

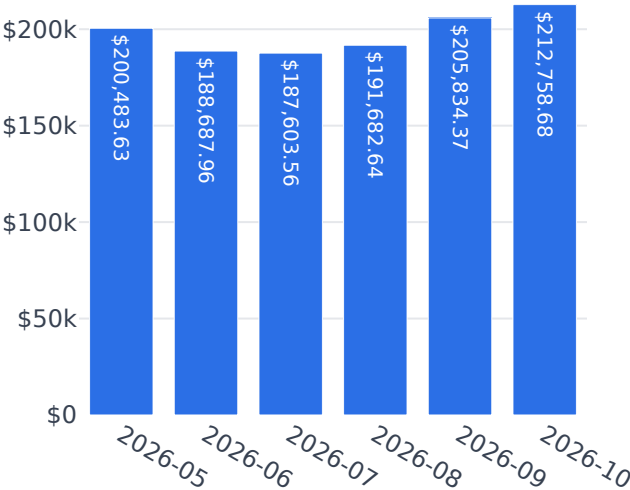
Good Day · Oct 8, 2026

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.

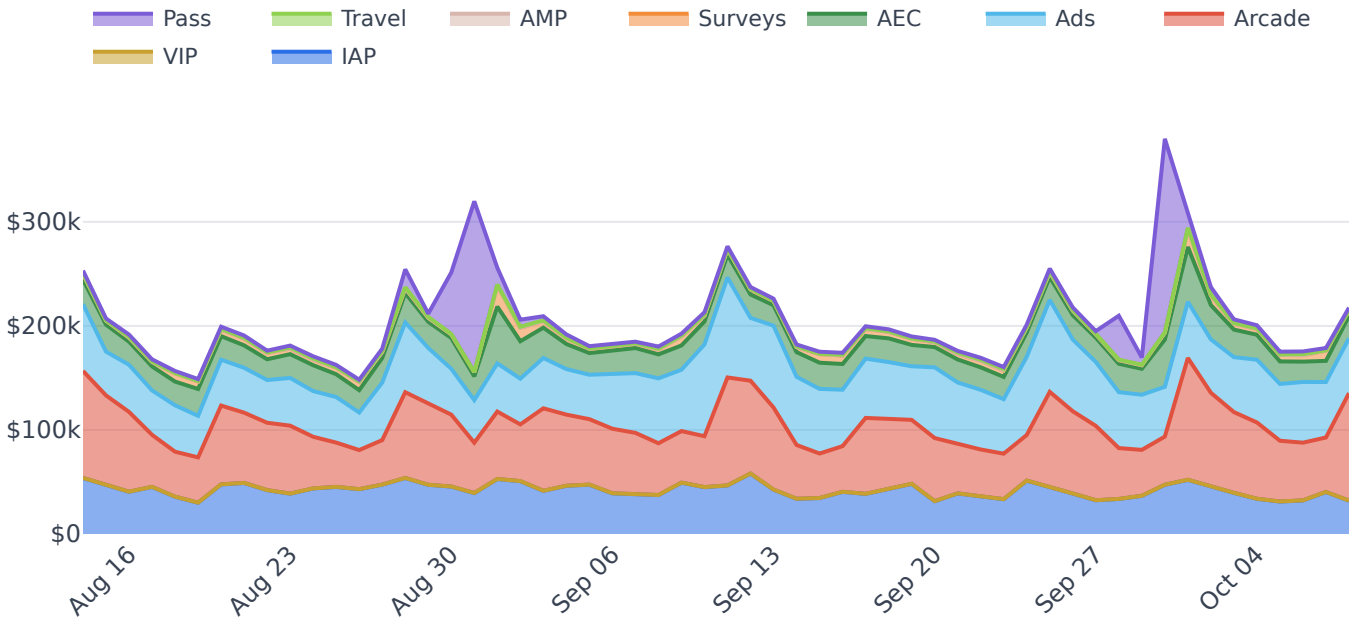
Revenue



Average Revenue Per Day



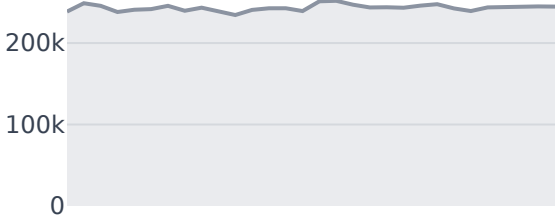
Revenue Mix Trends



Engagement

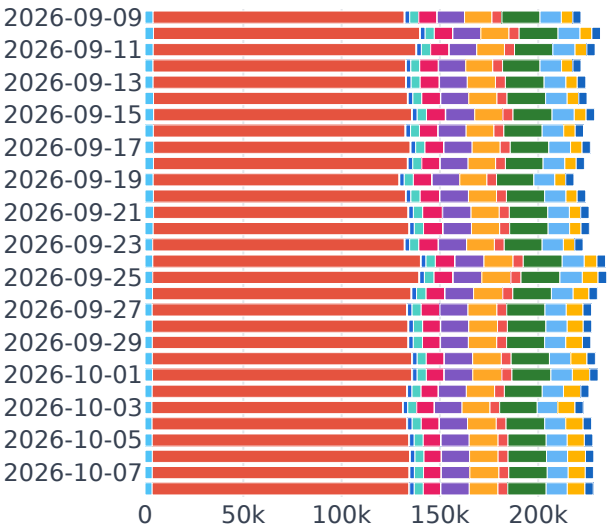
Global DAU
244,758

▼ 1.2% vs same day last week



DAU by Country

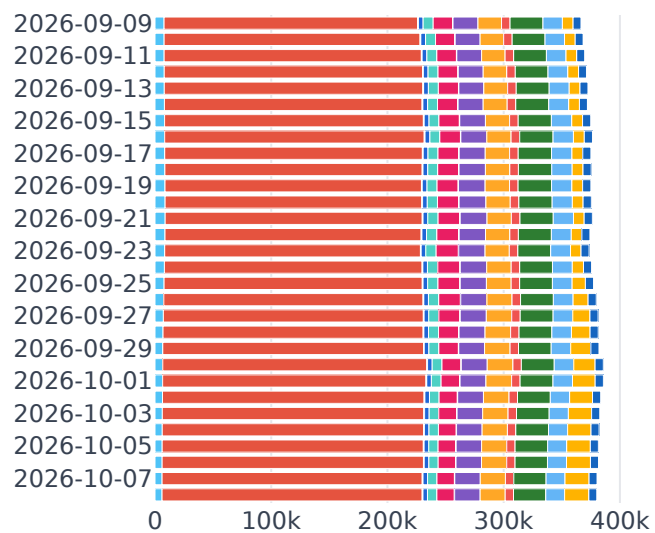
- | | | |
|----|----|----|
| au | br | ca |
| de | es | fr |
| gb | ie | jp |
| mx | nl | nz |
| us | za | |



404,943

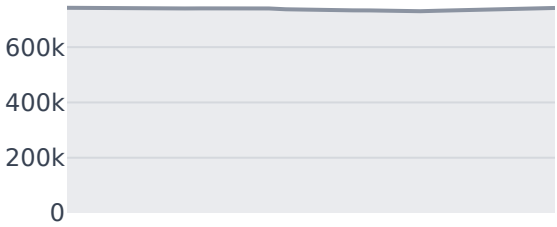
Year	Number of people (approx.)
2000	380,000
2001	385,000
2002	390,000
2003	395,000
2004	398,000
2005	400,000
2006	402,000
2007	400,000
2008	398,000
2009	395,000
2010	398,000
2011	400,000
2012	402,000
2013	405,000
2014	408,000
2015	405,000
2016	402,000
2017	400,000
2018	405,000
2019	400,000
2020	395,000

au	br	ca
de	es	fr
gb	ie	jp
mx	nl	nz
us	za	

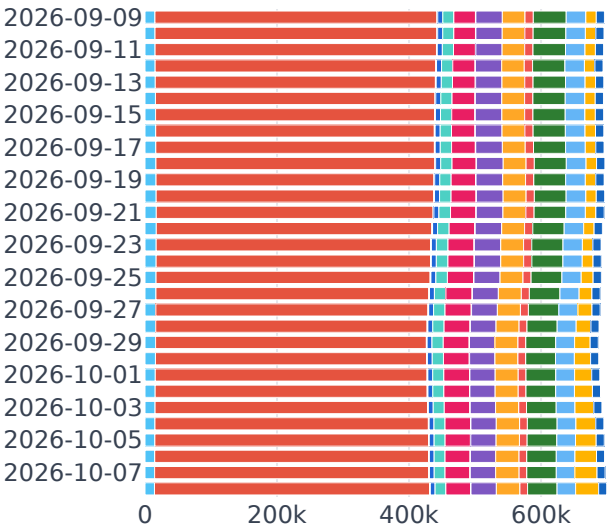


Global MAU
741,825

▲ 1.4% vs same day last week



MAU by Country



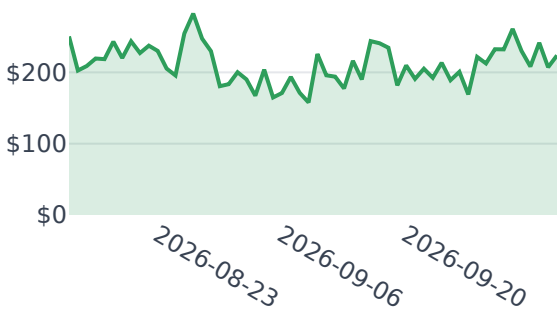
Global DAU / WAU / MAU sum all 24 tracked countries; the by-country charts keep Sigma's fixed 14-country list, so their bars total less than the global figure.

Player Growth

Cost Per D0 3rd Parcel

\$223.74

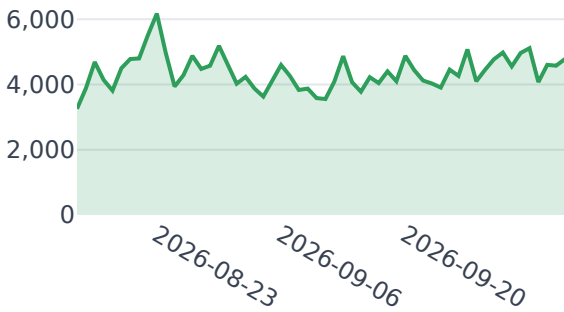
▼ 3.7% vs same day last week



Tutorial Completions

4,782

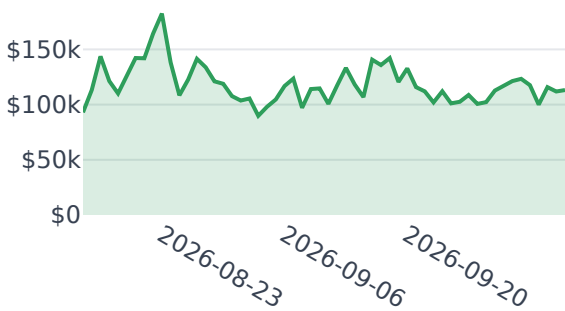
▼ 4.0% vs same day last week



Marketing Spend

\$113,169.00

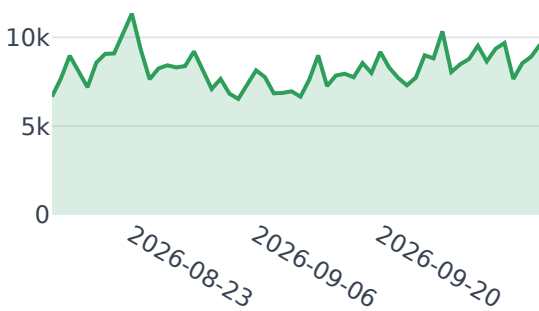
▼ 3.5% vs same day last week



Installs

9,586

▲ 0.6% vs same day last week

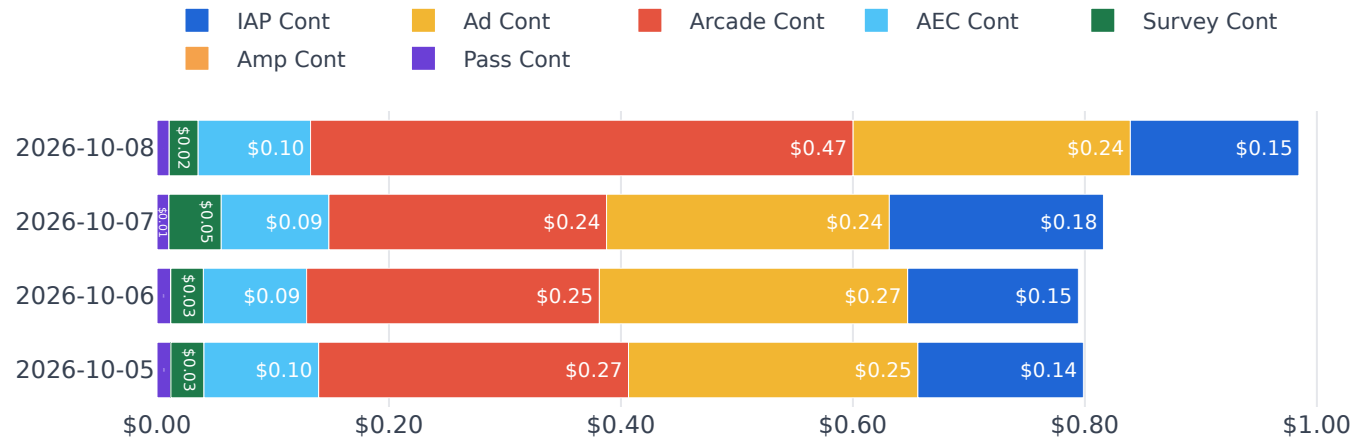


Cost Per D0 3rd Parcel differs from Sigma

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

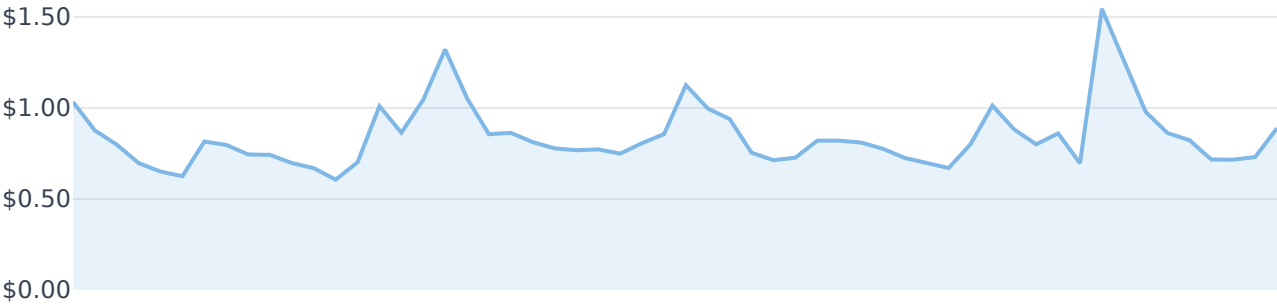
Contribution ARPDAUs



Global ARPDAU

\$0.89

▼ 29.2% vs same day last week

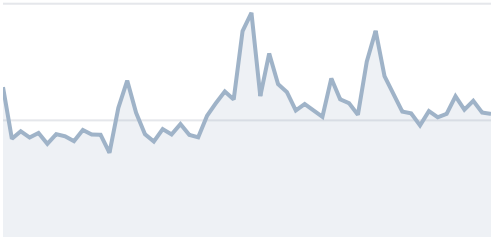


Global ARPDAU divides all revenue by global DAU (24 countries). The contribution stack divides the same revenue by Adjust DAU over the 14 key markets, as Sigma does, so its total is higher.

Global Ad Revenue

\$52,766.28

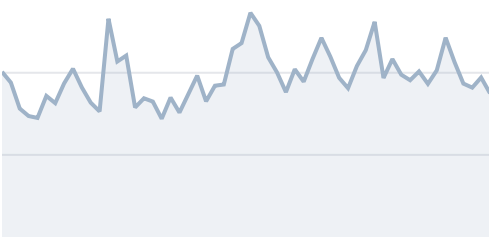
▼ 2.2% vs same day last week



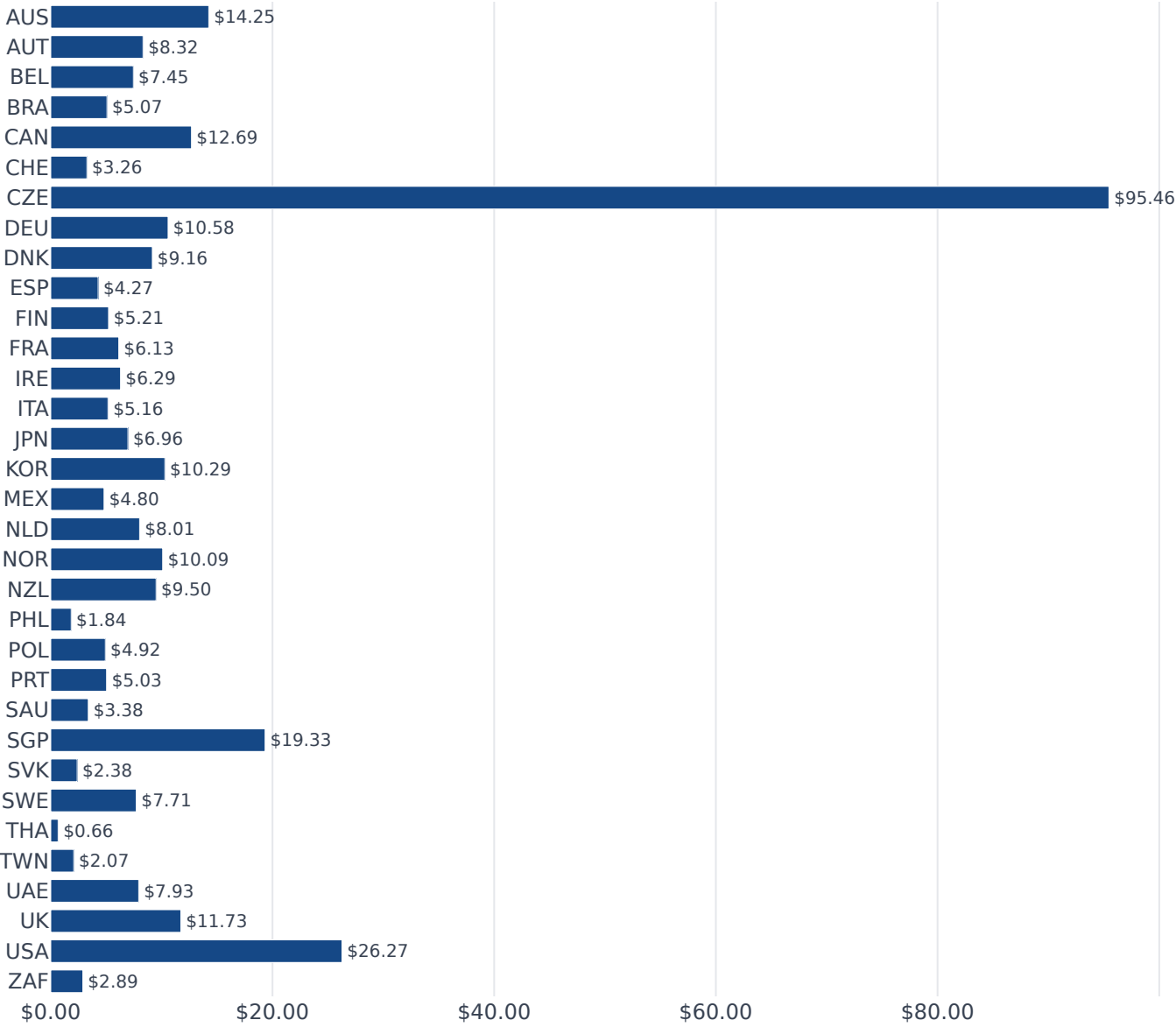
Global Ad CPM

\$17.50

▼ 6.2% vs same day last week



Ad CPM By Country

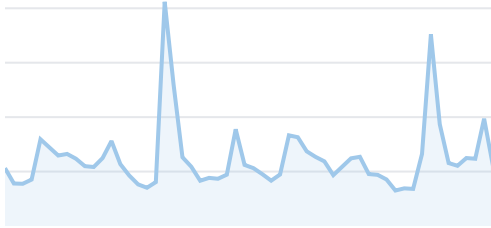


Ad revenue for the latest day keeps arriving for about two days after the day closes, so the newest ad tiles read low until then.

Global Survey Revenue

\$5,502.56

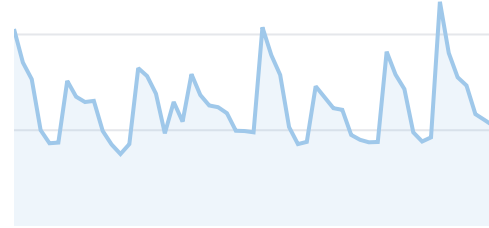
▼ 68.7% vs same day last week



Global Arcade Revenue

\$103,298.20

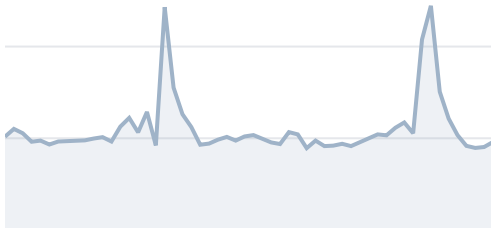
▼ 11.8% vs same day last week



Global AEC Revenue

\$19,196.16

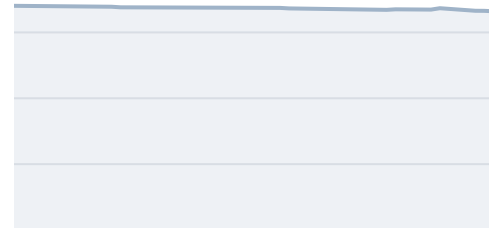
▼ 60.7% vs same day last week



AEC: MMR (paid subscribers, trailing 31 days)

\$662,867.40

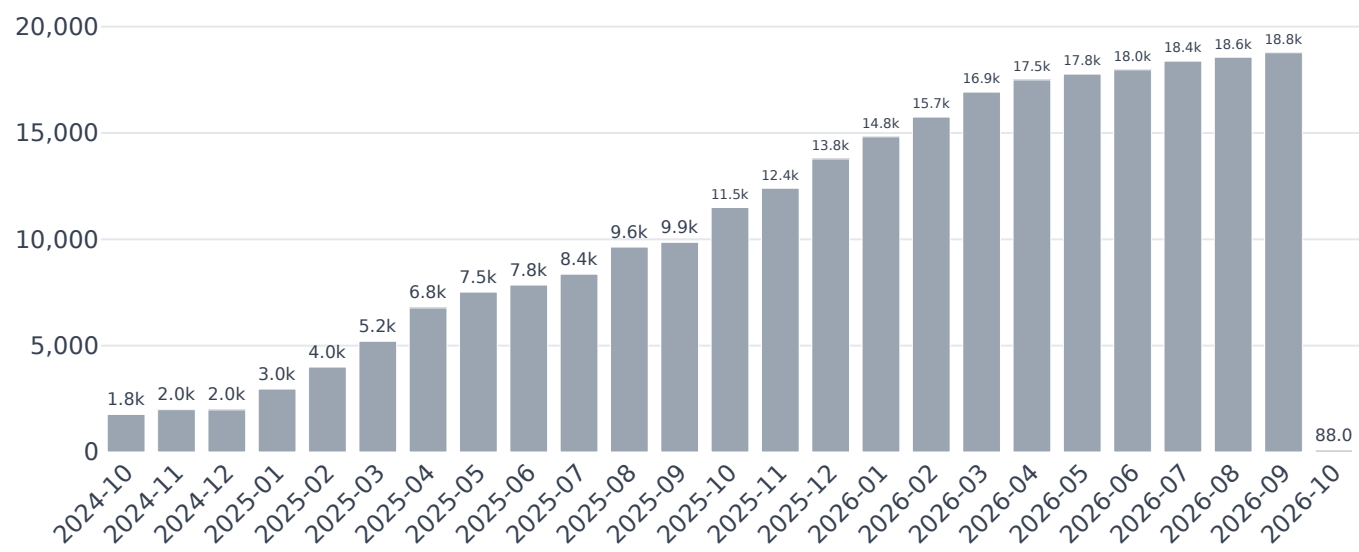
▼ 1.6% vs same day last week



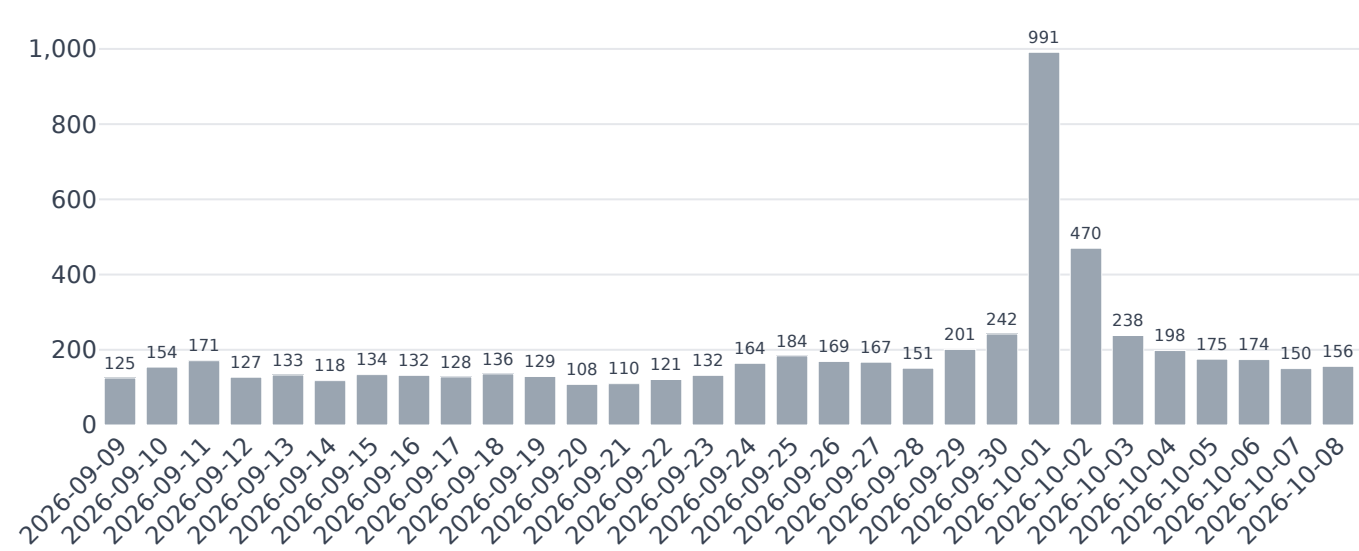
AEC: MMR differs from Sigma

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



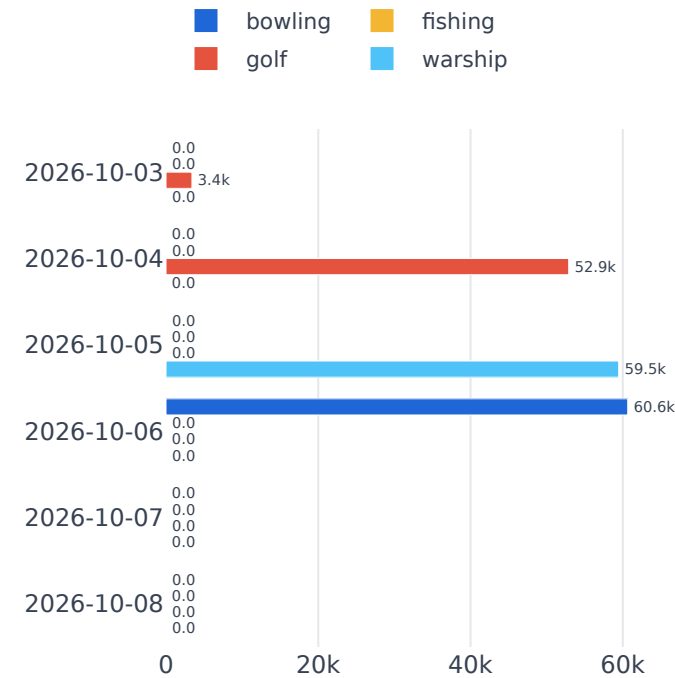
Monthly Individual Passes Sold



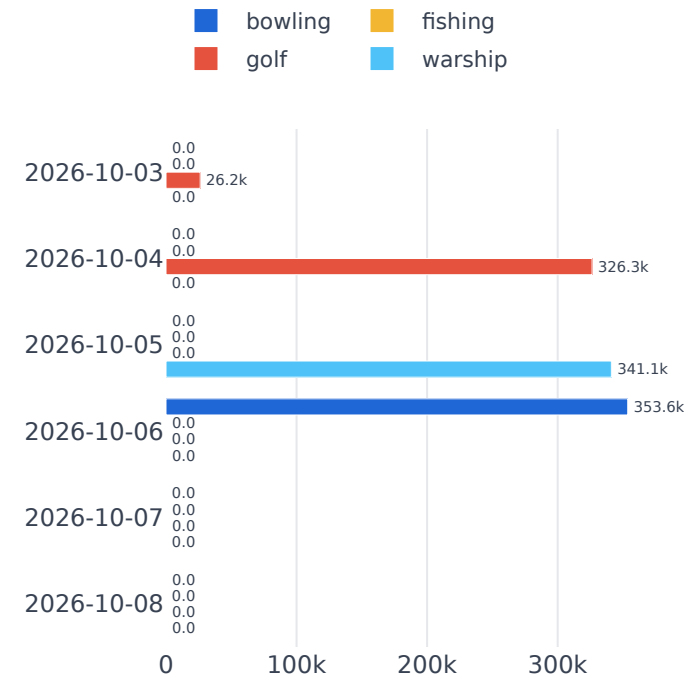
Season Pass subscriptions bill in the last three or four days of each month, so the current month's bar stays near zero until month end.

Game Metrics & Economy

Minigame Players



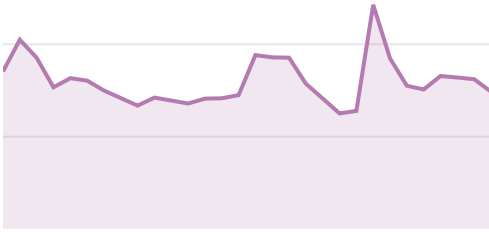
of Minigame Matches



Global Parcels Sold

74,337

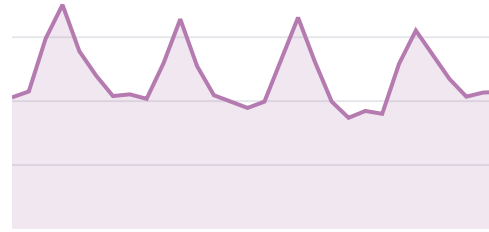
▼ 38.8% vs same day last week



Daily Badges Purchased

4,286

▲ 18.9% vs same day last week



Outstanding Virtual Rent > \$5

\$3,152,429.26

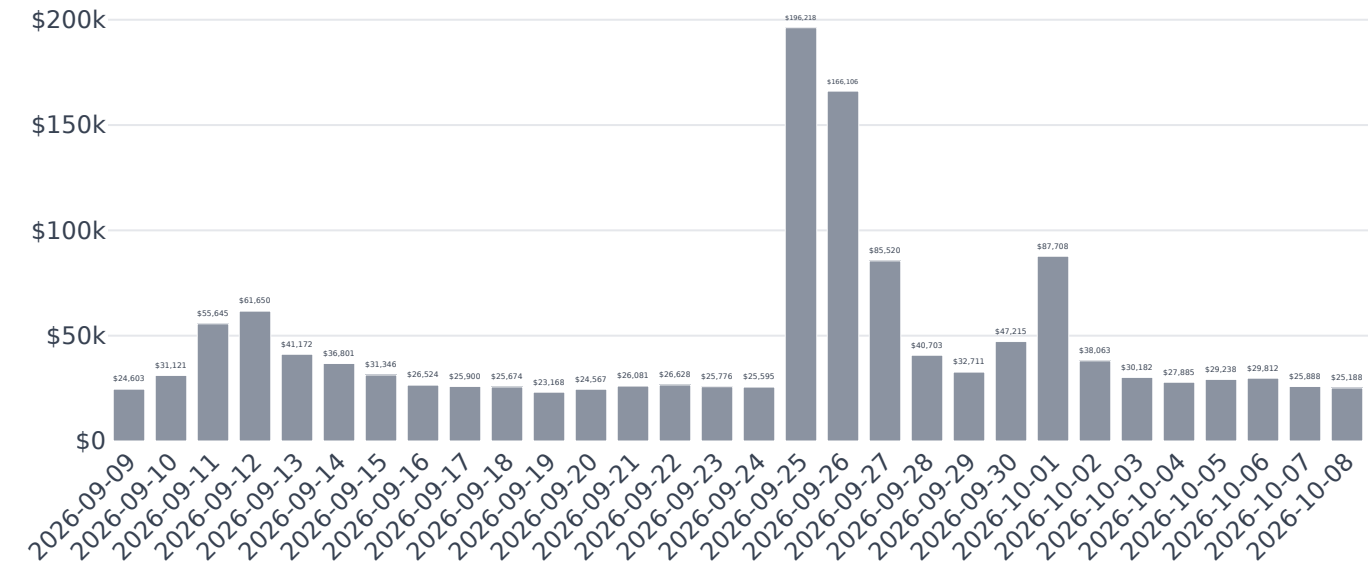
Outstanding Virtual Rent

\$3,952,730.12

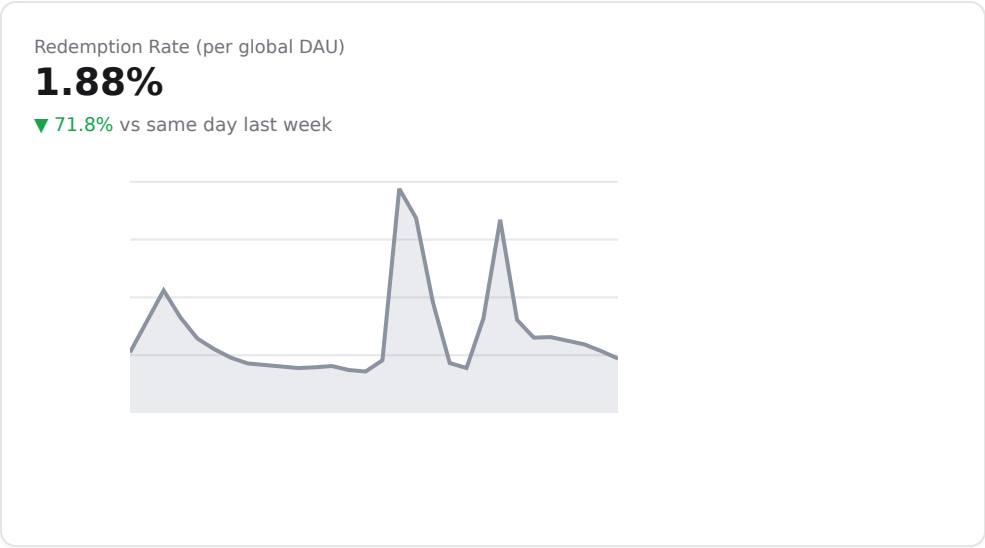
Rent balances come from a daily snapshot refreshed around 11:30 PT, so they lag the live game by up to a day.

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

374

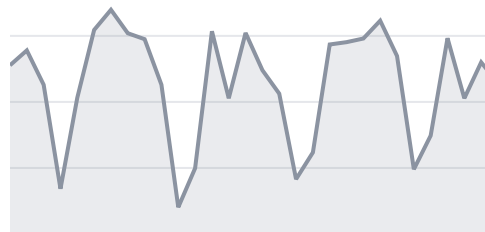
▼ 55.9% vs same day last week



Total Resolved Support Issues

456

▼ 29.4% vs same day last week



Player Contact Rate (per global DAU)

0.15%

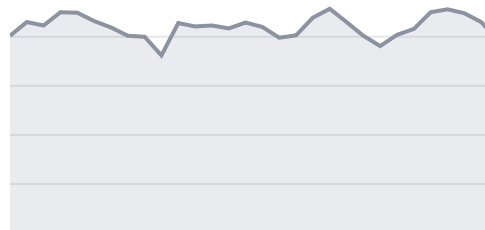
▼ 55.4% vs same day last week



Player Satisfaction (CSAT, human agents only)

3.93

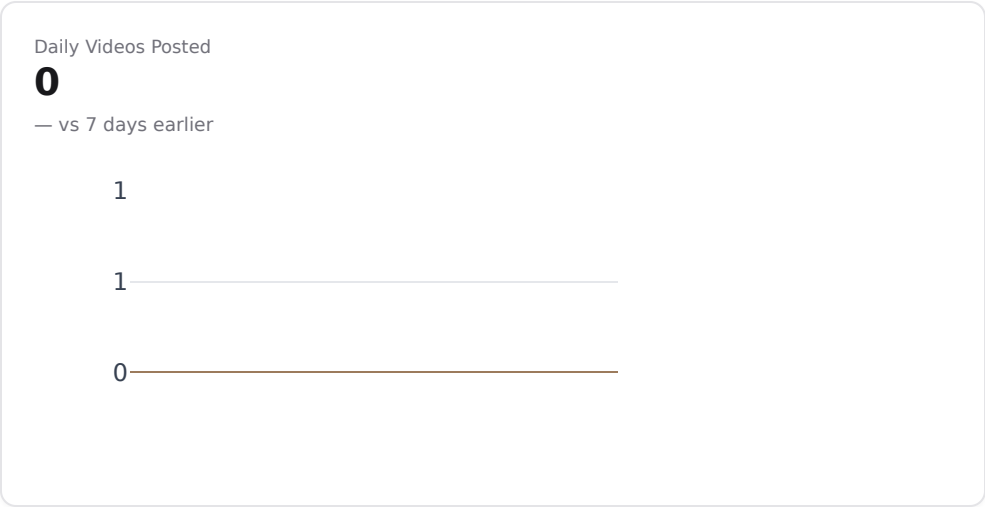
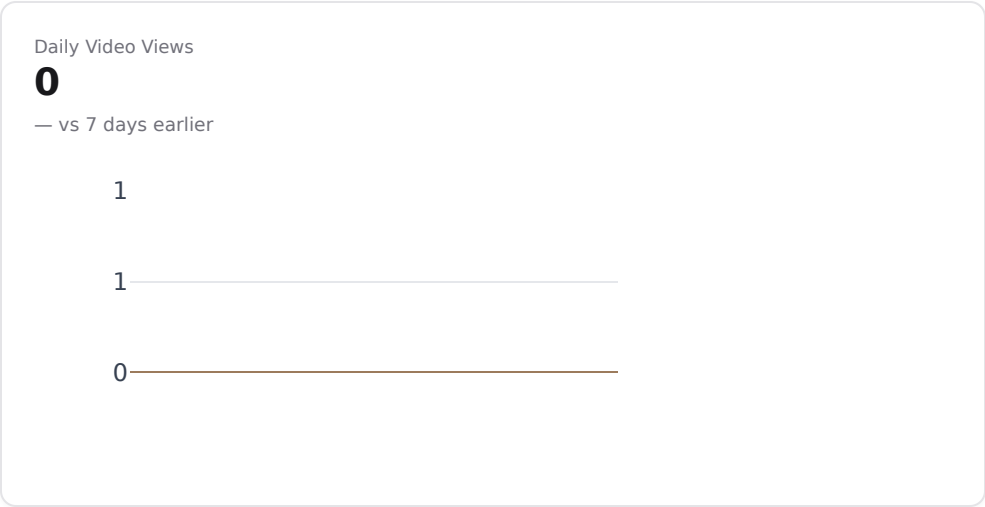
▲ 3.1% vs same day last week



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 2026-10-09T1518Z, generated 2026-10-09T15:18:17Z from commit af0c0668. The numbers were read from Snowflake once, when this page was generated, and never refresh.