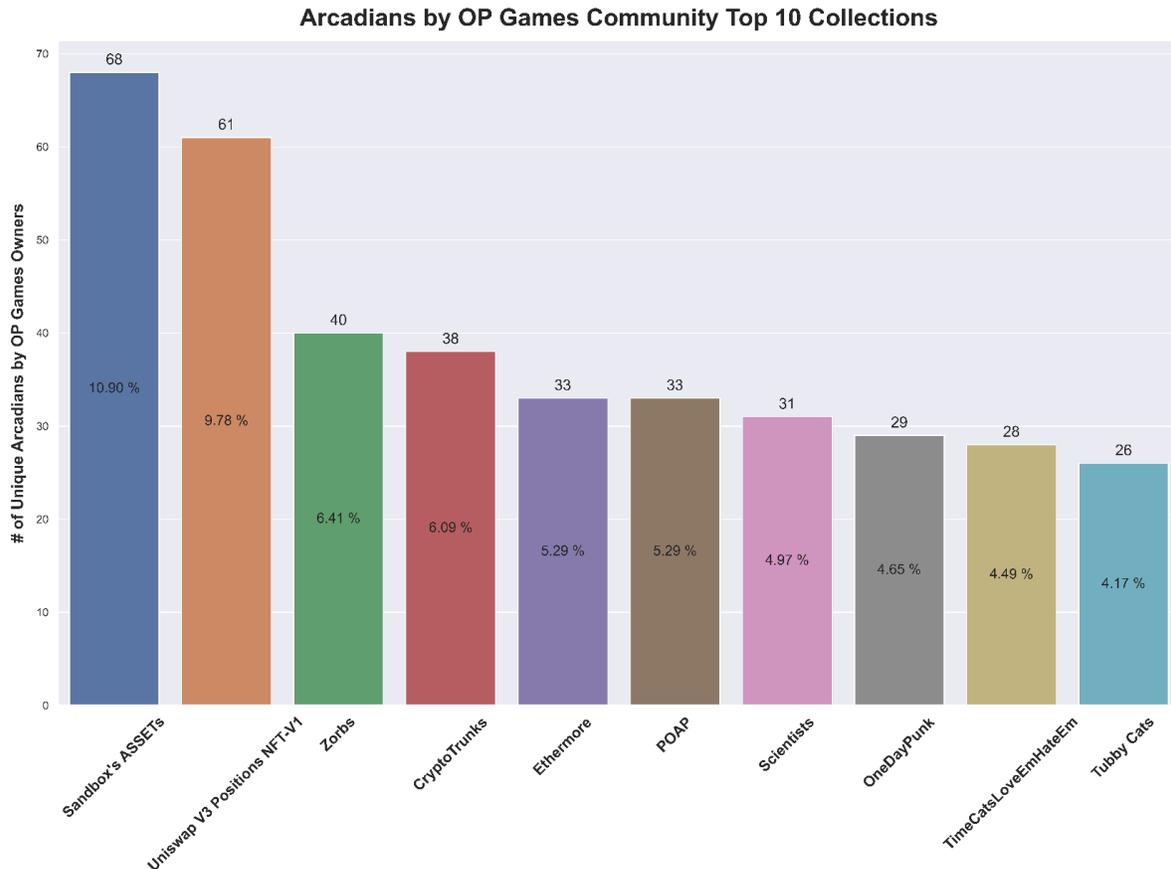


Figure 1: Top 10 collections by Arcadians by OP Games users

From the display above, we can extract insights into your community. The common user collections provide data that can improve gameplay, user acquisition methods, and understanding of the market landscape.

Let's look further into the gaming NFTs held by your community

From Figure 1, 10.9% of your community (68 users) have Sandbox's ASSETs indicating that they also play Sandbox. Sandbox has 300,000 Monthly Active Users and 2M registered users. If gamers who play Sandbox are likely to enjoy Arcadians by OP Games, then Sandbox could be a channel for user acquisition. Sandbox allows developers to create worlds and quests. By developing a quest for Sandbox, this could onboard gamers to Arcadians.

Of the 68 Arcadians users who play both Arcadians and Sandbox, let's understand their play order.

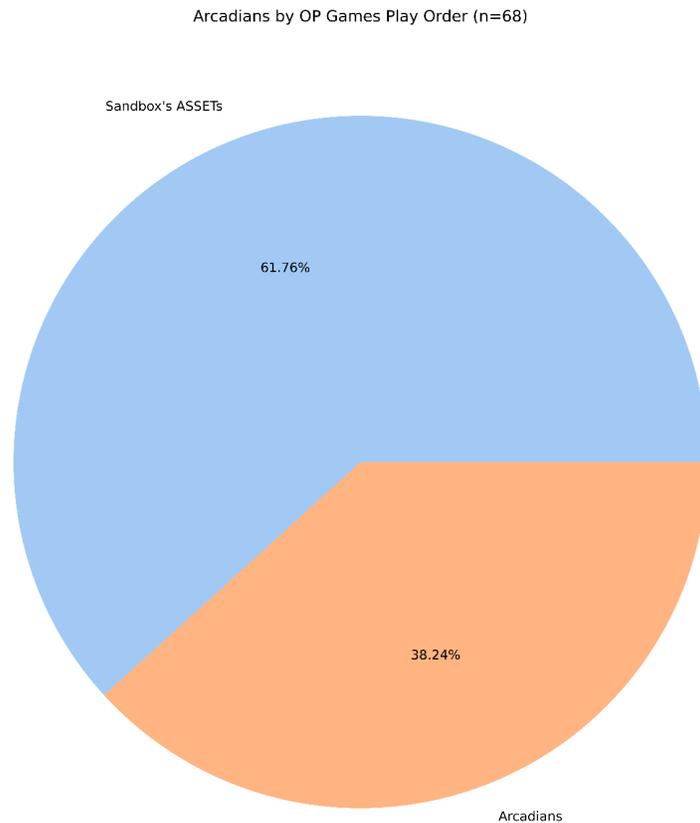


Figure 2: Arcadians, Sandbox Play Order

From Figure 2, we can see that 61.76% of the 68 Arcadians users who play both Arcadians and Sandbox played Sandbox first. This means that 42 Sandbox users found Arcadians and were interested in playing.

On the flip-side, we see that 38.24% of the 68 Arcadians users who play both Arcadians and Sandbox played Arcadians first. This means that 26 Arcadians users went on to play Sandbox afterwards.

While this is a small sample size, it indicates that Sandbox users may be likely to try other blockchain games, in particular, Arcadians.

After viewing the play order for Arcadians and Sandbox, this leads to a question of user acquisition.

User Acquisition

For understanding basic user acquisition, we look at the first NFT acquired by user's who play Arcadians.

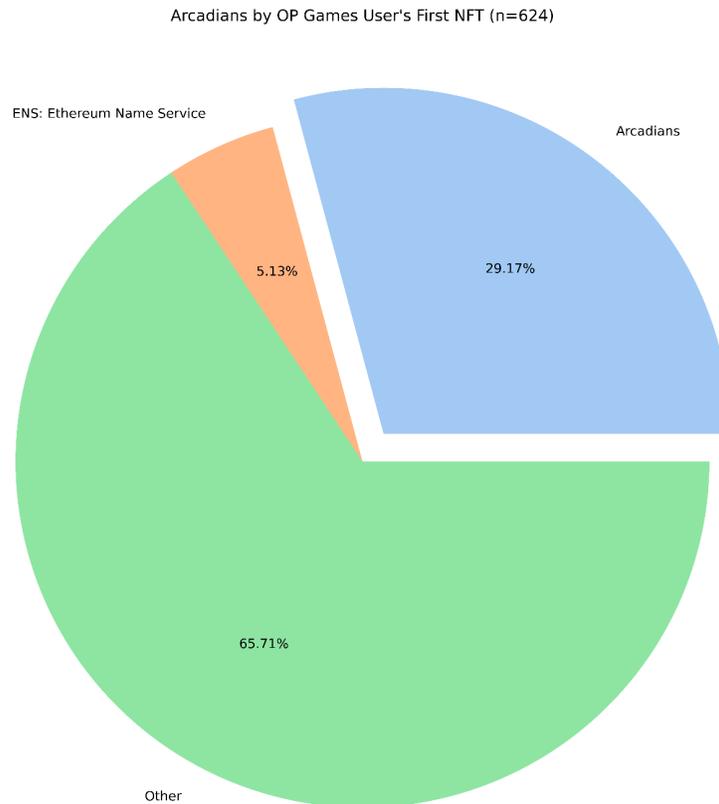


Figure 3: Arcadians by OP Games User's First NFT

From Figure 3, we can see that 29.17% (182) of Arcadians users' first NFT was an Arcadian NFT. From this, it seems that Arcadians is successful at onboarding non-NFT natives into NFTs through blockchain gaming. This indicates that the user's motivation for buying the NFT was to join the blockchain game.

With further analysis, we can determine if users were directly onboarded to crypto through Arcadians or if they already had crypto in their wallet and this was their first NFT. This can help us to understand the user base, spending habits of the users, spending power of the users, and determine monetization strategies. It can be used to understand and predict growth patterns of the game as well. A crypto-native user has a much different customer profile than a non-crypto native user. They may have less initial spending power, but they may also be entering the game purely because of the gameplay experience, rather than earning potential. Non-crypto gamers are a much larger market to draw from and could result in faster growth and long-term potential. This may also increase the importance of features like custodial wallets and pay with card.

Competitive Landscape

From Figure 1, there are other blockchain games that are within the top NFT collections by Arcadian users. With further analysis, this could lead to potential collaborations or market opportunities, understanding the market segment of gamers, such as RPG fans, or revealing games that are competing for your users' time and spending power.

Continuing from Figure 1, we listed the top 28 collections in Table 2 (Appendix). In particular, we've identified some other blockchain games of NFT gamified experiences that may be of interest to Arcadians and its users.

Name	Contract Address
Sandbox's ASSETS	0xa342f5d851e866e18ff98f351f2c6637f4478db5
Ethermore	0x9619dabdc2eb3679943b51afbc134dec31b74fe8
Scientists	0xa310425046661c523d98344f7e9d66b32195365d
Heroes of Evermore	0xf1ef40f5aea5d1501c1b8bcd216cf305764fca40
Metakrew	0xe4e50b96f70aab13a2d7e654d07d7d4173319653
ForgottenRunesWarriorsGuild	0x9690b63eb85467be5267a3603f770589ab12dc95
Sipher NEKO	0x09e0df4ae51111ca27d6b85708cfb3f1f7cae982
Neon District In-Game Item	0x1276dce965ada590e42d62b3953ddc1ddceb0392
ForgottenRunesWizardsCult	0x521f9c7505005cfa19a8e5786a9c3c9c9f5e6f42
ASMAIFAAIStarsCharacter	0x96be46c50e882dbd373081d08e0cde2b055adf6c

Table 1: Arcadian's Community Gamified Experiences of Interest

Conclusion

In conclusion, there are many insights to be gained from on-chain analysis of Arcadians. From the Arcadian's community NFT collection discovery, we found there were other blockchain games being played by the users as well. These insights could help with user acquisition, market segmentation, and competitive analysis. By looking further at the NFT ordering within these communities, we can understand trends in the users. With nearly 30% of Arcadian users with an Arcadian as their first NFT, this is an important dataset that can be used to plan marketing and monetization strategies as well as predict growth. These insights are invaluable in the early stages of the game and important for making development decisions.

Appendix

Top 28 Collections by Arcadians by OP Games Users

Name	Contract Address	Users	User %
Arcadians	0xc3c8a1e1ce5386258176400541922c414e1b35fd	624	100.00
Sandbox's ASSETs	0xa342f5d851e866e18ff98f351f2c6637f4478db5	68	10.90
Uniswap V3 Positions NFT-V1	0xc36442b4a4522e871399cd717abdd847ab11fe88	61	9.78
Zorbs	0xca21d4228cdcc68d4e23807e5e370c07577dd152	40	6.41
CryptoTrunks	0x375ea781c49eafedde07afe6196f885761f166ae	38	6.09
Ethermore	0x9619dabdc2eb3679943b51afbc134dec31b74fe8	33	5.29
POAP	0x22c1f6050e56d2876009903609a2cc3fef83b415	33	5.29
Scientists	0x22c1f6050e56d2876009903609a2cc3fef83b415	31	4.97
OneDayPunk	0x5537d90a4a2dc9d9b37bab49b490cf67d4c54e91	29	4.65
TimeCatsLoveEmHateEm	0x7581f8e289f00591818f6c467939da7f9ab5a777	28	4.49
Tubby Cats	0xca7ca7bcc765f77339be2d648ba53ce9c8a262bd	26	4.17
Otherdeed	0x34d85c9cdeb23fa97cb08333b511ac86e1c4e258	25	4.01
Foundation	0x3b3ee1931dc30c1957379fac9aba94d1c48a5405	25	4.01
Heroes of Evermore	0xf1ef40f5aea5d1501c1b8bcd216cf305764fca40	24	3.85
Metakrew	0xe4e50b96f70aab13a2d7e654d07d7d4173319653	24	3.85

Dreamers	0x10064373e248bc7253653ca05df73cf226202956	24	3.85
Rarible	0x60f80121c31a0d46b5279700f9df786054aa5ee5	23	3.69
Solarbots	0x8009250878ed378050ef5d2a48c70e24eb2ede7e	23	3.69
Forgotten Runes Warriors Guild	0x9690b63eb85467be5267a3603f770589ab12dc95	22	3.53
Sipher NEKO	0x09e0df4ae51111ca27d6b85708cfb3f1f7cae982	21	3.37
Devs for Revolution	0x25ed58c027921e14d86380ea2646e3a1b5c55a8b	21	3.37
GEN.ART Collection	0xbbfb6e466f376e493da35b5665dbfc19f7204231	20	3.21
Neon District In-Game Item	0x1276dce965ada590e42d62b3953ddc1ddceb0392	20	3.21
Forgotten Runes Wizards Cult	0x521f9c7505005cfa19a8e5786a9c3c9c9f5e6f42	20	3.21
Treeverse	0x1b829b926a14634d36625e60165c0770c09d02b2	20	3.21
Acclimated Moon Cats	0xc3f733ca98e0dad0386979eb96fb1722a1a05e69	19	3.04
ASMAIFAAIStarsCharacter	0x96be46c50e882dbd373081d08e0cde2b055adf6c	18	2.88

Table 1: Top 28 Collections by Arcadians by OP Games Users