

# The Importance of Everything

## Analytics of Map Design

Jim Brown

 @EntropicDev



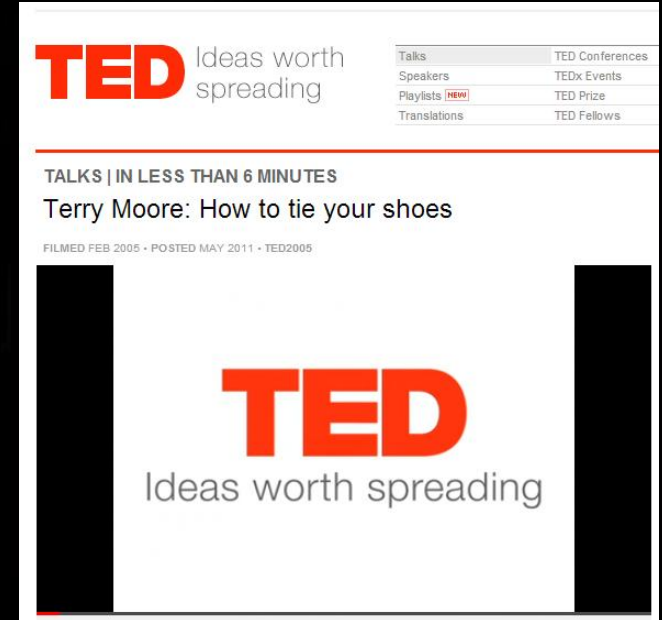
# The Importance of Everything

## Analytics of Map Design



# The Importance of Nothing

## Negative Space in Level Design



# The Importance of Everything

## Analytics of Map Design

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 @EntropicDev



# The Importance of Everything

- Everything is Everywhere
- If Only it were That Simple...
- Data: Information, Not Answers
- Metrics: Question Everything
- Analytics: Outline Your Goals, Define Success
- Ok, so now what?







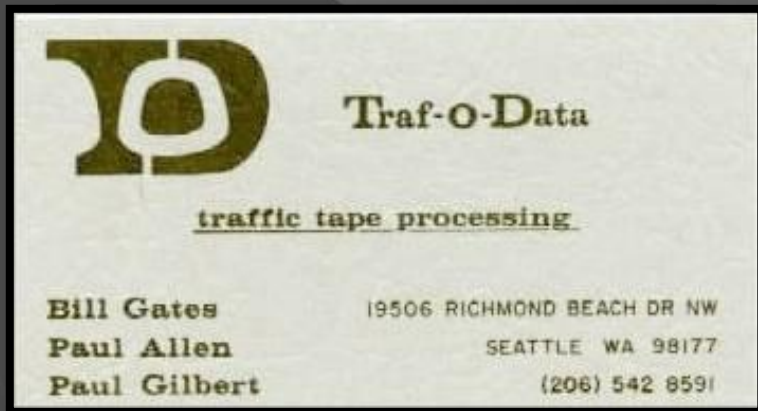




# The Importance of Everything

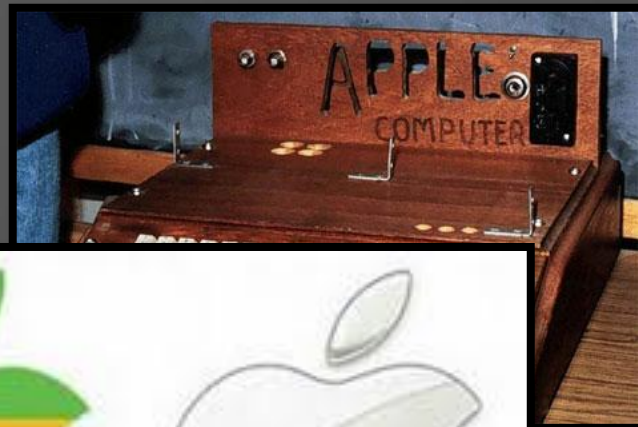
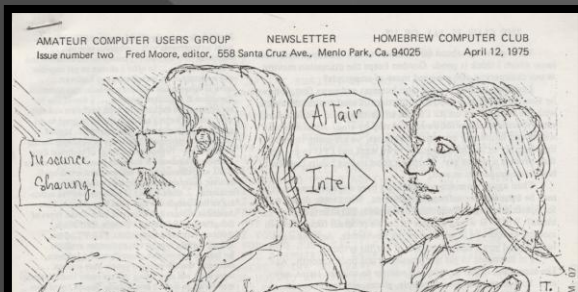
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# Traf-O-Data



***Microsoft®***

# Homebrew Computer Club



Apple's First Logo (1976)



1976-1998



Current logo



SEATTLE

**CHAIR**

SALT LAKE CITY



CARY - HQ



WARSAW



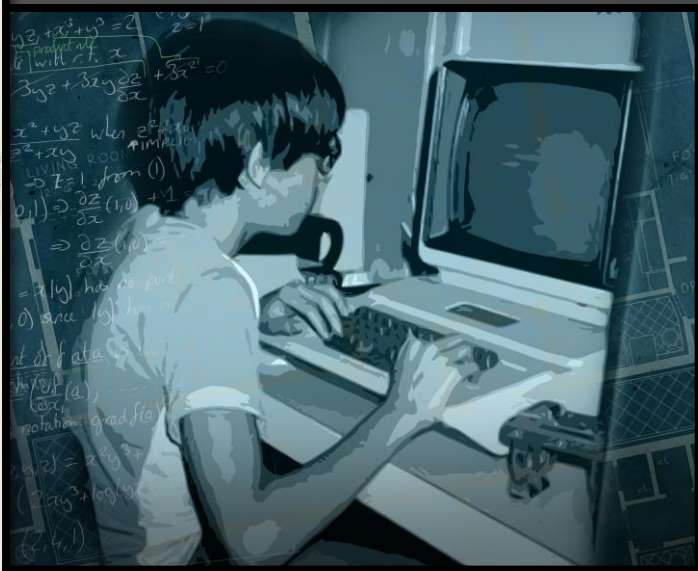
SEOUL



YOKOHAMA



COMPUTER USERS GROUP NEWSLETTER HOMEBREW COMPUTER CLUB  
 Fred Moore, editor, 558 Santa Cruz Ave., Menlo Park, Ca. 94025 April 12, 1975



If Only it were That Simple...





Rank	Game Title	Popularity
1	Call of Duty: Black Ops	Green
2	Grand Theft Auto IV	
3	Elder Scrolls V: Skyrim	
4	Battlefield 3	
5	Halo Reach	
6	Red Dead Redemption	
7	Assassin's Creed 2	
8	Fallout 3	
9	Batman: Arkham City	
10	Gears of War 3	
11	Left 4 Dead 2	
12	Dragon Age: Origins	Blue
13	Borderlands	
14	Mortal Kombat	
15	Medal of Honor	
16	Final Fantasy XIII	
17	Fable 2	
18	Saints Row: The Third	
19	L.A. Noir	
20	Bioshock	
21	Street Fighter IV	
22	Mass Effect 2	
23	Dead Island	
24	Portal 2	
25	Star Wars Force Unleashed	

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23	Dead Island	
24	Portal 2	
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“There are three kinds of lies...  
lies, damned lies, and statistics.”

**Data:** Information

**Metrics:** Measurements or Comparisons

**Analytics:** Interpretations

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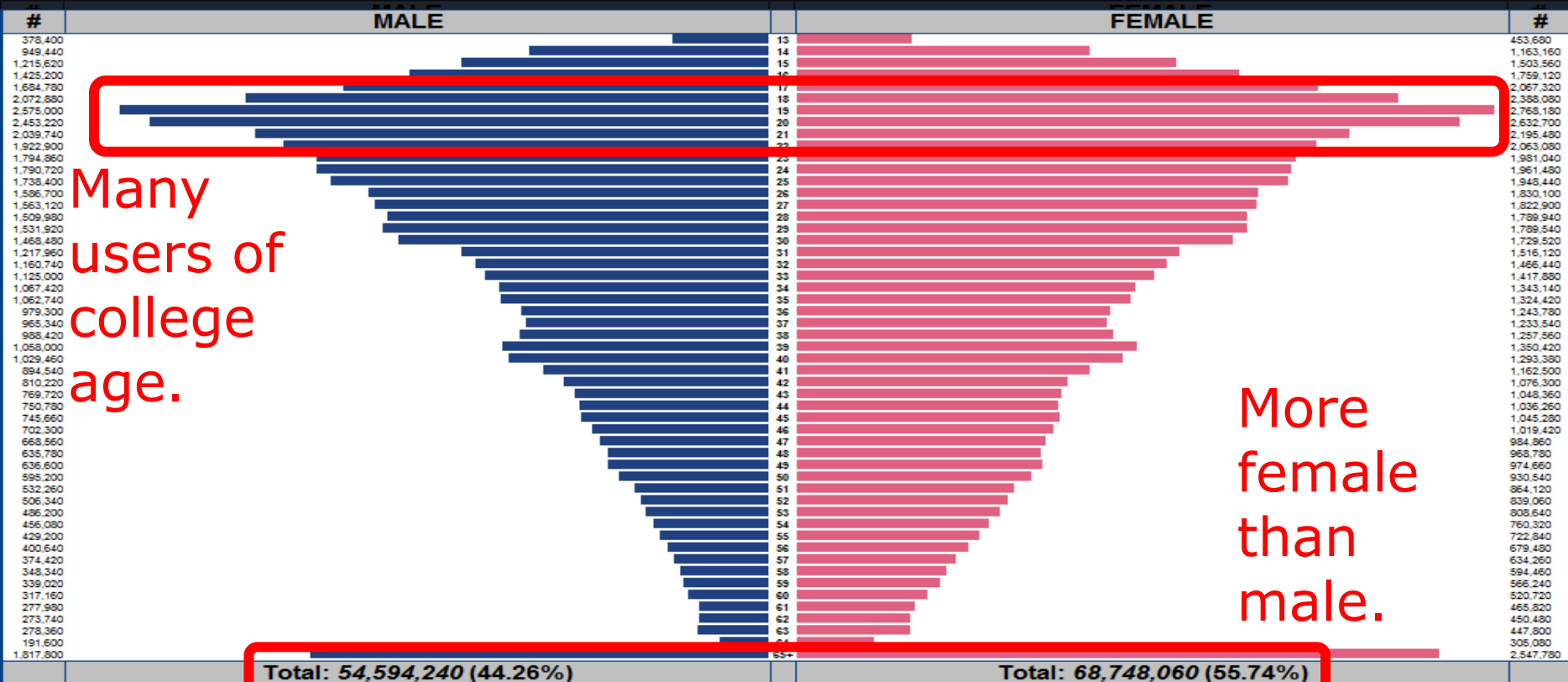
# Who plays video games?

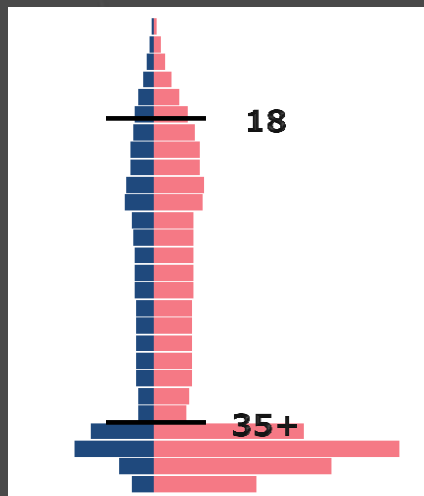
Many users of college age.

More female than male.

Total: 54,594,240 (44.26%)

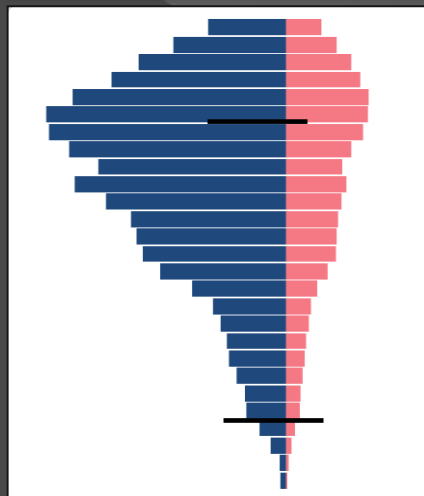
Total: 68,748,060 (55.74%)





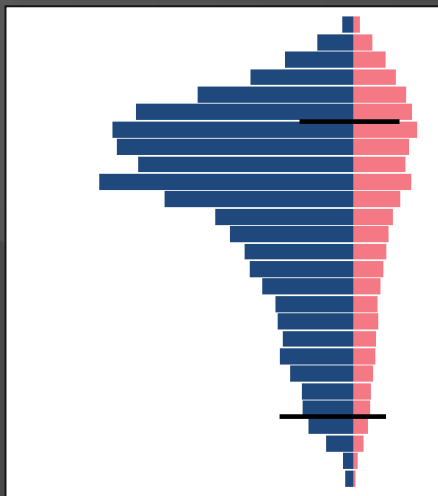
29% ♂

71% ♀



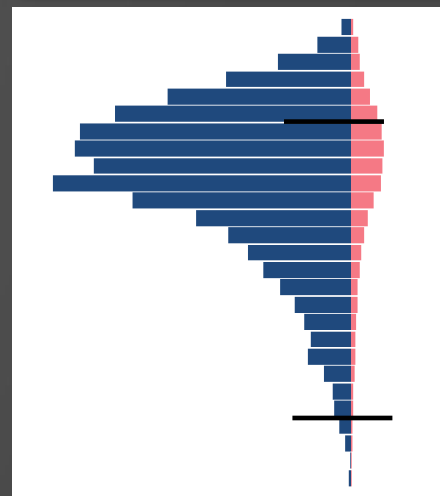
71% ♂

29% ♀



77% ♂

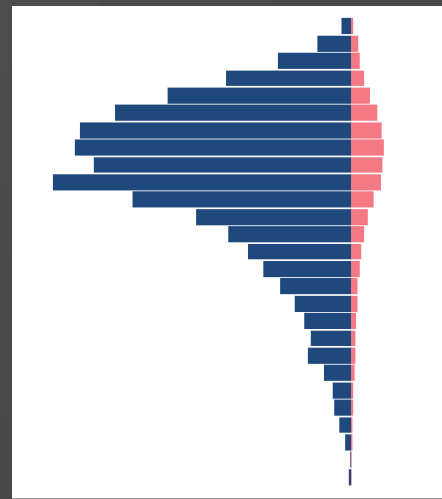
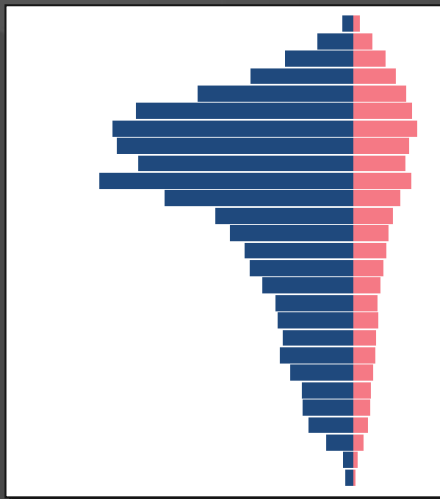
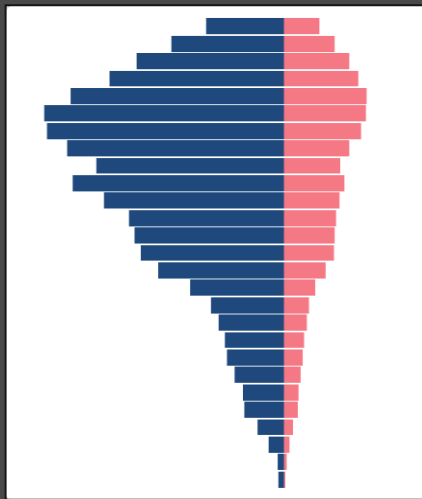
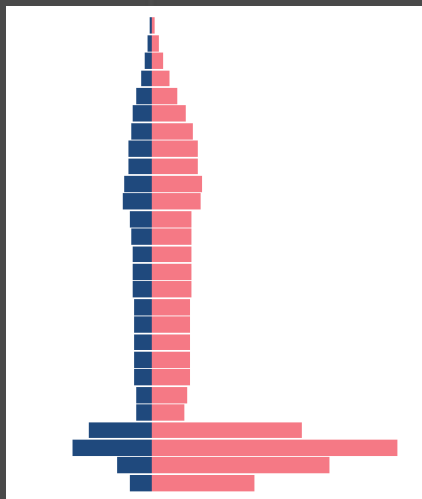
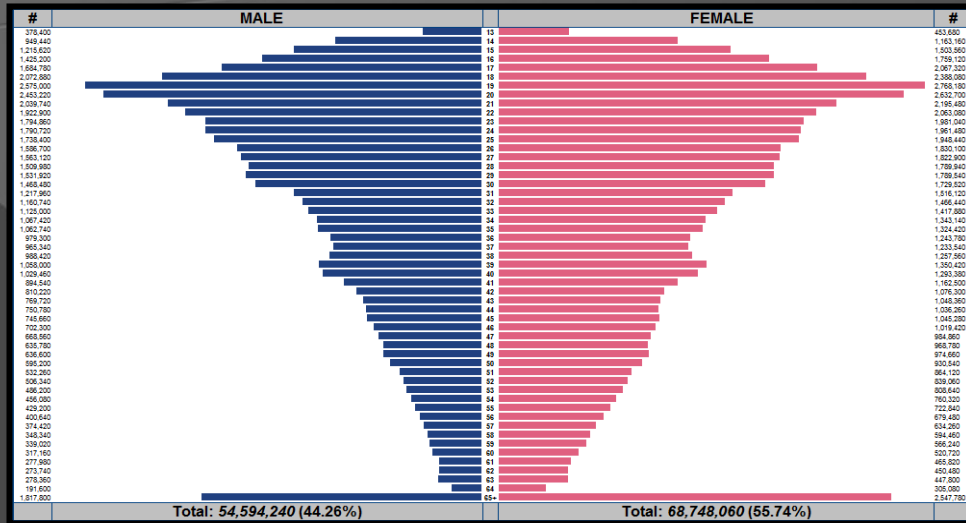
23% ♀



90% ♂

10% ♀









??

≠



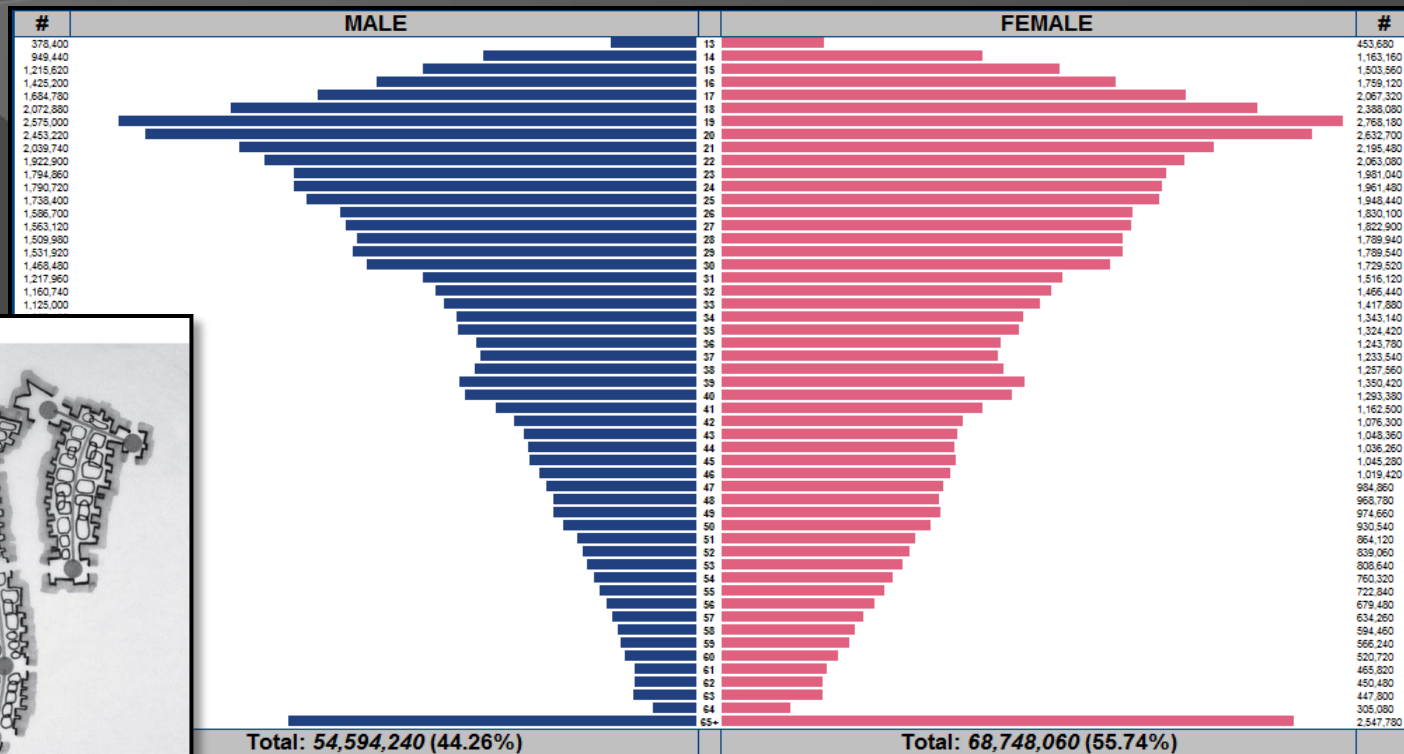
≠



Answers

Data

Opinion



Data is information, *not answers*.

# The Importance of Everything

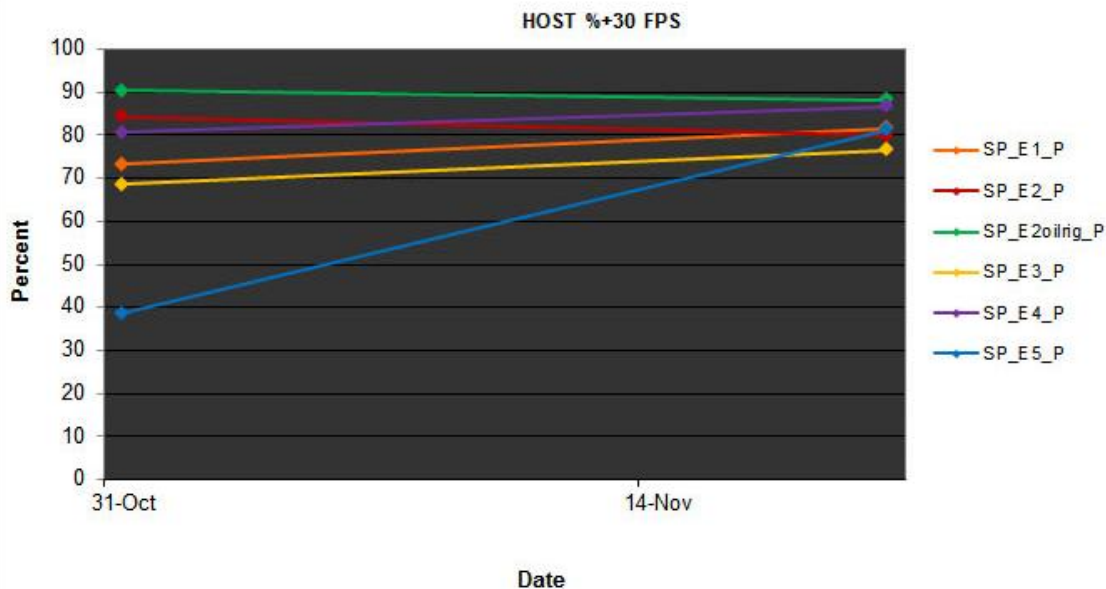
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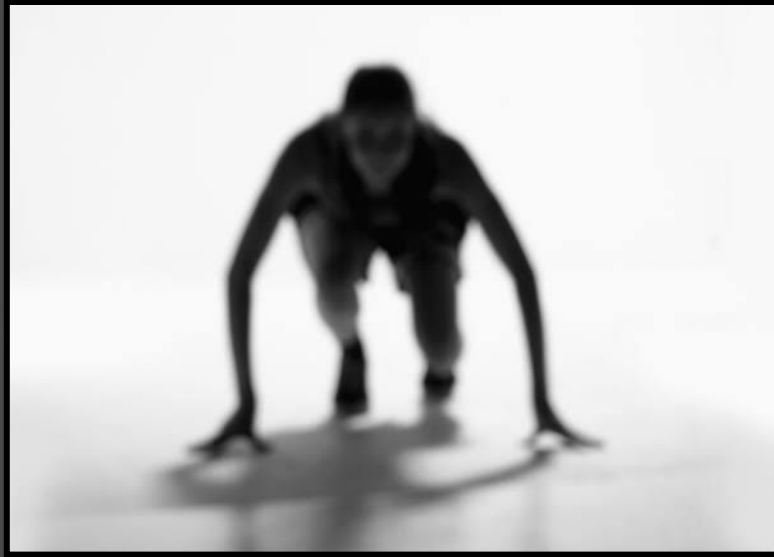
# AVERAGE %FPS (RTM) - 2 Player



Map   CL ▶	19-Dec						14-Dec						Trending					
	252405						250264											
	HOST			CLIENT			HOST			CLIENT			HOST			CLIENT		
	%+30	%+25	%+20	%+30	%+25	%+20	%+30	%+25	%+20	%+30	%+25	%+20	%+30	%+25	%+20	%+30	%+25	%+20
MP_GONDOLA	97.34	99.04	99.47	96.72	99.22	99.49	96.14	98.93	99.46	98.63	99.40	99.57	+1.20	+0.11	+0.00	-1.91	-0.17	-0.08
MP_LIBRARY	95.99	98.93	99.39	96.53	99.02	99.37	95.11	98.61	99.35	98.04	99.24	99.45	+0.87	+0.32	+0.04	-1.52	-0.22	-0.08
MP_RIG	97.08	99.03	99.63	98.08	99.34	99.56	94.73	98.68	99.54	98.12	99.42	99.63	+2.35	+0.35	+0.10	-0.05	-0.08	-0.08
MP_STREETS	98.14	99.31	99.62	98.10	99.39	99.61	97.60	99.14	99.61	98.48	99.46	99.58	+0.54	+0.17	+0.01	-0.38	-0.08	+0.02
AVERAGE	97.14	99.08	99.53	97.36	99.24	99.50	95.90	98.84	99.49	98.32	99.38	99.56	+1.24	+0.24	+0.04	-0.96	-0.14	-0.05

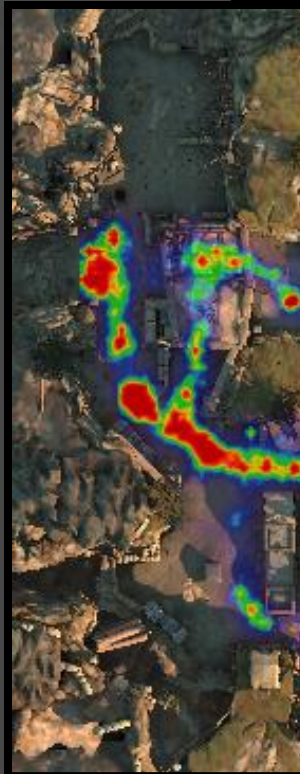






Question Everything





Question Everything







WHY???

WHY GOD WHY!!!





WHY??







Question Everything



Question Everything

# The Importance of Everything

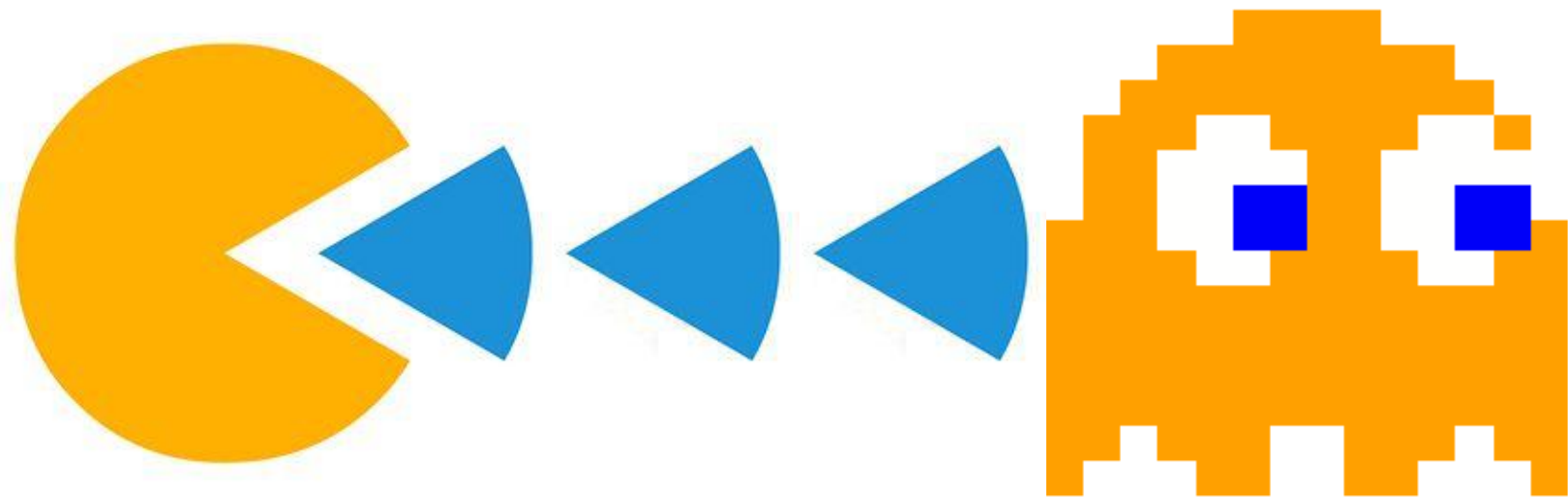
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Metrics	Analytics
Mathematics	Social Science
Tangible	Intangible
Past	Future
Data	Insights
Information	Transformation
Gathering	Asking questions
Reporting	Analyzing





Outline your goals, define success.









# NETFLIX



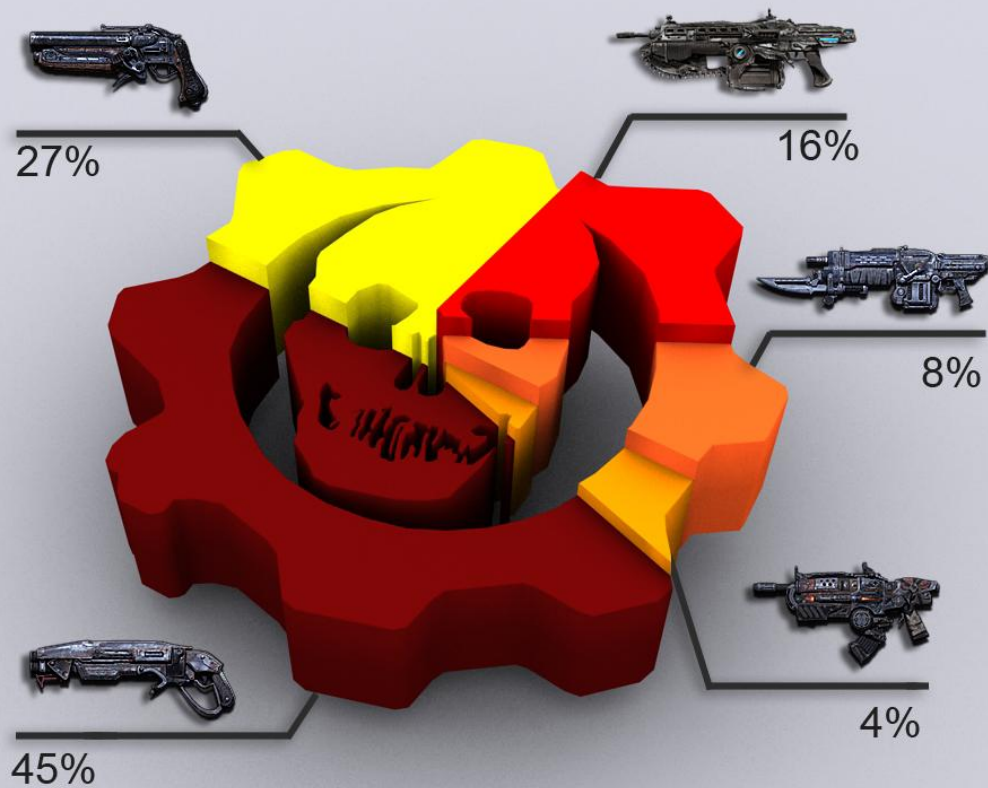
## PERRY MASON

THE CASE OF  
THE  
PECULIAR  
DETAIL

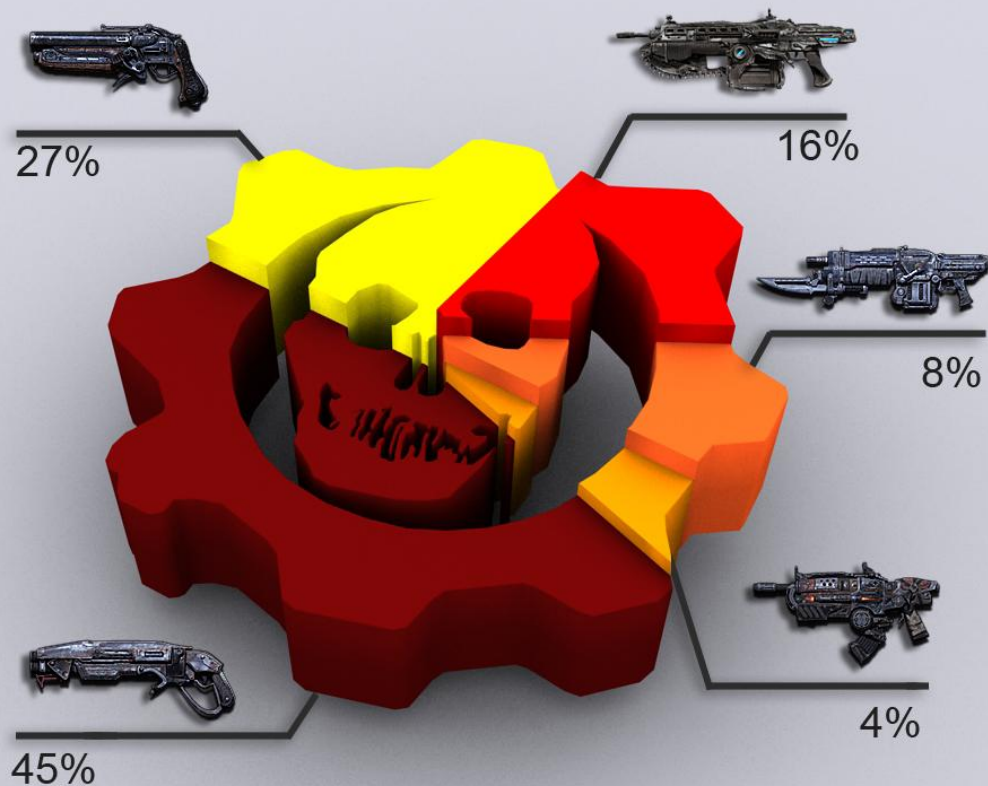


# NETFLIX



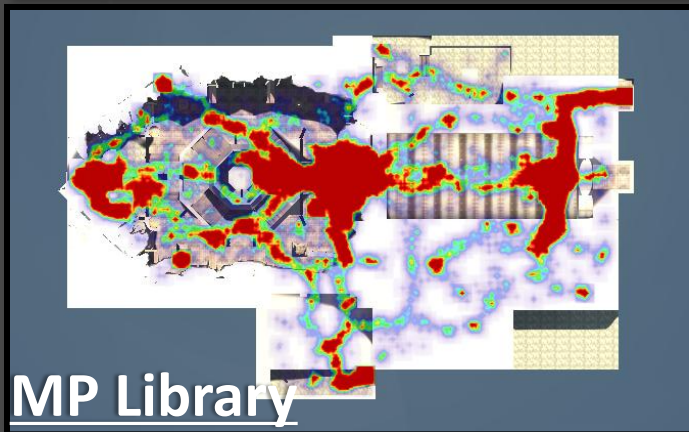
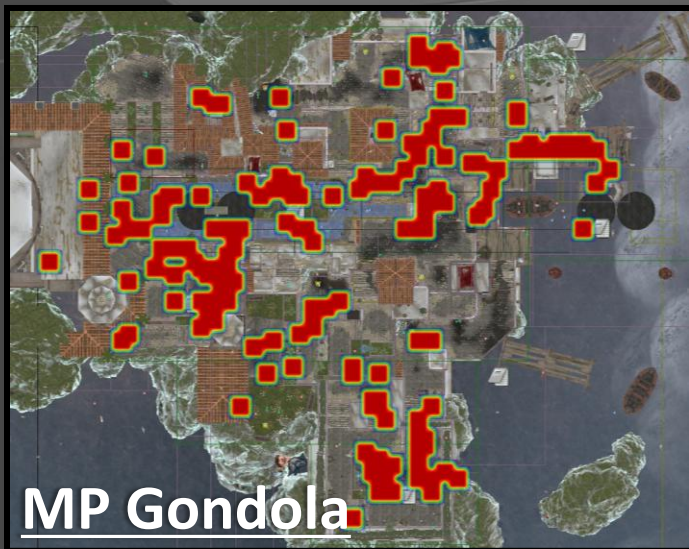


Quick Match Kills By Primary Weapon

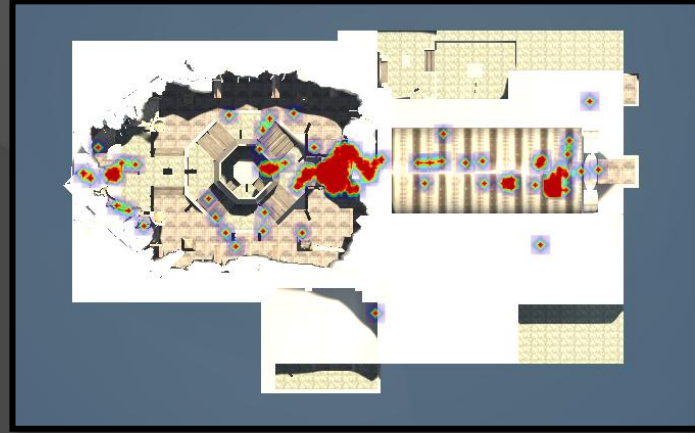
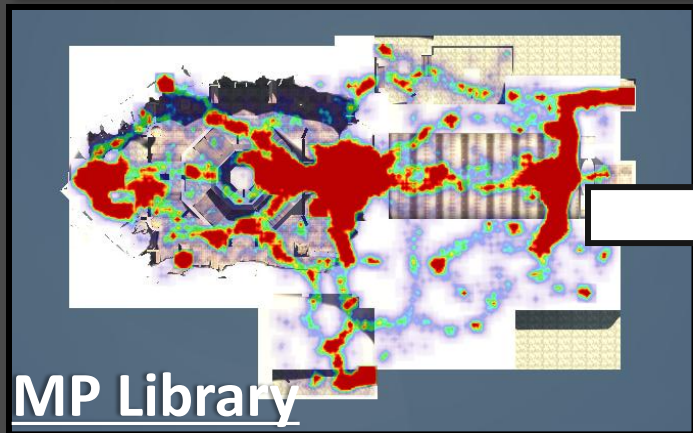
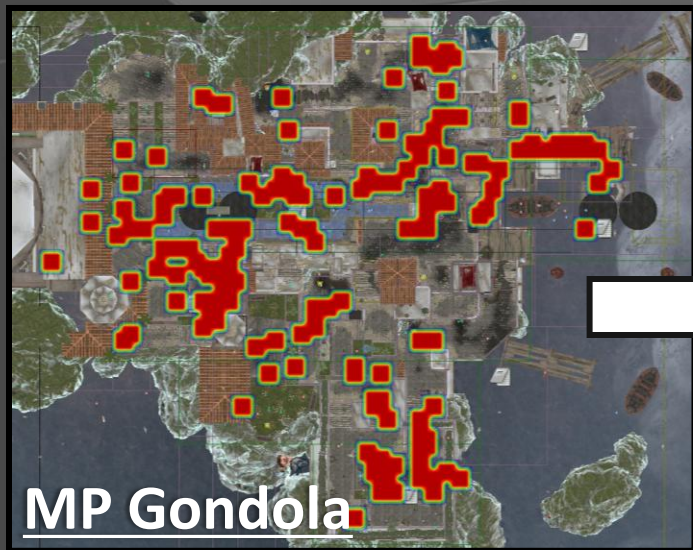


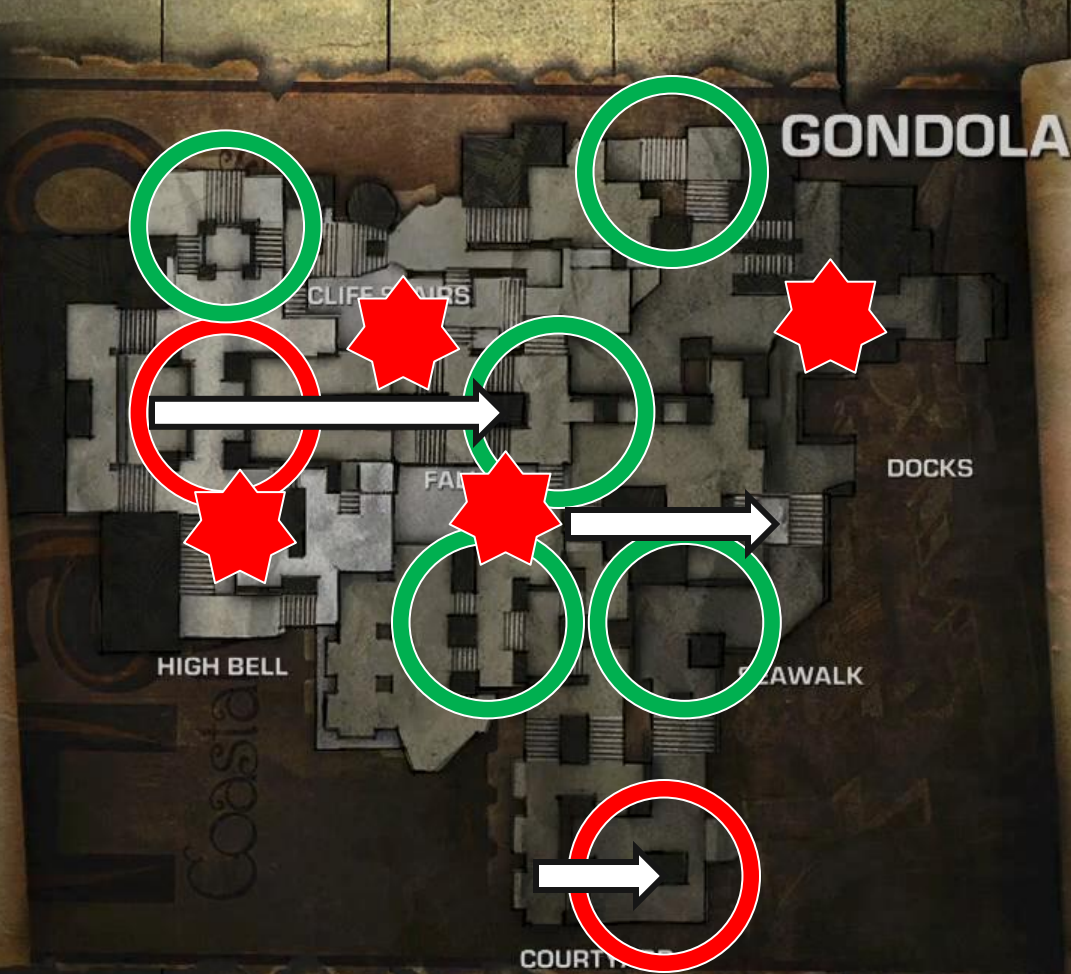
Quick Match Kills By Primary Weapon

Outline your goals, define success.

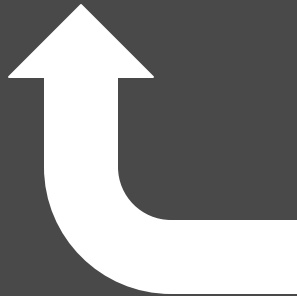












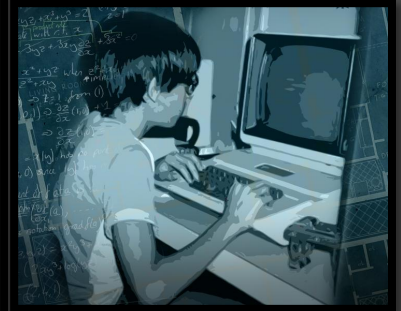
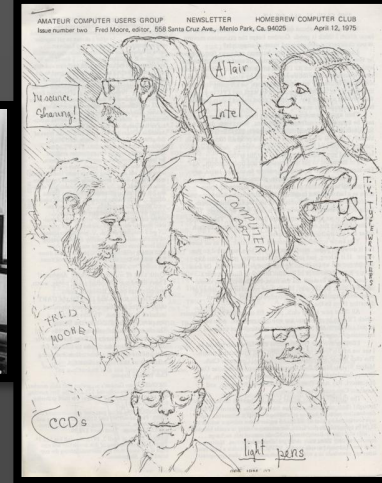
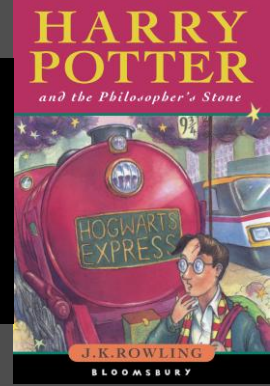
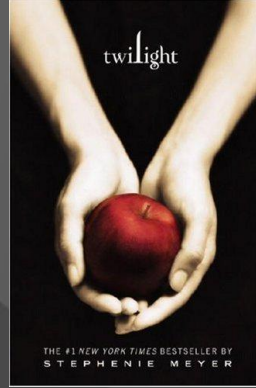
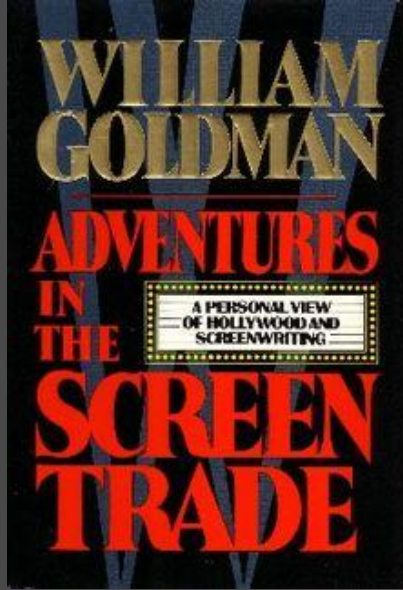
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- What should you take action on, and how?
- Can changes be quantified and measured?

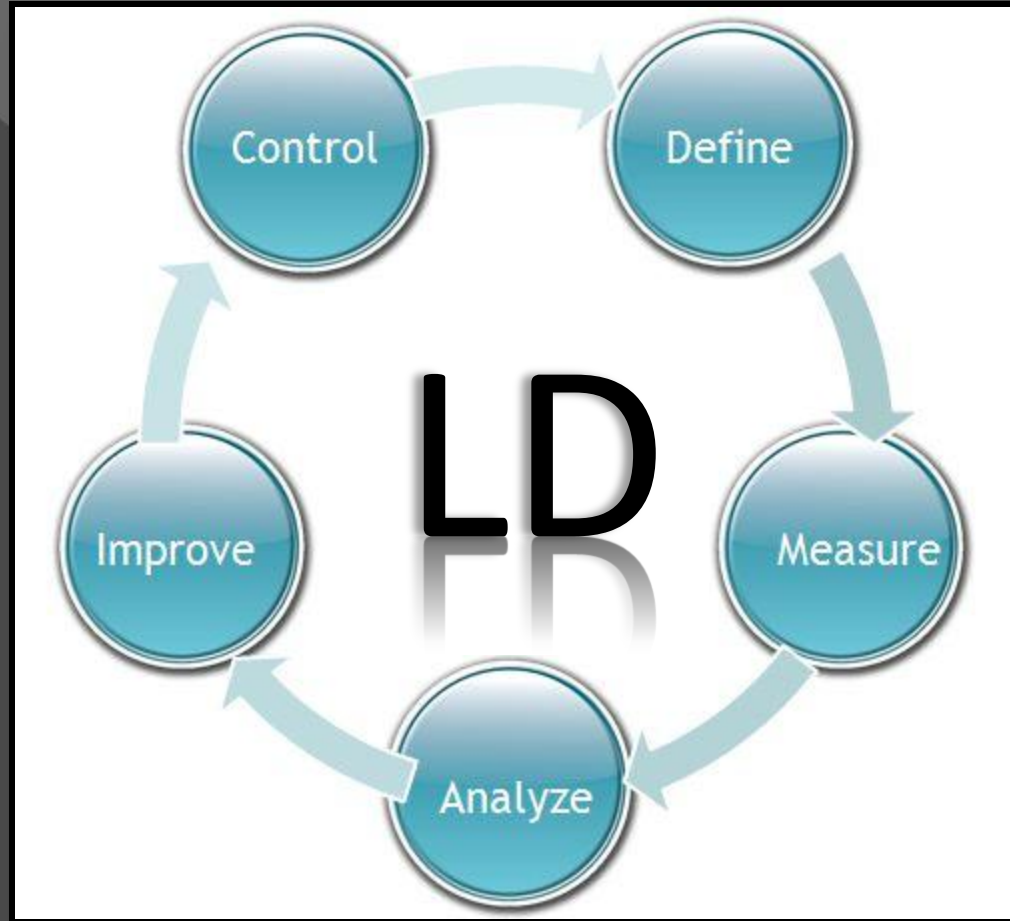








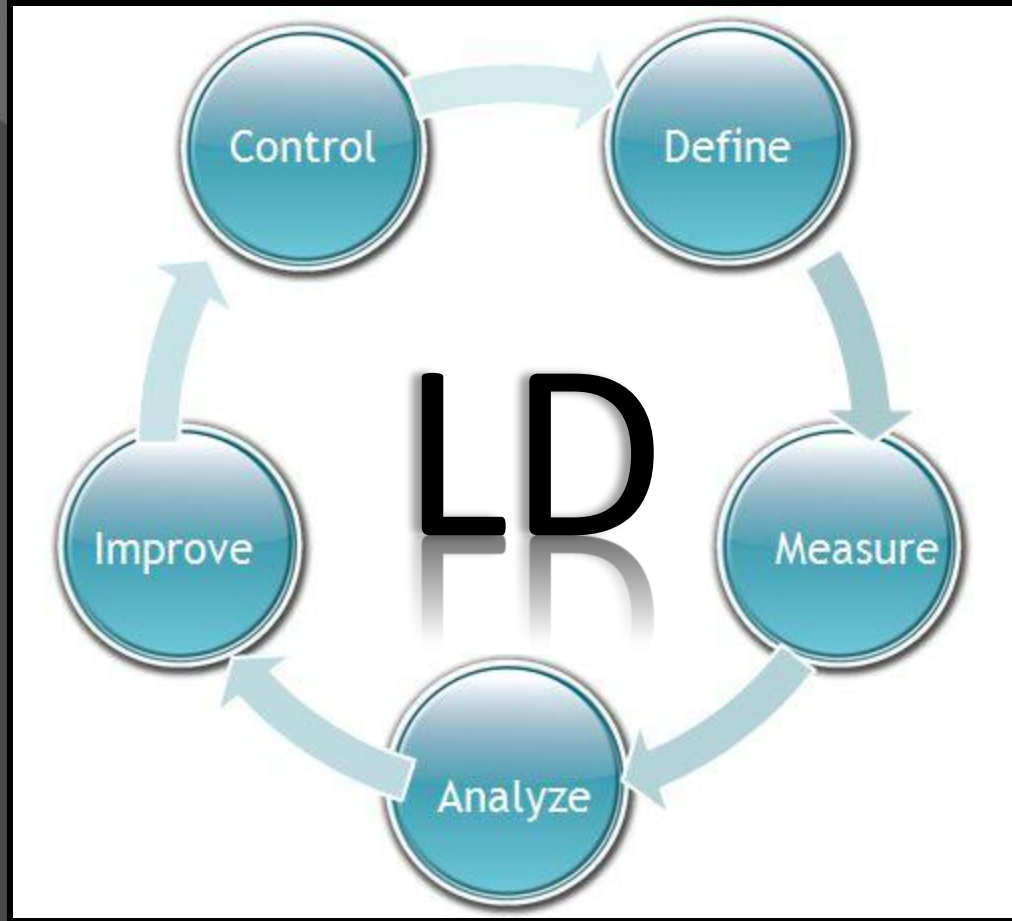




Outline your goals, define success.

Data is information, not answers.





Outline your goals, define success.

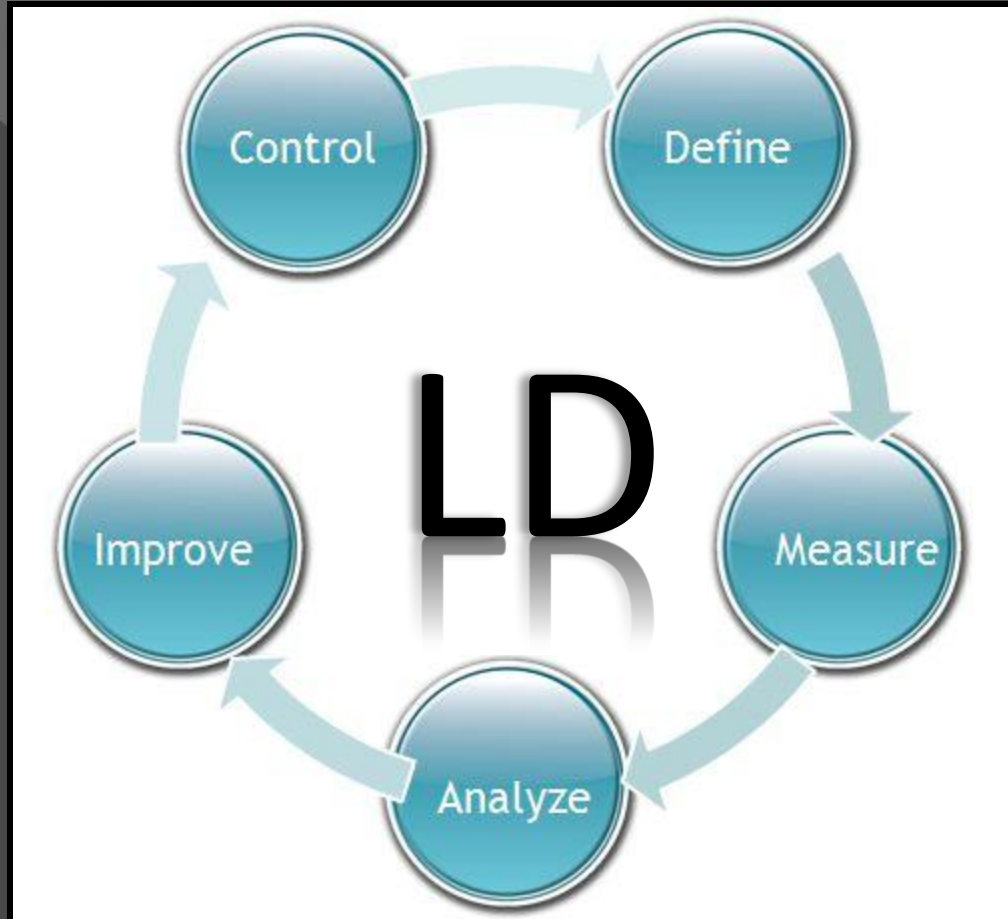
Data is information, not answers.

Analytics don't give answers, they improve chance of success.

Question everything.

If only it  
were that  
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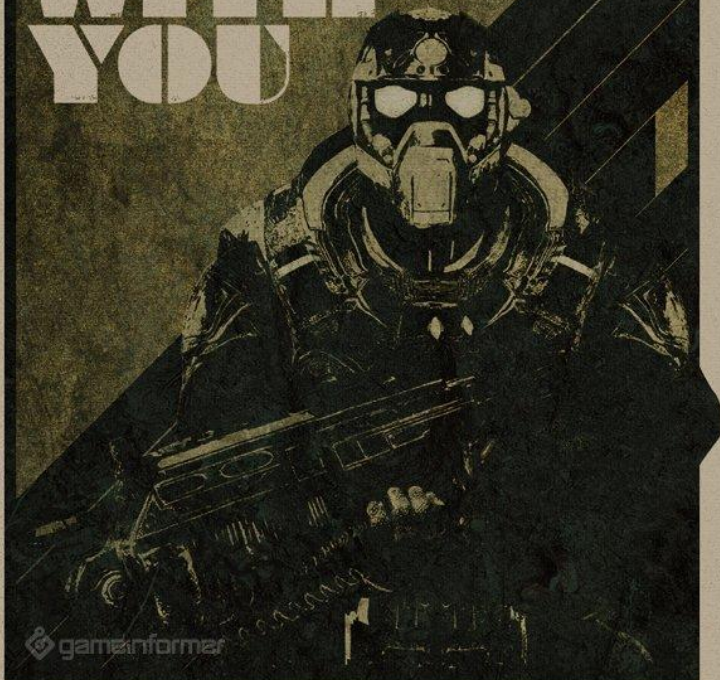


Outline your  
goals, define  
success.

Data is  
information,  
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Question everything.

VICTORY  
STARTS  
WITH  
YOU




gameinformer



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Jim Brown  
 @EntropicDev