



Manager - Analytics

About Games2win:

Games2win – Based in Mumbai and San Francisco is a gigantic casual games company, operating across a global footprint, leveraging its own & partner IP to create an entertaining gaming experience.

The Company has clocked 95 million game downloads across the iTunes, Android, Windows and Kindle platforms. Some of our games – Parking Frenzy, High School Driving Test, Star Fashion Designer, Fab Tattoo Design Studio & Fashion Diva have topped the global app charts. We own over 50 proprietary mobile games and an extremely strong DAU and MAU user base (80% outside of India).

Top investors such as Clearstone Venture Partners, Nirvana Venture Advisors and Silicon Valley Bank have funded G2W. The founders of G2W Inc. are Alok Kejriwal – a Serial Entrepreneur and Mahesh Khambadkone – an Online Gaming Specialist.

To know more about us, visit us at:

Games2win – [Google Play Store](#)

Games2win – [iTunes Store](#)

Games2win – [Website](#)

Based in: Mumbai

Reporting to: Tejas Shah – Network Manager

Experience Require – Minimum 5 Years of Experience

What do you need to do? (Role and Responsibilities)

- Drive the “Analytics” function in the Company for mobile apps.
- Inherit, improve, iterate and interpret the analytics dashboards, reports, methodology and numbers that we generate.
- Create meaningful insights and suggestions for products based on the data collected.
- Represent data, reports and insights in a manner that allows Product Managers to easily understand the past, present and future of their games. With focus on improving 3 things:
- Downloads | Engagement | Monetisation

- Work with game designers and product managers to refine gameplay and economy throughout production cycle
- Use data to help guide the team on pricing in-game items, balancing and other adjustments to game play to increase LTV & Retention
- Be able to adopt best practices of the Analytics being used in the Industry and inculcate the same in the Company.
- Manage a team of analysts (that include senior and junior data entry folks) and lead them.
- Be able to make numbers tell stories! To be able to use the power of analysis to make a dramatic shift in the business KPIs via strong recommendations. See these [Flurry](#) and [Pocketgamer](#) links!

Qualifications:

Minimum Qualifications:

- BA/BCOM/BS degree or equivalent practical experience.
- Minimum 3 years in Internet industry.
- Minimum 2 years in an Analytical Role

Preferred Qualifications:

- You have worked in an apps company or mobile games Company before as an Analytics head/owner.
- Someone who has worked extensively with digital data as an Analyst.
- An e-commerce data specialist who understands key metric measurements and how to interpret them.
- Analytical mindset with good communication and interpersonal capabilities, able to work independently.
- Must be able to prioritize multiple assignments, with a high degree of accuracy, and function quickly in a fast-paced, deadline oriented environment

Growth and prospects:

Insights, numbers and analytics can make or break a games fortune. This is a dream job for someone who wants to make games and numbers dance together and make it a profitable performance! We want someone who can come in and make our games go a 100x further just using the power of data and analytics.

Remuneration:

Games2win likes to meet candidates and then offer them compensation on the basis of their experience and passion.

As a practice, we have typically matched candidates with their existing salary packages and throw in lucrative performance incentives; and of course ESOPs.* (Our ESOPs are very valuable, and [have proven to enrich employees](#))

The idea is to make you take an ownership role and then provide additional compensation on performance.

Note that we do not want people to join us just for a better salary. We don't bribe people to join us. Instead, we want people to join us for the love of what we do and the opportunity to shine professionally!

Next Steps:

If this role interests you, then we have some homework for you:

- Play our game Parking Frenzy (available on Android or iPhone/iPad) and tell us what would you measure inside the game and WHY.
- Just make a list of your suggested data points and describe them in one line as to why do you think each data item is important.
- Send in your CV and thoughts to: hr@games2win.com