



Gaming

# Newfangled Guiding principles for Map Terrain Optimization to Increase Player's Retention Engagement

*Approximately 40% increase in overall players' engagement and gameplay time.*



Industry  
Gaming



Function  
Guiding Principles For  
Terrain Generation



Data Used  
1. Games historic  
data  
2. Game Maps data



Tech Stack  
1. Python  
2. AWS

## Who Is The Client?

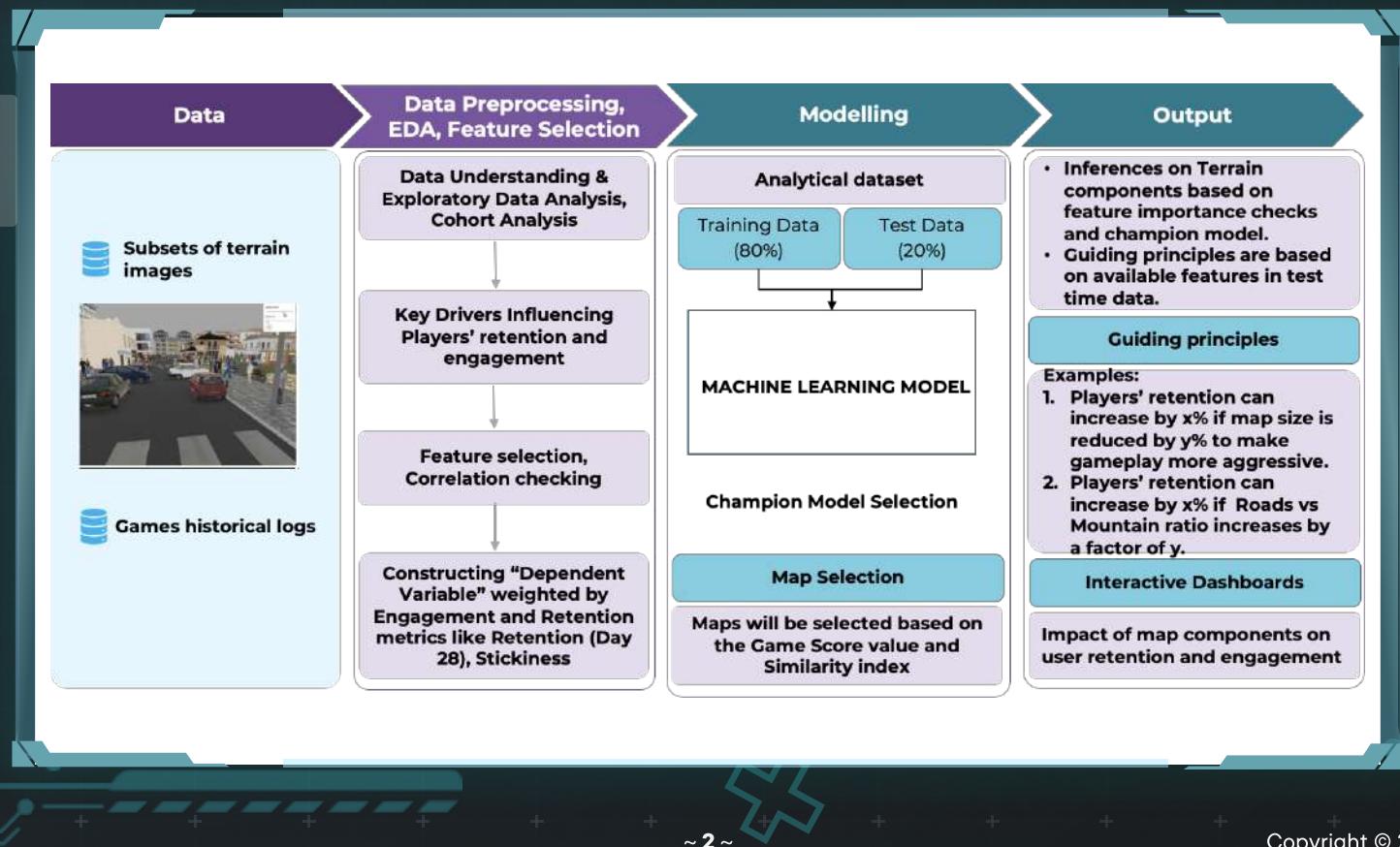
The client was one of the most successful and prestigious game studios of Sports, Racing and Action-Adventure Genre serving clients from all over the world. Their prominence in the gaming industry has been popularly proclaimed for high quality gaming experience.

## Business Quandary

In games, certain maps gain more popularity than others. These maps are defined by recognizable map components such as the hide zones, safe spots, mountainous and runway areas, etc., which play a vital role in players' retention and engagement. Our client wanted us to develop an automated system to comprehend the impact of different map components on players' retention and engagement to formulate guiding principles for new map generation.

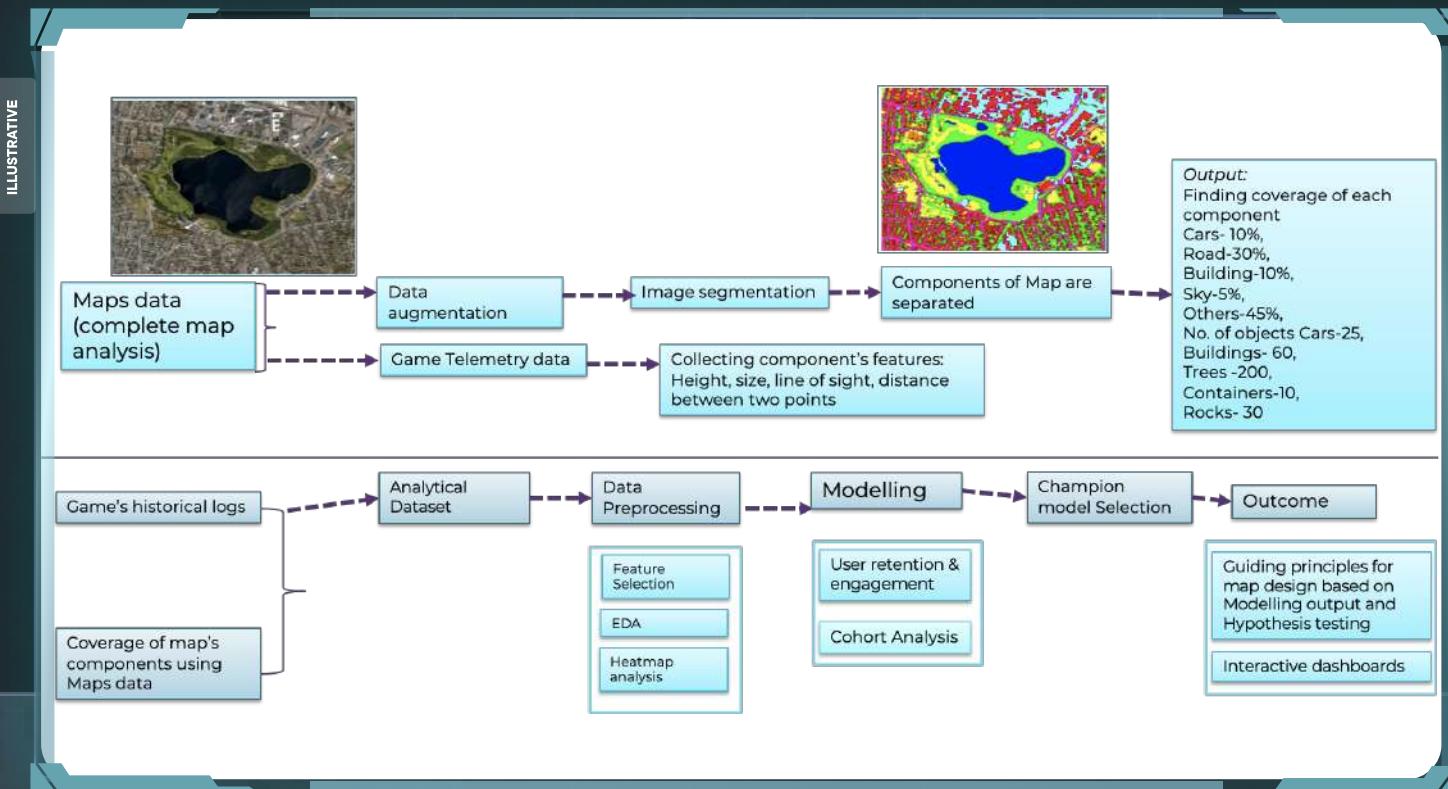
## How Did We Solve The Problem?

Map terrain problems are more prevalent at certain stages, and they vary in complexity, but they all require some level of constant attention. Our Analytics Engineering and AI Specialists fathomed the need of the hour and developed a four-stage automated system complimented by data sources, features creation, image segmentation, and computer vision, churn prediction, and cohort analysis techniques to formulate guiding principles that accommodate in boosting user retention and engagement, consequently, help in the new map generation process.



## The Pay Off

Every player installs a game, plays it for a while, and eventually churns. Gamers sometimes feel intrigued, confused, excited, bored, confident, and frustrated at various points while playing. Surprisingly, most of the time, complex map terrains and routes cause such instances. With Affine's automated modeling pipeline, we have rectified these hiccups and helped our client in formulating guiding principles for terrain generation that intensify players' retention and engagement with sizable results.



## Business Benefits



Engagement And  
Retention Lead To  
Increase Revenue

40%

Boost In Average Number  
+ Of Sessions Per Use+

12 Min

Average Session Duration