

INTRODUCTION

COMPANY BACKGROUND:

- Feenix Group helps brands, sports organisations and entertainment IP enter gaming ecosystems in ways that are safe, credible and measurable. Roblox specialists with in-house game development and advertising ability.

PROJECT GOALS

- Roblox has millions of active and constantly changing player activity, but no unified platform for reliable analysis and visualization.
- Feenix needs a system to monitor the market, support A/B tracking, and identify rising experiences.
- Our goal is to provide reliable hourly Roblox metrics and enable trend exploration through search, leaderboards, and watchlists.

MARKETING ANALYSIS

GAME SEGMENTATION

- Applied **K-means clustering** to categorize thousands of Roblox experiences into four distinct segments based on visits, engagement, retention, and growth, streamlining brand-fit discovery.

SEO REPORT

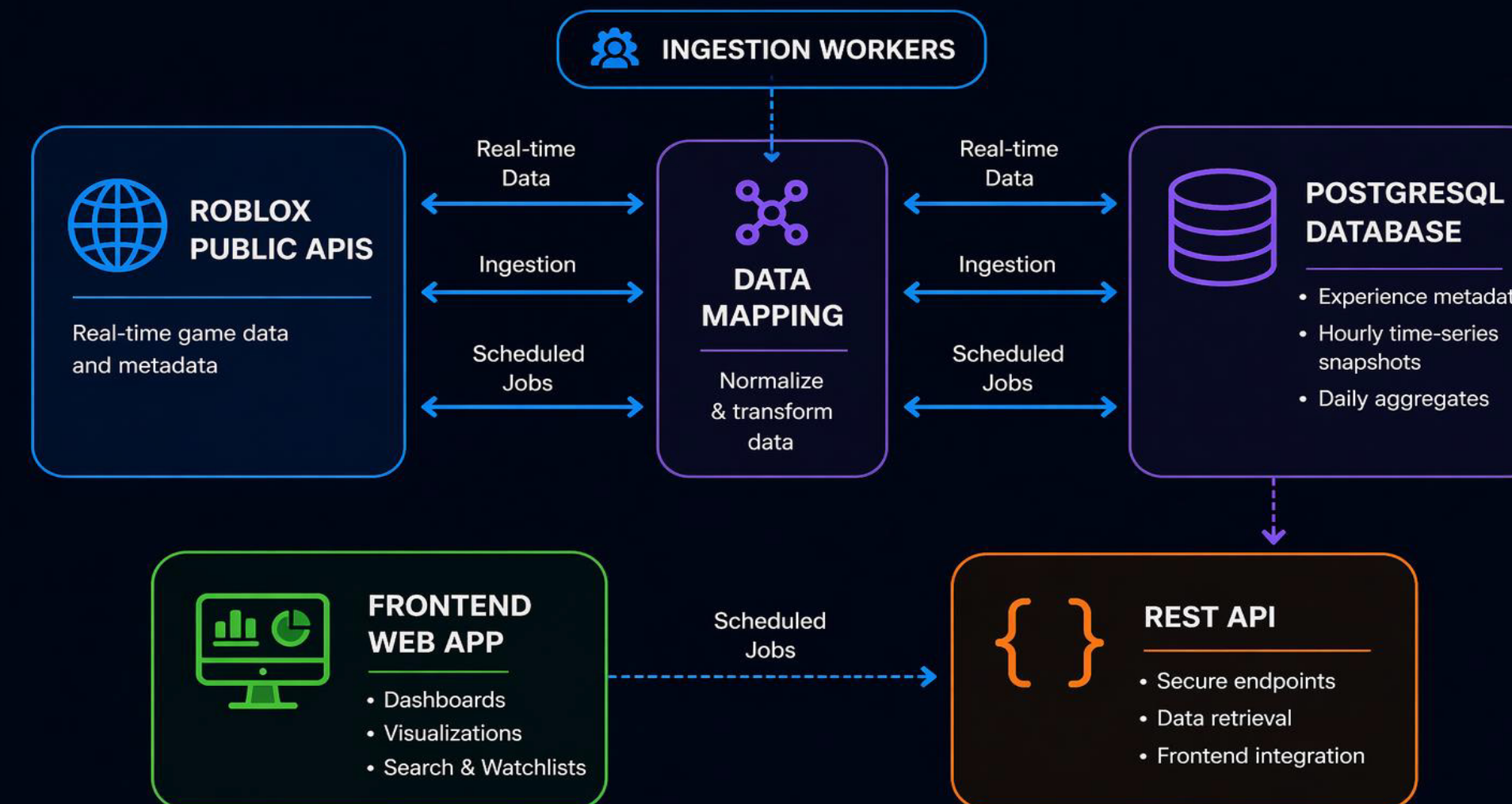
- Analyzed search intent and real-time data demand to develop **targeted landing pages** (e.g., player counts, trending games) designed to capture high-intent organic traffic.

COMPETITOR ANALYSIS

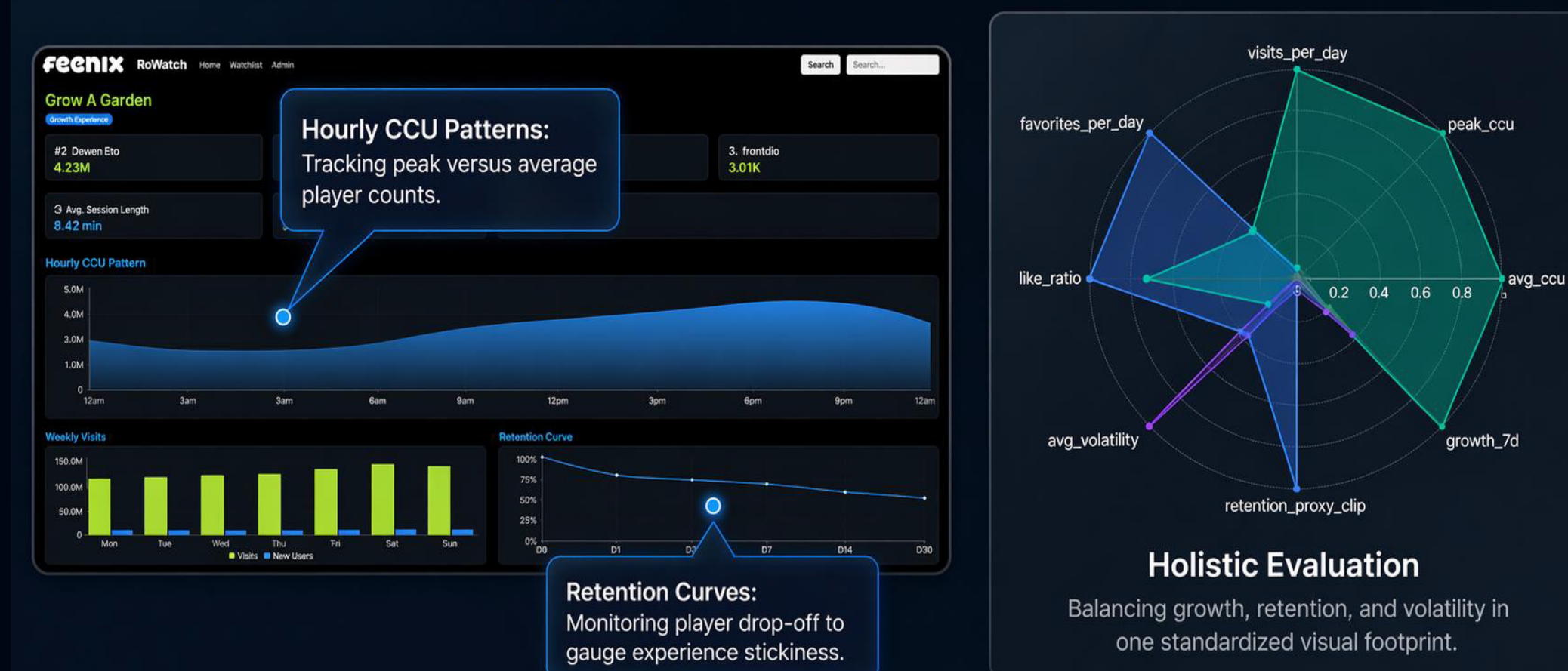
- Benchmarked industry-leading gaming dashboards to establish best practices and **shortlisted KPI frameworks** aligned with Feenix's core business objectives.

PROJECT ARCHITECTURE

A scalable data pipeline that collects, processes, stores, and serves Roblox data through automated workflows and a RESTful API.



Deep Dive Analytics Reveal the True Health of Individual Experiences



Real-time metrics, trend insights, and experience intelligence – all in one unified platform.



API ANALYSIS

DATA ACQUISITION

- Python scripts for access of public Roblox APIs, automating the collection of game metadata and live metrics for database ingestion.

DATA STORAGE

- PostgreSQL schema for Roblox experience metadata and hourly time-series snapshots
- Partitioned time-series tables and daily aggregates to support fast queries on large historical datasets

BACKEND FUNCTIONALITY

- Built REST API endpoints for frontend integration
- Scheduled ingestion pipelines (1h / 6h / 24h) to collect and normalize Roblox data

UX/UI DESIGN

- Designed a simplified dashboard highlighting key platform metrics (Live CCU, Rising 24, Top Rated) Integrated dynamic date filters and time-series views to help users track player activity and performance trends over time.



FUTURE PLAN & ACKNOWLEDGEMENT

Looking ahead, we plan to conduct a deeper competitive analysis of existing platforms and further enhance the system by incorporating more AI-driven analytics and chatbot capabilities.

Thank you to Feenix Group, especially our mentors Hari and Michelle, for your support and guidance throughout this project.

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