

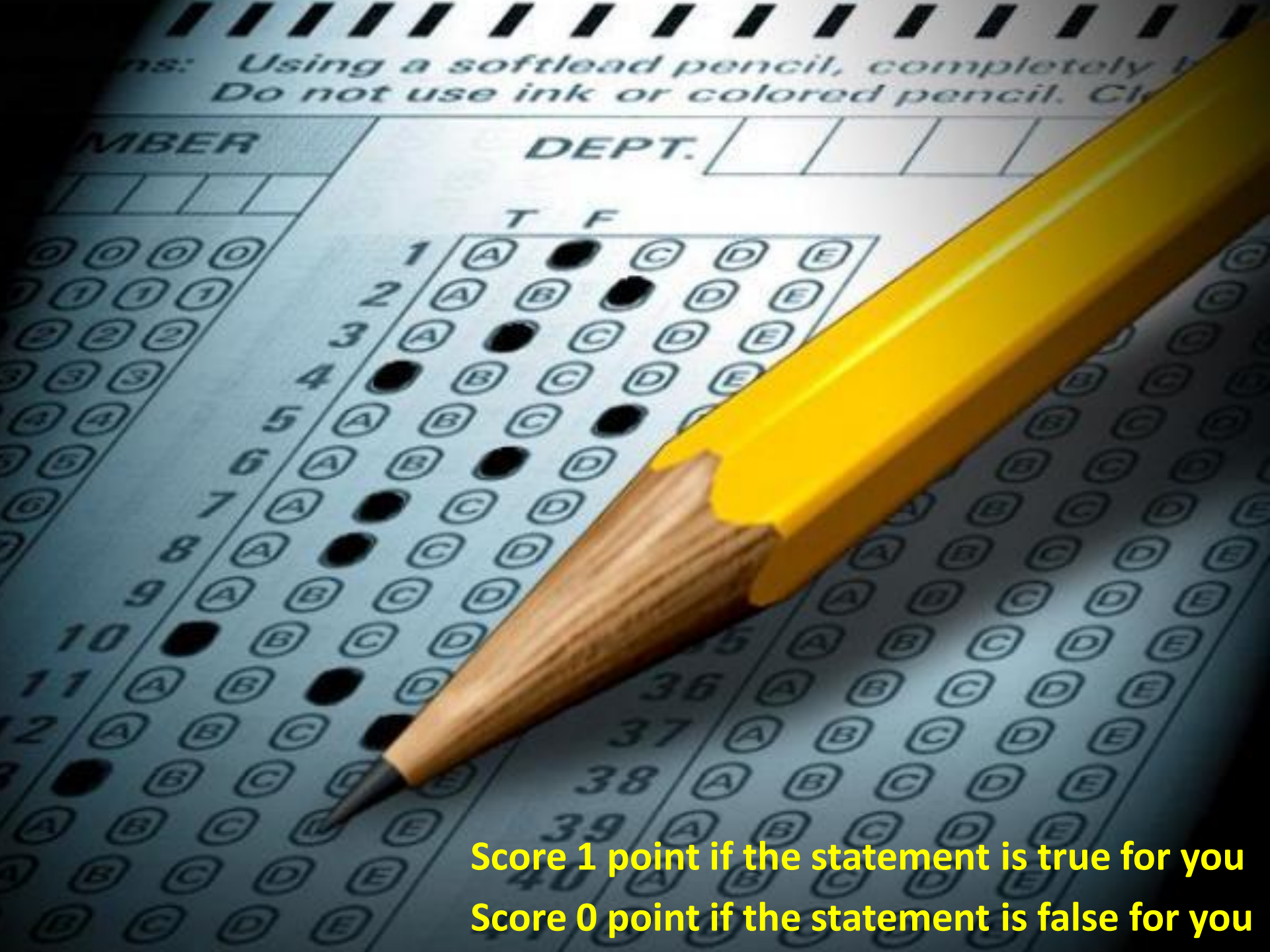
Data Driven: How Creating a Deeply Analytical Approach Drives Success

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GDC¹¹
Online



Score 1 point if the statement is true for you
Score 0 point if the statement is false for you

1

All of our producers look at their key game metrics on a daily basis

#2

Running A/B Testing and understanding statistical significance is a core competency of most of our producers and marketers

#3

We match marketing acquisition data
with monetization data

4

We understand Lifetime Value of our customers at a granular level (country, traffic source, demographic, etc.)

5

We have a dedicated BI department that provides extensive automated analytics across all of our games

6

Our CEO and other key leaders in the organization believe BI and analytics are an essential capability and a key point of competitive differentiation

Bonus Point

Our producers are trained in the Poisson probability distribution and its practical applications in low volume hour by hour probabilistic determination of the likelihood of systemic game issues that may have been recently introduced.

What's Your Score?

0=

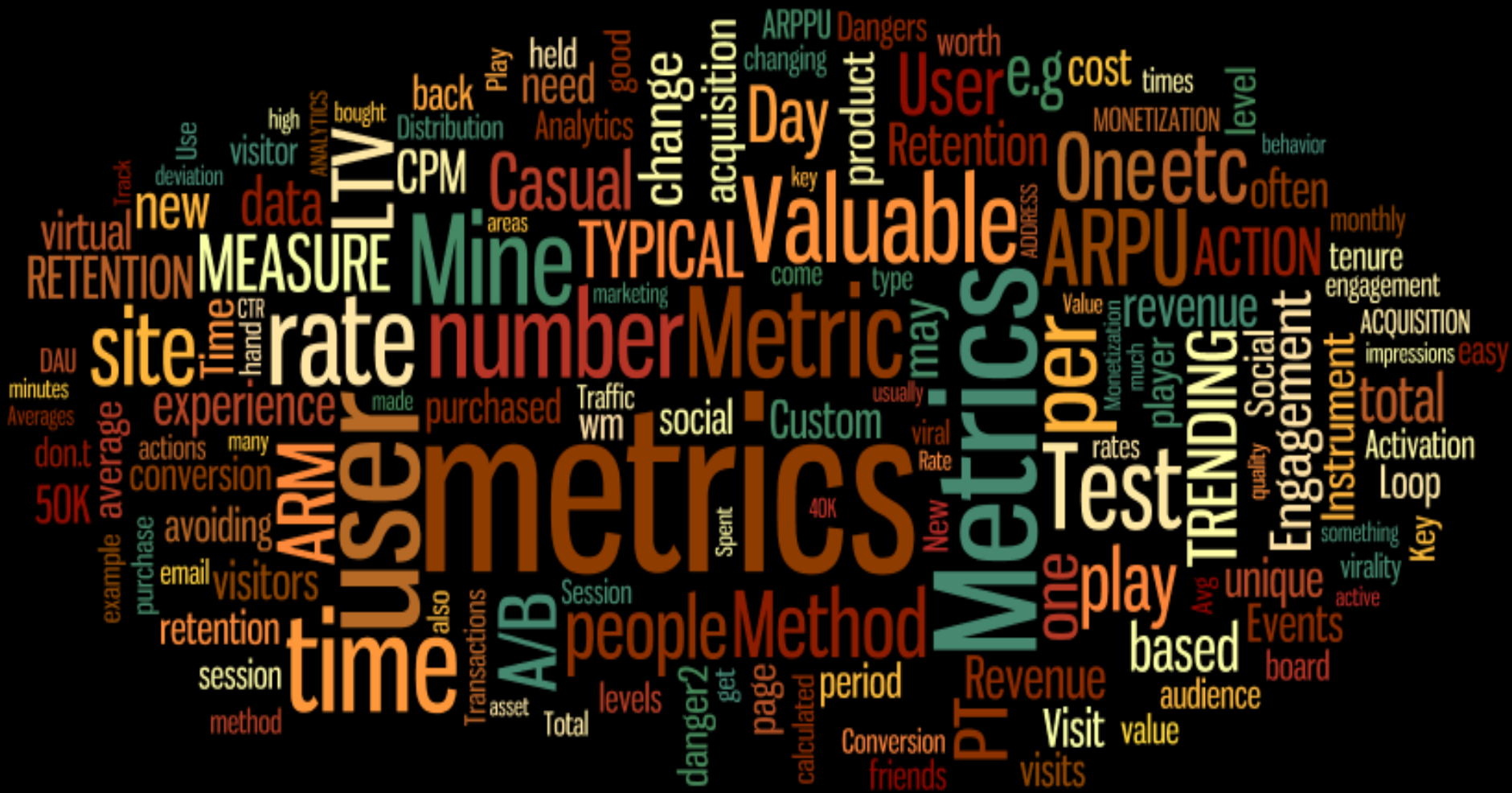
“Math is
Hard”



7=

Data
Driven

Analysis of prior metrics presentations



Today...

Disclaimers

Key Background & Issues

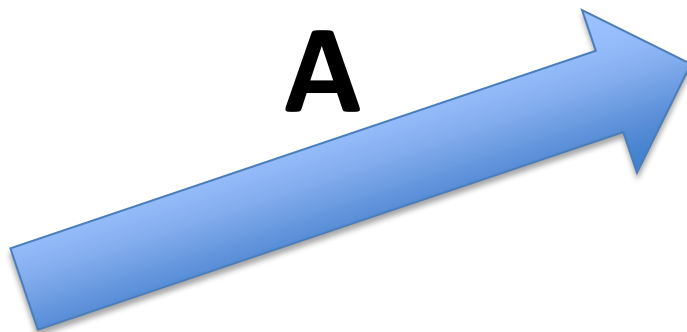
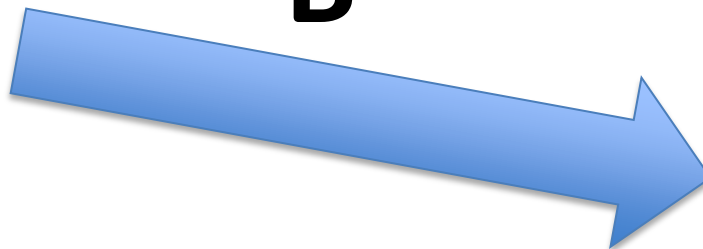
8 Practical Strategies

Q&A

More than one way to skin a cat



Garbage In, Garbage Out

**A****B**

KEY BACKGROUND & ISSUES

Our business is not Enron

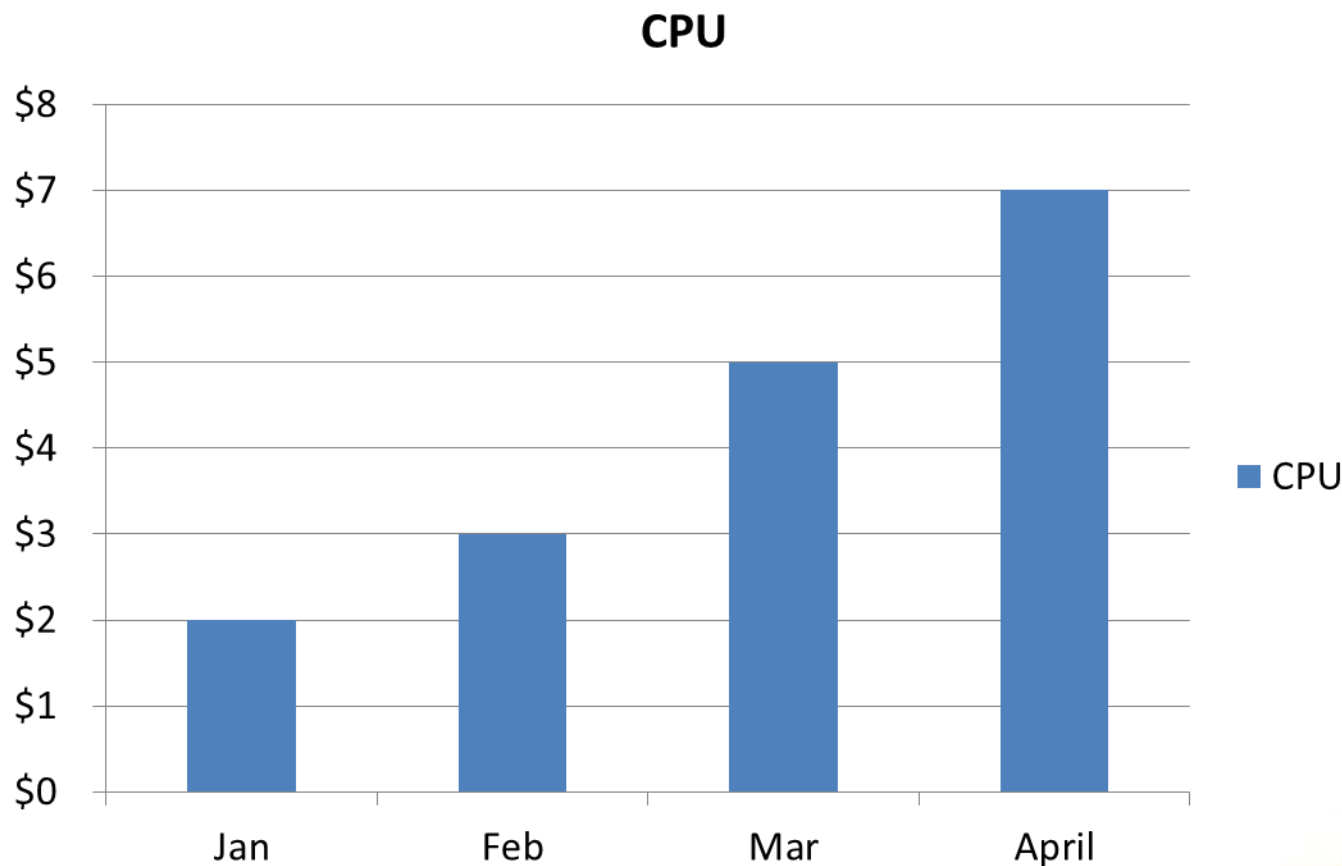
**Fraudulent Revenue –
Fraudulent Costs** =



Our business is relatively simple

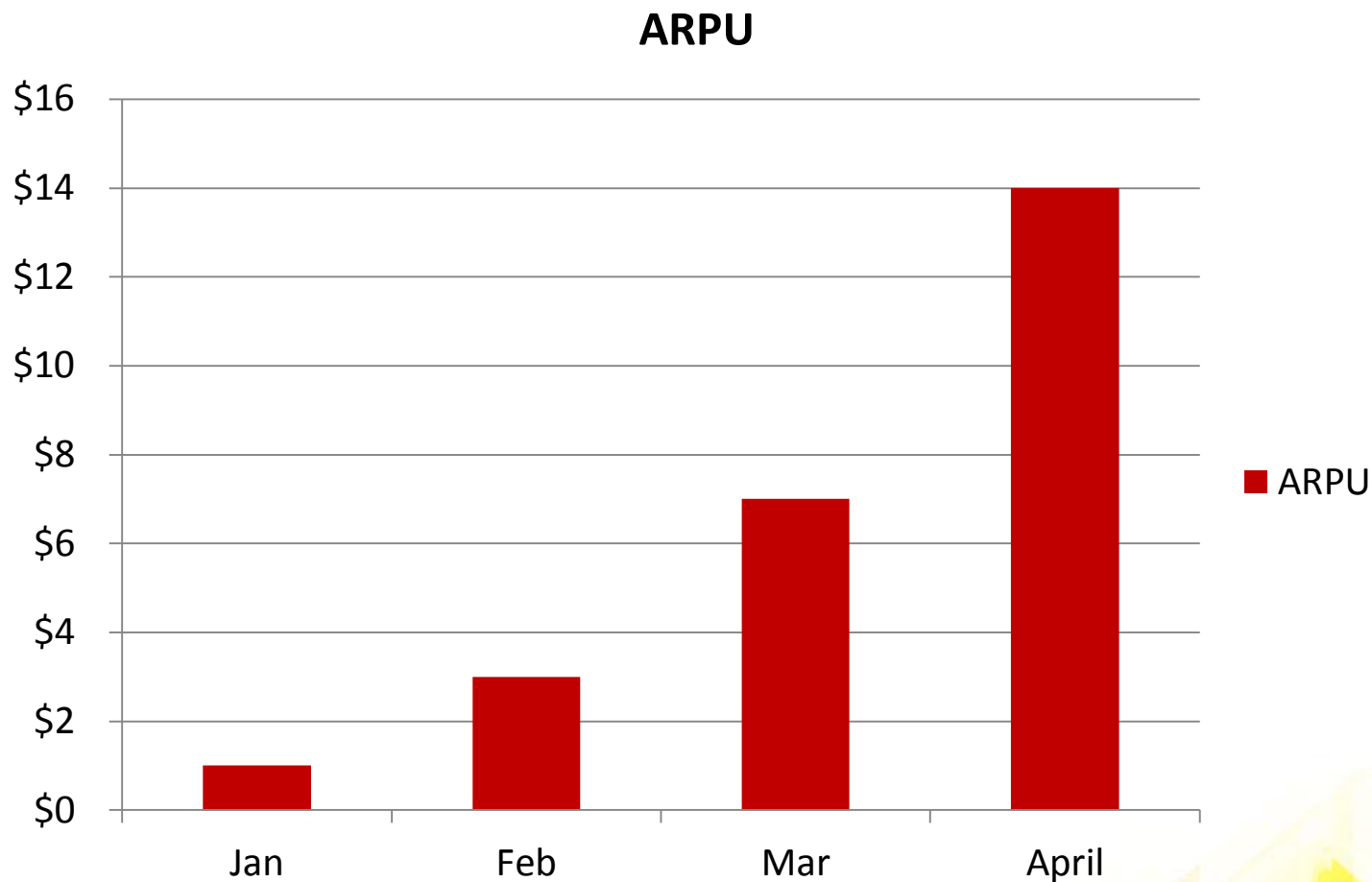
$$(\text{ARPU} - \text{CPU}) \times \text{Users} = \text{Profit}$$

Quiz Question



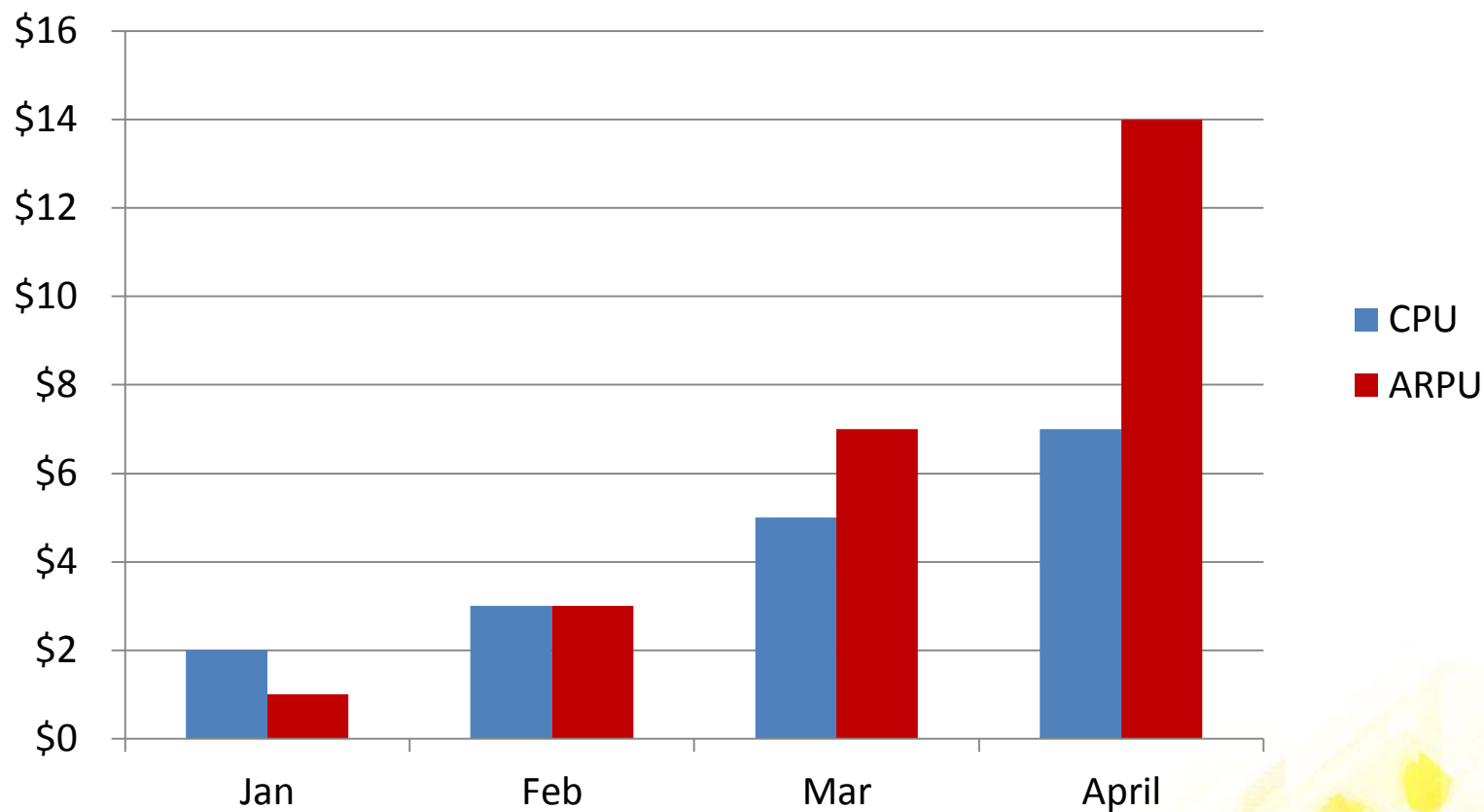
Good or Bad?

1st Month Cohort Data



ARPU vs CPU

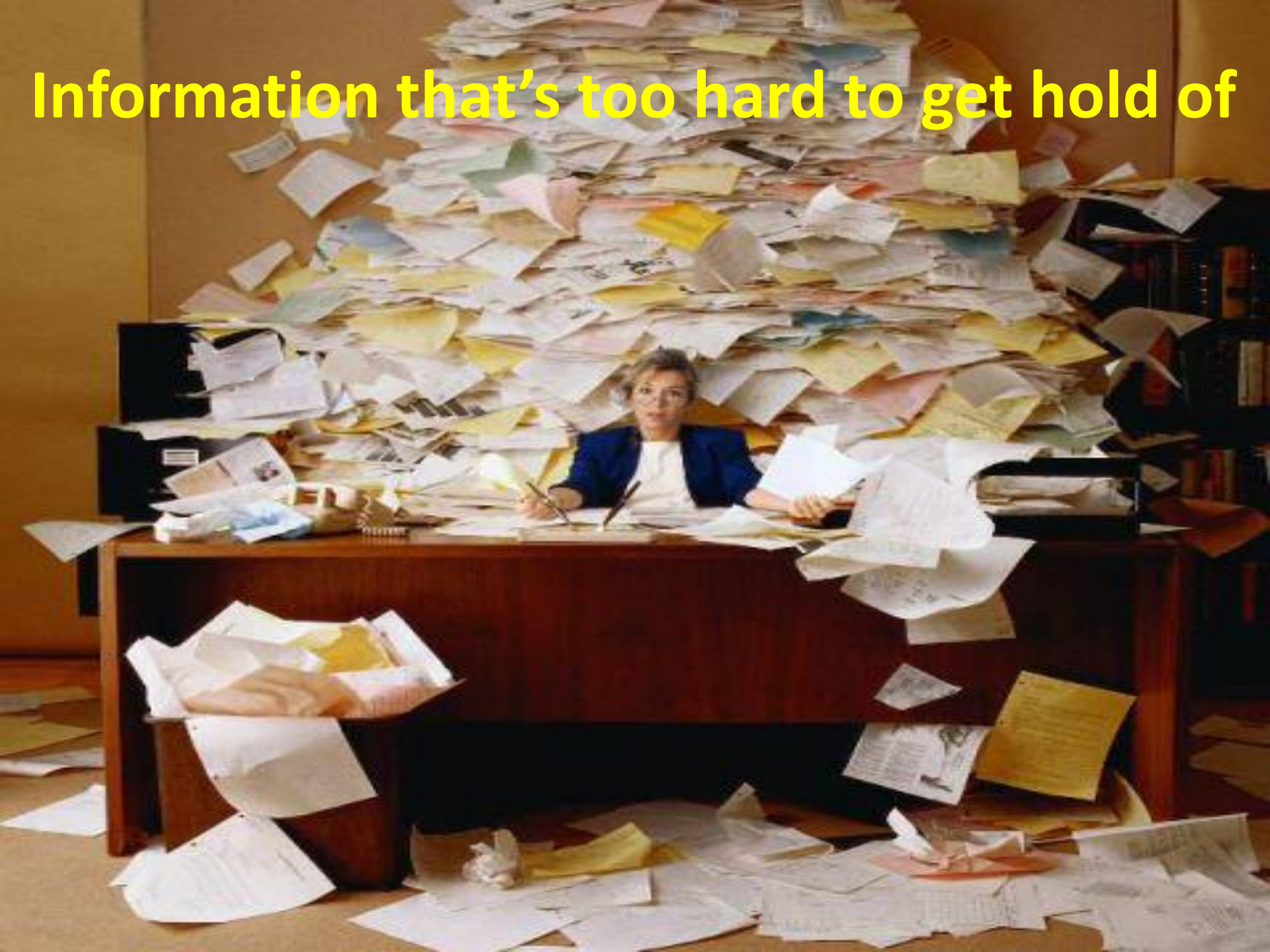
ARPU vs. CPU



Make sure you see the full picture



Information that's too hard to get hold of



**Information is
worthless...**



...unless it has the power to change a decision

Organization Readiness & Acceptance



8 PRACTICAL STRATEGIES FOR A DATA DRIVEN ORGANIZATION

1. Make Analysis Everyone's Job



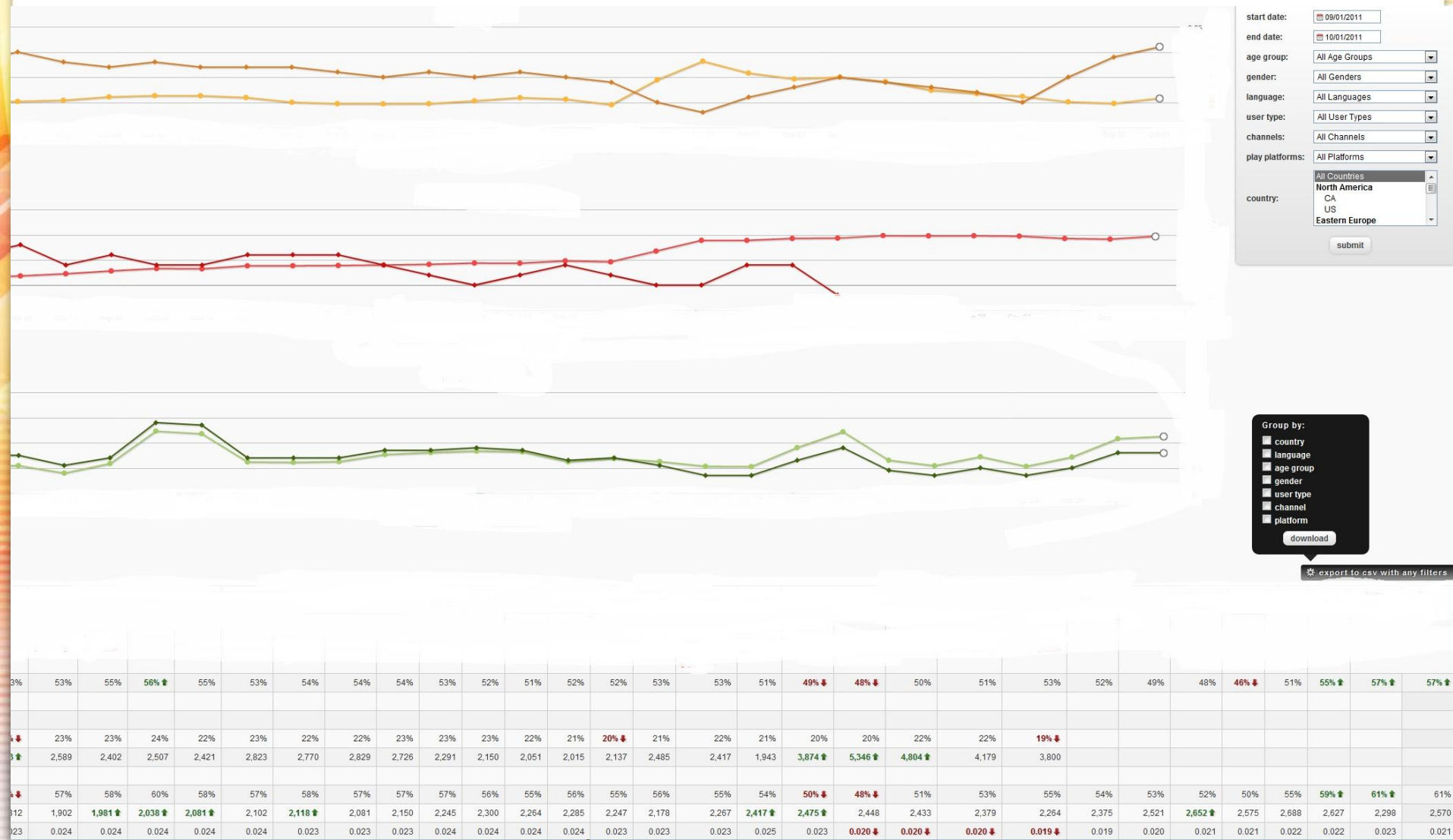
2. Build up internal capability



3. Invest in Tools



Self Service Tools



Self Service Tools

start date:

end date:

age group:

gender:

language:

user type:

channels:

play platforms:

country:
North America
CA
US
Eastern Europe

start date:

end date:

age group:

gender:

language:

user type:

channels:

play platforms:

country:
North America
CA
US
Eastern Europe

Group by:

- ☐ country
- ☐ language
- ☐ age group
- ☐ gender
- ☐ user type
- ☐ channel
- ☐ platform

✱ export to csv with any filters

3%	53%	55%	56%▲	55%	53%	54%	54%	54%	53%	52%	51%	52%	52%	53%	53%	51%	49%▼	48%▼	50%	51%	53%	52%	49%	48%	46%▼	51%	55%▲	57%▲	57%▲
4▼	23%	23%	24%	22%	23%	22%	22%	23%	23%	23%	22%	21%	20%▼	21%	22%	21%	20%	20%	22%	22%	19%▼								
3▲	2,589	2,402	2,507	2,421	2,823	2,770	2,829	2,726	2,291	2,150	2,051	2,015	2,137	2,485	2,417	1,943	3,874▲	5,346▲	4,804▲	4,179	3,800								
4▼	57%	58%	60%	58%	57%	58%	57%	57%	57%	56%	55%	56%	55%	56%	55%	54%	50%▼	48%▼	51%	53%	55%	54%	53%	52%	50%	55%	59%▲	61%▲	61%
12	1,902	1,981▲	2,038▲	2,081▲	2,102	2,118▲	2,081	2,150	2,245	2,300	2,264	2,285	2,247	2,178	2,267	2,417▲	2,475▲	2,448	2,433	2,379	2,264	2,375	2,521	2,652▲	2,575	2,688	2,627	2,298	2,570
23	0.024	0.024	0.024	0.024	0.024	0.023	0.023	0.023	0.024	0.024	0.024	0.024	0.023	0.023	0.023	0.025	0.023	0.020▼	0.020▼	0.020▼	0.019▼	0.019	0.020	0.021	0.021	0.022	0.022	0.023	0.021

Self Service Tools



start date:

end date:

age group:

gender:

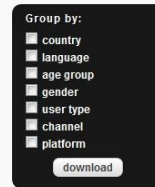
language:

user type:

channels:

play platforms:

country:



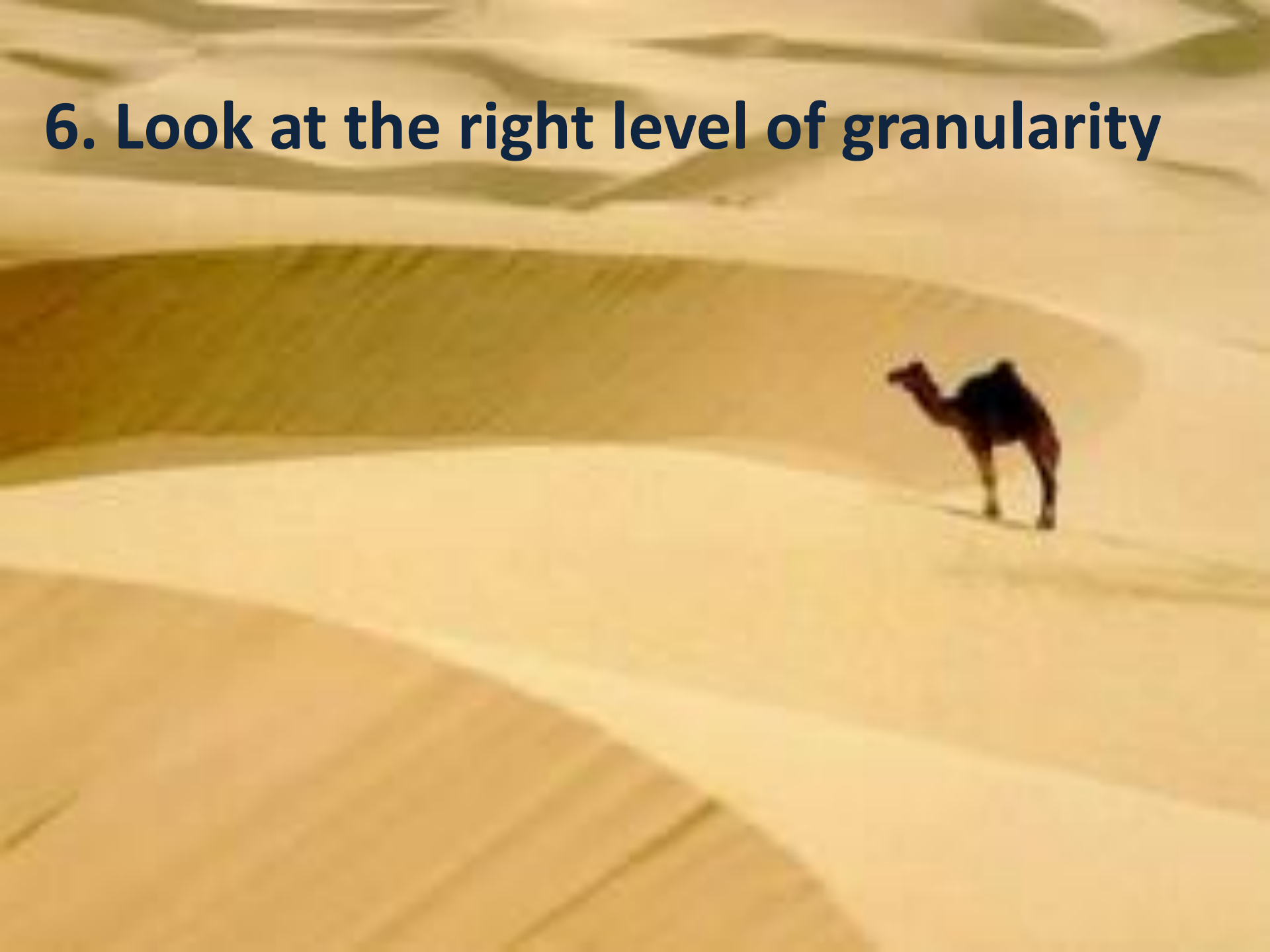
76% ↓	70% ↓	70% ↓
237	144 ↓	176 ↓
0.028 ↑	0.038 ↑	0.034 ↑

3%	53%	55%	56%	55%	53%	54%	54%	54%	53%	52%	51%	52%	52%	53%	53%	51%	49%	46%	50%	51%	53%	52%	49%	48%	46%	51%	55%	57%	57%	
	23%	23%	24%	22%	23%	22%	22%	23%	23%	23%	22%	21%	20%	21%	22%	21%	20%	20%	22%	22%	19%									
	2,589	2,402	2,507	2,421	2,823	2,770	2,829	2,726	2,291	2,150	2,051	2,015	2,137	2,485	2,417	1,943	3,874	5,345	4,804	4,179	3,800									
	57%	58%	60%	58%	57%	58%	57%	57%	56%	55%	56%	55%	56%	55%	54%	50%	48%	51%	53%	55%										
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023	0.024	0.024	0.024	0.024	0.024	0.023	0.023	0.023	0.024	0.024	0.024	0.024	0.023	0.023	0.023	0.025	0.023	0.020	0.020	0.020	0.019	0.019	0.020	0.020	0.021	0.021	0.022	0.022	0.023	0.02

5. Link Marketing & Production



6. Look at the right level of granularity



6. Look at the right level of granularity



6. Look at the right level of granularity



6. Look at the right level of granularity



7. Expand your data set beyond the traditional

**Marketing
Acquisition Costs**

**Product
Item Sales**

**Industry Data
Trends, Benchmarks**

**Tech Ops
Server Performance**

**Customer Service
Support Tickets**

**Consumer Research
Usage & Attitudes**

7. Expand your data set beyond the traditional

Product Item Sales	Industry Data Trends, Benchmarks
Marketing Acquisition Costs	Customer Service Support Tickets
Consumer Research Usage & Attitudes	Tech Ops Server Performance

7. Expand your data set beyond the traditional

**Product
Item Sales**

**Industry Data
Trends, Benchmarks**

**Marketing
Acquisition Costs**

**Customer Service
Support Tickets**

**Consumer Research
Usage & Attitudes**

**Tech Ops
Server Performance**

8. Make sure it comes from the top



It's not just the
data, stupid!

Q&A

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