



**HackIDC, 2022**

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# **WHAT MAKES A GOOD GAME**

## **Playtika's secret sauce**

- Interesting gameplay
- Appealing graphics
- Personalized experience
  - Adaptive difficulty
  - Personalized offers

# ***PERSONALIZED EXPERIENCE***

## **Social component**

- How to match players
  - 2 player games
  - Multiplayer games
  - Maximize playing time, revenue, and ability to learn
- Build community
  - Similar players with similar interests
  - Leaders that help players to develop themselves

# OUR CHALLENGE IN REDECOR

## Building in-game genre-based community

- It's more than a game – it's a hobby & lifestyle.
- Users have their own **design style** ("genre").
- Some users have better skill
- We want to provide the user AI-based **social game experience** by providing recommendation to follow a **relevant community leader**.

# ***LEARNING FROM THE BEST***

## **Guidelines for choosing the right "leader"**

- Player that wins competitions.
- Players that are similar.
- Uniform community size, i.e. we don't want one player to have 1M followers and another to have only 10.

# WHAT IS REQUIRED FROM YOU

## Success criteria

- Algorithm – complexity, extreme cases, performance, scale
- System design – take care of different use cases
- QA – Explain how do you plan to test it
- Creativity and Innovation – the task is not 100% defined. Feel free to add ideas
  - System (a follower from every time zone, country diversity)
  - Algorithm (predict who will play more later and recommend them)

# DATA

## Guidelines

- Three tables.
- One table is big (4G), feel free to cut it for initial attempts
- Data is real, but transformed

# AVAILABLE DATA

## User Profile

Column name	Description
User_id	User_id
Install_date	When the user installed the game

Static user information



# AVAILABLE DATA

## User Stats

Column name	Description
User_id	User_id
Event_date	The sample date
total_voting_vote	Votes at this date

User statistics at certain days

# AVAILABLE DATA

Profile snapshot

Column name	Description
snapshot_insert_date	When the snapshot was inserted
User_id	User_id
Current level_pass	Current level
total_n_challenge_publish_It	Total number of challenges published in life time
total_voting_vote_It	Total votes
total_challenges_publish_last_30_days	Total challenges published
tz_offset	Offset from a default time zone

# AVAILABLE DATA

Fact\_challenge

Column name	Description
event	Type of event - 'challenge_share', 'assign_color', 'challenge_publish'
event_ts	Time
user_id	User id
challenge_id	Challenge id
challenge_object_count	Number of objects in the scene
color_id	Material id
item_id	Item id (chair, table, etc.)



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