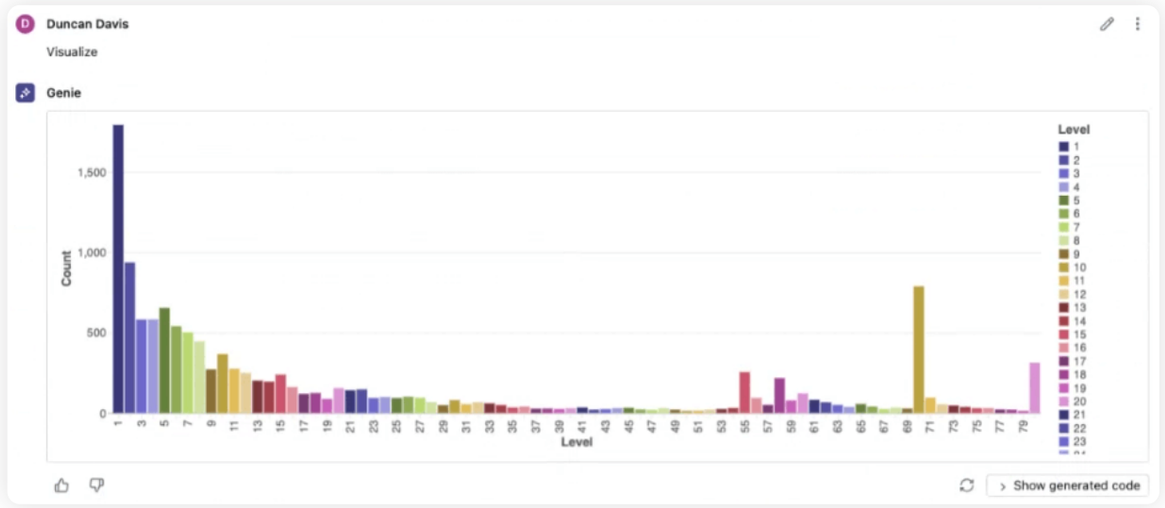
This example shows us a few important things

1. The model can handle questions even when not written well: “most commonly race” vs. “what is the most commonly picked race”
2. The model will attempt to answer the question and find something that seems right: character vs. player. This is both good and bad. The model won’t know that something wasn’t answered exactly right, so you’ve got to be paying attention.
3. In addition to providing an answer, the model provides an explanation of what it returned to help with #2. “This query retrieves the race with the highest number of characters . . . .” You’ll notice that it doesn’t actually say “player” in the explanation.

Just because Blood Elves are the most-created character doesn’t mean that players are actually engaging with them. You might ask for a ranked list of all races by character count or by time played. We didn’t dig deeper there, instead choosing to dive deeper into engagement with Blood Elves by asking: “What is the level distribution for blood elves?”

This table is useful, and if you’re a numbers person you’ll immediately see that the numbers are dropping quickly as you go from level 1 to level 10. For this type of analysis, a visualization might be easier to consume. After asking the space a question, there’ll be a button labeled Visualize. When we click the Visualize button, the Genie space returns this chart.



This is super helpful. We immediately see that there’s a lot of people creating Blood Elves, but not leveling them up. If we had player data, we might take this as a signal to change the way we’re thinking about this. We might ask the space to show the top character class, based on play time, for each player to see if there’s preference toward a specific class. As we don’t have player data, we’ll dig deeper into this visualization instead.

There are bumps at 55, 58, 70 and 80. As a game designer for this title we’ll recognize: These were level cap changes due to new releases. This insight could become the basis for a reengagement email campaign. “CHAR_NAME the CHAR_CLASS has more adventures ahead of it. Experience NEW_CONTENT on your way to the new level cap of 80, you’re only (LEVEL_CAP - CURR_LEVEL) away. Here is FREE_NEW_CONTENT to help you on your journey. You can earn a HIGH_TIER_CONTENT if you reach LEVEL_CAP by EVENT_TARGET_DATE.”