

# Game Analytics 101

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# What is Game Analytics?

**Game Analytics is the  
application of data  
analytics to games  
to better understand  
players and play.**

# Why Game Analytics?

**Better understanding of  
players and play**



**Better games**



**Better player experience**



**Profit!**

# A Brief History of Game Analytics

# Early Gaming



# Pieces Falling into Place?





# Ready Yet?



# What Needs to Happen?

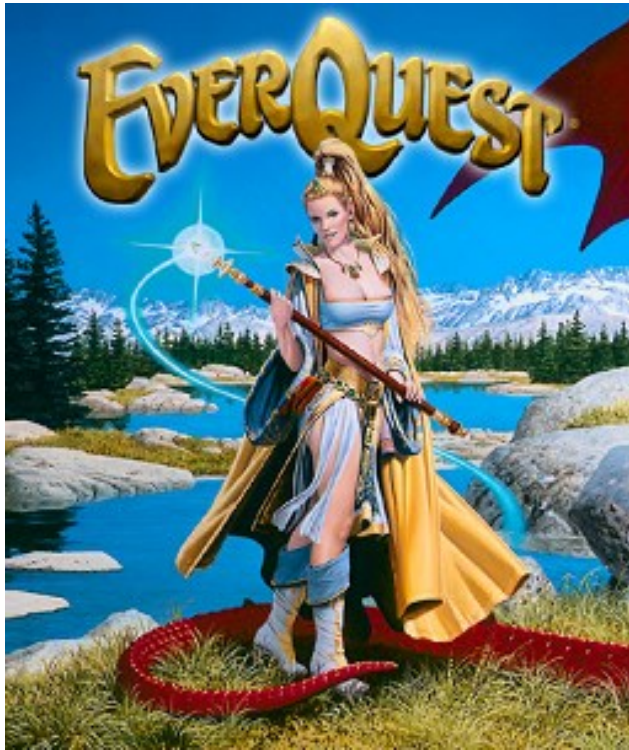
# Can't Academia Drive This on Its Own?



# What Will Motivate Change?

# New Business Models ...

# The Rise of MMOs



# The Rise of Casual

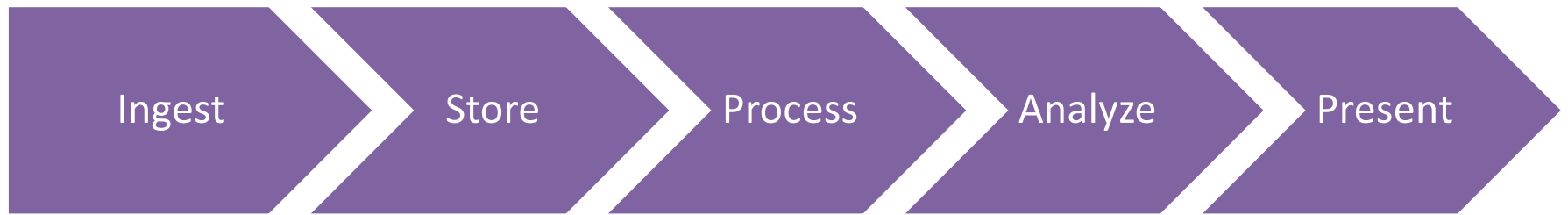




# New Models Proliferate



# Game Analytics Pipeline



# Data of Interest

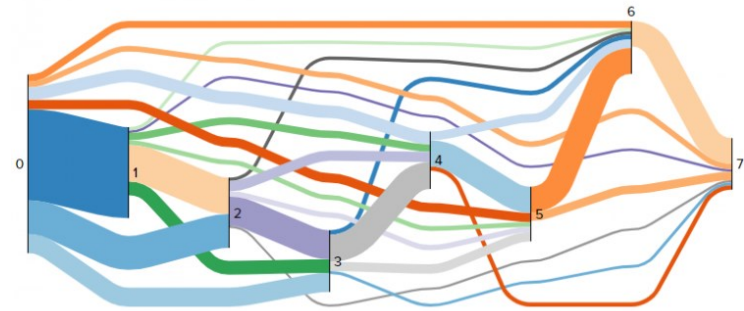
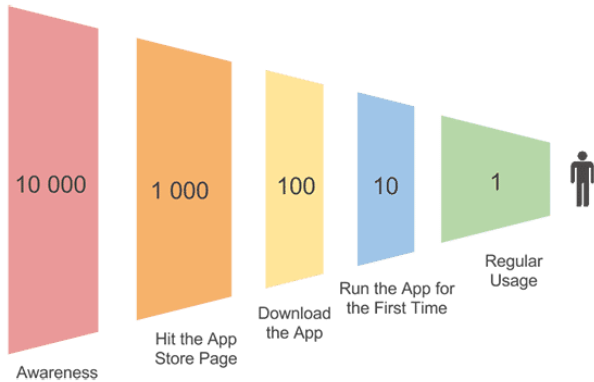
acquisition  
retention  
attrition  
interaction  
attention  
transaction  
progression  
session



**“Everything here  
is my most  
important thing.”**

# Types of Analyses

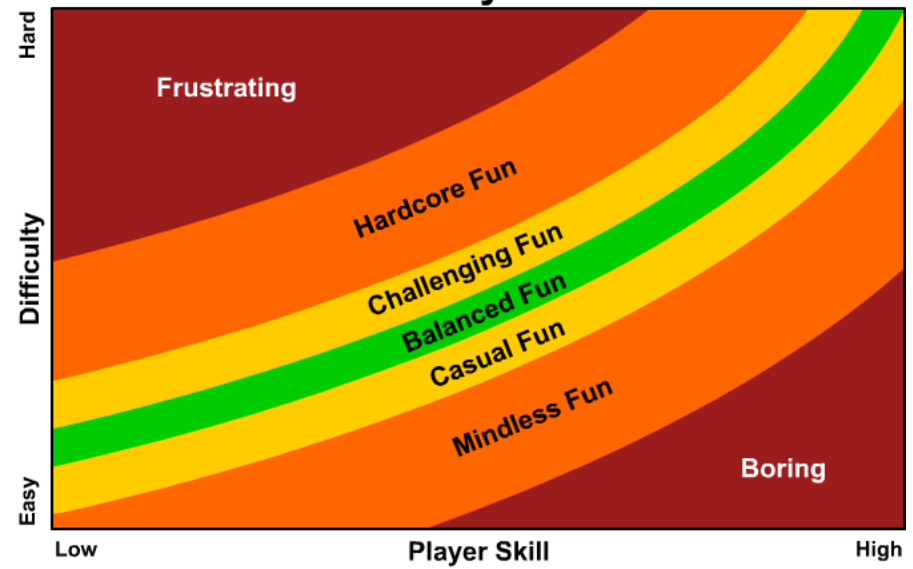




### Source / Sink Analysis

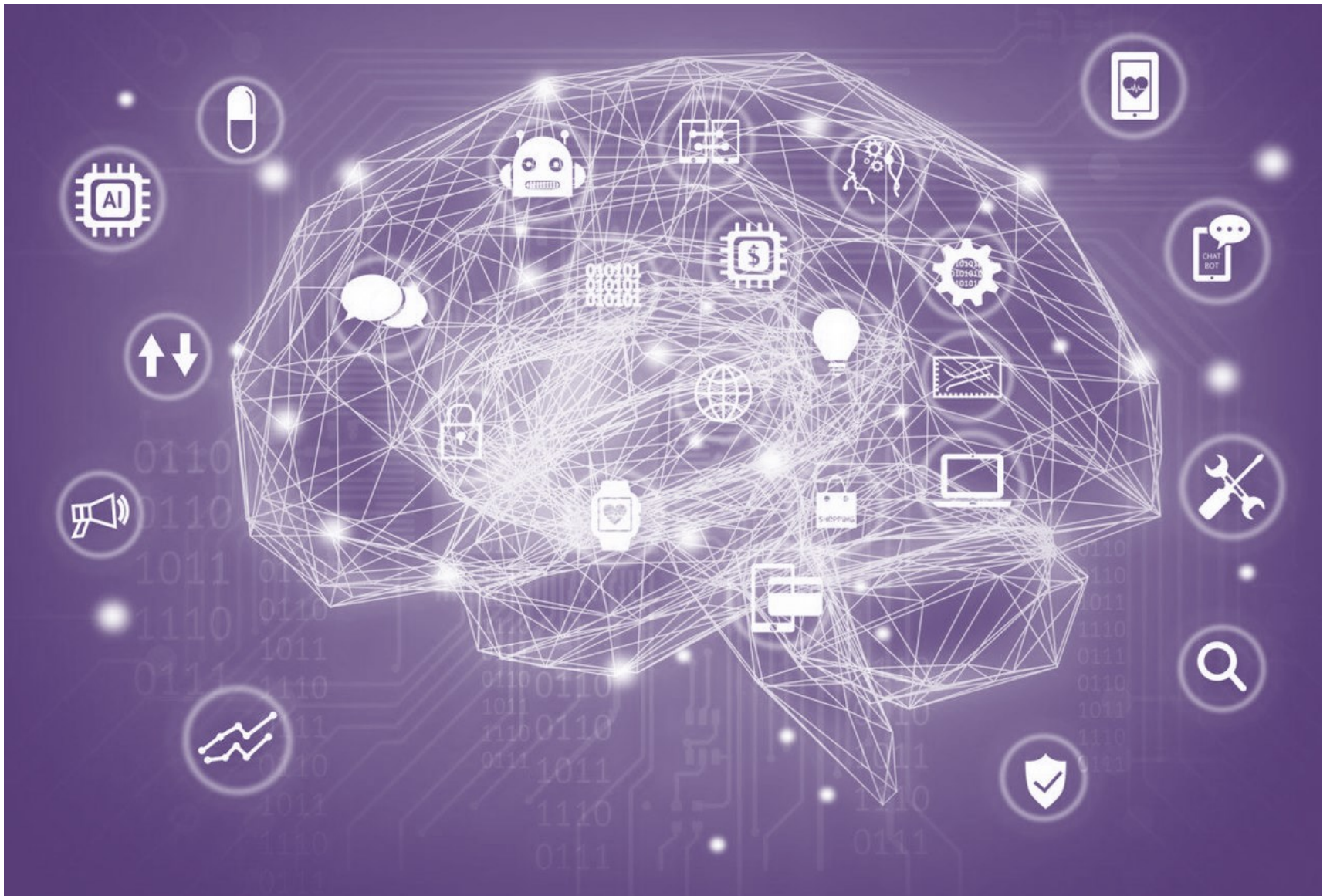


### Difficulty Curve





# Future Prospects







Western  
UNIVERSITY • CANADA