

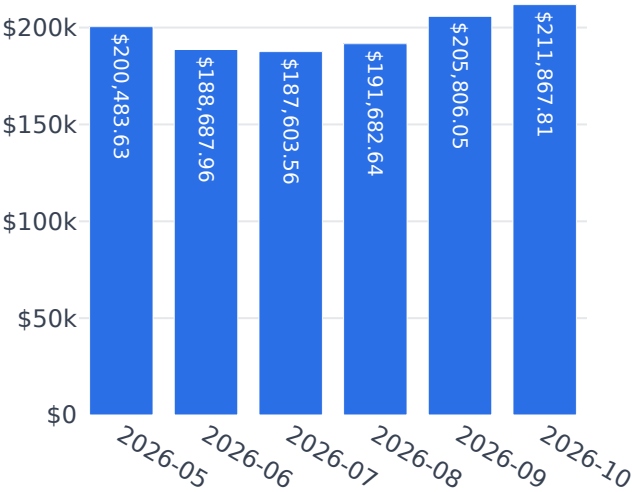
Good Day · Oct 7, 2026

Daily executive dashboard migrated from the Sigma "Good Day 4.0" workbook. Every tile shows the latest complete day; the change badge compares it with the same day one week earlier. Data comes from the daily Good Day mart in Snowflake (ANALYTICS.MARTS.FCT_GOOD_DAY_DAILY, rebuilt by dbt each day) and was read once, when this run was generated.

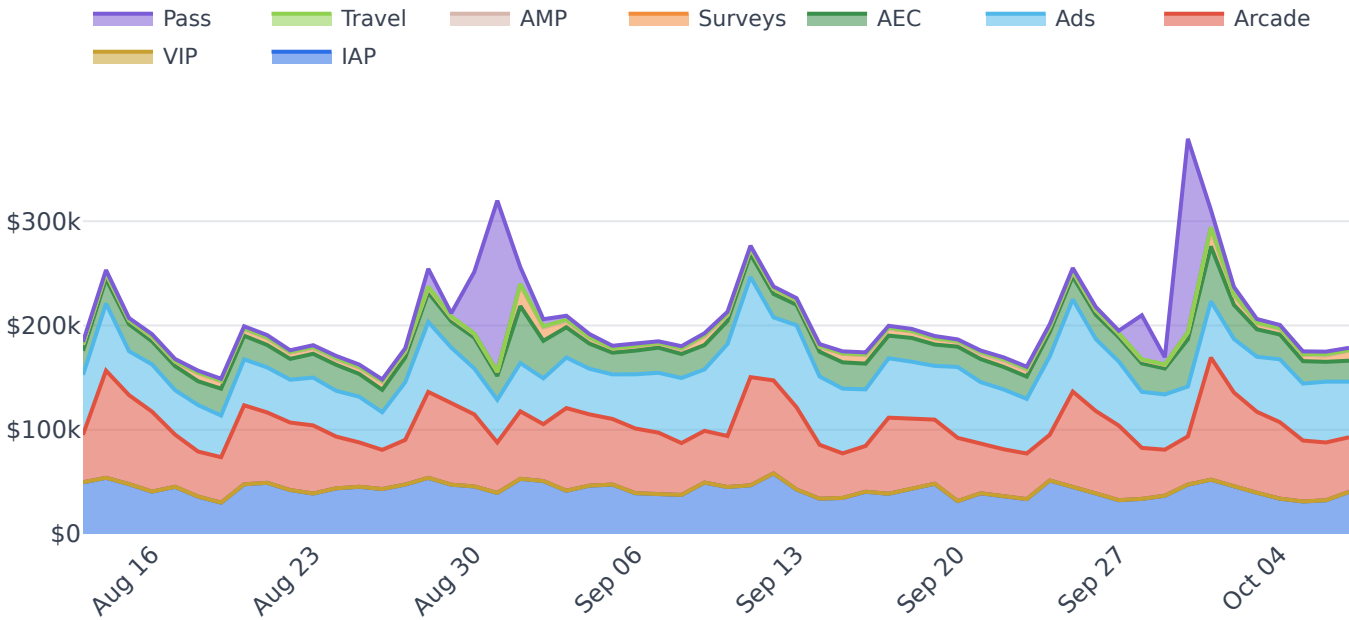
Revenue



Average Revenue Per Day



Revenue Mix Trends



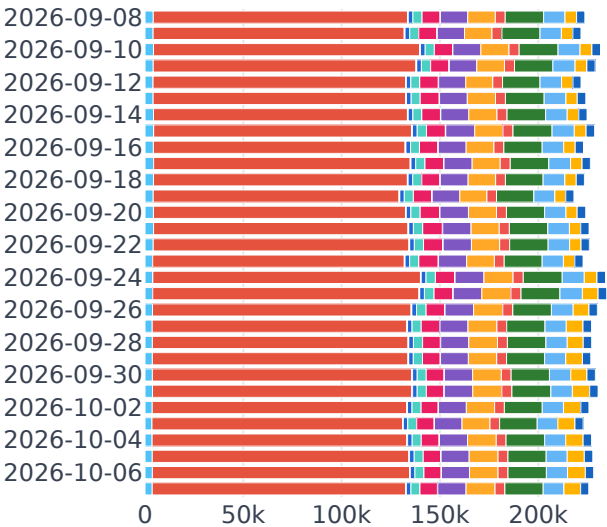
Engagement

Global DAU
242,508

▼ 1.4% vs same day last week



DAU by Country



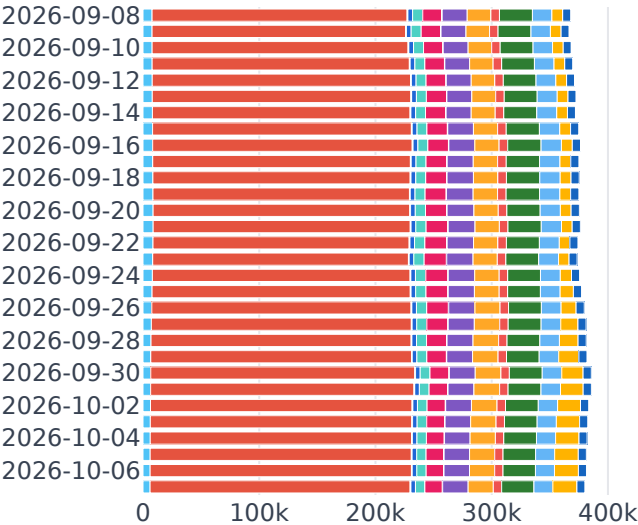
Global WAU

405,231

▼ 1.4% vs same day last week



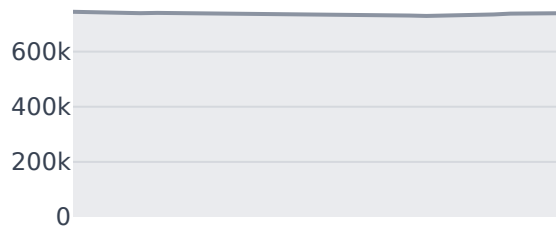
WAU by Country



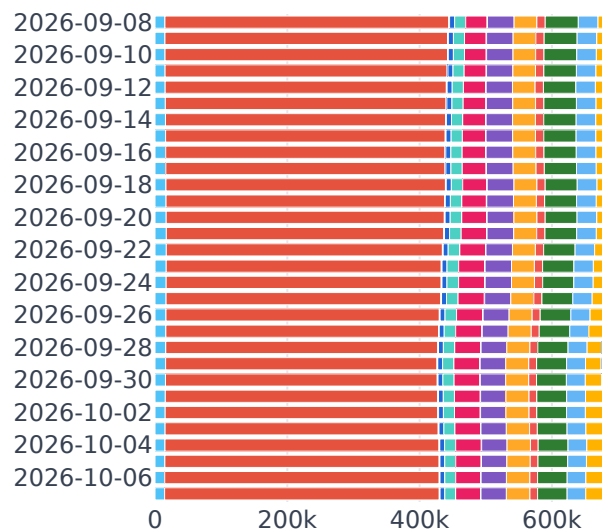
Global MAU

739,286

▲ 1.3% vs same day last week



MAU by Country



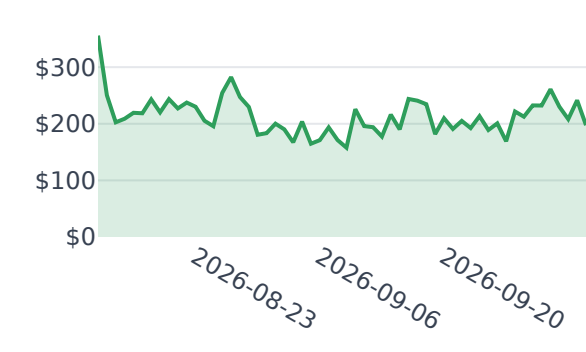
Global DAU / WAU / MAU sum all 24 tracked countries; the by-country charts keep Sigma's fixed 14-country list, so their bars total less than the global figure.

Player Growth

Cost Per D0 3rd Parcel

\$197.52

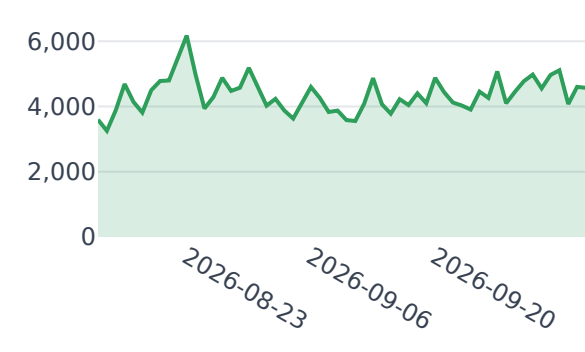
▼ 7.0% vs same day last week



Tutorial Completions

4,571

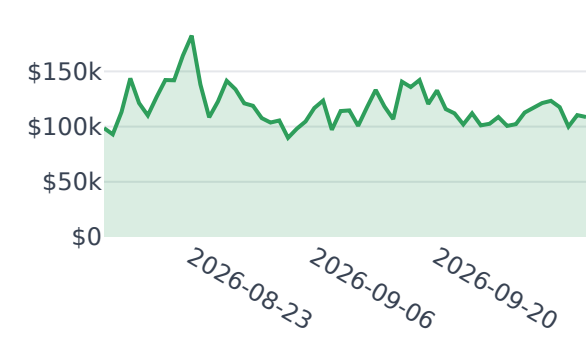
▼ 4.3% vs same day last week



Marketing Spend

\$108,705.00

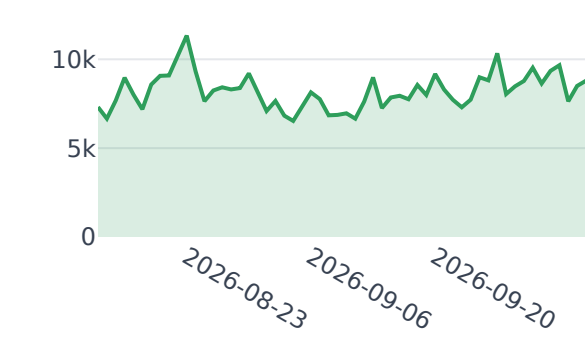
▼ 3.6% vs same day last week



Installs

8,795

▲ 0.2% vs same day last week

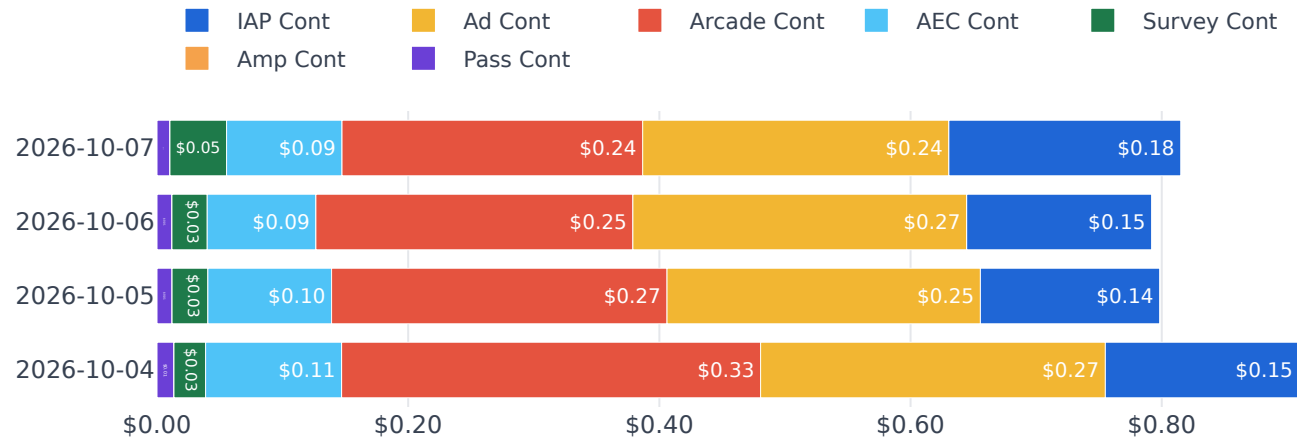


Cost Per D0 3rd Parcel differs from Sigma

This tile divides Adjust spend by installs that bought a 3rd parcel within 24 hours of install (dbt `fct_milestone_funnel`). Sigma's version appears to count same-calendar-day purchases on raw Adjust events, which the reporting role cannot read, so it runs roughly 20% lower than the Sigma tile with the same trend. Tutorial Completions is Sigma's "New Players" element: accounts created that day that have any activity.

Monetization

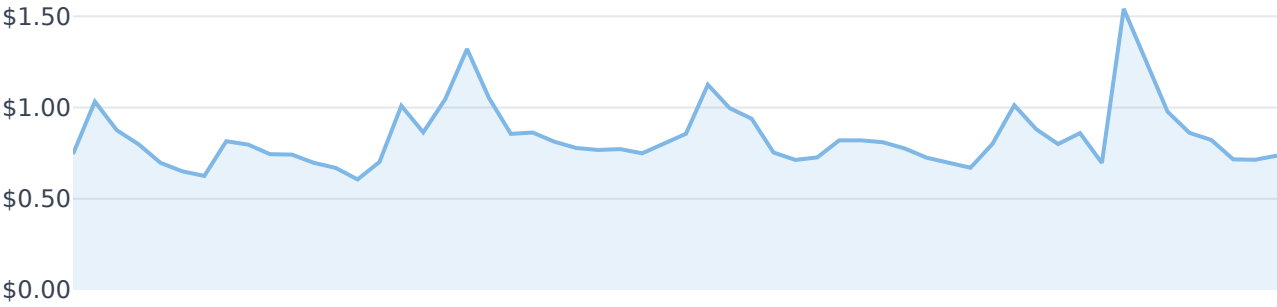
Contribution ARPDAUs



Global ARPDAU

\$0.74

▼ 52.2% vs same day last week

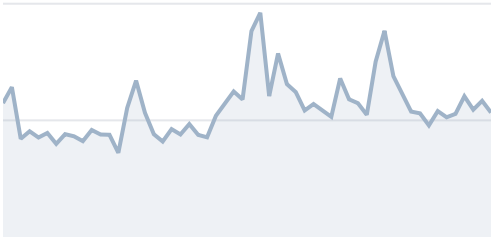


Global ARPDAU divides all revenue by global DAU (24 countries). The contribution stack divides the same revenue by Adjust DAU over the 14 key markets, as Sigma does, so its total is higher.

Global Ad Revenue

\$53,339.16

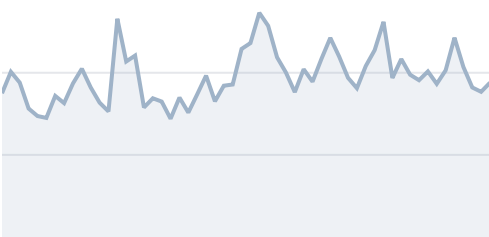
▲ 11.5% vs same day last week



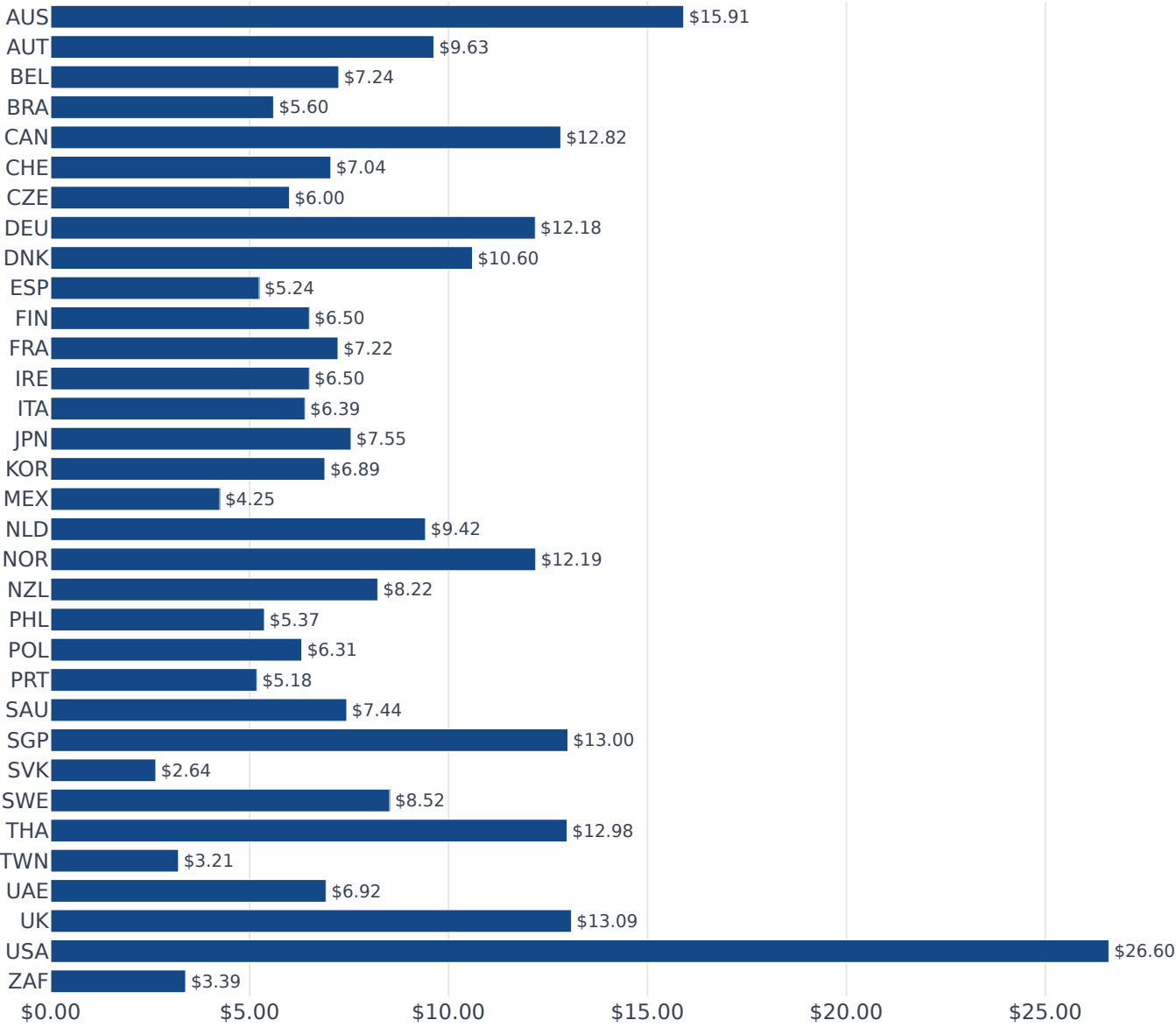
Global Ad CPM

\$18.79

▼ 6.8% vs same day last week



Ad CPM By Country



Ad revenue for the latest day keeps arriving for about two days after the day closes, so the newest ad tiles read low until then.

\$9,857.00

The chart displays the daily death toll from COVID-19 in the UK. The y-axis represents the number of deaths, ranging from 0 to 1,000. The x-axis shows the timeline from March 2020 to March 2021. A major peak is observed in early April 2020, reaching nearly 1,000 deaths per day. Following this, the death toll generally decreased but remained above zero, with several smaller peaks. A second significant peak occurred in early January 2021, reaching approximately 800 deaths per day. The chart ends in March 2021, showing a slight increase in the death toll.

\$52,369.16

The line graph illustrates the daily death toll from COVID-19 in the UK. The y-axis represents the number of deaths, ranging from 0 to 1,000. The x-axis shows the timeline from March 2020 to March 2021. The data shows several waves of infection. The first major wave peaks in late March/early April 2020 at nearly 1,000 deaths. This is followed by a period of relative stability with smaller fluctuations. A second, even higher wave occurs in late 2020, peaking at over 1,000 deaths. After a sharp decline, there is a resurgence in early 2021, with another peak exceeding 1,000 deaths. The graph ends with a downward trend in early 2021.

\$17,896.42

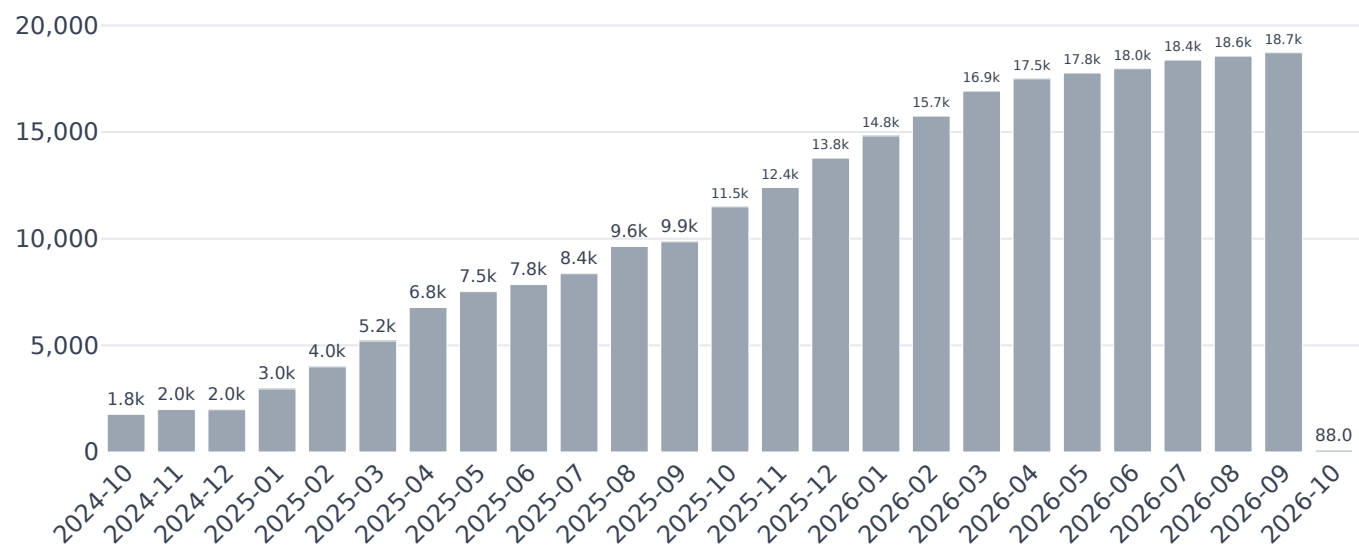
The graph displays the daily death toll from COVID-19 in the United States. The x-axis represents time from March 2020 to March 2021, with labels for March, April, May, June, July, August, September, October, November, and December for each year. The y-axis represents the number of deaths, with a scale from 0 to 100,000 in increments of 20,000. The data shows a sharp rise in deaths starting in late March 2020, peaking at approximately 100,000 deaths in early April 2020. This is followed by a period of relative stability with minor fluctuations between 20,000 and 40,000 deaths per day. A second, more pronounced wave begins in late October 2020, reaching a new peak of over 100,000 deaths in early March 2021, before declining again.

\$663,067.36

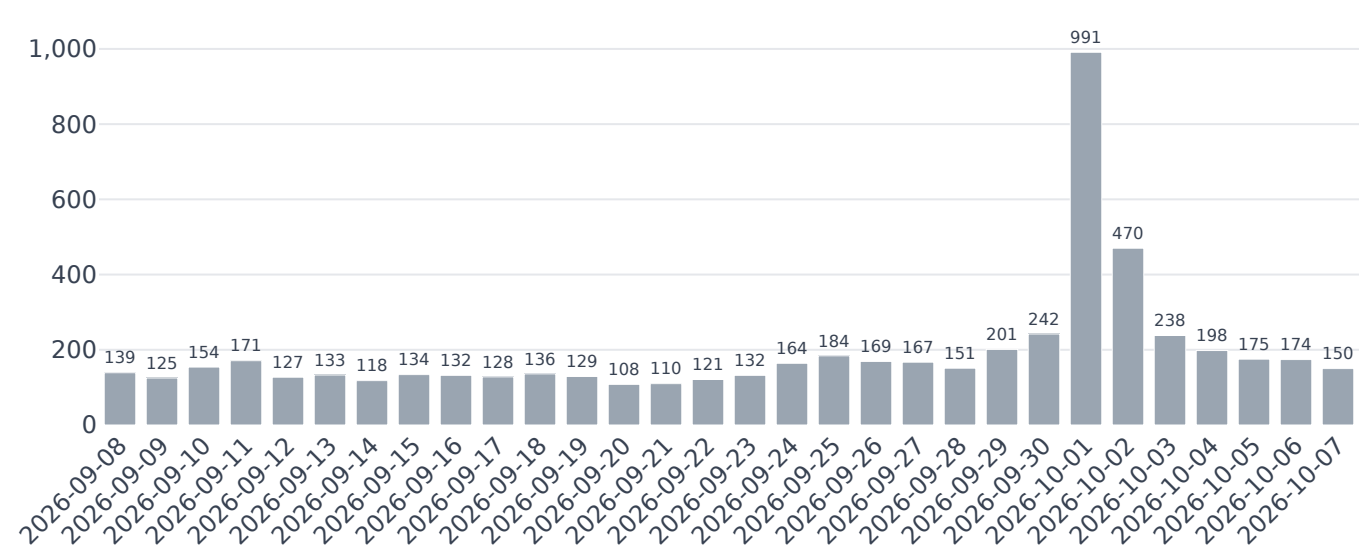
Year	Percentage of population aged 65 and over
1970	12%
1975	12.5%
1980	13%
1985	14%
1990	15%
1995	16%
2000	17%
2005	18%
2010	19%
2015	19.5%
2020	20%

Sigma's tile comes from an "AEC_Purchasers" model built on Stripe subscription status, which is not exposed to the reporting role. This tile counts players with a paid monthly AEC invoice in the trailing 31 days times \$49.99, which runs about 6% below the Sigma figure and does not show its steady decline. Global AEC Revenue (monthly invoices only) matches Sigma exactly.

Pass MMR Subscribers



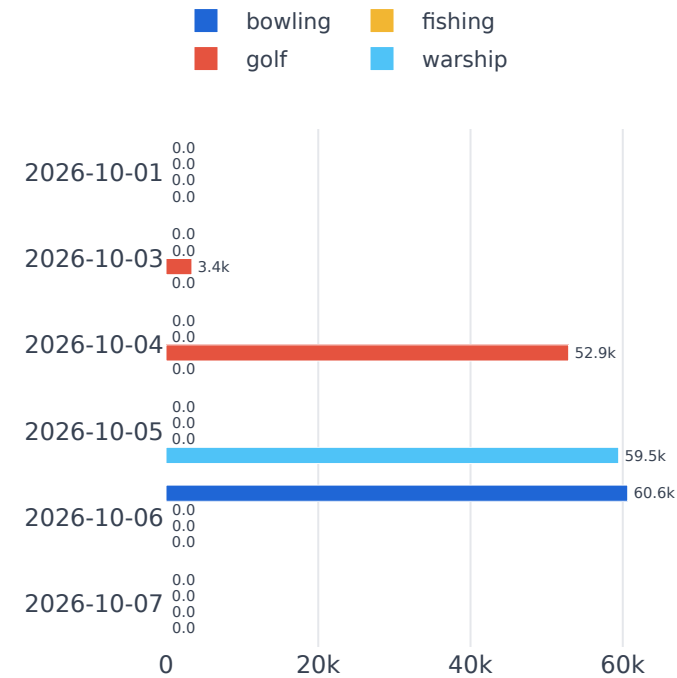
Monthly Individual Passes Sold



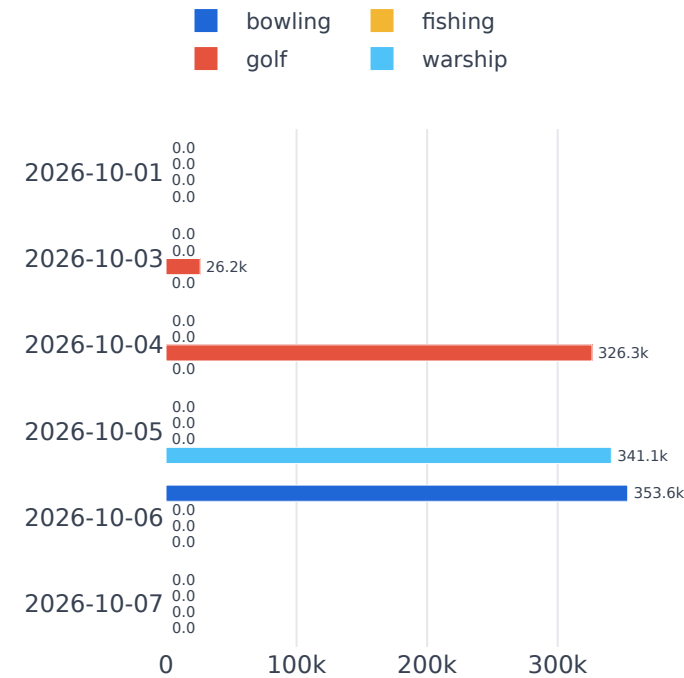
Season Pass subscriptions bill in the last three or four days of each month, so the current month's bar stays near zero until month end.

Game Metrics & Economy

Minigame Players



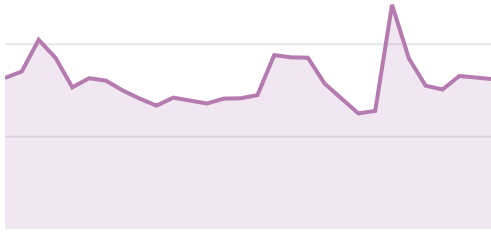
of Minigame Matches



Global Parcels Sold

81,092

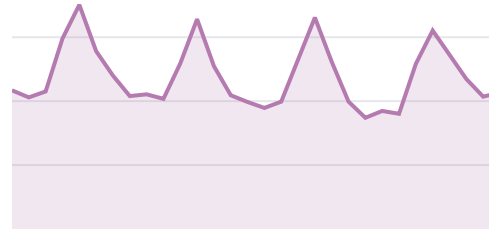
▲ 26.9% vs same day last week



Daily Badges Purchased

4,269

▲ 15.6% vs same day last week



Outstanding Virtual Rent > \$5

\$3,147,967.48

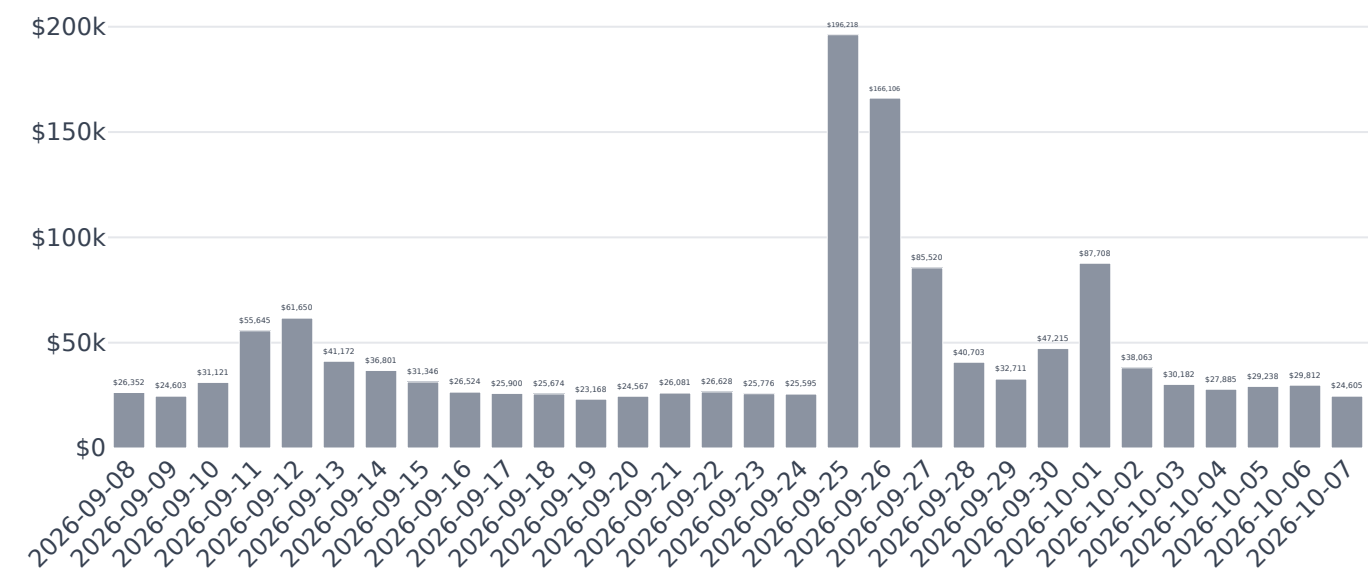
Rent balances come from a daily snapshot refreshed around 11:30 PT, so they lag the live game by up to a day.

Outstanding Virtual Rent

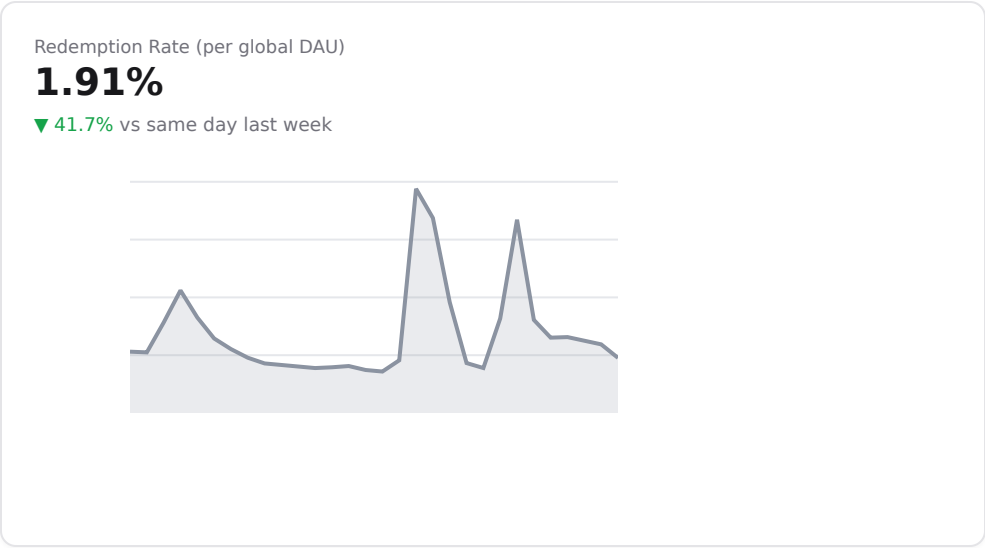
\$3,948,295.14

Operational Metrics

Total Value Redeemed



Total Value Redeemed is cash paid out plus rent converted to Atlas Bucks, valued at \$0.04 per buck; bucks conversions for the latest day arrive over the following day.



Total New Support Issues

406

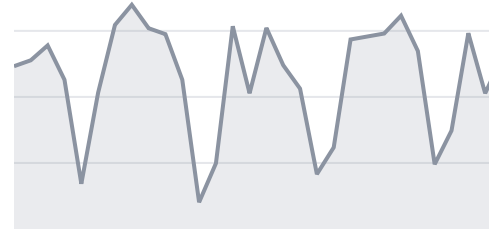
▲ 2.5% vs same day last week



Total Resolved Support Issues

520

▼ 12.2% vs same day last week



Player Contact Rate (per global DAU)

0.17%

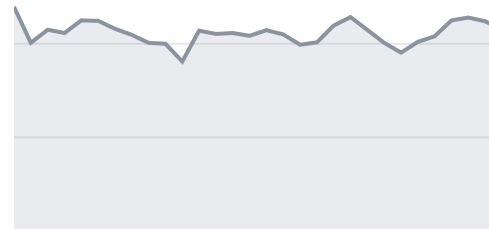
▲ 4.0% vs same day last week



Player Satisfaction (CSAT, human agents only)

4.30

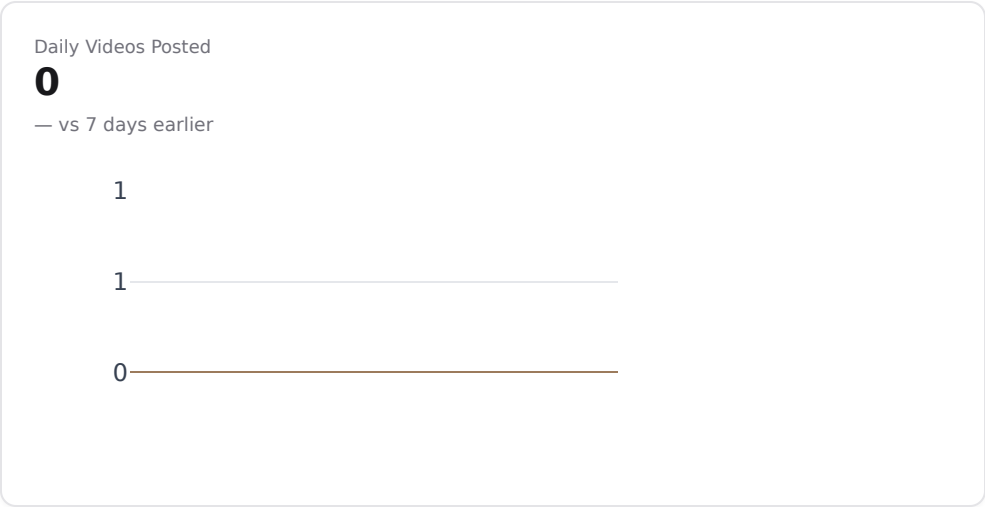
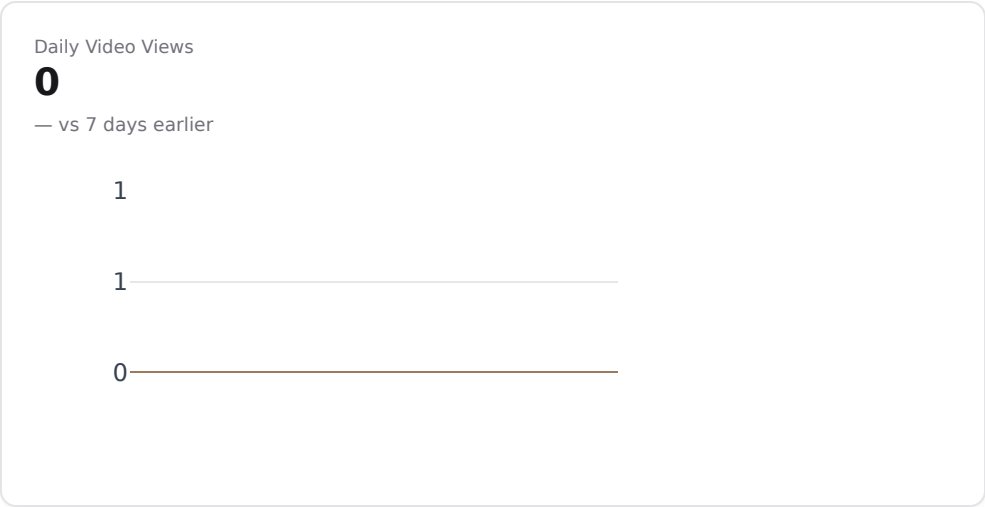
▲ 7.0% vs same day last week



Four operational tiles need upstream data

Redemption Rate and **Player Contact Rate** use global DAU as the denominator; Sigma's "Total DAU" model is about 20% smaller and is not exposed, so these read lower than Sigma with the same trend. **CSAT** here averages ratings on human-agent tickets only, because the daily mart carries the human-agent figures; Sigma's tile (all issues, including bot-resolved) reads higher. Helpshift's own totals are now readable and the Support page uses them, so adding them to the mart would make this tile match Sigma. **Open Disputes** cannot be built yet: no Stripe dispute table is deployed to ANALYTICS, and the dbt view `stg_stripe__dispute` selects a literal instead of the status column.

Community Feed



The community feed source has recorded no video posts since June; the latest date in the table is Sep 29, 2026, as in Sigma.

Snapshot from run 2026-10-08T1716Z, generated 2026-10-08T17:16:11Z from commit af0c0668. The numbers were read from Snowflake once, when this page was generated, and never refresh.