

Analysis Pitch

MIS 699-B
Managing Emerging Information Technology

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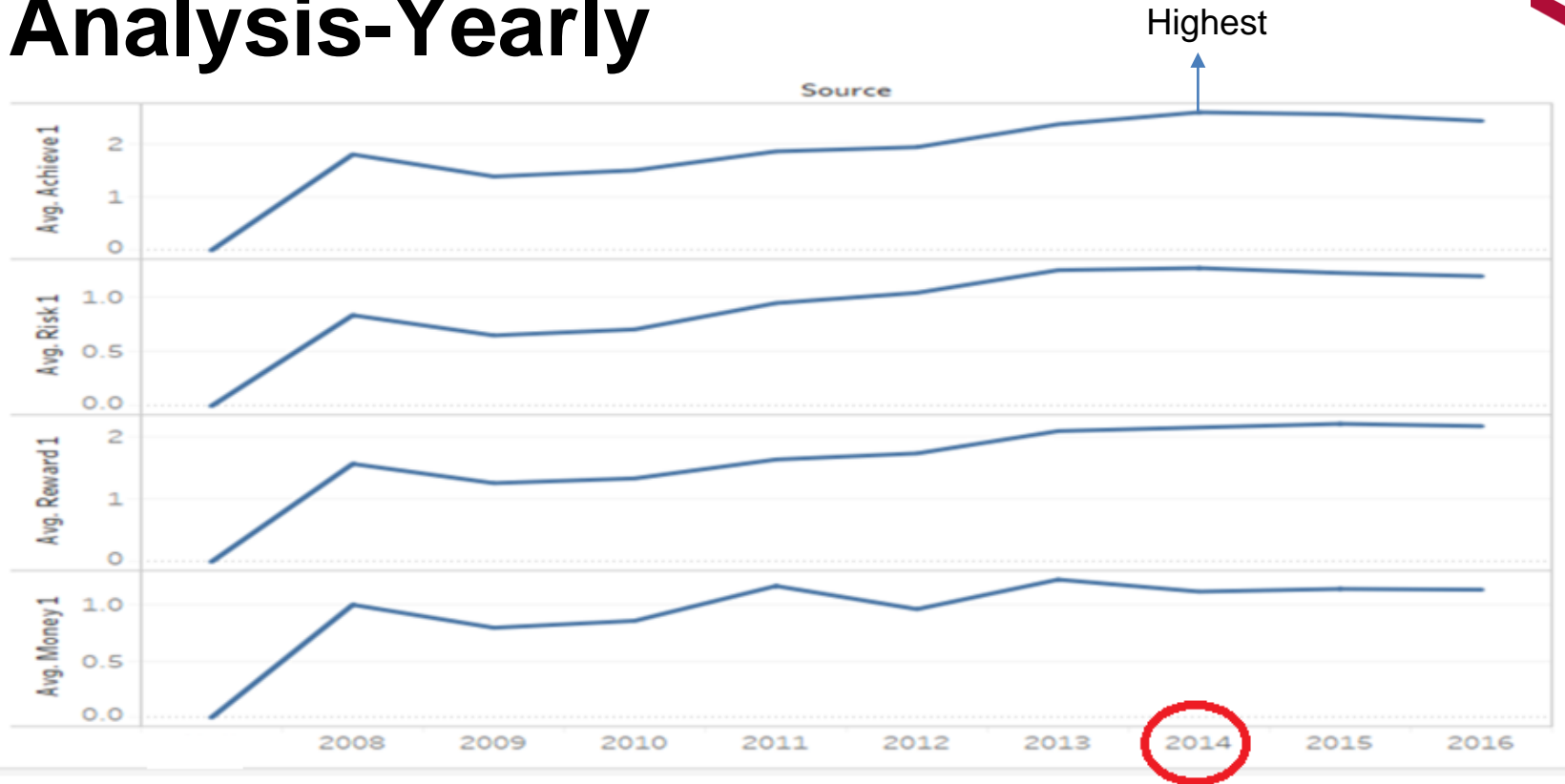


DATA SET ANALYSIS

- Analysed the emotions Achieve, Money, Risk and Rewards by graphically representing in Tableau.
- For in depth analysis, the above analysis based on average of the above emotions were carried out on yearly and monthly basis.
- On an yearly analysis we found that, the importance of Achieve was at its peak on 2014



Analysis-Yearly



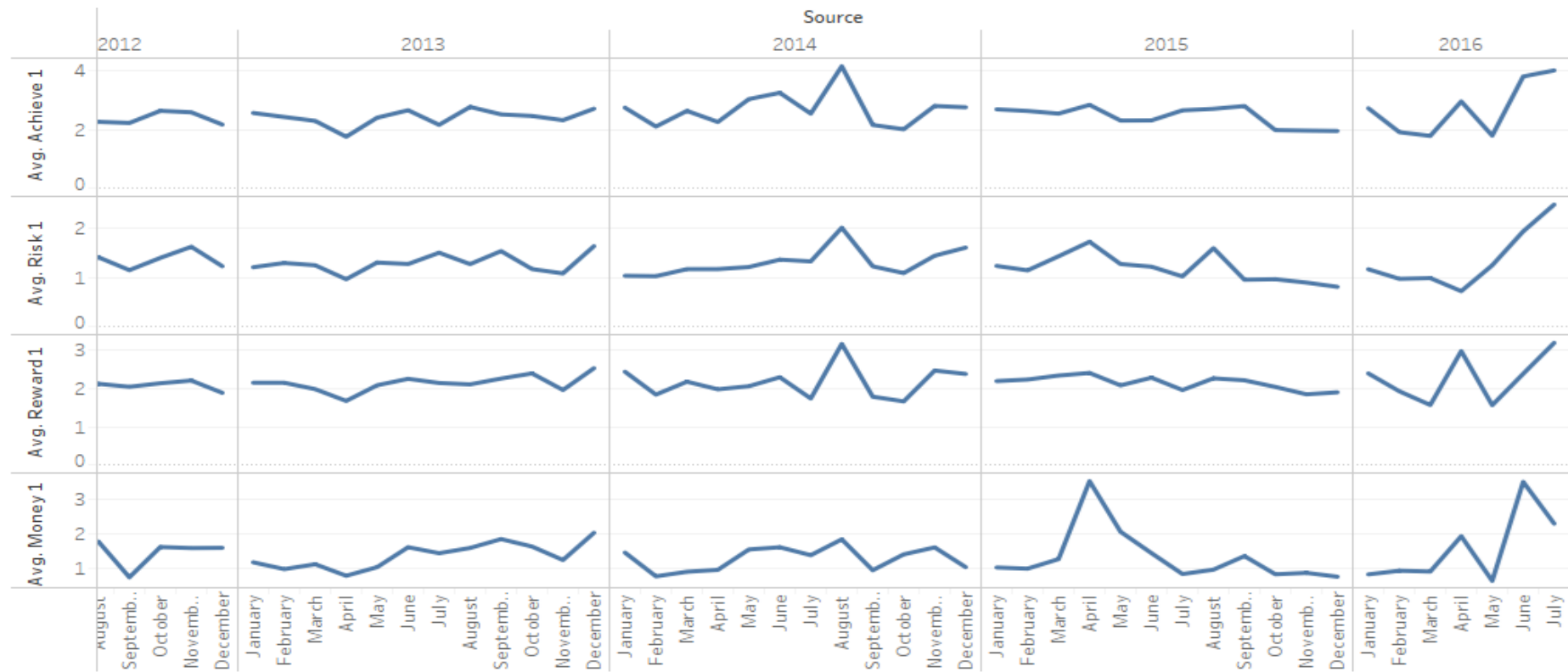


DATA SET ANALYSIS(CONT.)

- Zooming on to months of 2014, we found that there was a drastic incline from July to Aug and sudden decline from Aug to Sep.
- On analysis, we came to understand about 2 major events that was released on July and August which led to this drastic change.
- Crius(July 2014) and Hyperion(August 2014)



Analysis-Monthly





What is Bounty?

- Bounty's can be placed on players, corporations, or alliances.
- Bounty's are amounts that can be placed on anyone, anywhere as a reward amount on destroying the specific players, corporations, or alliances.





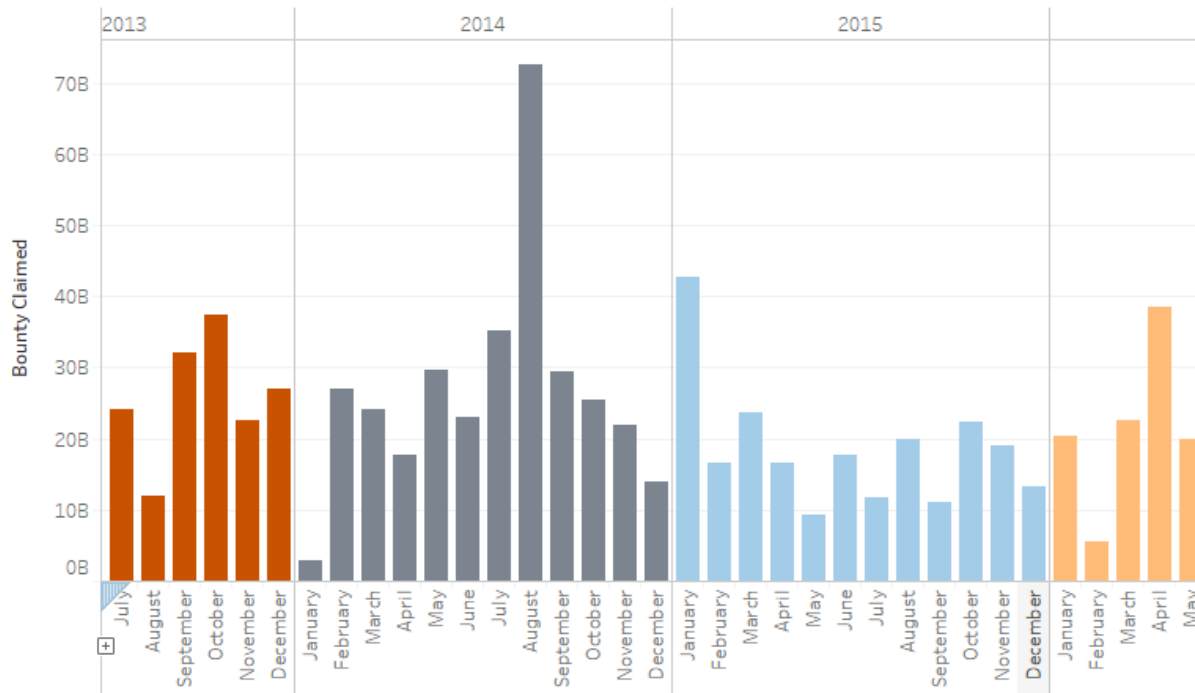
How we relate bounty with achieve

- To place a bounty amount, players need to have enough currency (isk).
- We observed the highest bounty was claimed in August of 2014 due to Crius release.
- We saw that there was a drastic decrease in the bounty from August end due to Hyperion release.



Bounty claimed analysis

Bounty Claimed Analysis

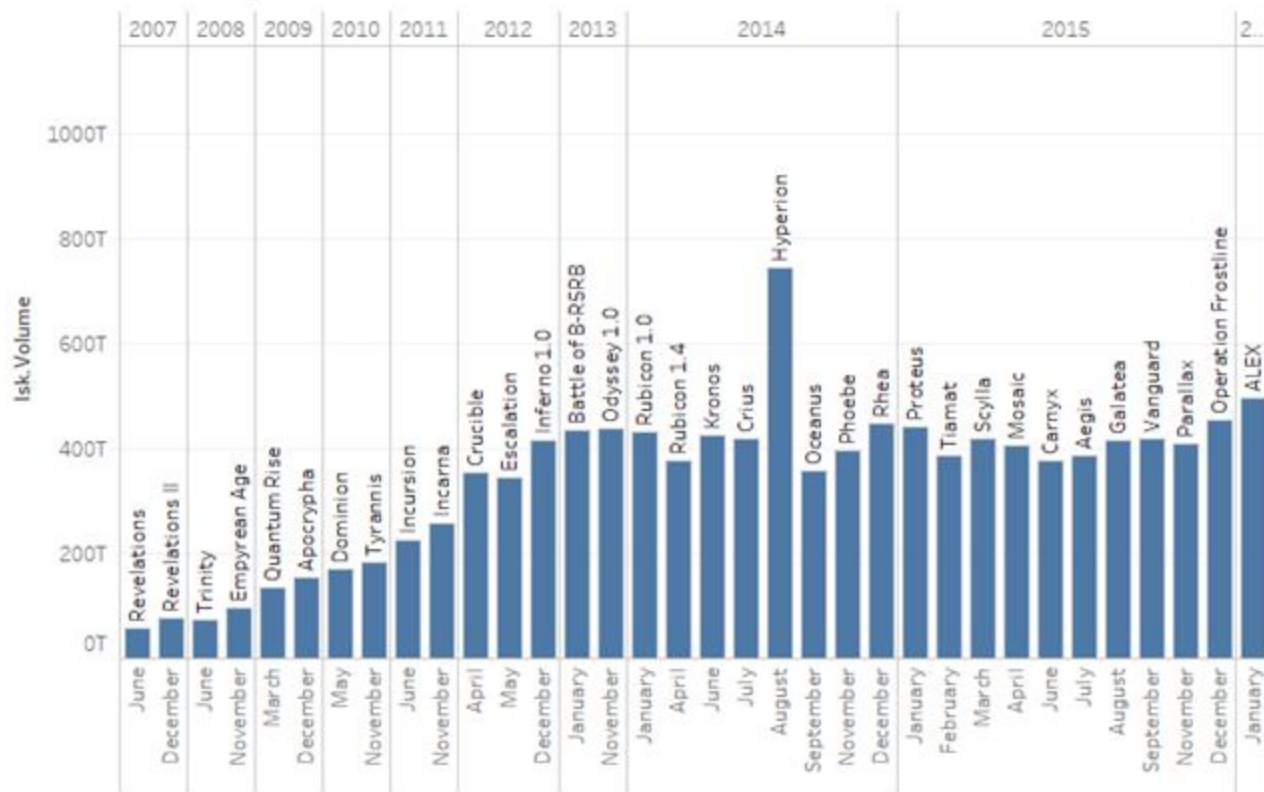




What is ISK's

- The in-game currency is known as ISK (Interstellar Kredits), which is also the currency code of the Icelandic króna, the real-world currency of Iceland, where the Eve Online development studio & Headquarters is located.

Isk Volume Analysis





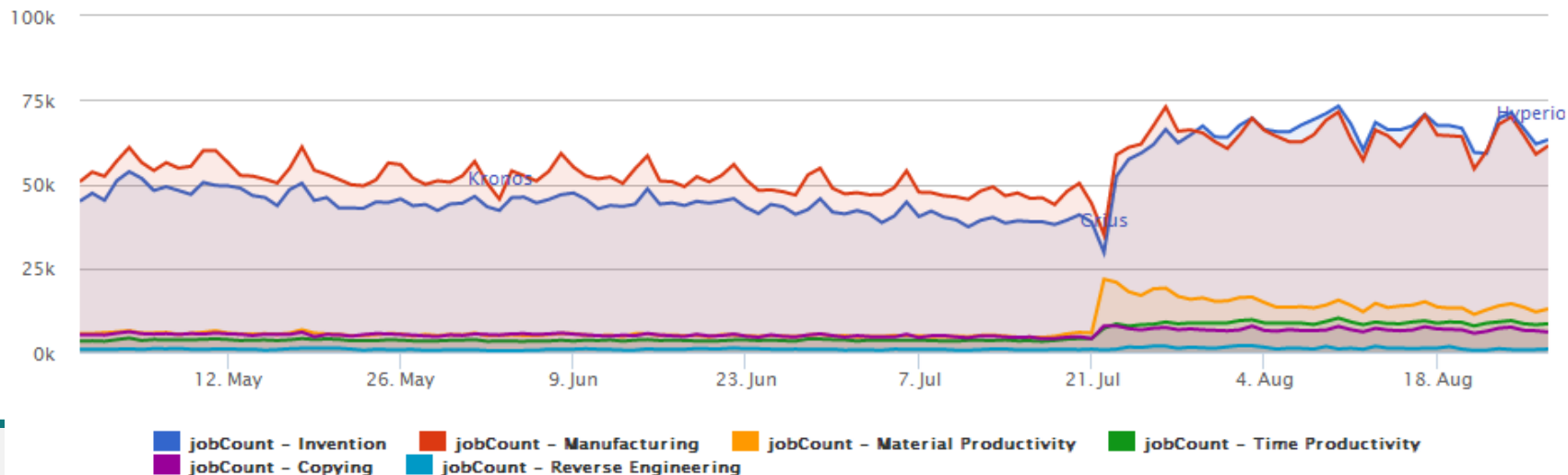
The relation established with bounty claimed amount and ISK volumes

- Since the graph's point out that the bounty claimed amount and ISK volumes were highest during **"August 2014"**.
- The bounty claimed amount was around 70B ISK's.
- The ISK volume was around 700T ISK's.
- This made us think more about the events that occurred and caused such an impact.

Crius Update [July 22- August 26]



- User Interface improvised.
- Cut down on bad complexity (extra material/wastage) .
- Remembers previous settings (How many runs you like to produce).
- Creation of repeatable jobs.
- With the introduction of repeatable jobs the Material Productivity, Manufacturing and Invention increased by over 50% overall.
- All of these improvements helped players achieve more thereby gaining more ISK's and defeat higher level players.



Hyperion Update [August 27 - September 15]



More wandering wormholes

- Wormhole space is a semi-connected network of systems with changing connections.
- Instead of upping things just a bit, they decided to change the average number of wormholes in a wormhole system from like 2 to about 4 or 5.
- This change affects small group players vastly more than it does large wormhole alliances making it impossible to achieve targets.

Extra statics for C4s-

- If you can run a C4 site, you can run a C3 site for more money. An average C4 site payout is (was?) 110 million ISK and requires 2 people.
- An average C3 site payout is 80 million ISK and requires one person.
- Hyperion was billed as a wormhole-focused expansion, but it didn't actually have new wormhole content. More wormhole means more to achieve



Anti-botting policy

What is botting and why it needs to be banned

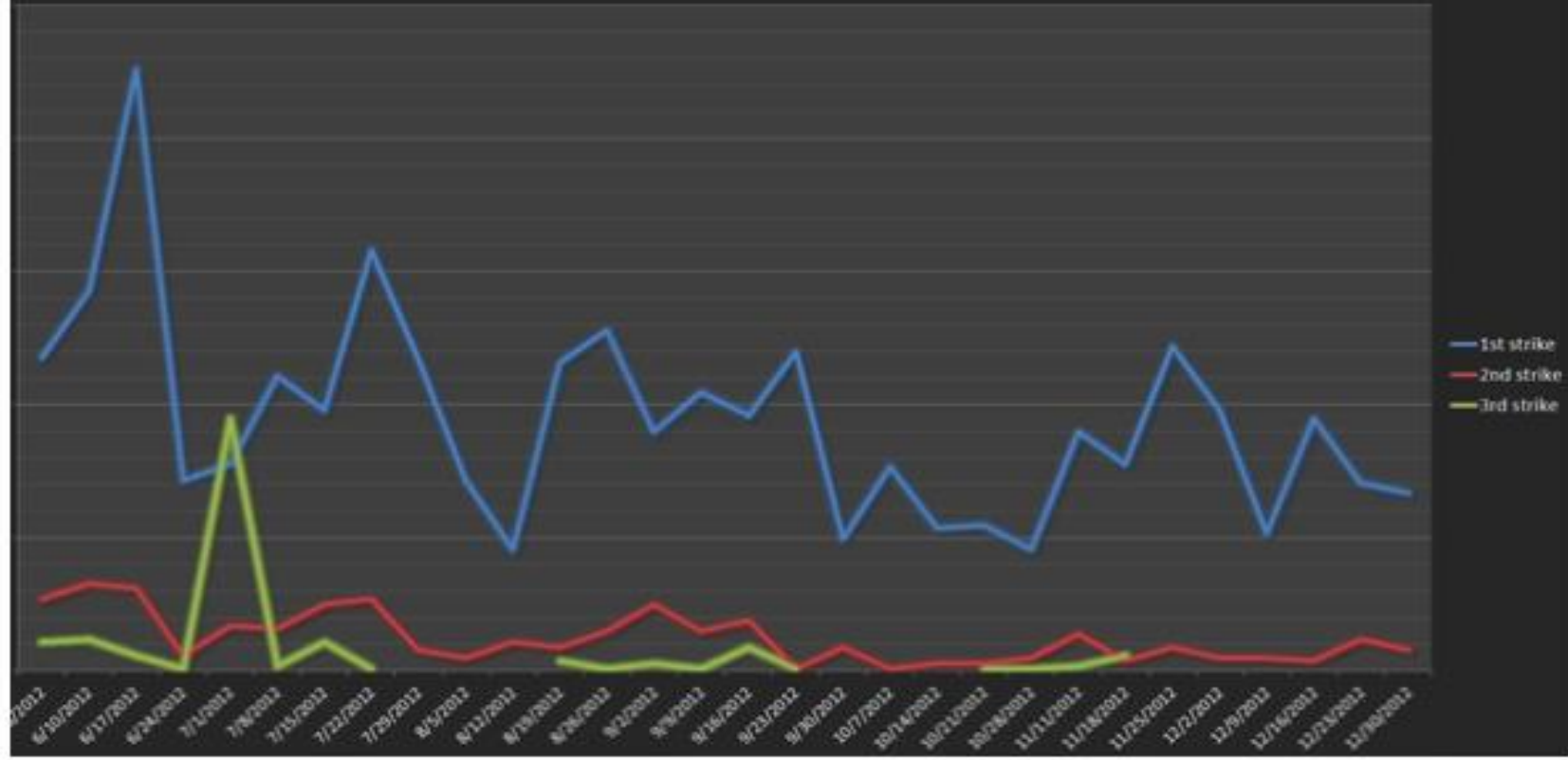
- automation of the repetitive tasks of collecting resources;
- giving the player advantage over other players;
- Hurt community's feeling of "Fair-play";
- Cause inflation of economy and drive up resource prices;



2012- CCP moved to 2-strike suspension policy

- 1st strike results in 30 days ban; 2nd strike results in permanent ban
- Botting behavior declined dramatically
- Lowered the anger feeling among the players
- Restored sense of achievement within the community

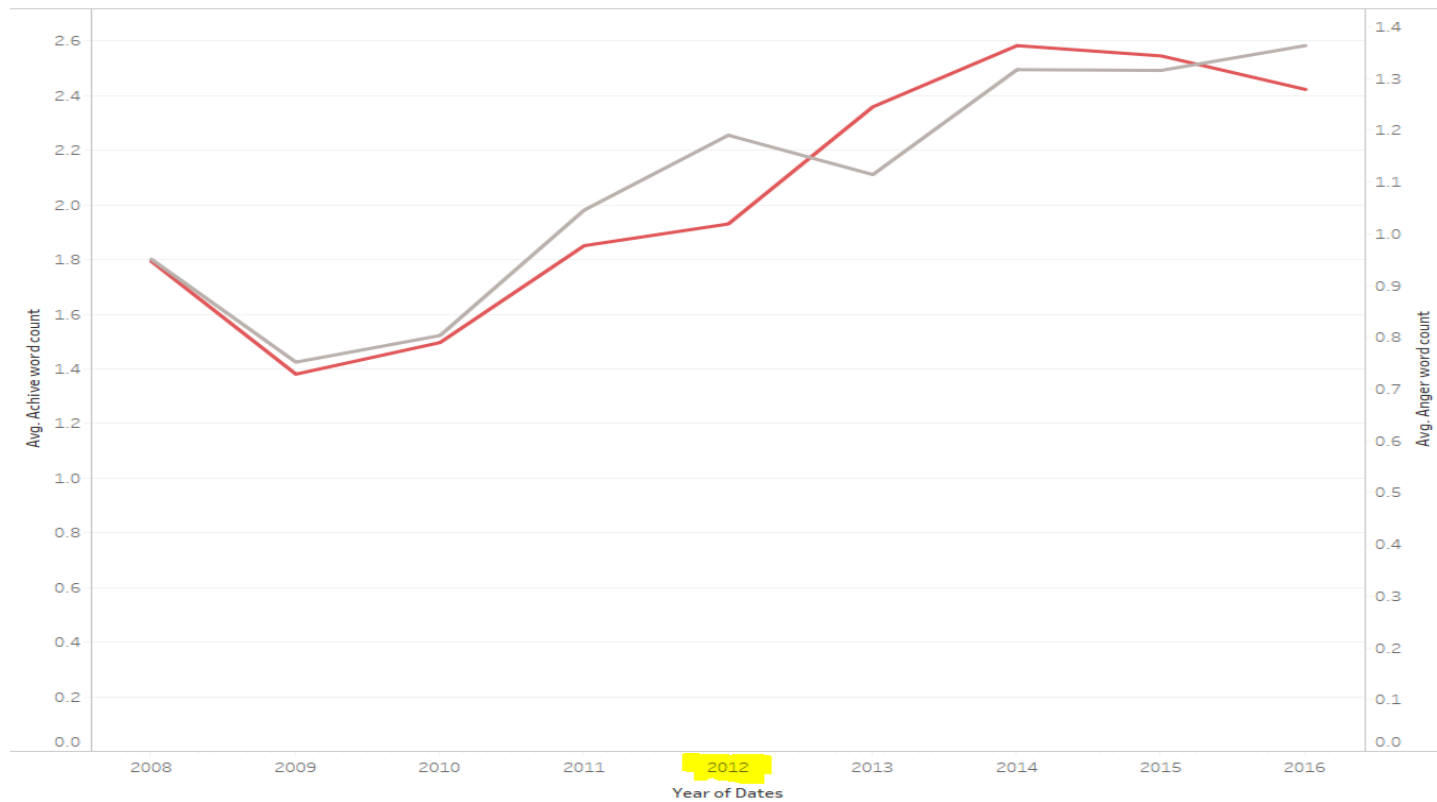
Bot bannings for 2012 Q3, Q4





Columns	YEAR(Dates)	
Rows	AVG(Achive word co..)	AVG(Anger word cou..)

Sheet 1





Success story and moving forward

CCP can learn from this success. By studying the “achieve” word and related keywords, CCP can act proactively by carrying out effective policy in the future to prevent crisis from happening



Thank You!

References



1. <https://community.eveonline.com/news/dev-blogs/lighting-the-invention-bulb/>
2. <https://community.eveonline.com/news/dev-blogs/monthly-economic-report-may-2017/>
3. <https://www.pcgamesn.com/eve/eve-online-bot-policy-moves-two-strike-system>