

Introduction to Game Analytics – Task 1

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Watch the video and fill in the template.

<https://www.youtube.com/watch?v=kgQPNNj2IWw>

1. What is Qualitative Data Analysis and Quantitative Data Analysis?

Quantitative Data Analysis is every data that can be quantified/measured and given a numerical number. It's useful for test (surveys) or confirms theories.


Qualitative Data Analysis can't be measured or quantified as the other one. It is expressed in words like concepts/experiences. It lets to gather in-depth insight on topic that aren't well understood


2. What are the responsibilities of Data Analysis? Name three cases of the company.

In order to find a solution to a problem or provide a response to a question, a data analyst collects, purifies, and analyzes data sets. They work in a variety of fields, including those related to the government, business, finance, law, and science.

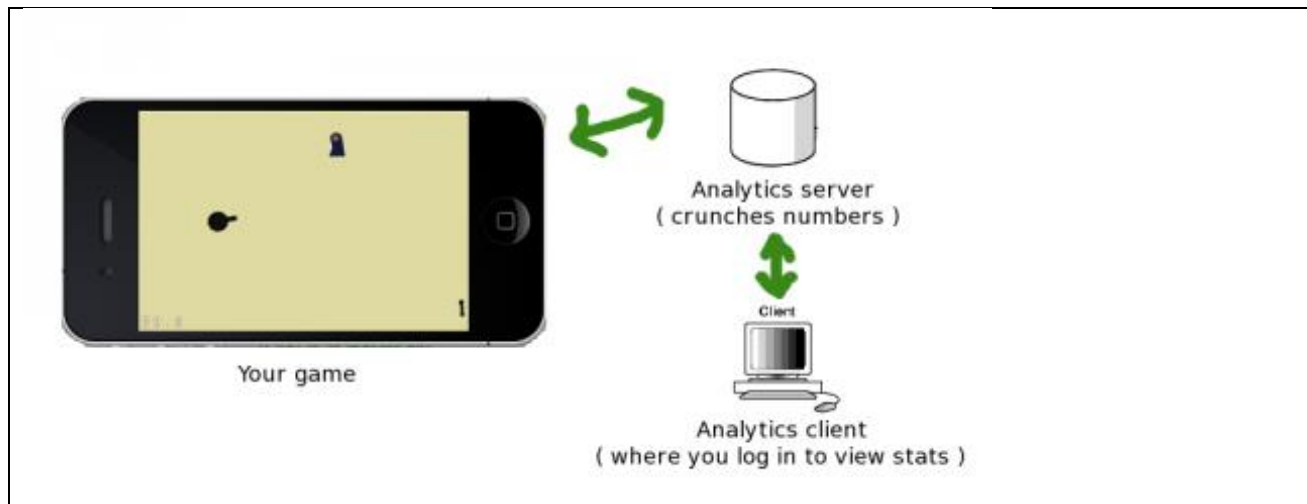
Infrastructure, data warehousing, data analyzing tools & samples.

3. Which tools do they use? Name briefly the purpose of the different tools they mention. Locate these tools in the side picture.

Analytics Client  Receives every event from the player (ex: player level up) and process it. This wouldn't be enough to process these large amounts of data.

Analitics Server  They have a Hadoop cluster where processing the all data using Spark. When it finished, they use Python, Excel or other (personal preference) tool.

Your Game  They used BI (Business Intelligence) for dashboarding and Reporting Tools to server data and whole company can use this data.



4. What is A/B testing?

A/B test is an experiment with 2 different versions of the same product deployed to 2 groups. Group A gets version A, and group B gets version B. This is done in order to test if, for example, a specific feature is successfully performing or not (what is better, to make it 20€ or 10€?). Then the KPIs tell what users have preferred or what is better depending on the goals of the company.

5. What is ABC testing?

ABC testing is similar to A/B testing; however, you will use an additional version of the program and another group to recollect information from.

6. What is a control group and a test group?

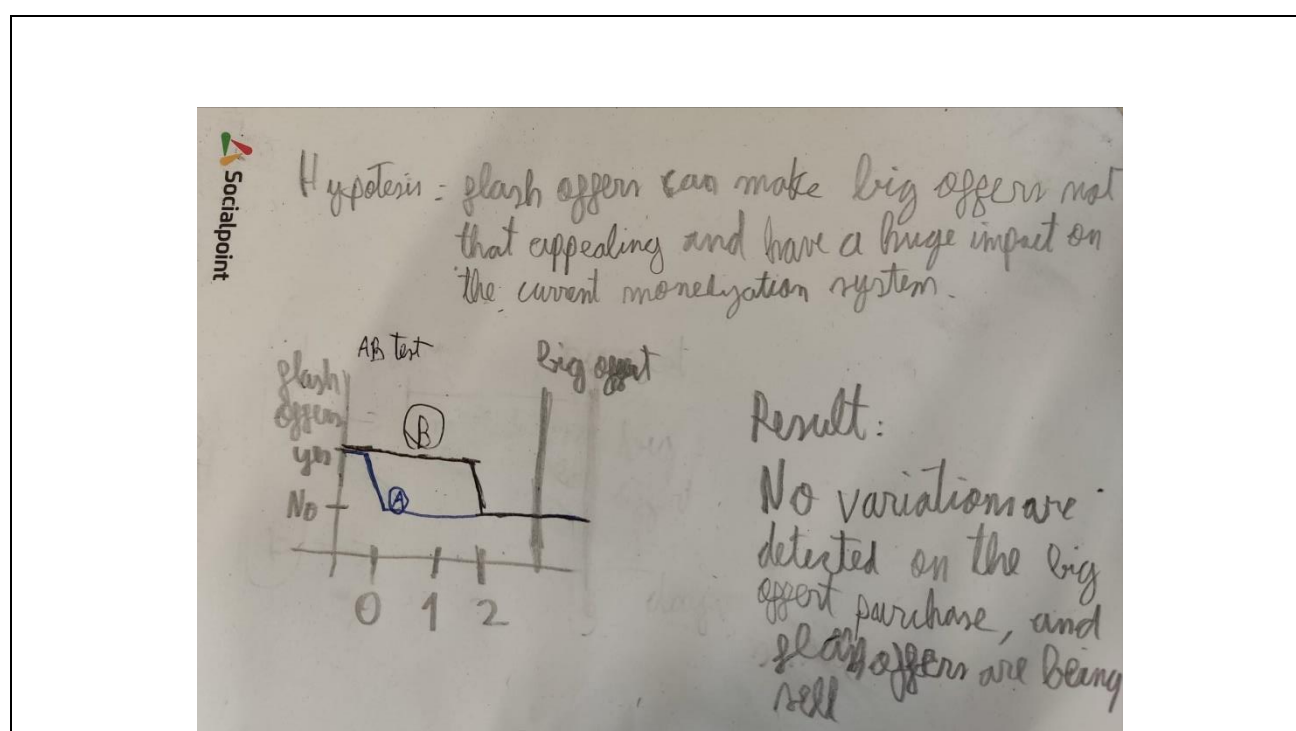
A control group is a part of the total number of customers tested. Control groups are used to tell participants what they would do if they were not given a feature. So, including a new mechanic might be overwhelming for users, therefore control group can be useful.

A test group is the entire group of users that will be analysed as part of your research. So, if you're running a mobile A/B test and a variable is sent to a percentage of users, your test group is the total number of users to which any variable is sent.

7. What is retention?

Retention is one of the key metrics, basically it says how much user is using the app (does the player come back the next day, day-1 retention). This is one of the most important metrics to track in games and apps, because it determines the size of your audience and indicates whether your project has growth potential.

8. Write/draw the design of the experiment for the case of the monetization regarding the feature of flash offers: hypothesis, control and test groups, and results. You can draw by hand and scan the drawing, if you like.



Add any references if you have used other sources to complement your answers.

Qualitative vs. Quantitative Data: What's the Difference? And Why They're So Valuable | FullStory.

(s. f.). 6 Oct 2022, of <https://www.fullstory.com/blog/qualitative-vs-quantitative-data/>

Streefkerk, R. (2022, 17 August). *Qualitative vs. Quantitative Research* | Differences, Examples &

Methods. Scribbr. 6 Oct 2022, of <https://www.scribbr.com/methodology/qualitative-quantitative-research/>

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