

Once Upon A Game

Data in game production



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Data in game production

Almost every game today
collects player data.



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Low user retention for D1

Retention target was below 40%, the market average for top games.



Players

Level

Retention

100%

Installed

85%

Started Tutorial

70%

Tutorial Step 2

50%

Tutorial Step 3

45%

Finished Tutorial

40%

Started Round 2

37%

Finished Round 2

35%

Unlocked Reward

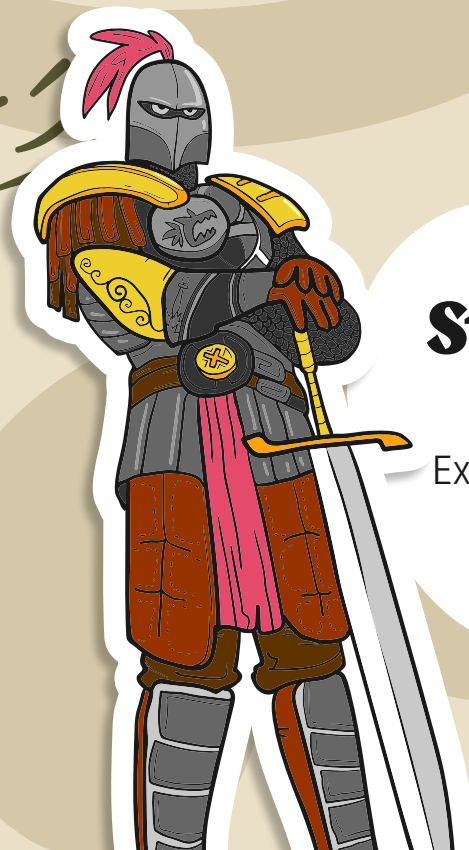
34%

Started Round 3

32%

Finished Round 3





Stakeholder

Product Owner
Executive Producer



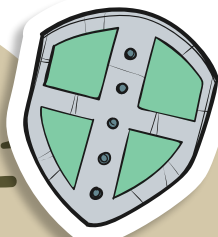
Role

Data Analyst



Tools

Tableau, Power BI,
Python, Google Data
Studio, Google Analytics,
Proprietary

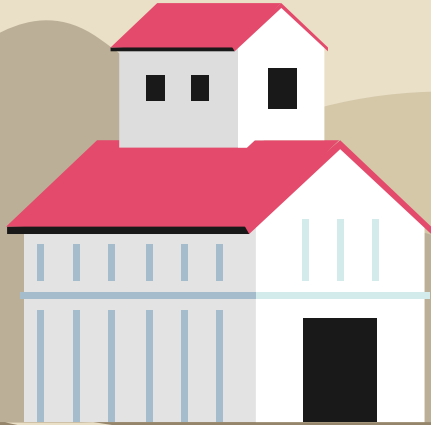
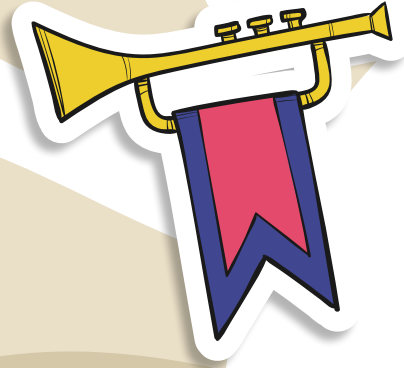


2

Is data sound?

How to ensure the accuracy,
quality and availability of
data generated in the
game?





Data Architecture

Data Engineers and QAs created and tested the pipelines and APIs with which the data were retrieved and stored. Data were properly cleaned, tagged, organised, stored and made easily available for analyses.

Stakeholder

Data Analyst
Data Scientist

Role

Data Engineer

Tools

- Java to build APIs
- Python to write distributed ETL (extract, transform, load) pipelines
- SQL
- MongoDB (JSON-like)
- Golang DB



1

Tracking Design

How to track important
events in the game?
What to track?



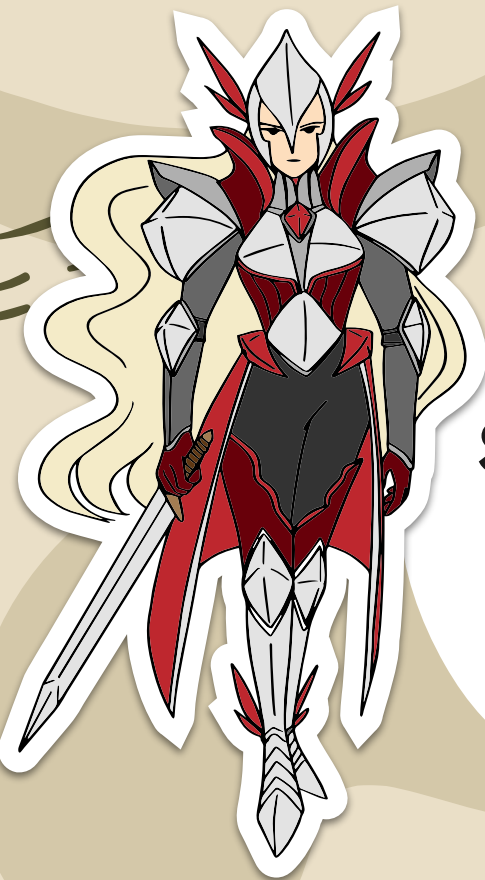
Game Combat Designer

Most used
weapons and
win rate.



Game Economy Designer

Matches per
session and
sessions per day.



Stakeholder

Producers
Game Designers



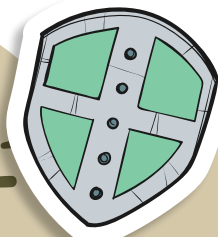
Role

Data Scientist



Tools

Google Sheets
Excel



Data in the game



Designed



Tracked



Retrieved



Transformed



Stored



Visualised

Thanks!

Guilherme Bracco
DA24STO

Do you have any questions?
Reach me at

guilherme.bracco@hyperisland.se

