SECTION 5.4

Enabling Game Teams to Engage Directly With Their Data With AI/BI Genie Spaces

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Introduction

When we announced the next evolution of Databricks, the Data Intelligence Platform, in November 2023, we shared plans to integrate machine learning, GenAI and other capabilities into our platform. With this we would further your productivity and the value you could generate from your data. Through this blog we'll explore AI/BI Genie, which is designed to democratize the next generation of data insight.

A Genie space provides your users the ability to engage with and explore the data itself by creating a chat interface to your data. Instead of being limited to what a dashboard might show them, users can ask their own questions and dive deeper into details. You point Genie at a series of tables and ask questions of the data. The Genie space interprets the question and presents results. With the space, users are able to explore their ideas as though they're working side-by-side with a data analyst. It can even turn the results into visualizations for the user. For a detailed view of Genie spaces, check out the documentation.

To demonstrate, we're using a public World of Warcraft (WoW) dataset to create a Genie space, re-create a user journey and explore the value it can bring to a games company. It's easy to set up a Genie space, and we encourage you to try it with one of your own datasets. It'll be more meaningful and as long as you're Unity Catalog–enabled, it'll be easier to set up than the sample space.

Creating a Genie space

As a reminder, for this to work, you need to be on Unity Catalog or have the datasets you're going to use in Unity Catalog. Genie spaces is still in Public Preview, so your first step will be to enable it from the workspace-level Previews Page. Once enabled you'll see a Genie button on the left side of your Databricks workspace. Click there and then click New in the top-right corner, give it a title and assign it a warehouse and add tables.

When creating a Genie space and selecting the tables to include, think about the end user. Who is going to be asking questions? What types of questions are they going to ask? What tables might support those questions? You may include Silver and/or Gold tables for the domain in question. Try to avoid datasets completely disconnected from each other as this will negatively impact your results.

For this discussion, we're using a Kaggle dataset that includes information about characters in WoW over a period of three years. The datasets include high-level session information, character-level progression, character class, zones they entered during a session and other related details like guild membership. As we explore this Genie space we're thinking about it through the lens of a game designer who's new to this capability and is interested in understanding character engagement across the open world.

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