

Segment Rational

Why we chose “Segment” as our analytics engine

Requirements

- We need to identify users (they can be anonymous but we must be able to tell them apart, and tie other data to each of them)
- Track when they get to each part of the game
- Preferably be able to track any event in our app with arbitrary granularity

Choices

We could roll our own analytics engine by sending data to a server, email, or any other place; or we could go with a free service that has the necessary API's implemented. We chose to do the latter. Below is a comparison between the two options

Roll our Own

- Track users and events with unlamented granularity
- We would need to implement some sort of “communication” between where we store this data and the client code sending the data
- Send to where ever, but each destination would need to be implemented

Segment + Database

- Track users and events with unlimited granularity, using their API's.
- They handle the communication from the client to their servers for storage
- Send to one of 40 places including some compelling options, or a database

Segment + keen.io

- Don't need to implement a database
- Can still look at the data we need to look at using their “Dashboards” feature
- Less coding, less time

Decision

We have decided to go with Segment + keen.io as our analytics pipeline. It took less than a night to add the necessary code to the project and begin collecting data from us the developers (to test it).