

The Importance of Everything

Jim Brown

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GAME DEVELOPERS CONFERENCE™ EUROPE
CONGRESS-CENTRUM OST KOELNMESSE · COLOGNE, GERMANY
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The Importance of Everything

A crash course in design-related analytics

Jim Brown

 @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?







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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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“There are three kinds of lies...
lies, damned lies, and statistics.”

Data: Information

Metrics: Measurements or Comparisons

Analytics: Interpretations

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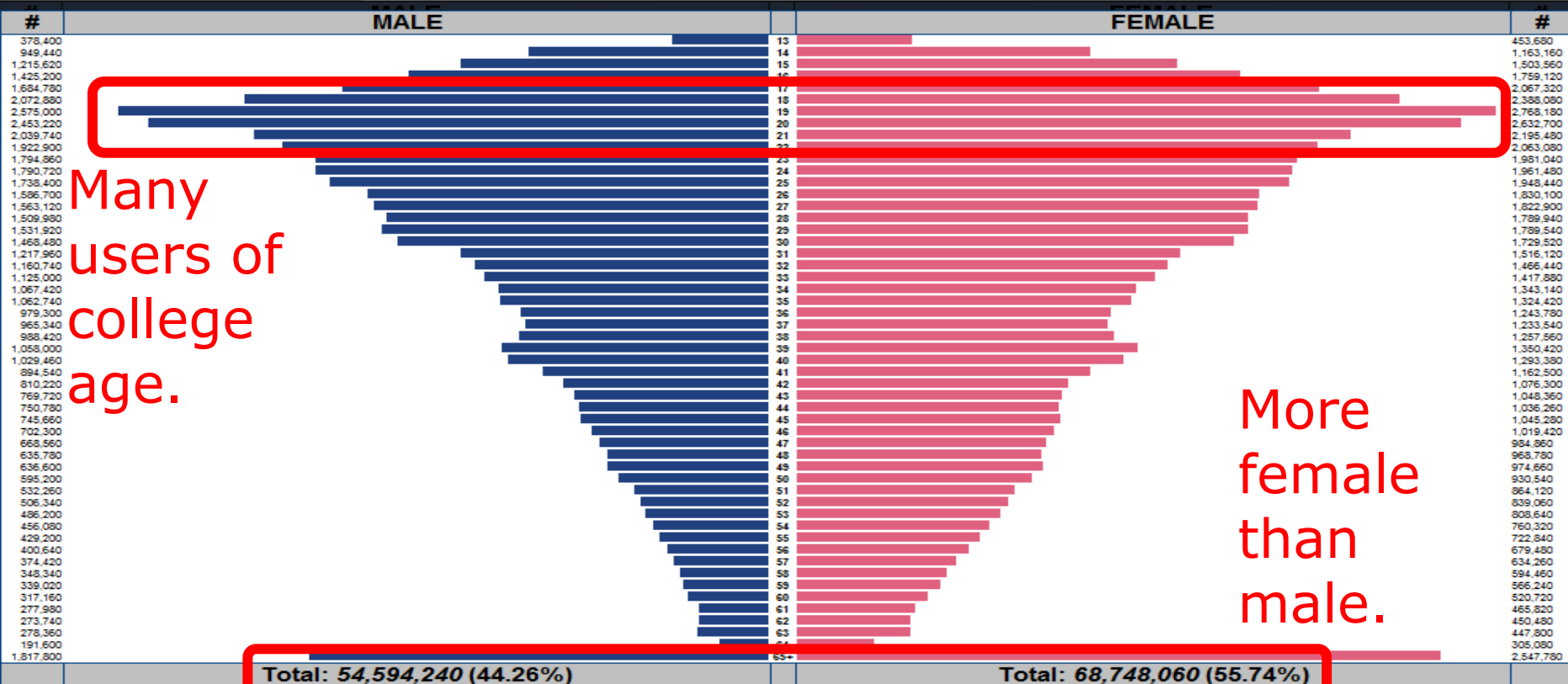
Who plays video games?

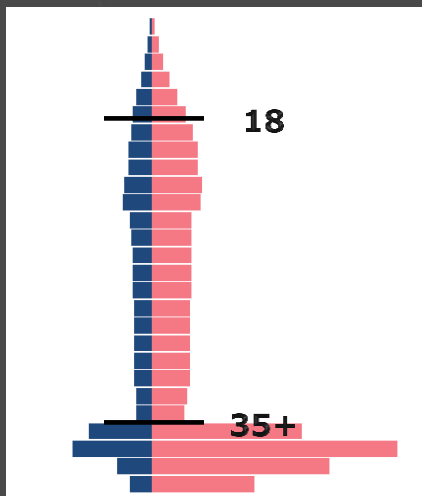
Many users of college age.

More female than male.

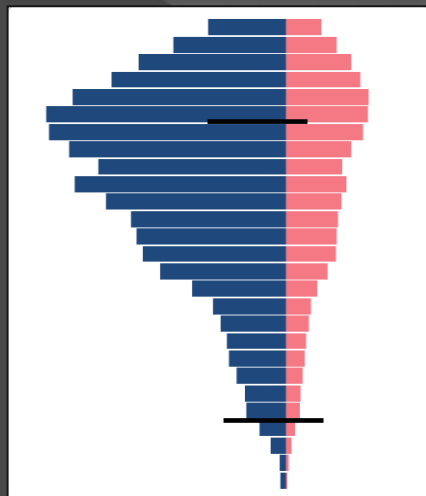
Total: 54,594,240 (44.26%)

Total: 68,748,060 (55.74%)

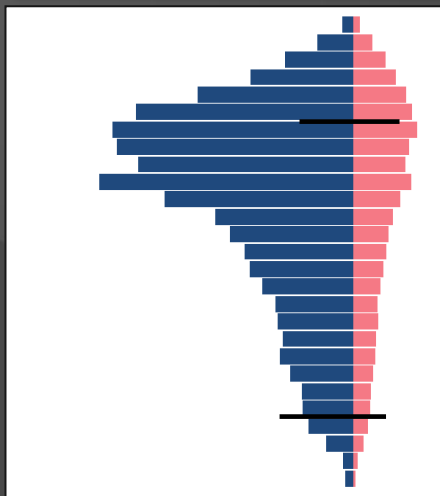




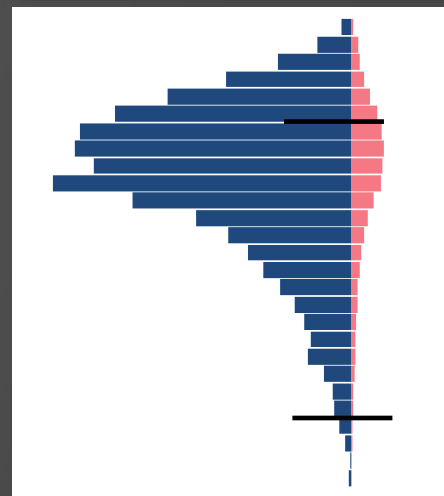
29% ♂ 71% ♀



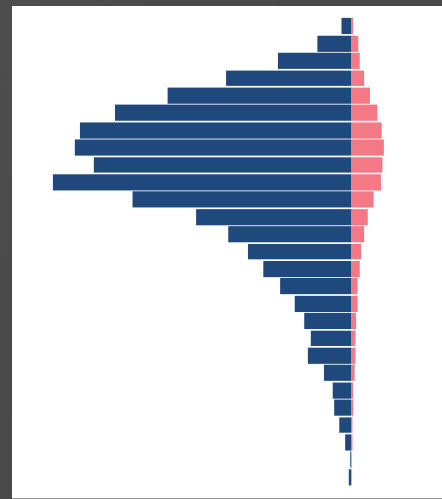
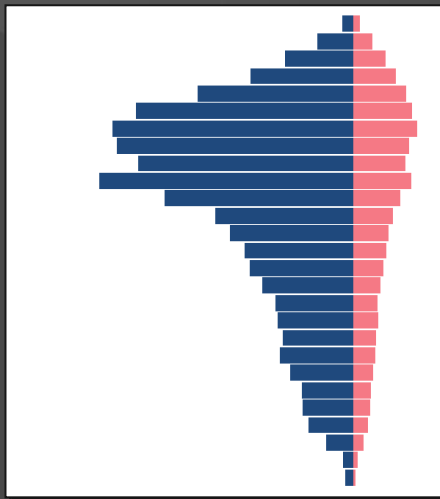
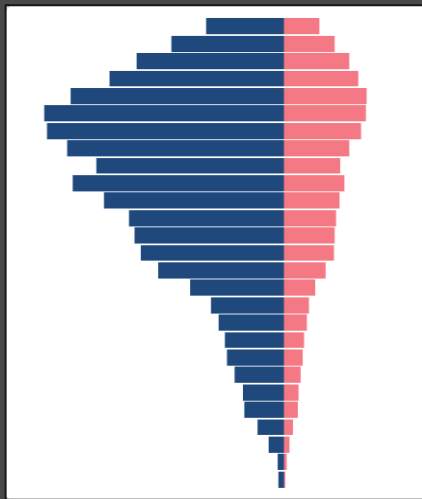
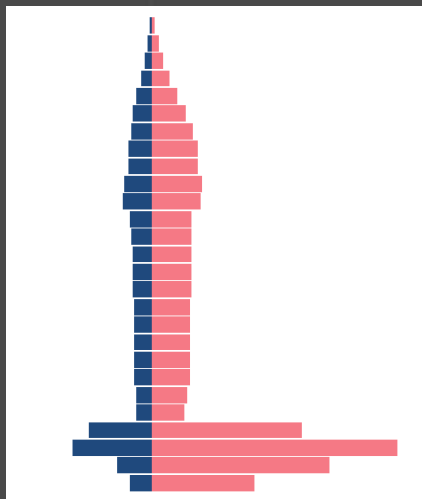
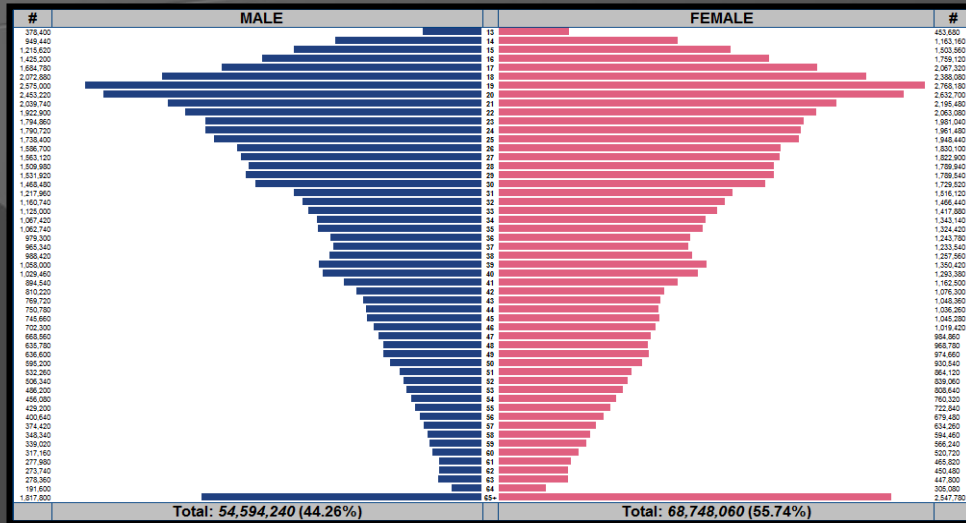
71% ♂ 29% ♀

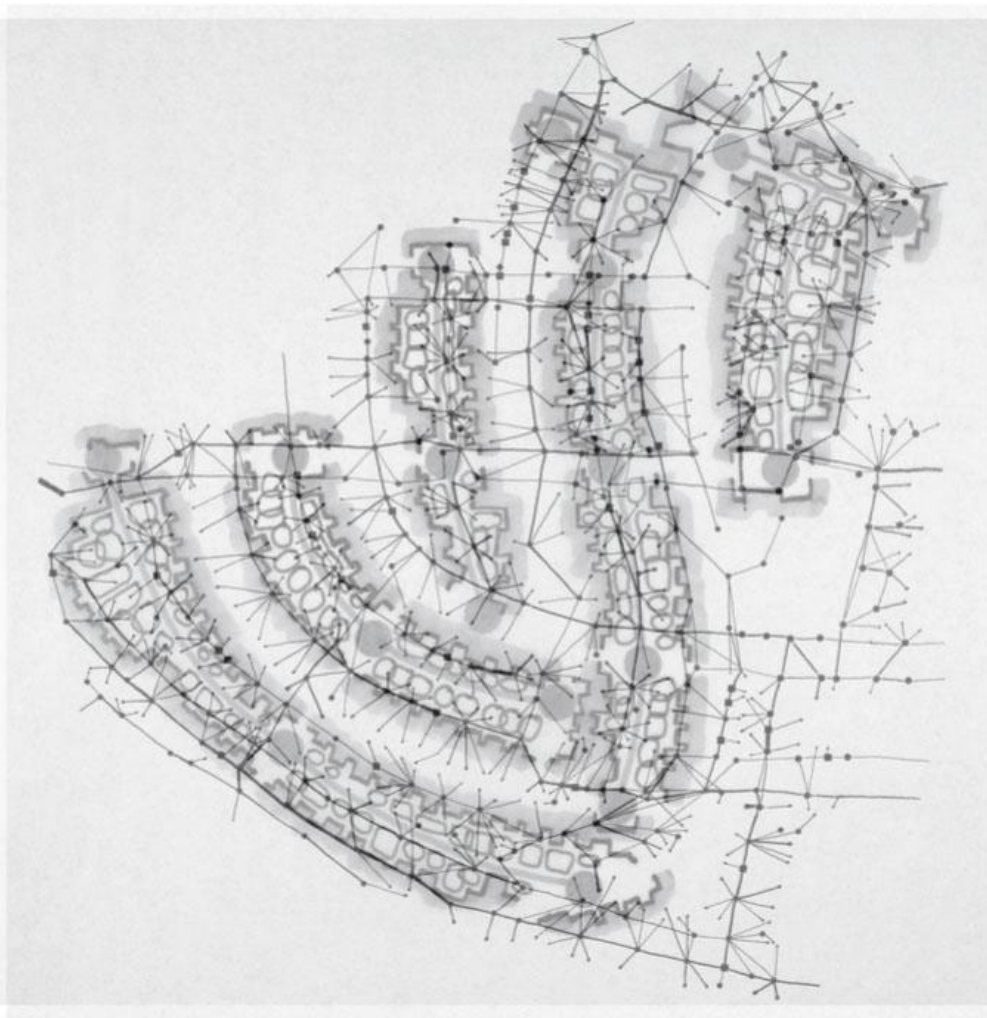


77% ♂ 23% ♀



90% ♂ 10% ♀







??

≠



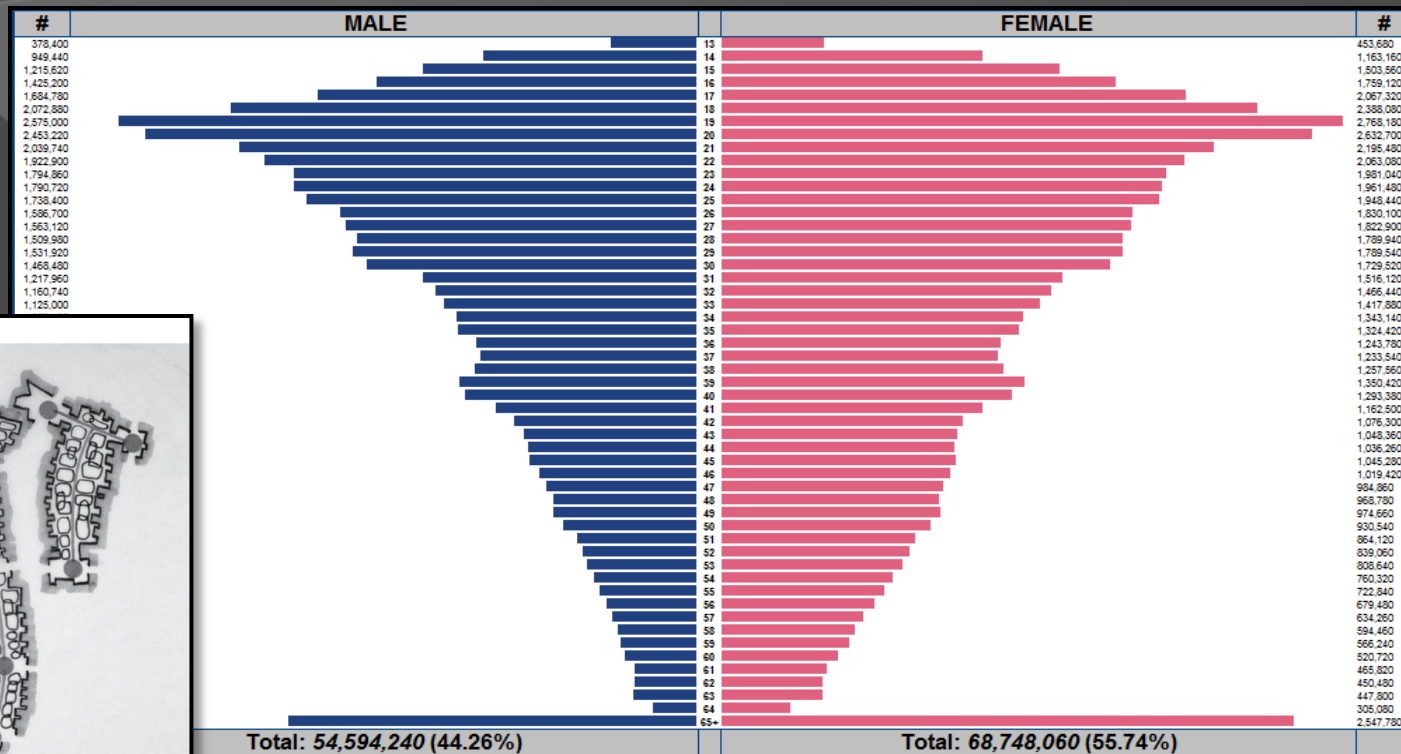
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Answers

Data

Opinion



Data is information, *not answers*.

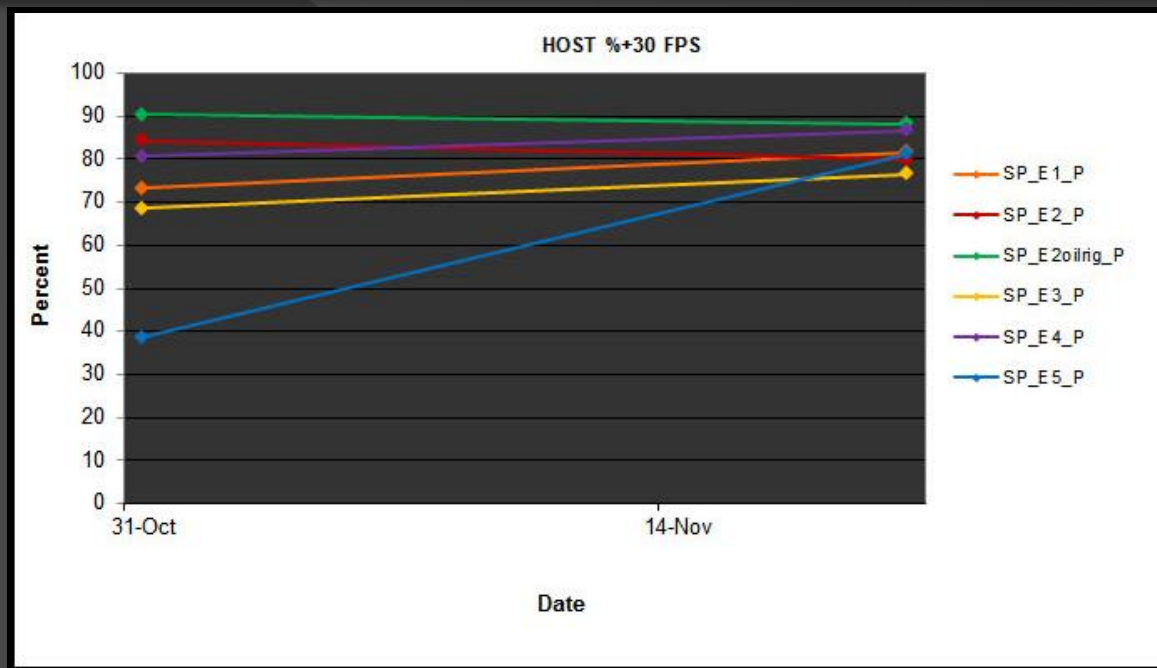
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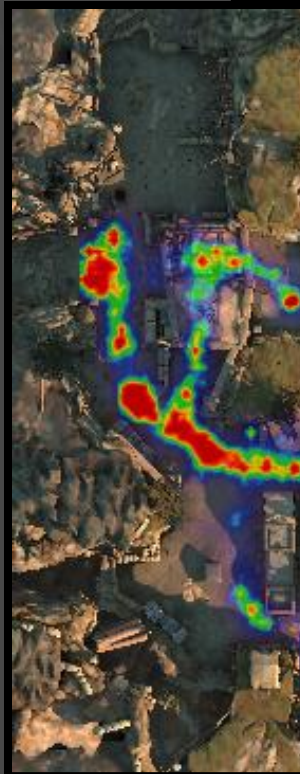
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AVERAGE %FPS (RTM) - 2 Player



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





WHY???

WHY GOD WHY!!!



WHY??





Question Everything



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



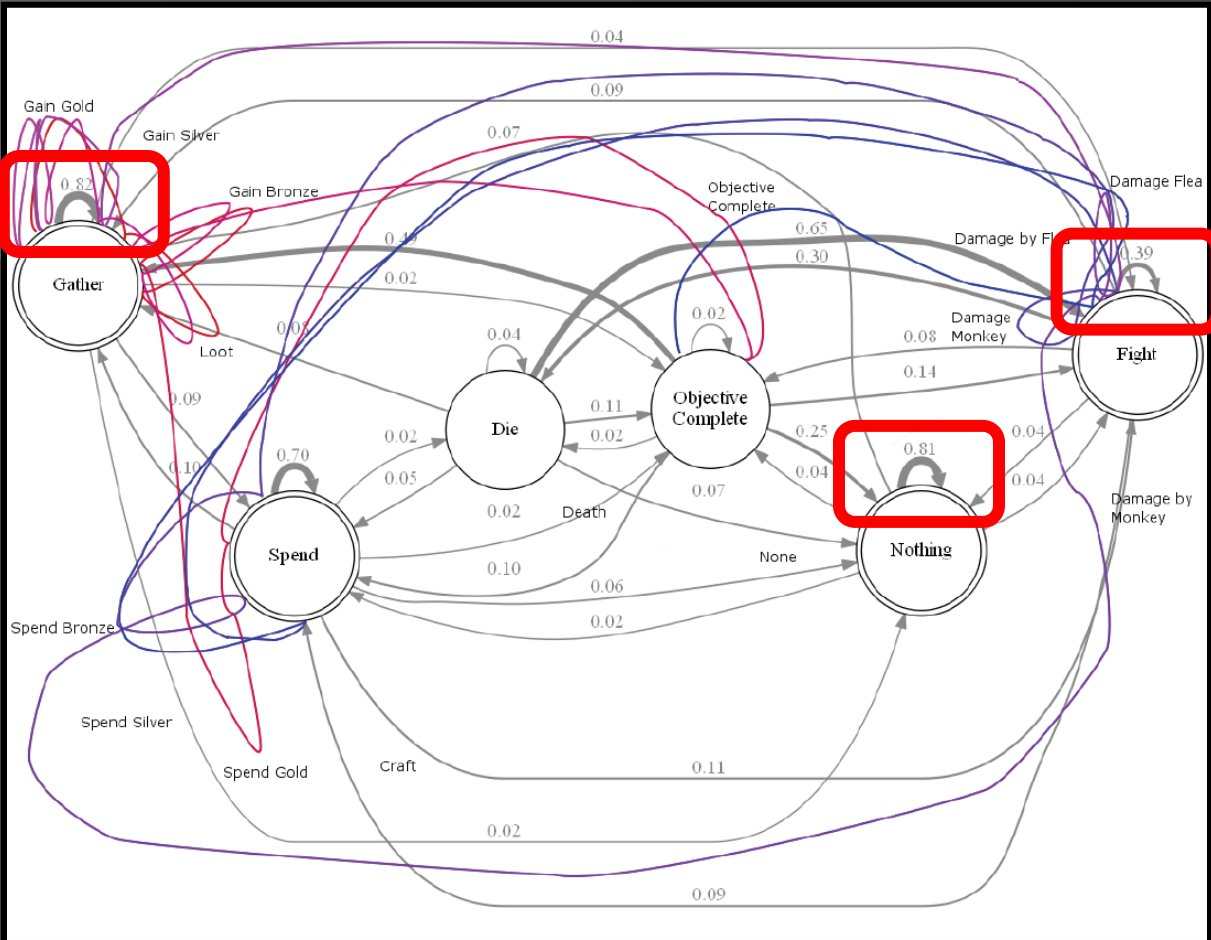


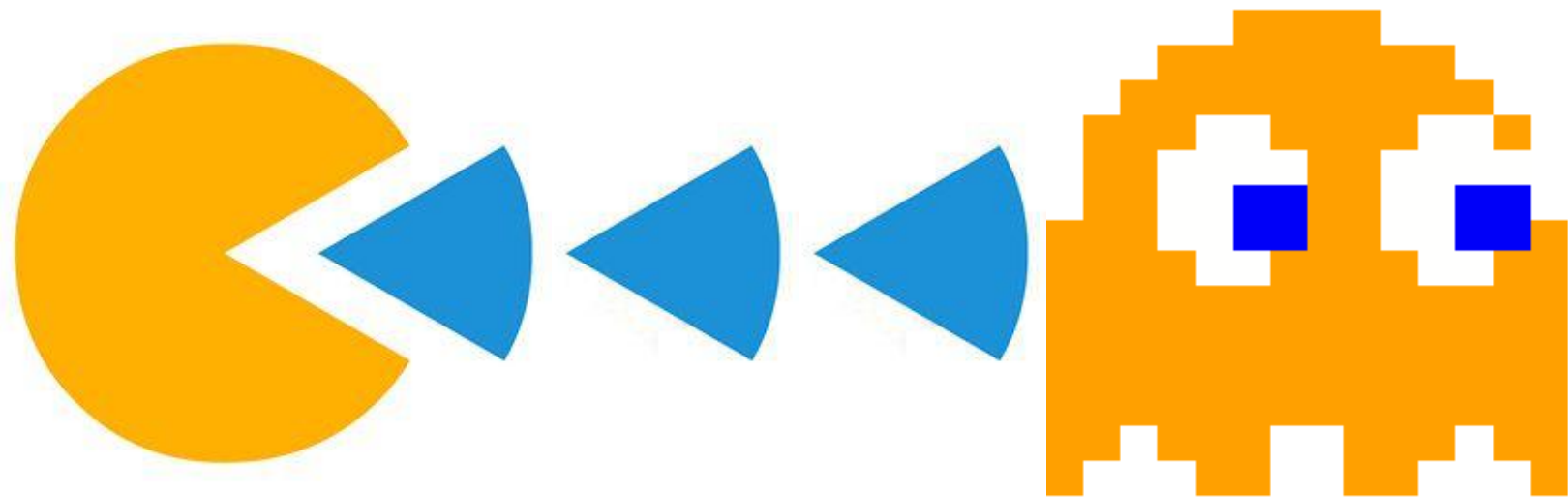
Outline your goals, define success.

FORTNITE



FORTNITE









NETFLIX



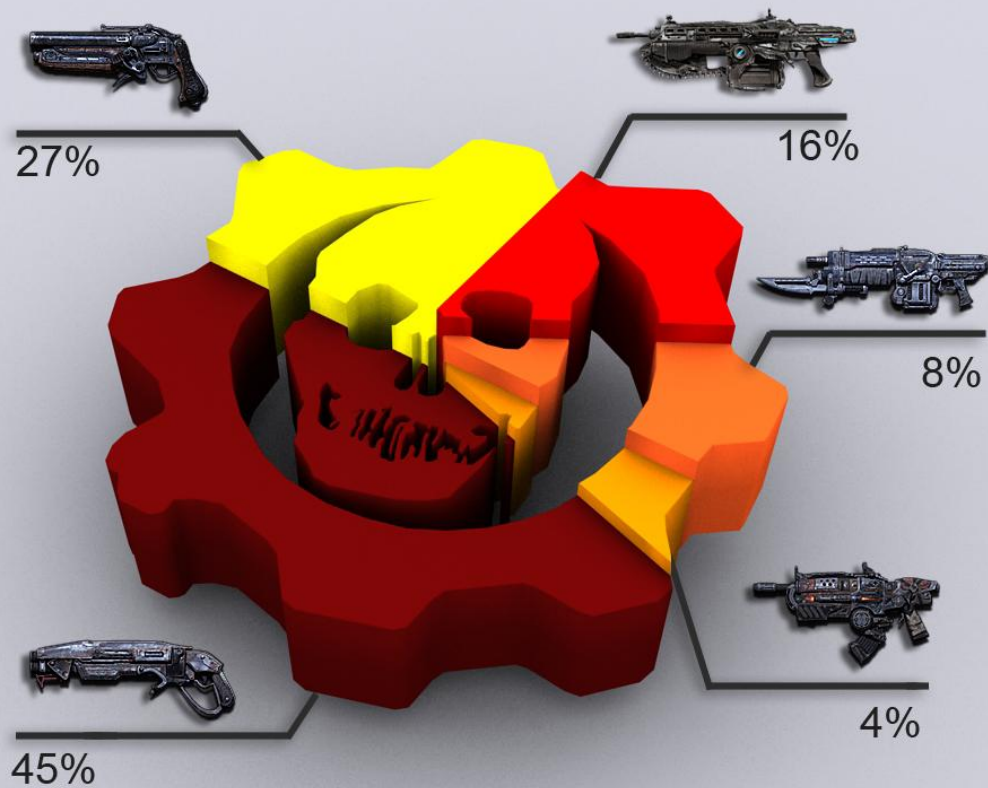
PERRY MASON

THE CASE OF
THE
PECULIAR
DETAIL

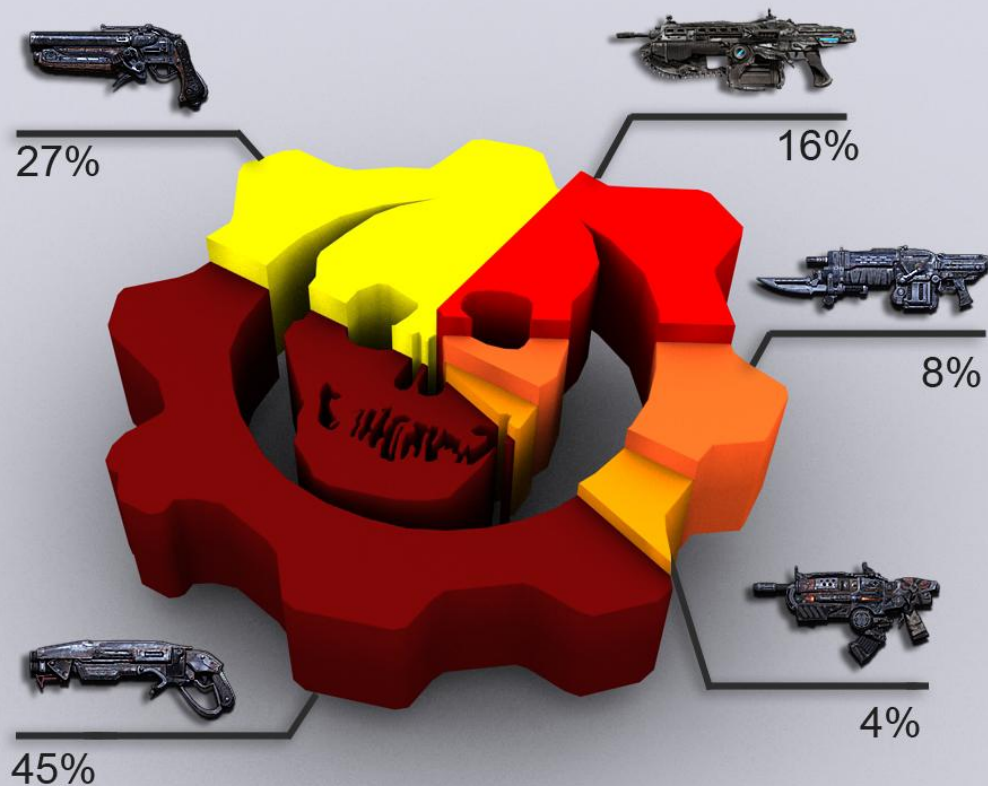


NETFLIX



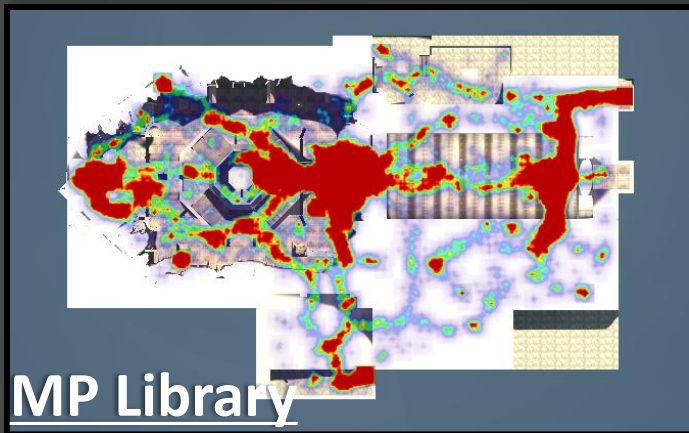
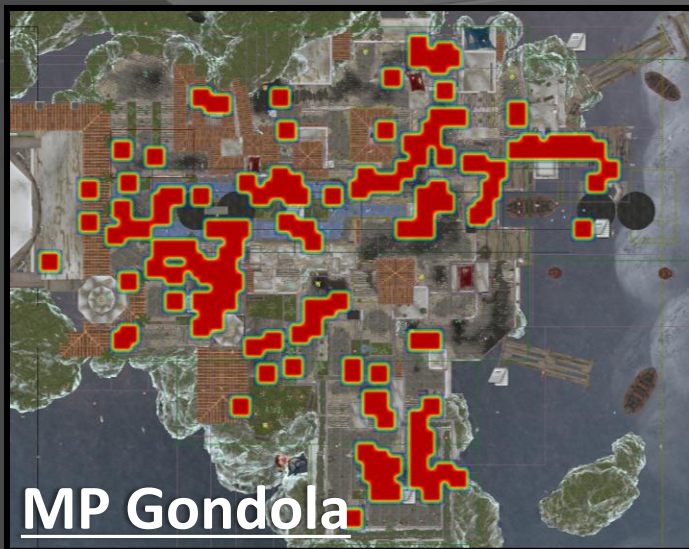


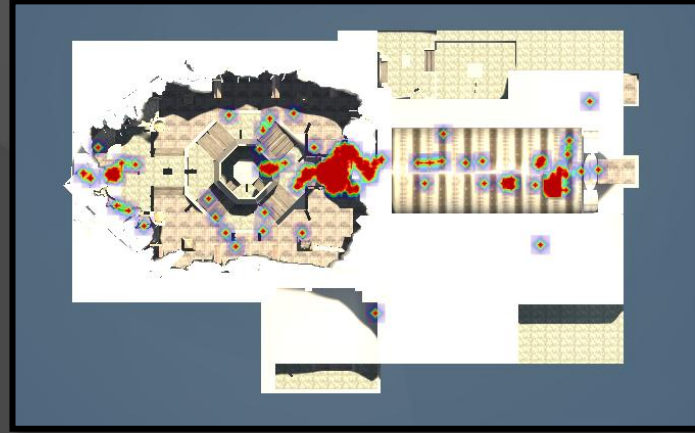
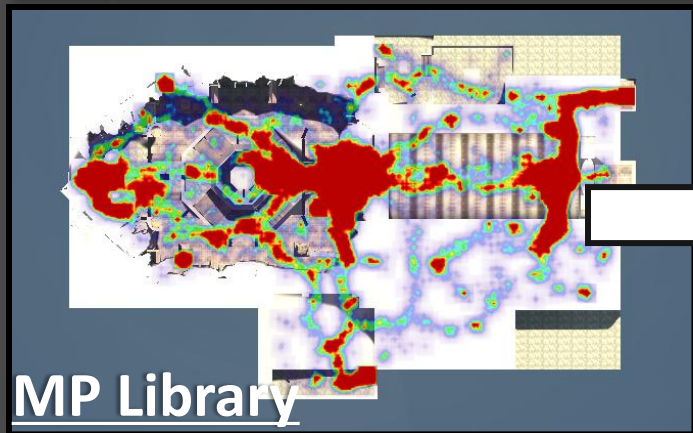
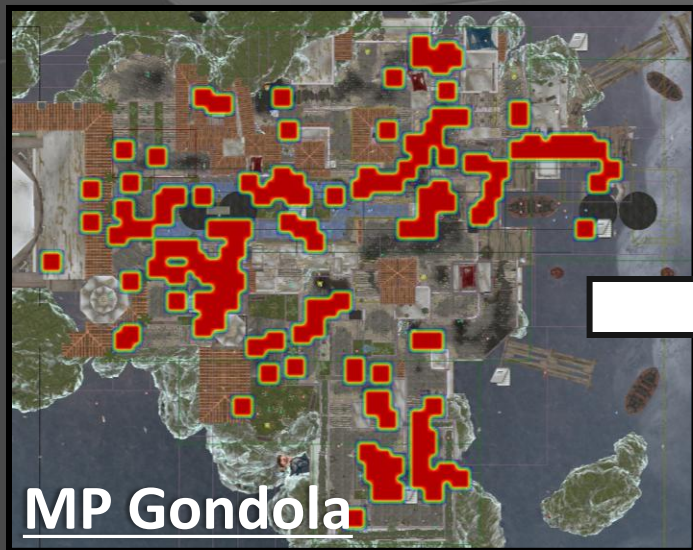
Quick Match Kills By Primary Weapon

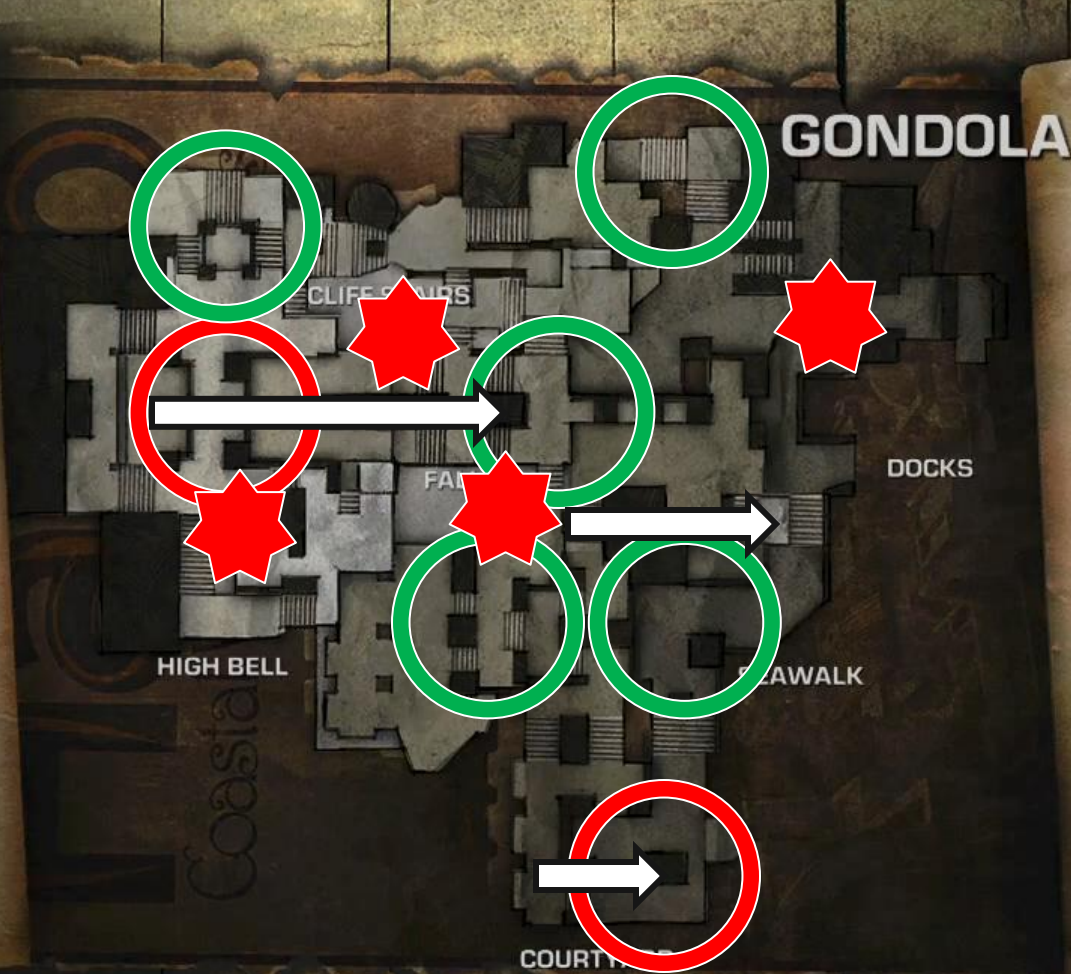


Quick Match Kills By Primary Weapon

Outline your goals, define success.

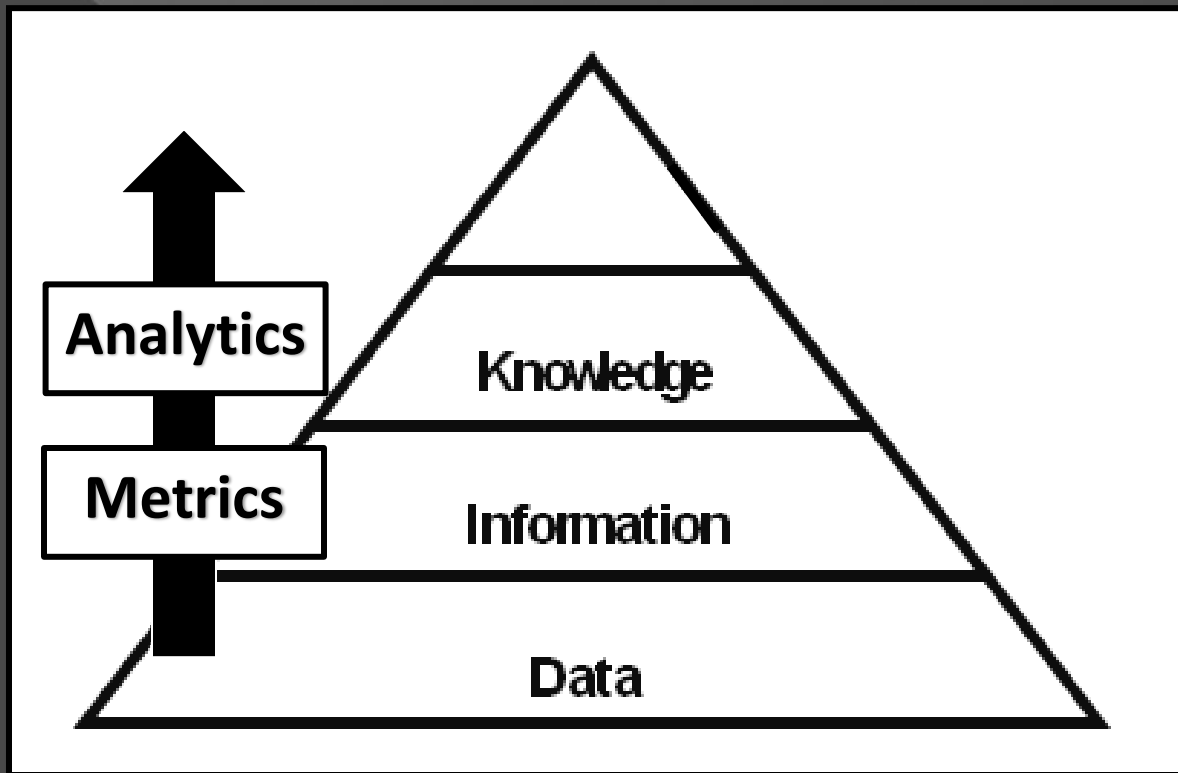






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Designers

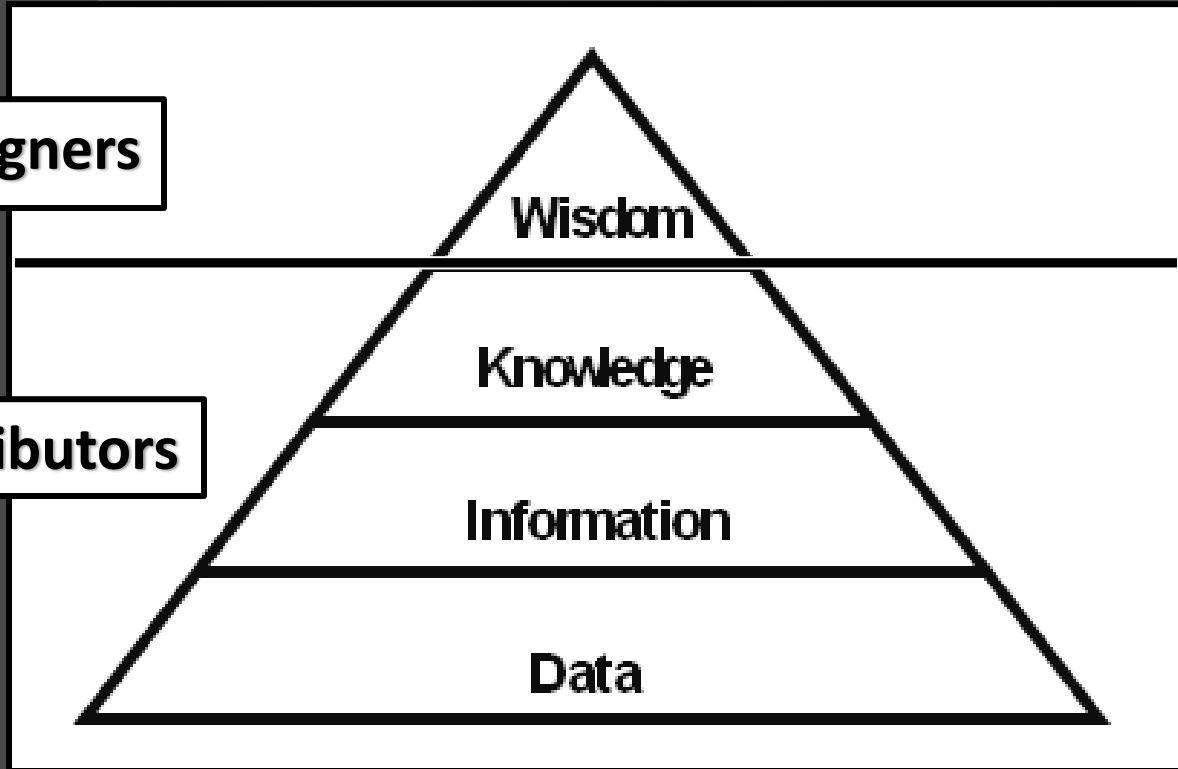
Wisdom

Contributors

Knowledge

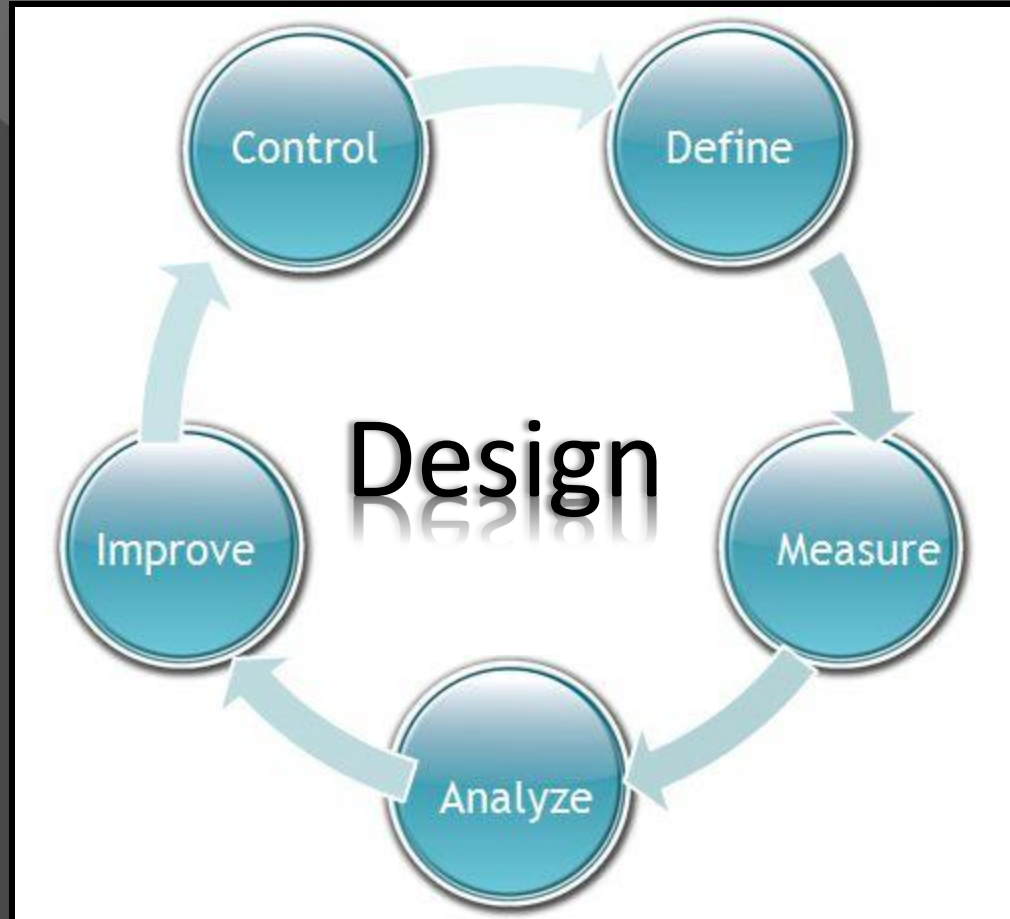
Information

Data



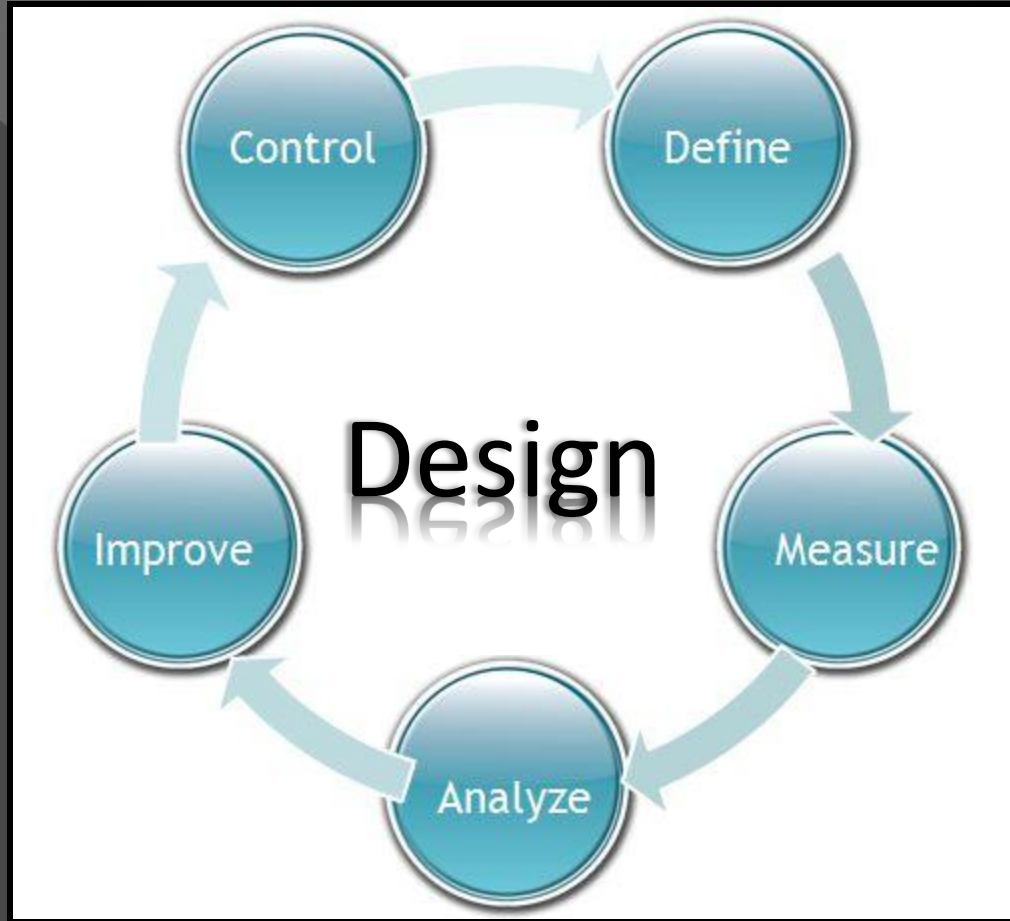






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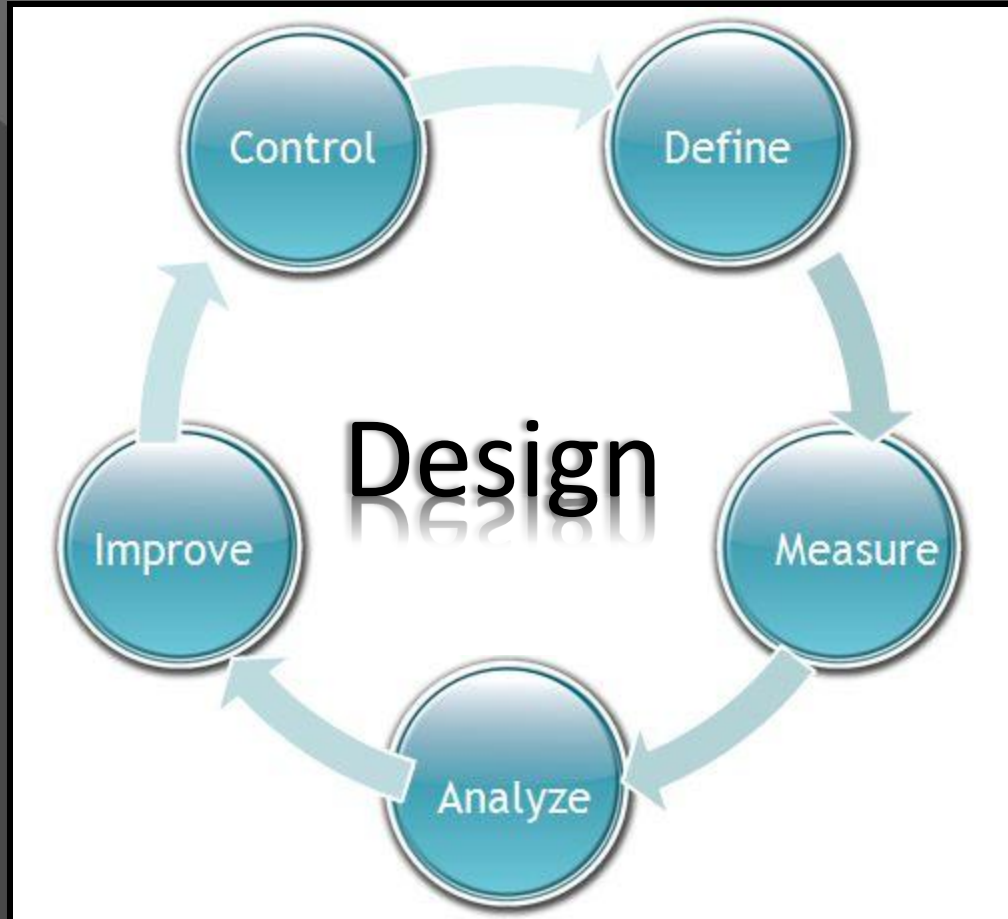
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Analytics don't give answers, they improve chance of success.

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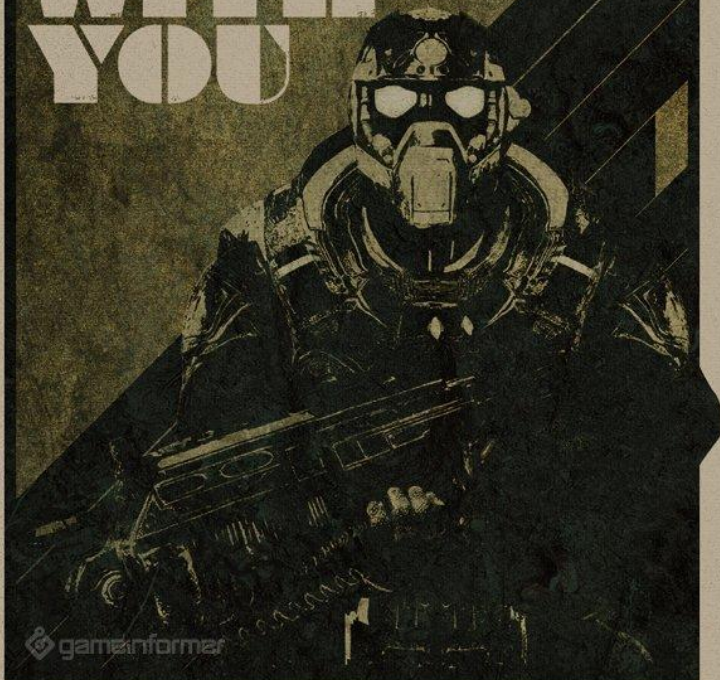


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VICTORY
STARTS
WITH
YOU



gameinformer

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 @EntropicDev