



Contents

- The industry's projection in 2020
- 8 data science applications in gaming
- Supercell // clash of clans
- Supercell // pitfalls
- Supercell // success factors
- Artificial Intelligence (AI) in the video game industry
- Conclusion
- References



The Industry's Projection in 2020

\$159.3 billion of revenue



2.7 billion players



~59 Tb of data per day



Efficient Use of Data Science



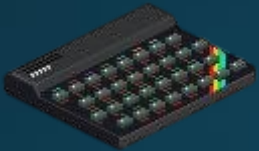
8 DS Applications in Gaming



Game Development



Visual Effects & Graphics



Game Monetization



Personalised Marketing



Game Design



Fraud Detection



Object Identification



Social & Customer Analysis

Supercell // Clash of Clans



Generated revenues of c.a. \$2 billion in 2017 without introducing any new game.



Data Collection



Information



Knowledge



Analytical Thinking



Insights



Insight Thinking

Supercell // Pitfalls



Caned 3 games in 2011/12 due to poor monetization, despite some positive reviews.



Pitfall 1

Did not interest
players long enough



Pitfall 2

Difficult gameplay



Pitfall 3

Launched on wrong
platform

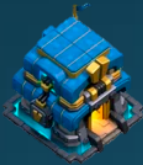
Supercell // Success Factors



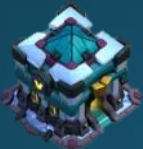
Reimagined Process: Completely re-think processes by applying data and analytics in such a way as to dramatically increase quality, lower costs and speed time to delivery.



Customer Intelligence: Capture data on customer behaviour and preferences, both expressed and observed, to provide more enriching experiences, tailored offerings, and secure a long-term loyal relationship.



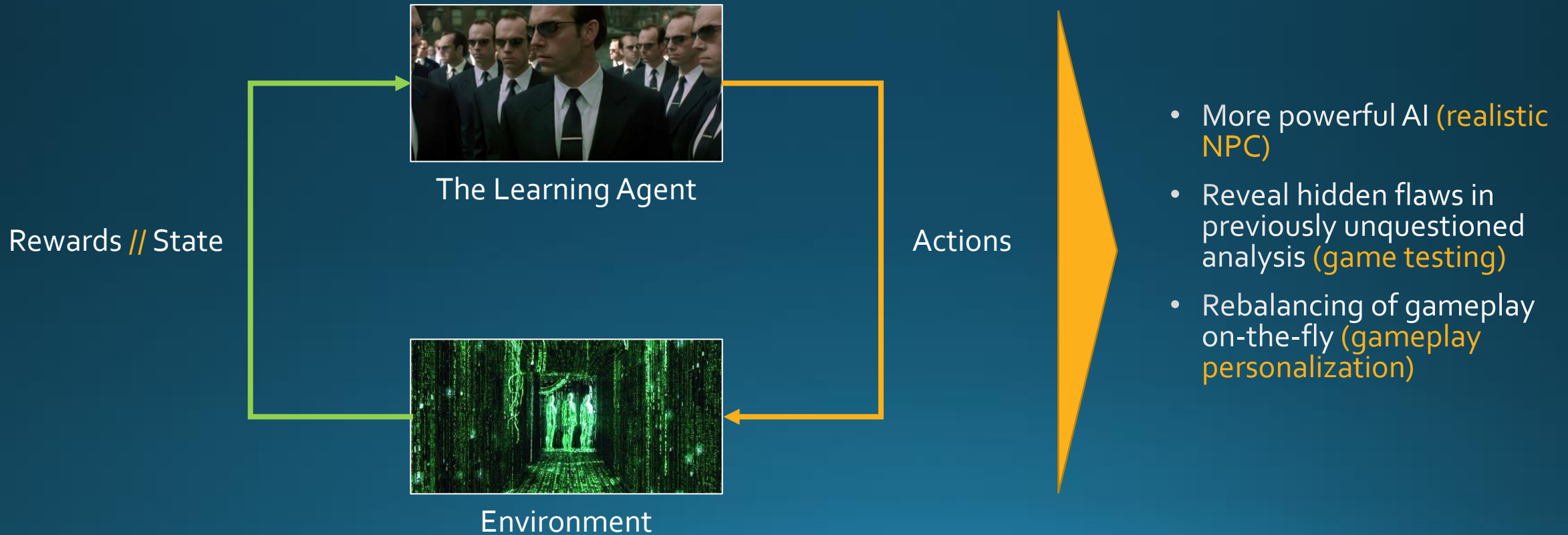
New Business: Use data in new ways to create new monetization streams, either directly from the data itself, or as a by-product of understanding the data to uncover new opportunities.



Balanced Risk/Reward: Increase confidence in decision-making processes to optimize business outcomes and increase agility without incurring undue risk.

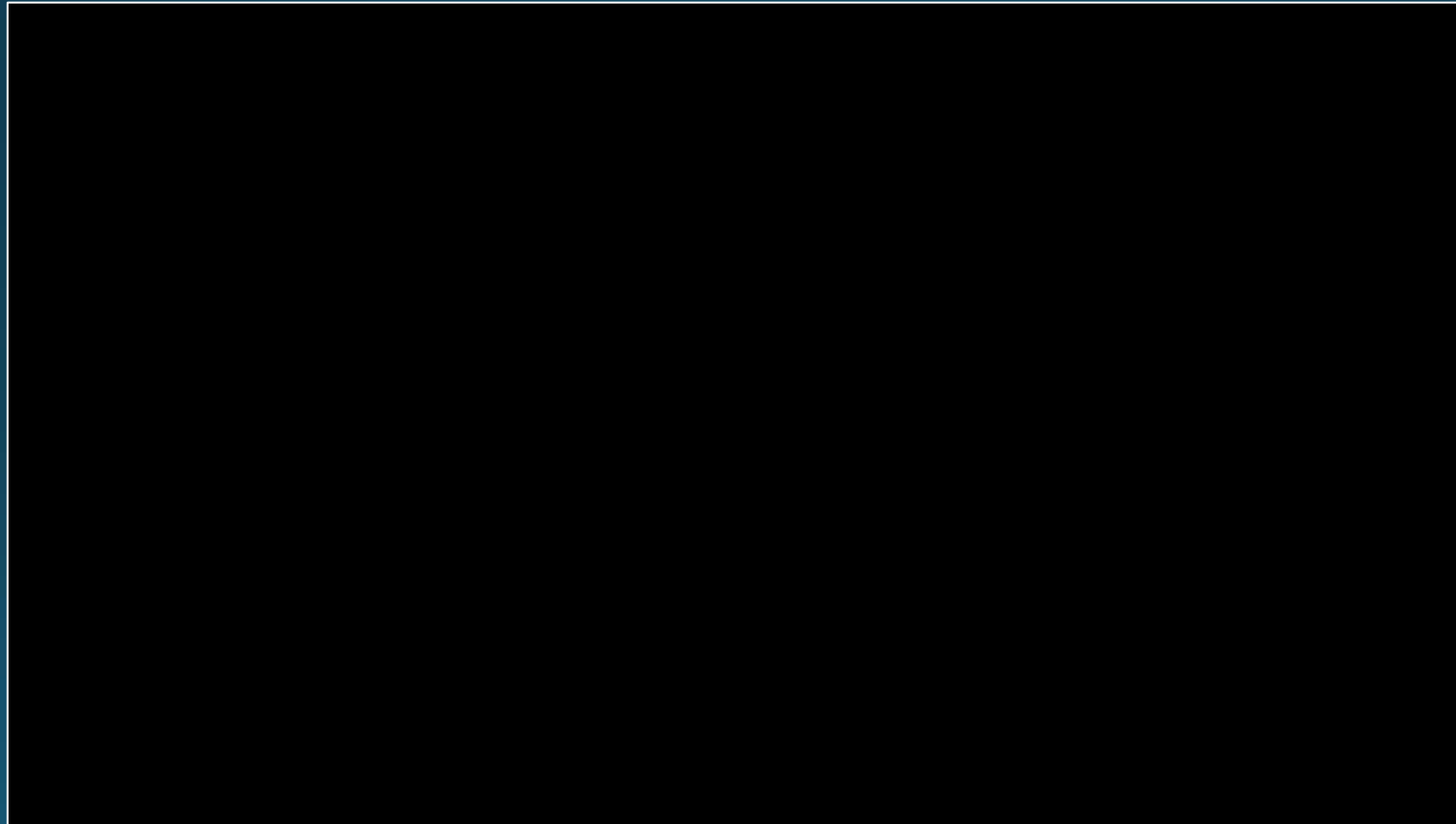
AI in the Video Game Industry

Machine Learning // Reinforcement Learning



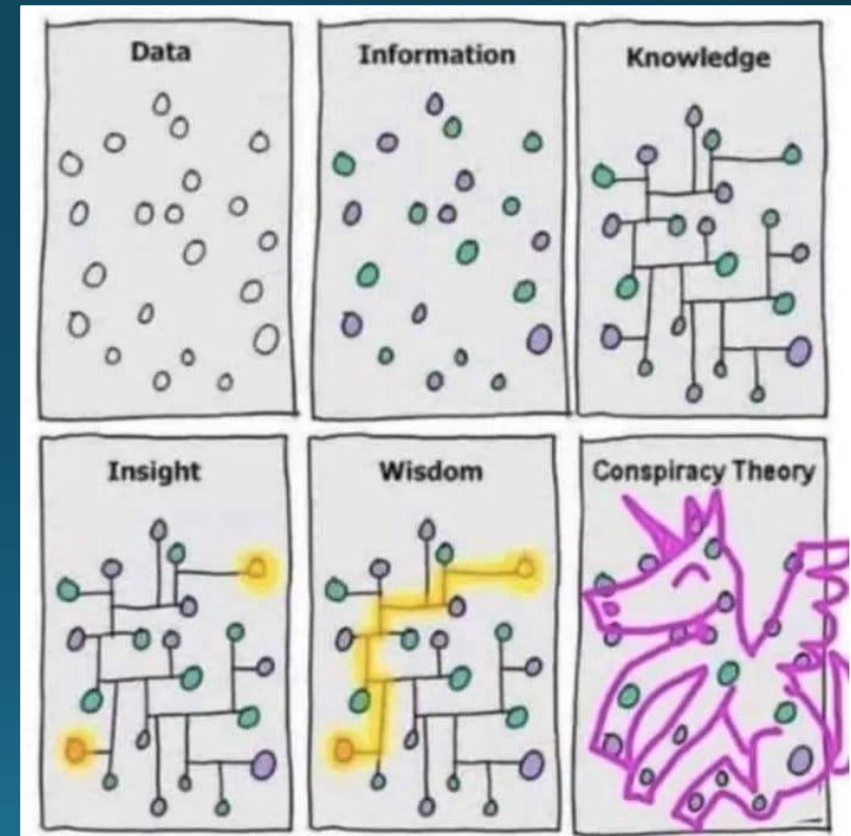
AI in the Video Game Industry

Machine Learning // Reinforcement Learning // 



Conclusion

- Industry has been growing exponentially with increasing number of active players.
- Data-driven culture to build the best gaming experiences and in turn increases revenue.
- Digitally mature by taking advantages of technological developments to constantly evolve the way they work.
- Early AI adopters in bringing games to life and improving the gameplay experiences.



References

- <https://www.kdnuggets.com/2019/04/top-8-data-science-use-cases-gaming.html>
- <https://www.cio.com/article/3251172/how-big-data-is-disrupting-the-gaming-industry.html>
- <https://www.reuters.com/article/us-finland-supercell/less-is-more-clash-of-clans-maker-banks-on-handful-of-games-idUSKBN051Q620150520>
- <https://www.linkedin.com/pulse/data-science-analytics-video-games-development-subhodip-pal/>
- <https://supercell.com/en/our-story/>
- <https://www.kdnuggets.com/2018/03/5-things-reinforcement-learning.html>





That's all Folks!