

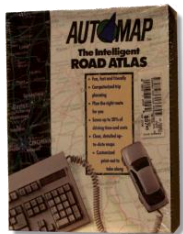
How to Harvest the Gold in your Game Sales Database

Nick Berry, M.Eng, ARAeS, CIPP
President, DataGenetics

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Biography



Microsoft®



DataGenetics

1988

1994

2008

2010

Agenda

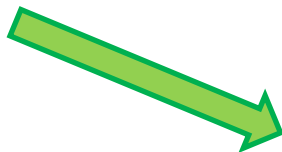
- 1) What is *Social Gaming*?
- 2) Why is it so popular?
- 3) How to find out more about download customers
- 4) Examples

What is a Social Game?

~~"But they're not social!"~~

(After all, "Casual Games" are not casual either!)

✓
"A **game** played on a **Social Network**" ✓



So what is a game?

Not Work!



"Any non-obligatory activity that is performed for fun!"

A Social Game is ...

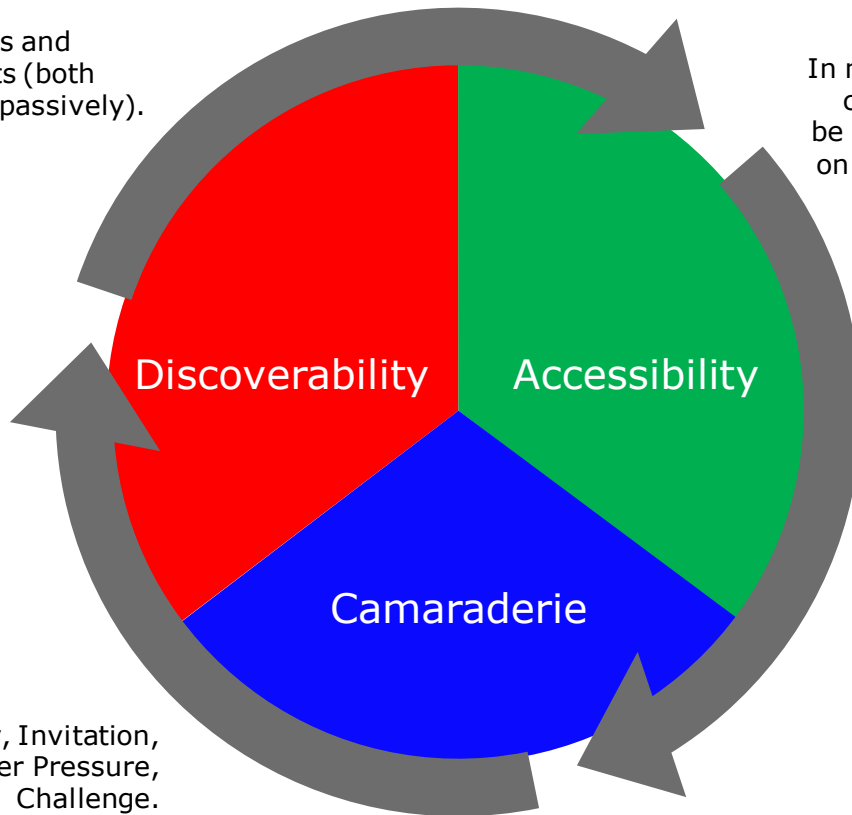
... any **non-obligatory** activity
that is performed, **for fun**, on
a **Social Network**.

Players broadcast their indulgences, performances and achievements (both actively and passively).

Facebook has exposed people to copious quantities of non-essential activities and provided easy channels to announce participation in these entertainments to others.

Why are Social Games so Popular?

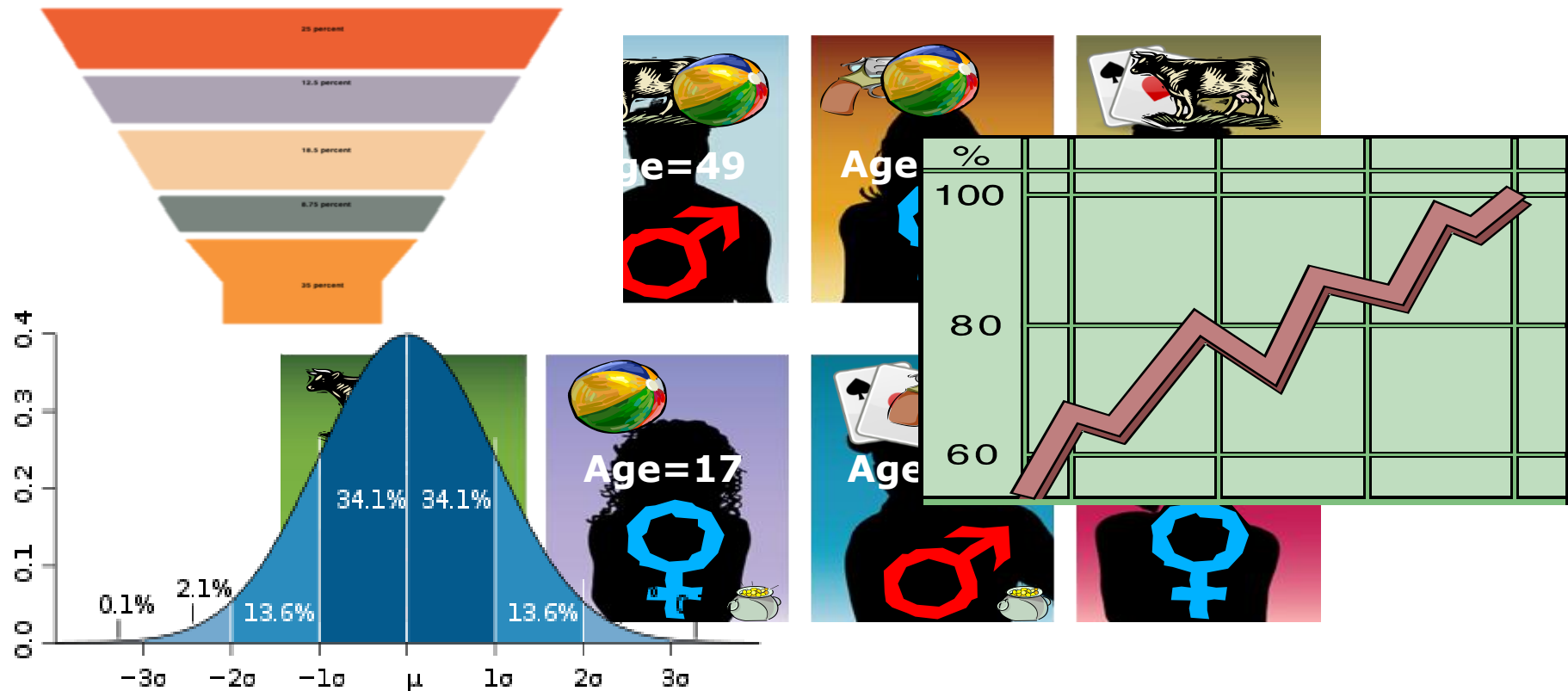
Curiosity, Invitation, Peer Pressure, Challenge.



In no more than a couple of clicks, exposed users can be having fun, and jumping on the latest bandwagon of distraction.

Whilst social could be considered a poor adjective to describe games when many games are solo activities, these activities do earn it the moniker social because they offer a *shared experience*. Albeit asynchronously, all the people who have enjoyed the same activity have been down the same path.

What do you know
about your existing
customers?

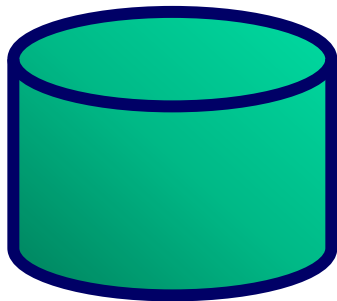


Social Game Developers have it “easy”

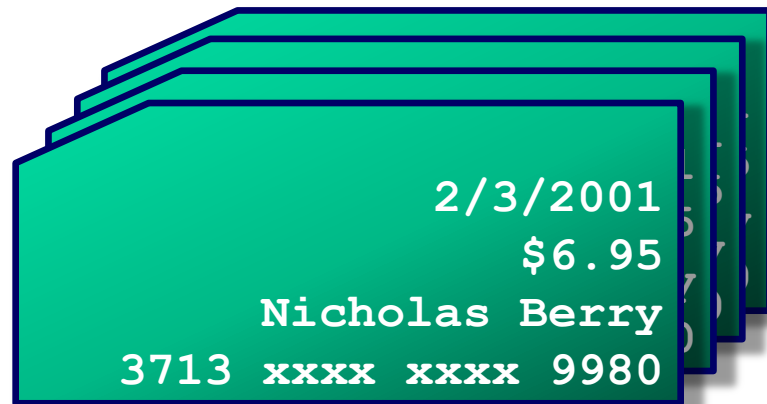
What do you know about your Deluxe Download customers?



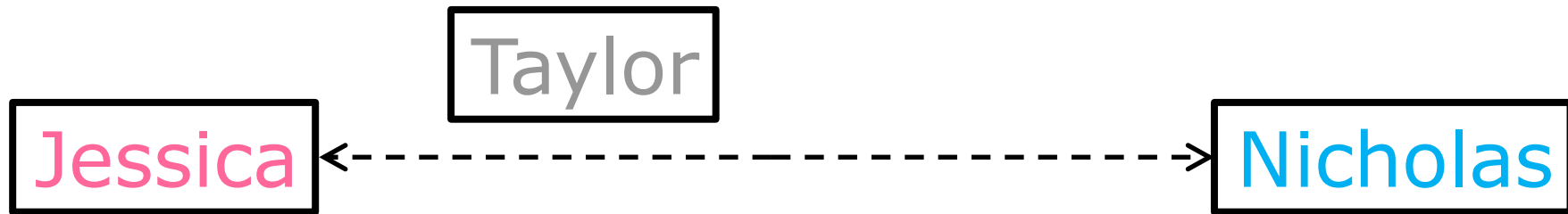
Sales Database



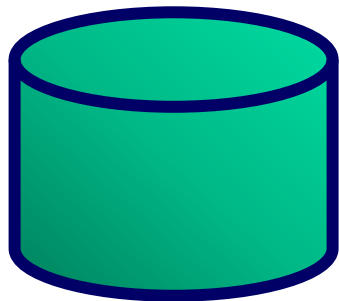
Sales Date
Sales Value
Credit card Name
Credit card Number



What's in a name? (Gender)



What about androgynous names?



US Social Security Administration

Database of all
registered names in
USA since 1880

NAME		Year	Frequency
Mary	F	1967	25,320
Susan	F	1967	22,259
Karen	F	1967	21,544
Angela	F	1967	19,537
Melissa	F	1967	18,370
Patricia	F	1967	17,745
Amy	F	1967	16,130
Elizabeth	F	1967	16,110
Christine	F	1967	15,992
Laura	F	1967	15,820
Julie	F	1967	15,541
Cynthia	F	1967	15,336
Donna	F	1967	14,789
Tina	F	1967	14,154
Deborah	F	1967	14,004

History of Male Names

#	1880-1889	1890-1899	1900-1909	1910-1919	1920-1929	1930-1939	1940-1949	1950-1959	1960-1969	1970-1979	1980-1989	1990-1999	2000-2009
1	John	John	John	John	Robert	Robert	James	James	Michael	Michael	Michael	Michael	Jacob
2	William	William	William	William	John	James	Robert	Michael	David	Christopher	Christopher	Christopher	Michael
3	James	James	James	James	James	John	John	Robert	John	Jason	Matthew	Matthew	Joshua
4	George	George	George	Robert	William	William	William	John	James	David	Joshua	Joshua	Matthew
5	Charles	Charles	Charles	Joseph	Charles	Richard	Richard	David	Robert	James	David	Jacob	Daniel
6	Frank	Joseph	Robert	George	George	Charles	David	William	Mark	John	James	Nicholas	Christopher
7	Joseph	Frank	Joseph	Charles	Joseph	Donald	Charles	Richard	William	Robert	Daniel	Andrew	Andrew
8	Henry	Robert	Frank	Edward	Richard	George	Thomas	Thomas	Richard	Brian	Robert	Daniel	Ethan
9	Robert	Edward	Edward	Frank	Edward	Thomas	Michael	Mark	Thomas	William	John	Tyler	Joseph
10	Thomas	Henry	Thomas	Thomas	Donald	Joseph	Ronald	Charles	Jeffrey	Matthew	Joseph	Joseph	William
11	Edward	Harry	Henry	Walter	Thomas	David	Larry	Steven	Steven	Joseph	Jason	Brandon	Anthony
12	Harry	Thomas	Walter	Harold	Frank	Edward	Donald	Gary	Joseph	Daniel	Justin	David	David
13	Walter	Walter	Harry	Henry	Harold	Ronald	Joseph	Joseph	Timothy	Kevin	Andrew	James	Alexander
14	Arthur	Arthur	Willie	Paul	Paul	Paul	Gary	Donald	Kevin	Eric	Ryan	Ryan	Nicholas
15	Fred	Fred	Arthur	Richard	Raymond	Kenneth	George	Ronald	Scott	Jeffrey	William	John	Ryan
16	Albert	Albert	Albert	Raymond	Walter	Frank	Kenneth	Kenneth	Brian	Richard	Brian	Zachary	Tyler
17	Samuel	Clarence	Clarence	Albert	Jack	Raymond	Paul	Paul	Charles	Scott	Brandon	Justin	James
18	Clarence	Willie	Fred	Arthur	Henry	Jack	Edward	Larry	Paul	Mark	Jonathan	William	John
19	Louis	Roy	Harold	Harry	Kenneth	Harold	Jerry	Daniel	Daniel	Steven	Nicholas	Anthony	Jonathan
20	David	Louis	Paul	Donald	Arthur	Billy	Dennis	Stephen	Christopher	Thomas	Anthony	Robert	Noah
21	Joe	Earl	Raymond	Ralph	Albert	Gerald	Frank	Dennis	Kenneth	Timothy	Eric	Jonathan	Brandon
22	Charlie	Paul	Richard	Louis	David	Walter	Daniel	Timothy	Anthony	Anthony	Adam	Austin	Christian
23	Richard	Carl	Roy	Jack	Harry	Jerry	Raymond	Edward	Gregory	Charles	Kevin	Alexander	Dylan
24	Ernest	Ernest	Joe	Clarence	Eugene	Joe	Roger	Jeffrey	Ronald	Joshua	Thomas	Kyle	Samuel
25	Roy	Samuel	Louis	Carl	Ralph	Eugene	Stephen	George	Donald	Ryan	Steven	Kevin	Benjamin

History of Female Names:

#	1880-1889	1890-1899	1900-1909	1910-1919	1920-1929	1930-1939	1940-1949	1950-1959	1960-1969	1970-1979	1980-1989	1990-1999	2000-2009
1	Mary	Mary	Mary	Mary	Mary	Mary	Mary	Mary	Lisa	Jennifer	Jessica	Jessica	Emily
2	Anna	Anna	Helen	Helen	Dorothy	Betty	Linda	Linda	Mary	Amy	Jennifer	Ashley	Madison
3	Emma	Margaret	Margaret	Dorothy	Helen	Barbara	Barbara	Patricia	Susan	Melissa	Amanda	Emily	Emma
4	Elizabeth	Helen	Anna	Margaret	Betty	Shirley	Patricia	Susan	Karen	Michelle	Ashley	Sarah	Olivia
5	Margaret	Elizabeth	Ruth	Ruth	Margaret	Patricia	Carol	Deborah	Kimberly	Kimberly	Sarah	Samantha	Hannah
6	Minnie	Ruth	Elizabeth	Mildred	Ruth	Dorothy	Sandra	Barbara	Patricia	Lisa	Stephanie	Amanda	Abigail
7	Ida	Florence	Dorothy	Anna	Virginia	Joan	Nancy	Debra	Linda	Angela	Melissa	Brittany	Isabella
8	Bertha	Ethel	Marie	Elizabeth	Doris	Margaret	Sharon	Karen	Donna	Heather	Nicole	Elizabeth	Samantha
9	Clara	Emma	Florence	Frances	Mildred	Nancy	Judith	Nancy	Michelle	Stephanie	Elizabeth	Taylor	Elizabeth
10	Alice	Marie	Mildred	Virginia	Frances	Helen	Susan	Donna	Cynthia	Nicole	Heather	Megan	Ashley
11	Annie	Clara	Alice	Marie	Elizabeth	Carol	Betty	Cynthia	Sandra	Jessica	Tiffany	Hannah	Alexis
12	Florence	Bertha	Ethel	Evelyn	Evelyn	Joyce	Carolyn	Sandra	Deborah	Elizabeth	Michelle	Kayla	Sarah
13	Bessie	Minnie	Lillian	Alice	Anna	Doris	Margaret	Pamela	Tammy	Rebecca	Amber	Lauren	Sophia
14	Grace	Bessie	Gladys	Florence	Marie	Ruth	Shirley	Sharon	Pamela	Kelly	Megan	Stephanie	Alyssa
15	Ethel	Alice	Edna	Lillian	Alice	Virginia	Judy	Kathleen	Lori	Mary	Amy	Rachel	Grace
16	Sarah	Lillian	Frances	Rose	Jean	Marilyn	Karen	Carol	Laura	Christina	Rachel	Jennifer	Ava
17	Ella	Edna	Rose	Irene	Shirley	Elizabeth	Donna	Diane	Elizabeth	Amanda	Kimberly	Nicole	Taylor
18	Martha	Grace	Annie	Louise	Barbara	Jean	Kathleen	Brenda	Julie	Julie	Christina	Alexis	Brianna
19	Nellie	Annie	Grace	Edna	Irene	Frances	Joyce	Cheryl	Brenda	Sarah	Lauren	Victoria	Lauren
20	Mabel	Mabel	Bertha	Catherine	Marjorie	Beverly	Dorothy	Janet	Jennifer	Laura	Crystal	Amber	Chloe
21	Laura	Ida	Emma	Gladys	Florence	Lois	Janet	Elizabeth	Barbara	Shannon	Brittany	Alyssa	Natalie
22	Carrie	Rose	Bessie	Ethel	Lois	Alice	Diane	Kathy	Angela	Christine	Rebecca	Courtney	Kayla
23	Cora	Hazel	Clara	Josephine	Martha	Donna	Janice	Margaret	Sharon	Tammy	Laura	Rebecca	Jessica
24	Helen	Gertrude	Hazel	Ruby	Rose	Martha	Joan	Janice	Debra	Tracy	Danielle	Danielle	Anna
25	Maude	Martha	Irene	Martha	Lillian	Dolores	Elizabeth	Carolyn	Teresa	Karen	Emily	Jasmine	Victoria

Scrabble™ Score



Score	Letters
1	A , E , I , O , U , L , N , R , S , T
2	D , G
3	B , C , M , P
4	F , H , V , W Y
5	K
8	J , X
10	Q Z

Creative spelling:

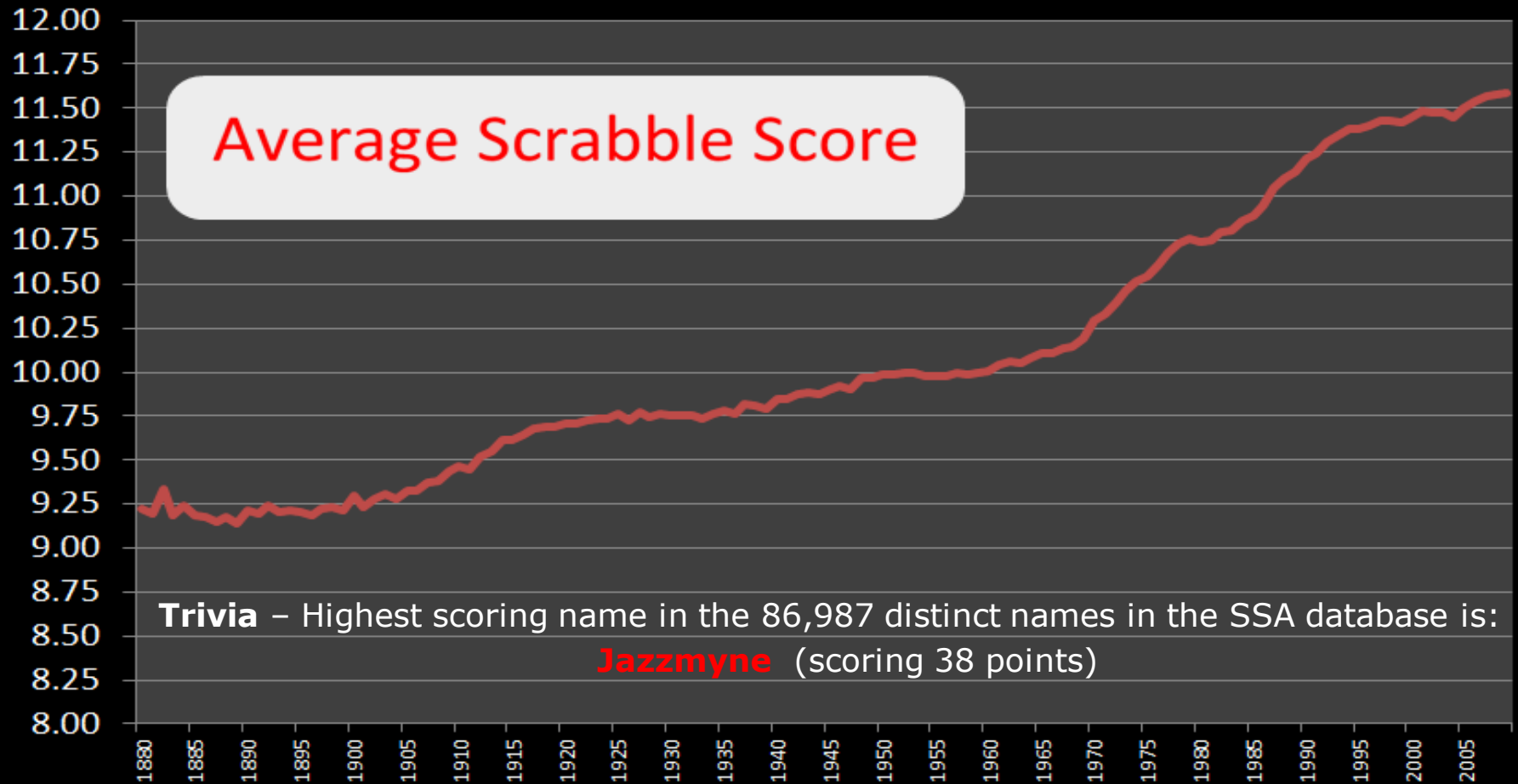
Z replacing **S**

Y replacing **I**

Izzabellah (33 points) instead of **Issabella** (11 points)

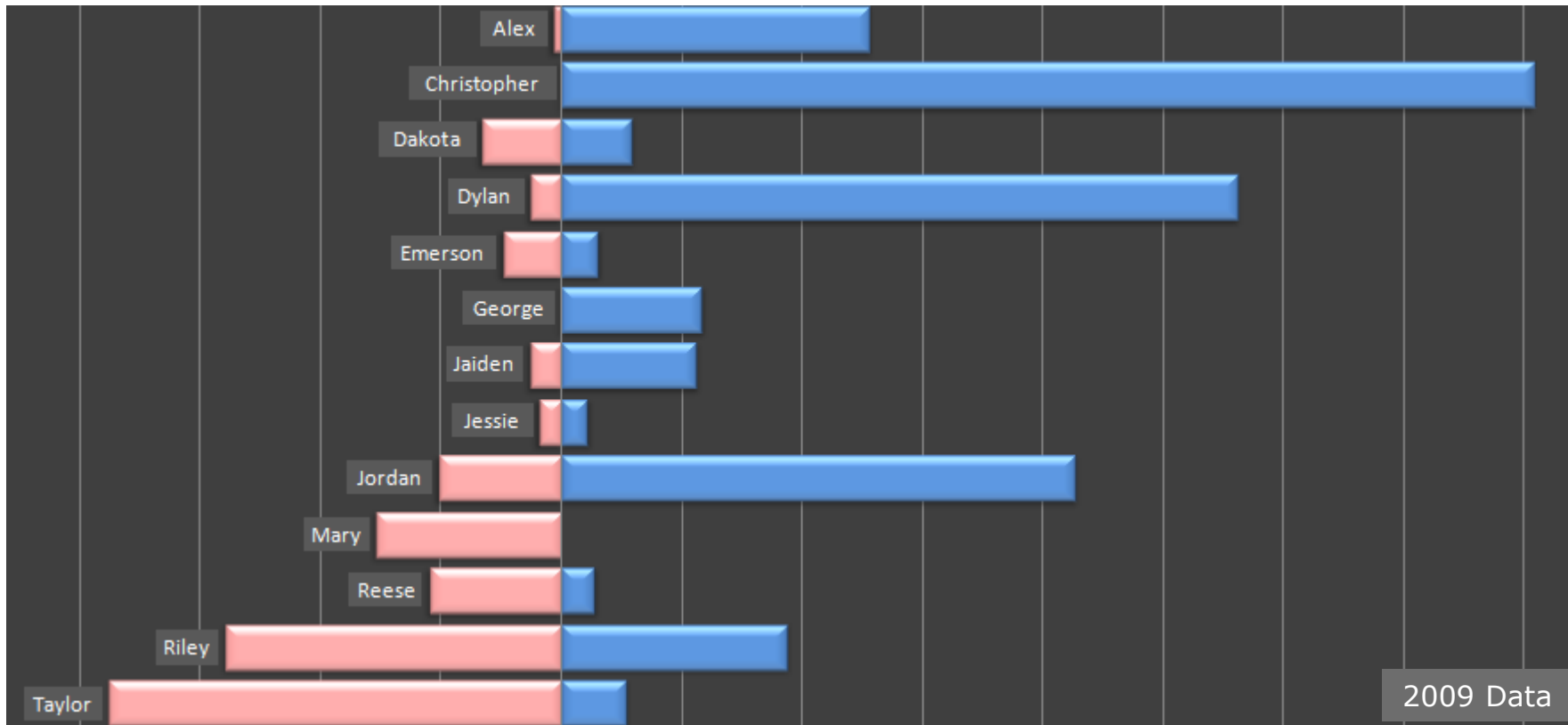
Kristyn (14 points) instead of **Kristin** (11 points)

Average Scrabble Score

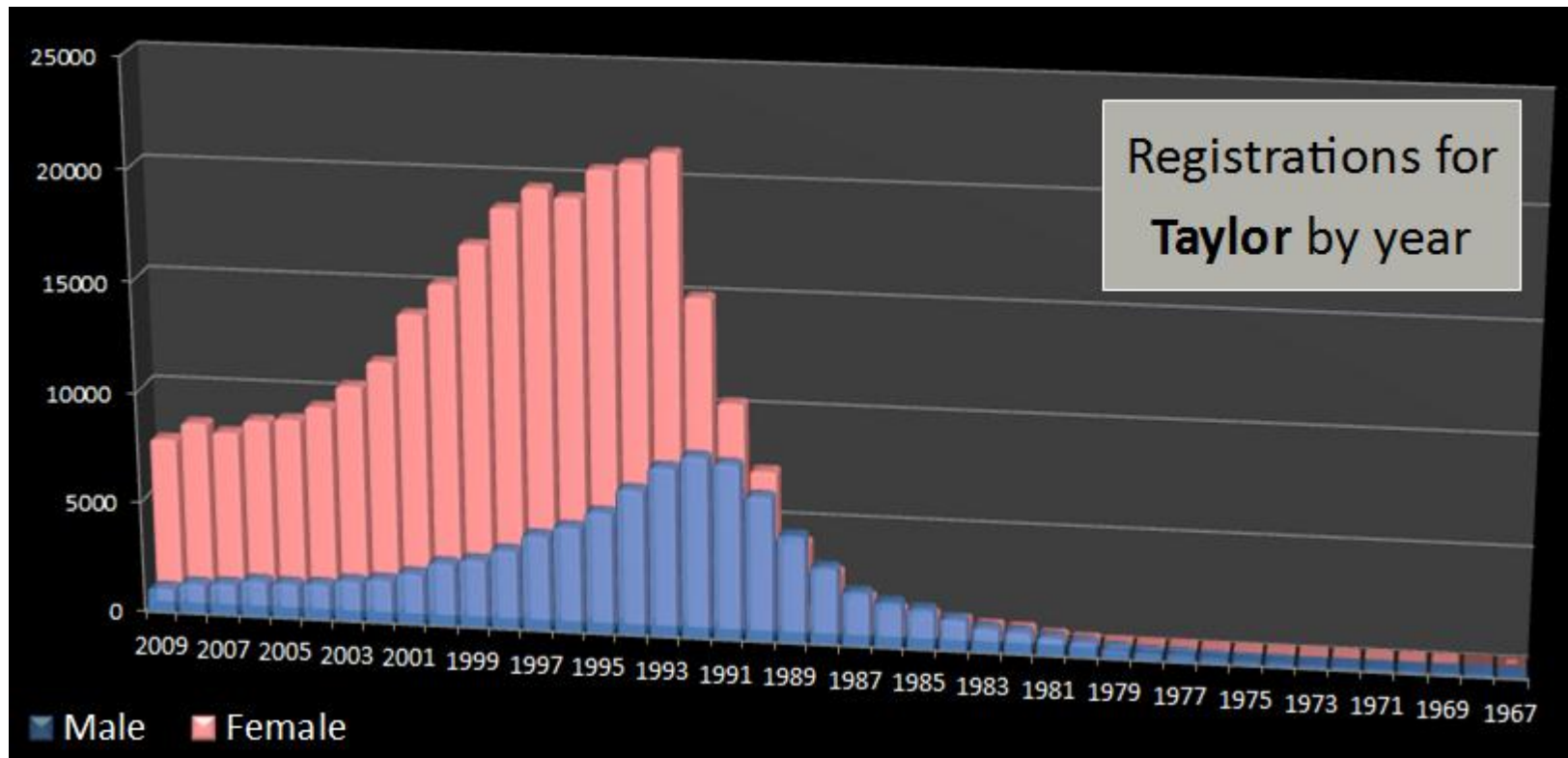


Trivia – Highest scoring name in the 86,987 distinct names in the SSA database is:
Jazzmyne (scoring 38 points)

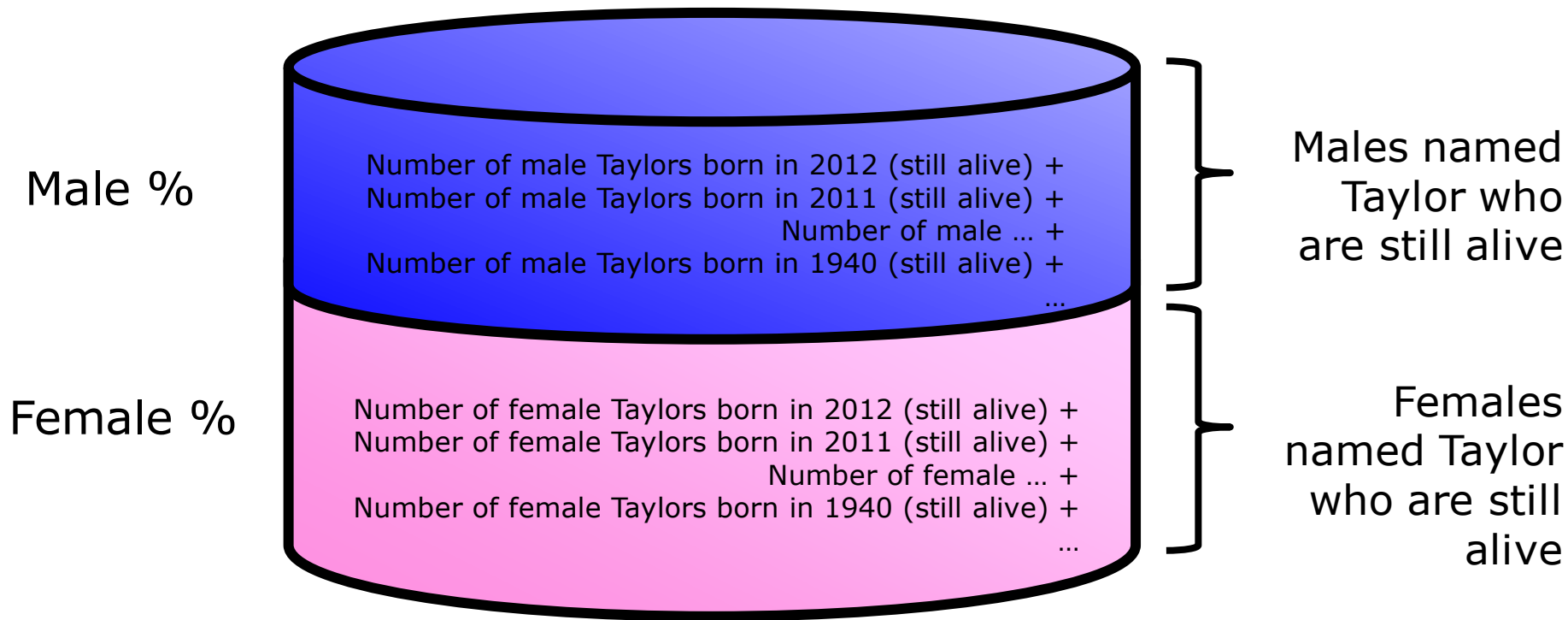
Returning to Androgynous names



Taylor over the years



Nobody lives forever



Life (Death) tables

34 UNITED STATES LIFE TABLE.

TABLE 3. LIFE TABLE FOR MALES IN THE BASED ON THE ESTIMATED POPULATION 1900-1, AND CHANGING, AND ON THE BASIS OF THE LATEST AVAILABLE DATA. (See Introduction, Chapter I, Section 1, for a full description of the method used in the construction of this table.)

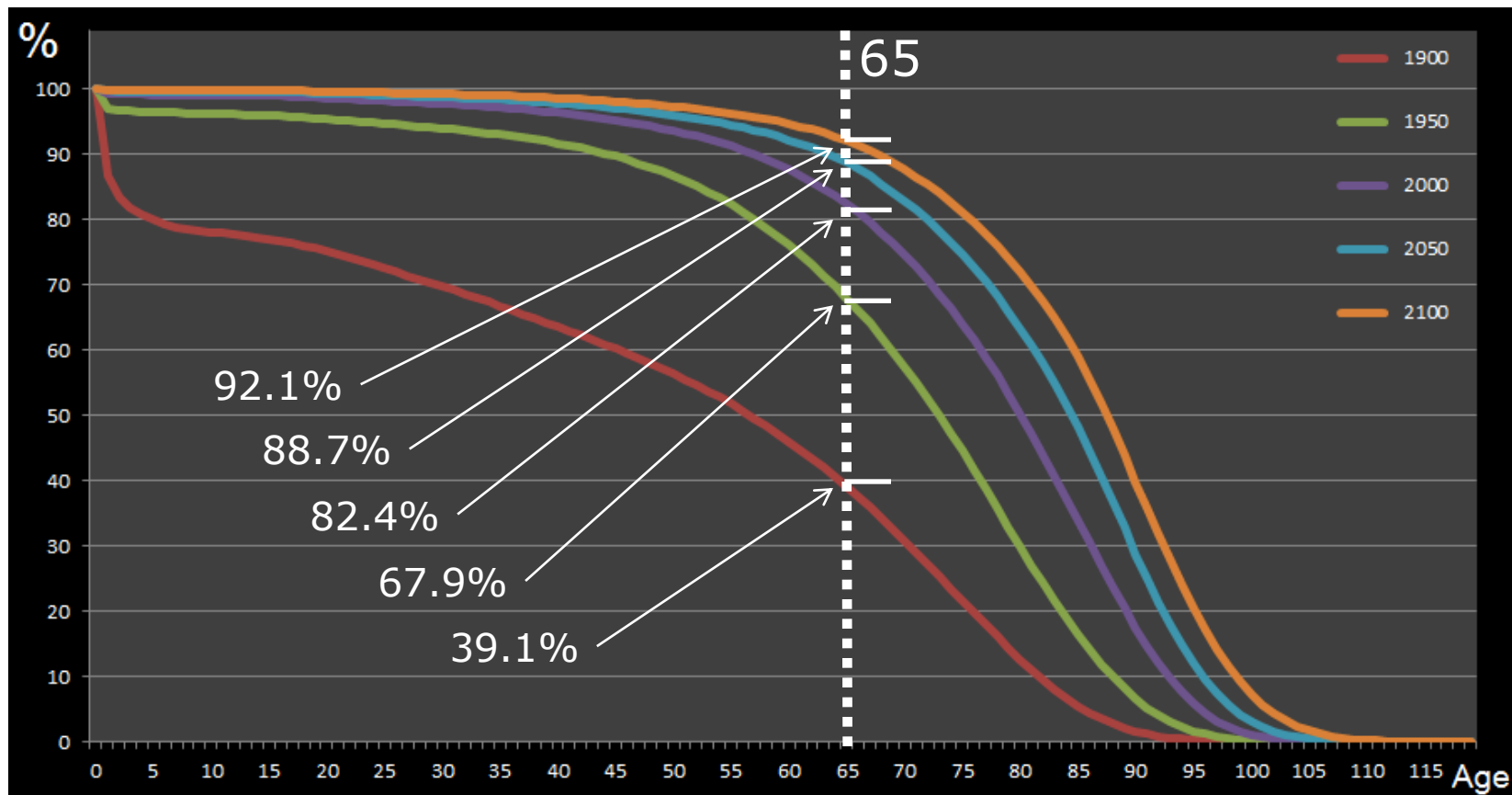
STANDARDIZED MORTALITY RATES, 1900-1, AND CHANGING, AND ON THE BASIS OF THE LATEST AVAILABLE DATA. (See Introduction, Chapter I, Section 1, for a full description of the method used in the construction of this table.)

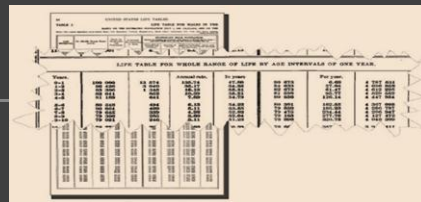
LIFE TABLE FOR WHOLE RANGE OF LIFE BY AGE INTERVALS OF ONE YEAR.

Years.	100,000	13,574	135.74	In years	90,673	Per year.	4,767,511
0-1	100,000	13,574	135.74	47.88	90,673	4.68	4,767,511
1-2	96,436	3,040	31.17	54.35	84,633	27.84	4,094,858
2-3	83,396	1,345	16.13	55.31	82,673	41.47	4,612,325
3-4	69,041	859	10.29	56.31	81,598	95.77	4,529,852
4-5	51,189	641	7.80	54.79	80,656	126.14	4,447,954
5-6	39,548	494	6.13	54.22	80,301	142.55	4,367,098
6-7	30,054	409	5.11	53.85	79,850	195.23	4,286,797
7-8	23,045	339	4.36	53.39	79,475	234.44	4,206,947
8-9	17,306	285	3.60	52.04	79,163	277.76	4,127,472
9-10	13,091	246	3.11	51.53	78,898	320.72	4,048,309

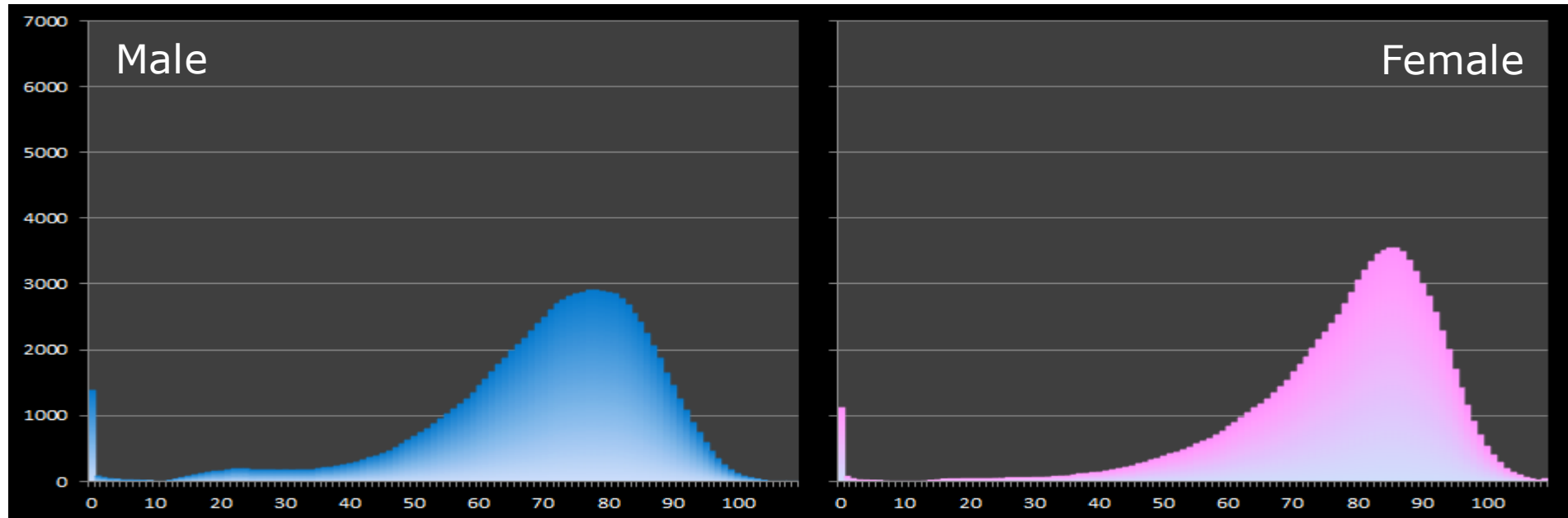
1901 Life Tables

Life (Death) Percentage chance of reaching a specified age.





Gender Differences – Age at Death

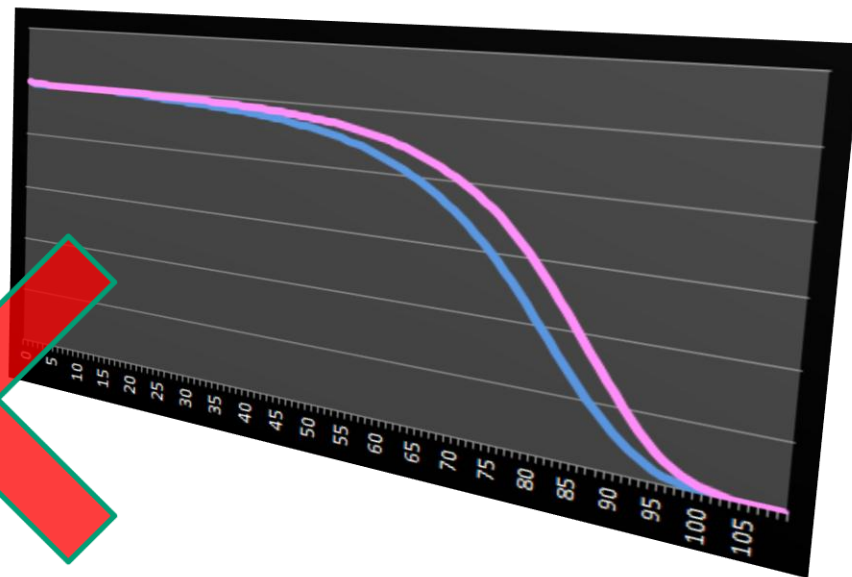
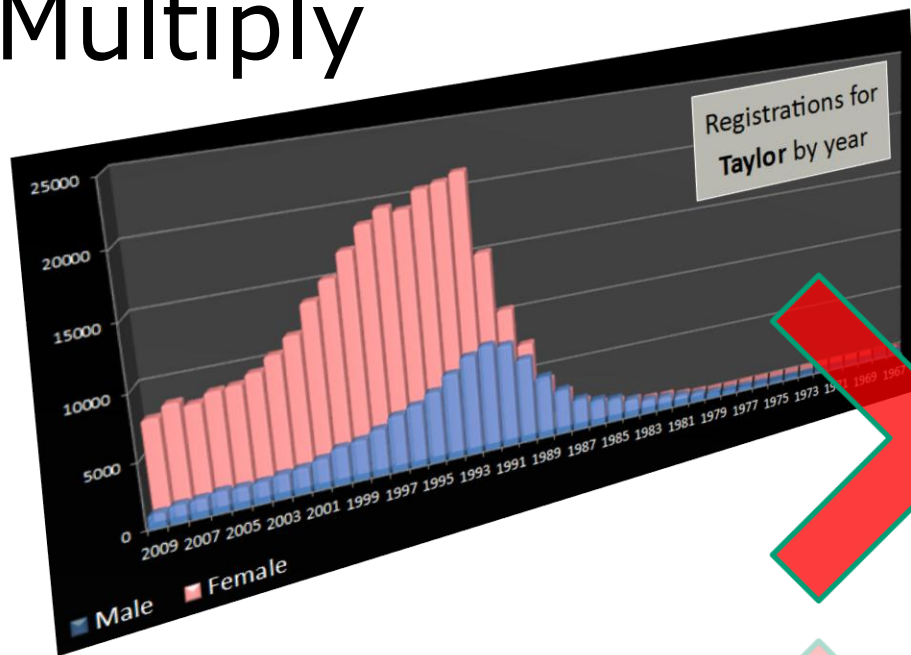


1930

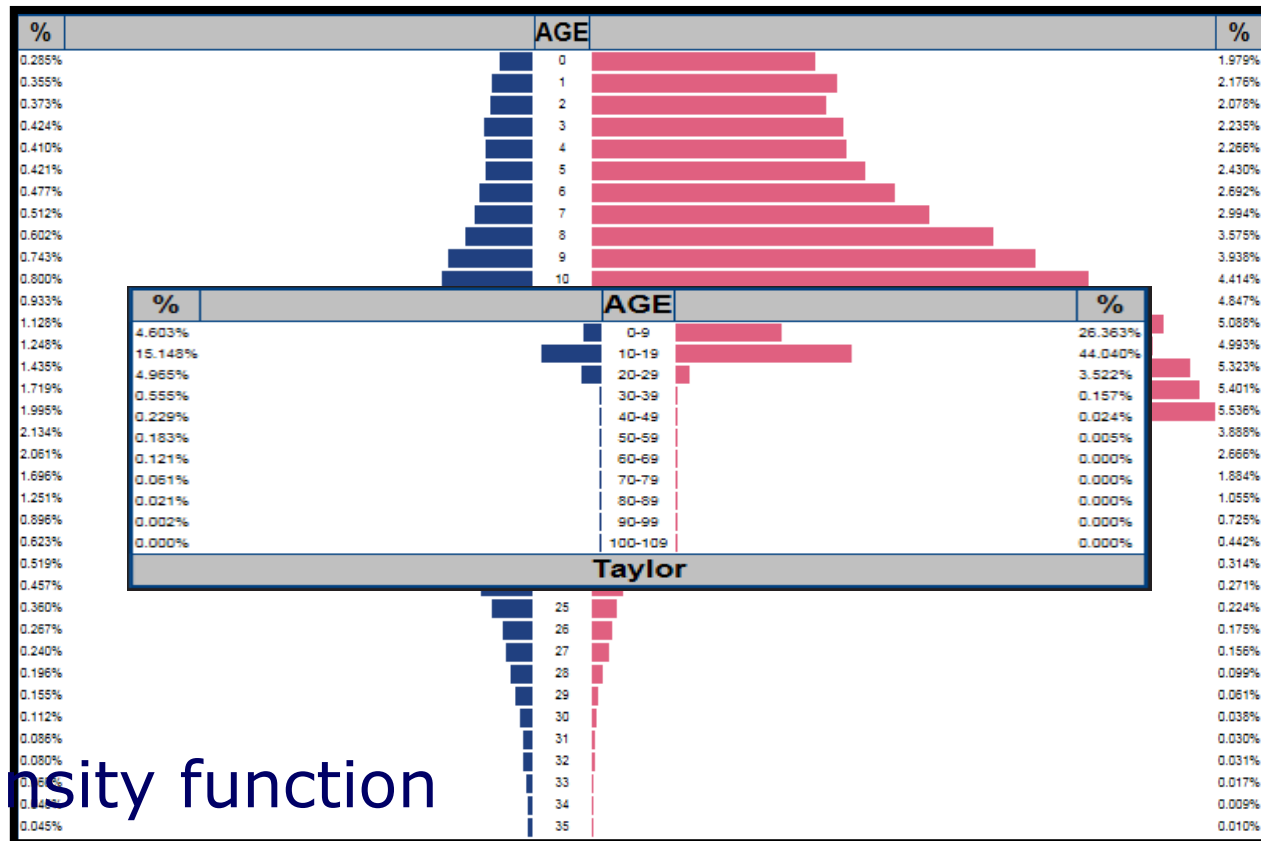
Age at Death (*per 100,000*)

1980

Multiply



Taylor



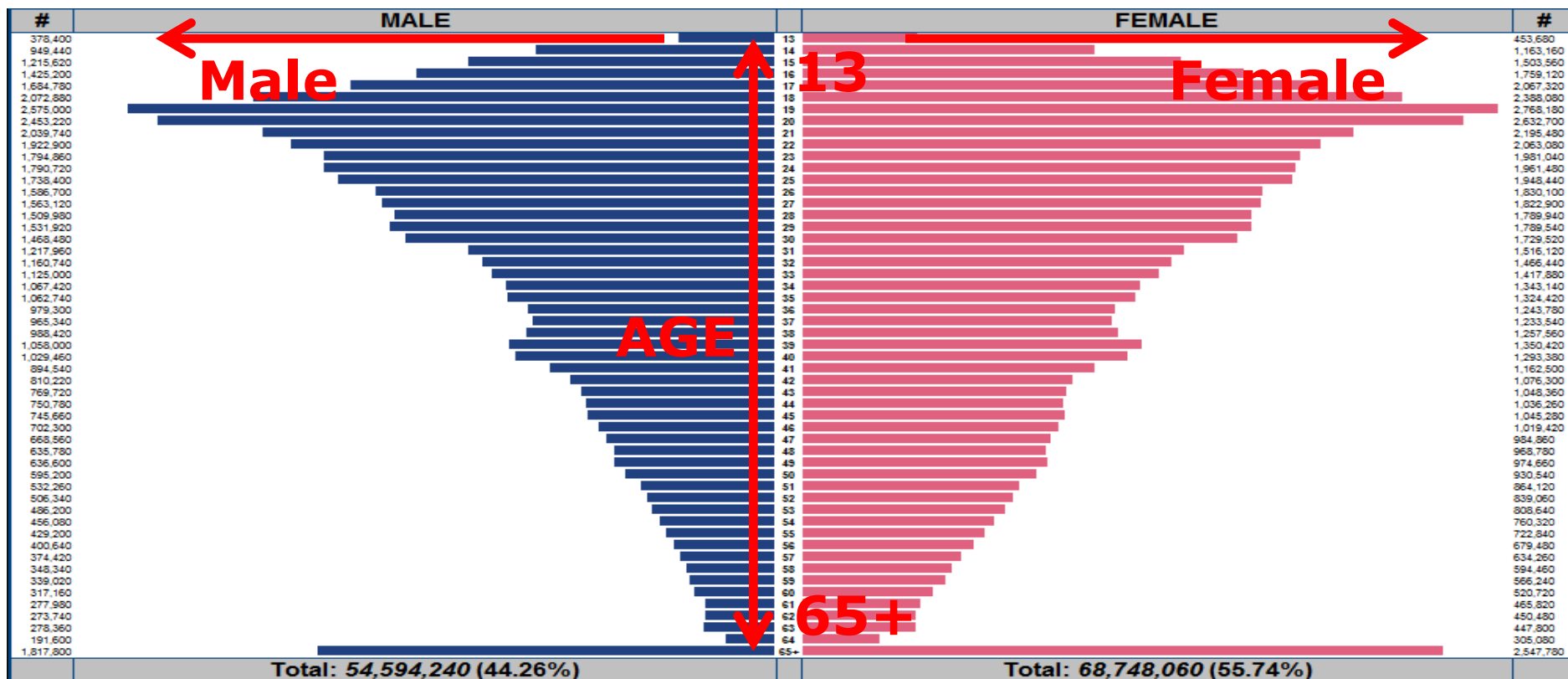
Probability density function

Who names their child “Ethel” these days?

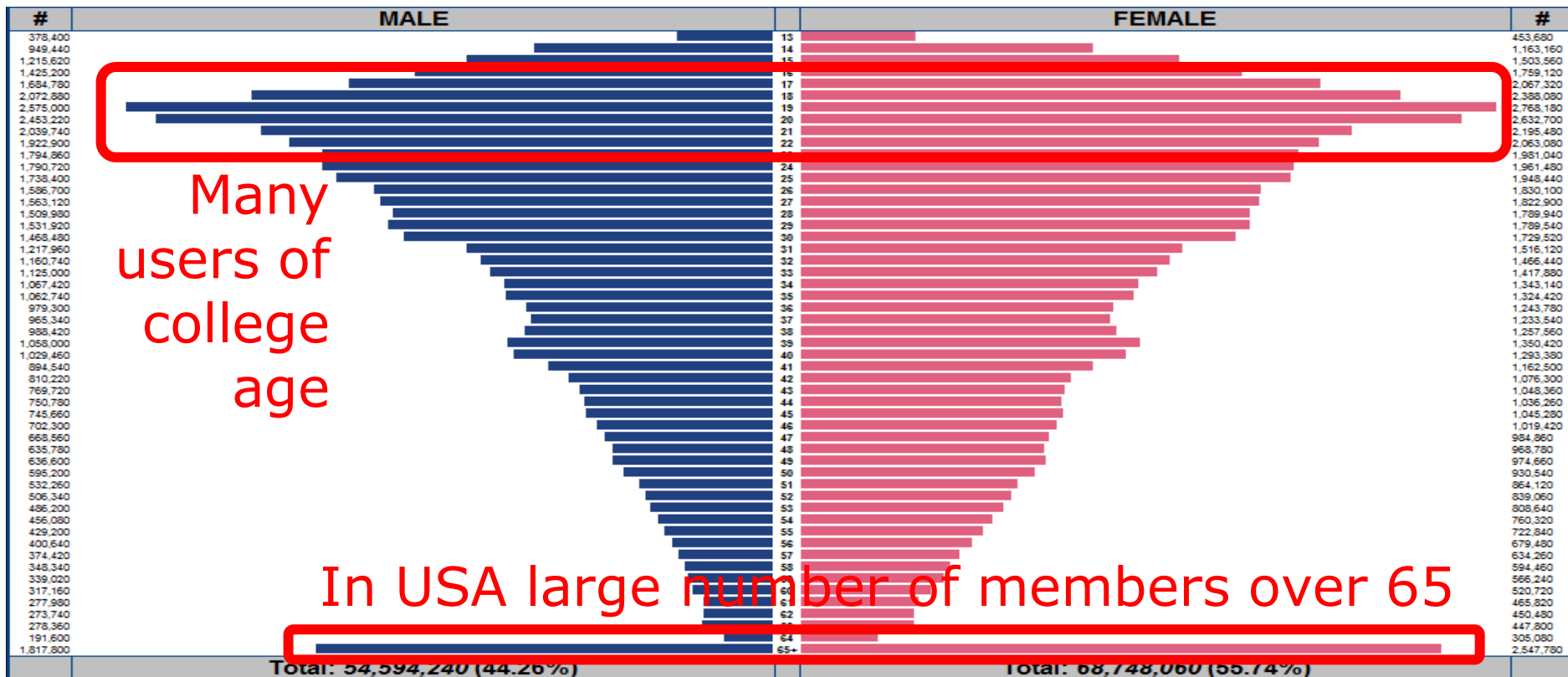
Probability Density Functions

Facebook demographics

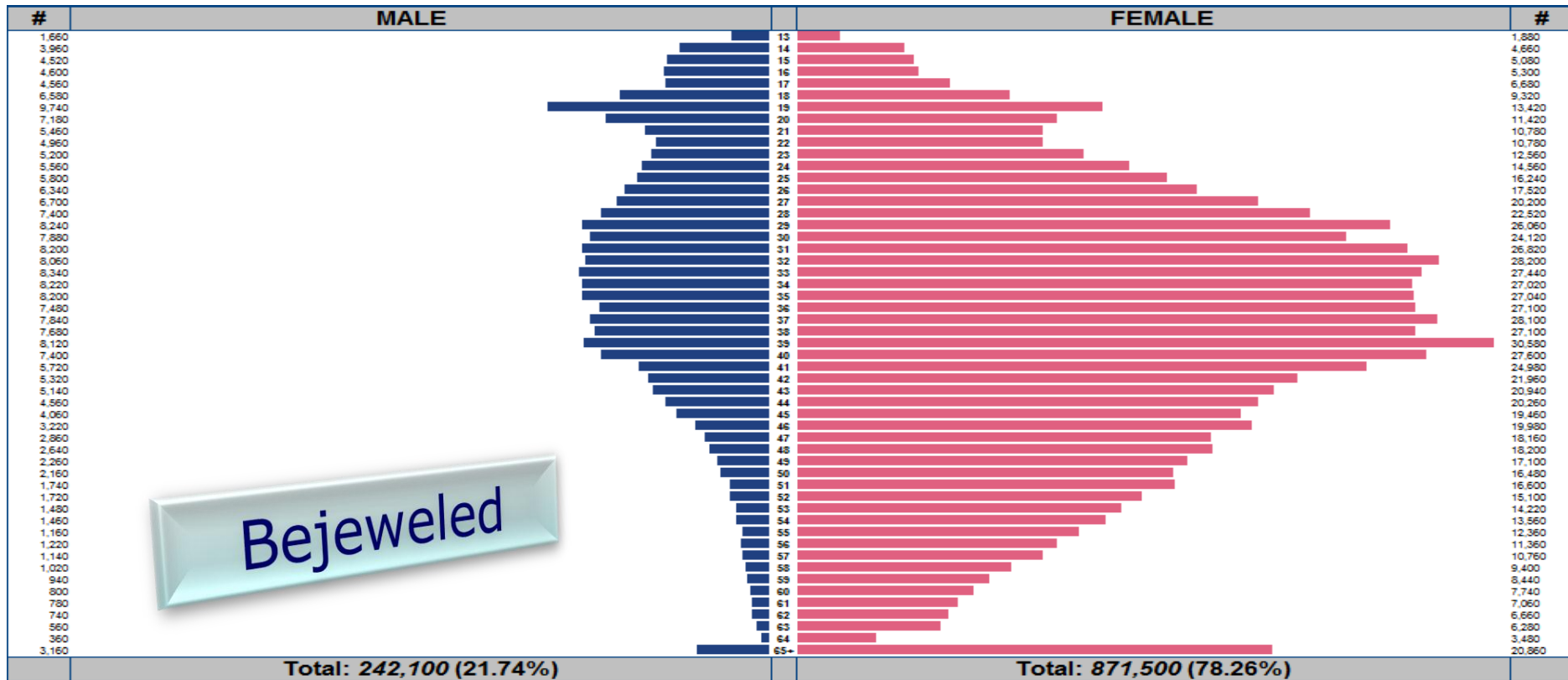


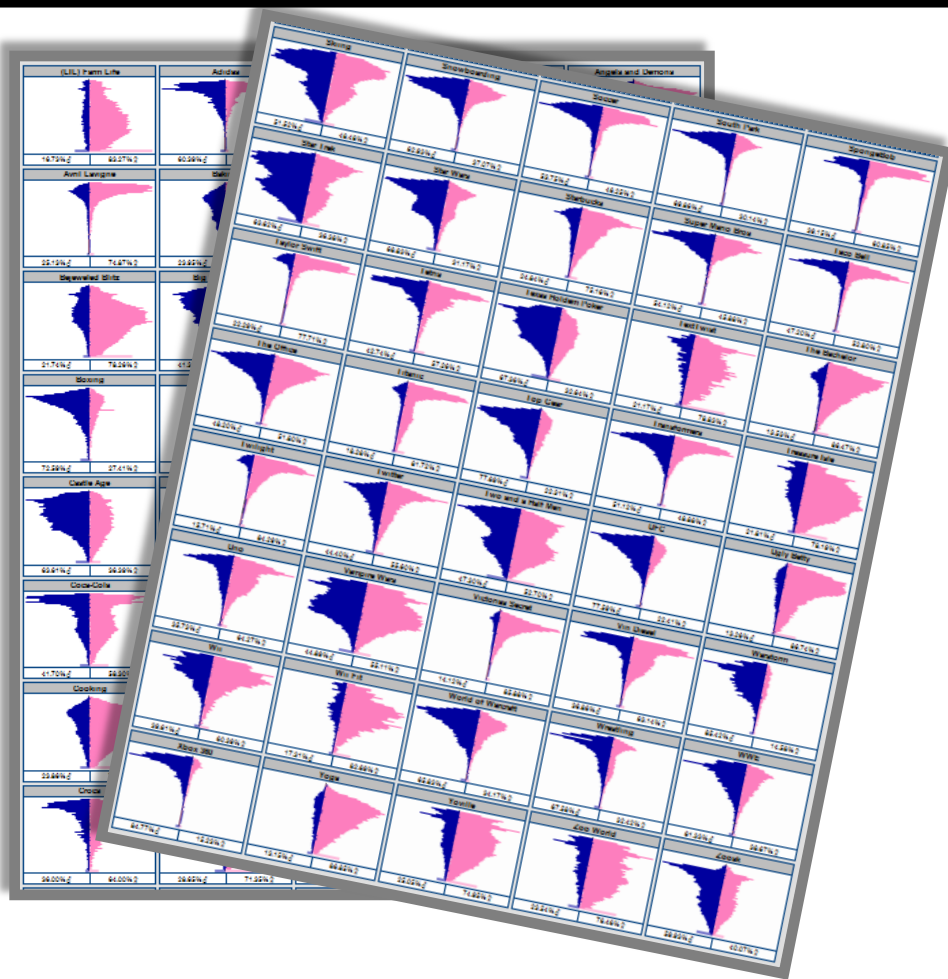


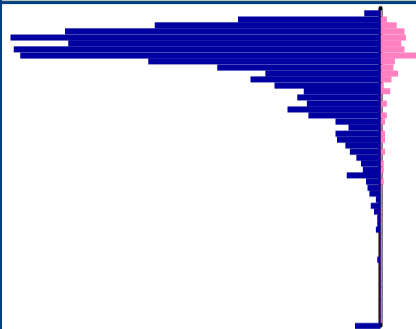
FaceBook Demographics



FaceBook Demographics

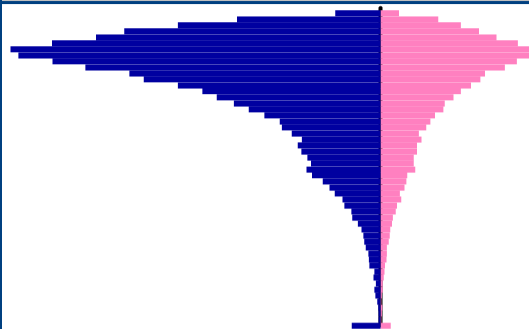




Call of Duty 4

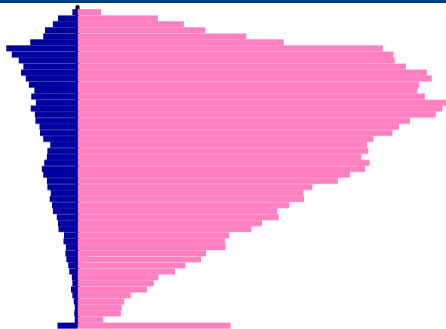
92.22% ♂

7.78% ♀

Mythbusters

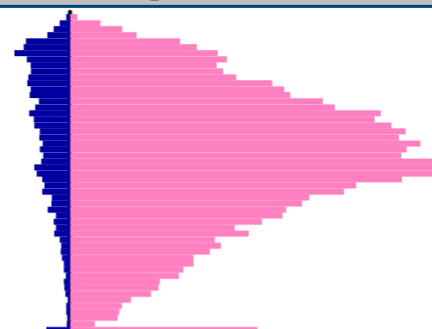
69.78% ♂

30.22% ♀

Ellen Degenerous

11.85% ♂

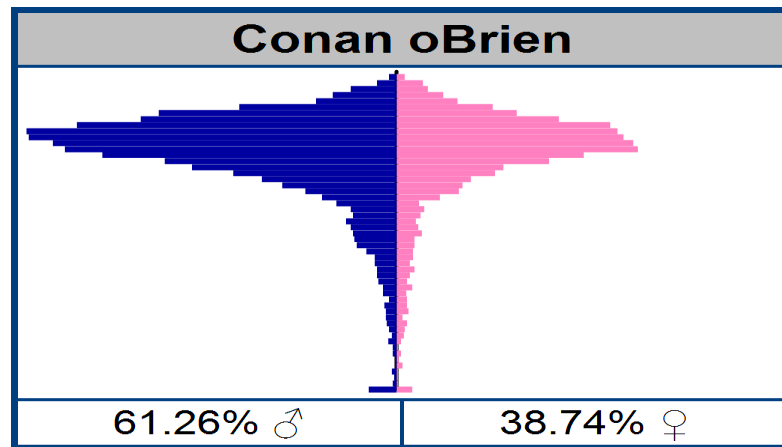
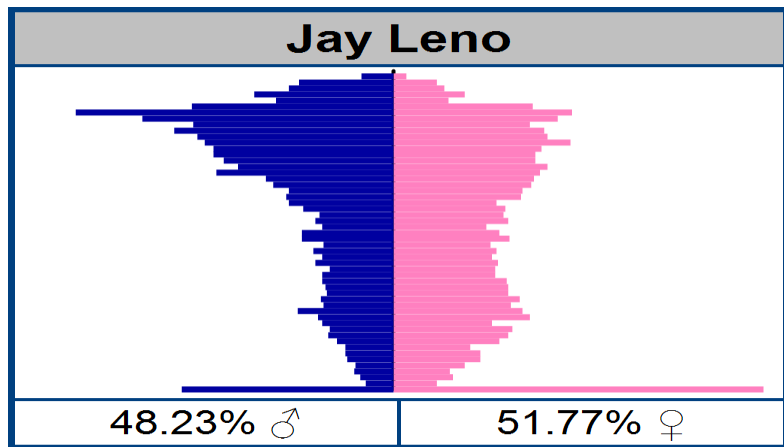
88.15% ♀

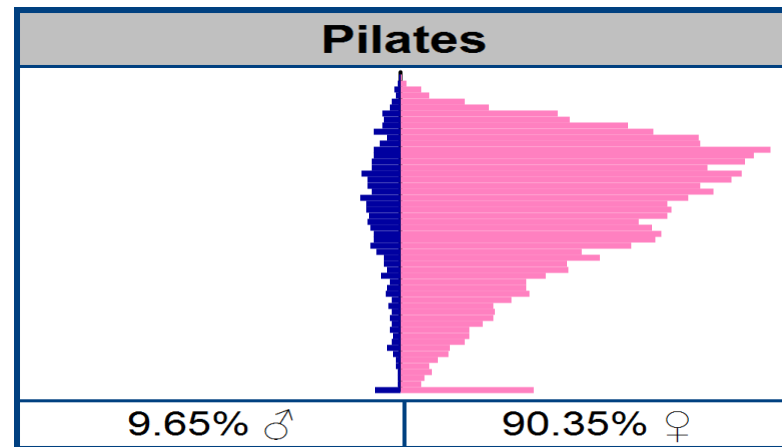
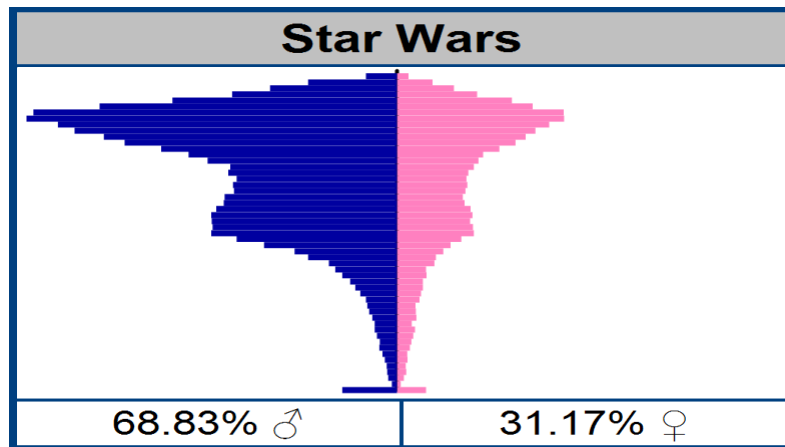
Oprah Winfrey Show

10.85% ♂

89.15% ♀

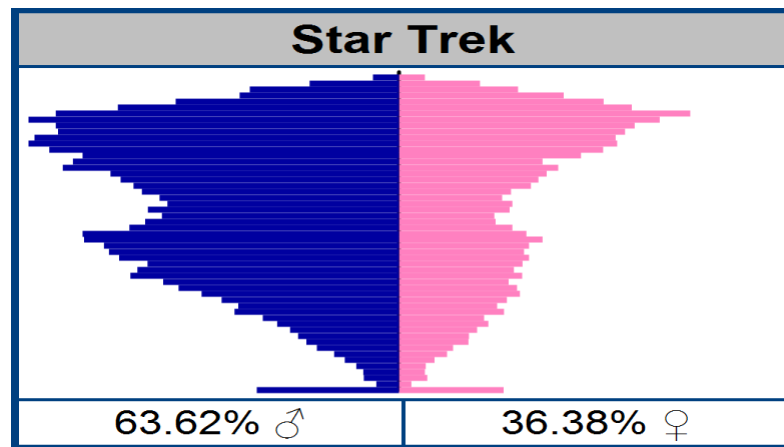
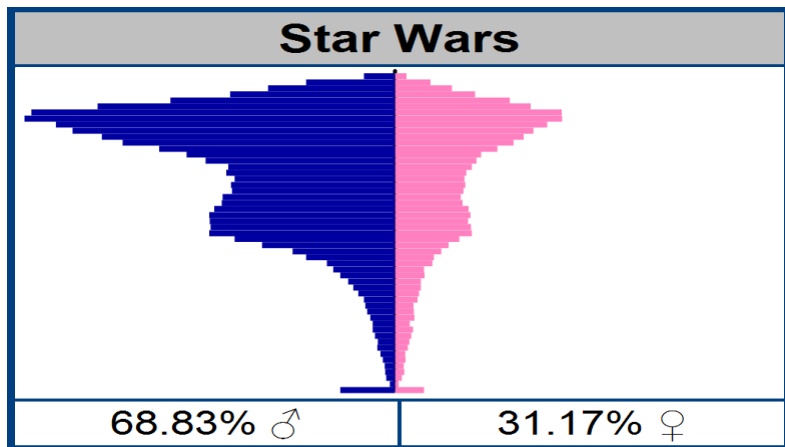
Jay Leno vs. Conan





38.41% correlation

Comparing Demographic “Genes”



80.89% correlation

#	Keywords	%	
1	Bejeweled Blitz	100.00%	
2	Treasure Isle	92.10%	
3	James Patterson	89.46%	
4	Fish World	88.73%	
5	Country Life	88.08%	
6	Medium	87.94%	
7	Island Paradise	87.52%	
8	Scrabble	87.52%	
9	Martha Stewart	86.91%	
10	Criminal Minds	86.84%	
11	Oprah Winfrey Show	86.71%	
12	Barn Buddy	86.56%	
13	TextTwist	85.99%	
14	Collapse!	85.94%	
15	Ghost Whisperer	84.12%	
16	Baking	83.41%	
17	Cafe World	83.37%	
18	Cooking	83.36%	
19	Zoo World	83.04%	
20	Greenhouse	82.57%	
21	Yoville	82.54%	
22	Ellen Degenerous	82.44%	
23	Biggest Loser	82.40%	
24	Wii Fit	82.34%	
25	Yoga	82.22%	
26	Mahjong	81.11%	
27	(LIL) Farm Life	81.02%	
28	Dr Phil	80.17%	
29	Pilates	79.62%	
30	Happy Island	79.49%	
31	Barry Manilow	78.96%	
32	Pillow Fight	78.06%	
33	Plants	77.76%	
34	Cake Decorating	77.73%	
35	CSI	77.20%	

Bejeweled Blitz Affinity





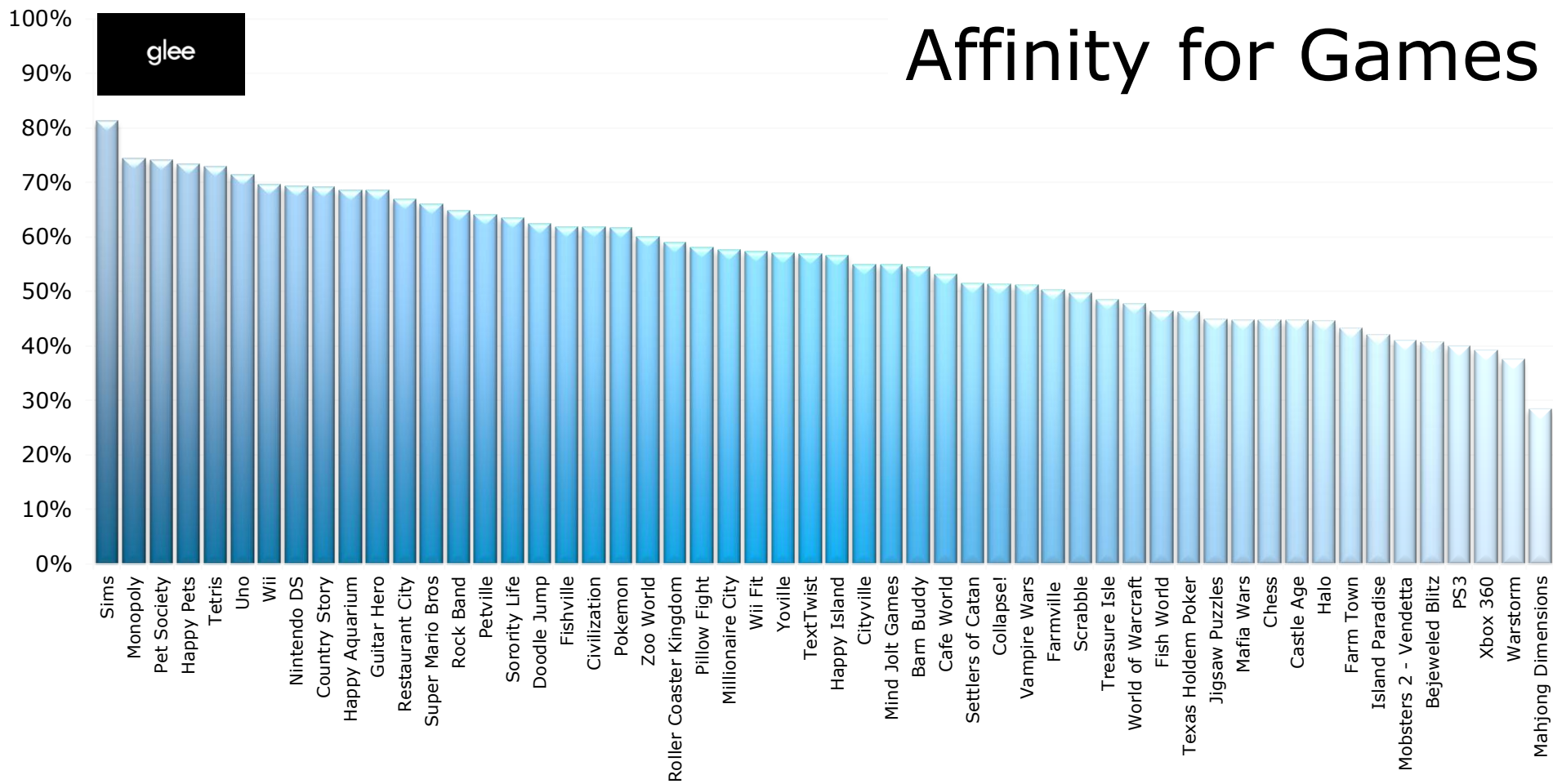
glee

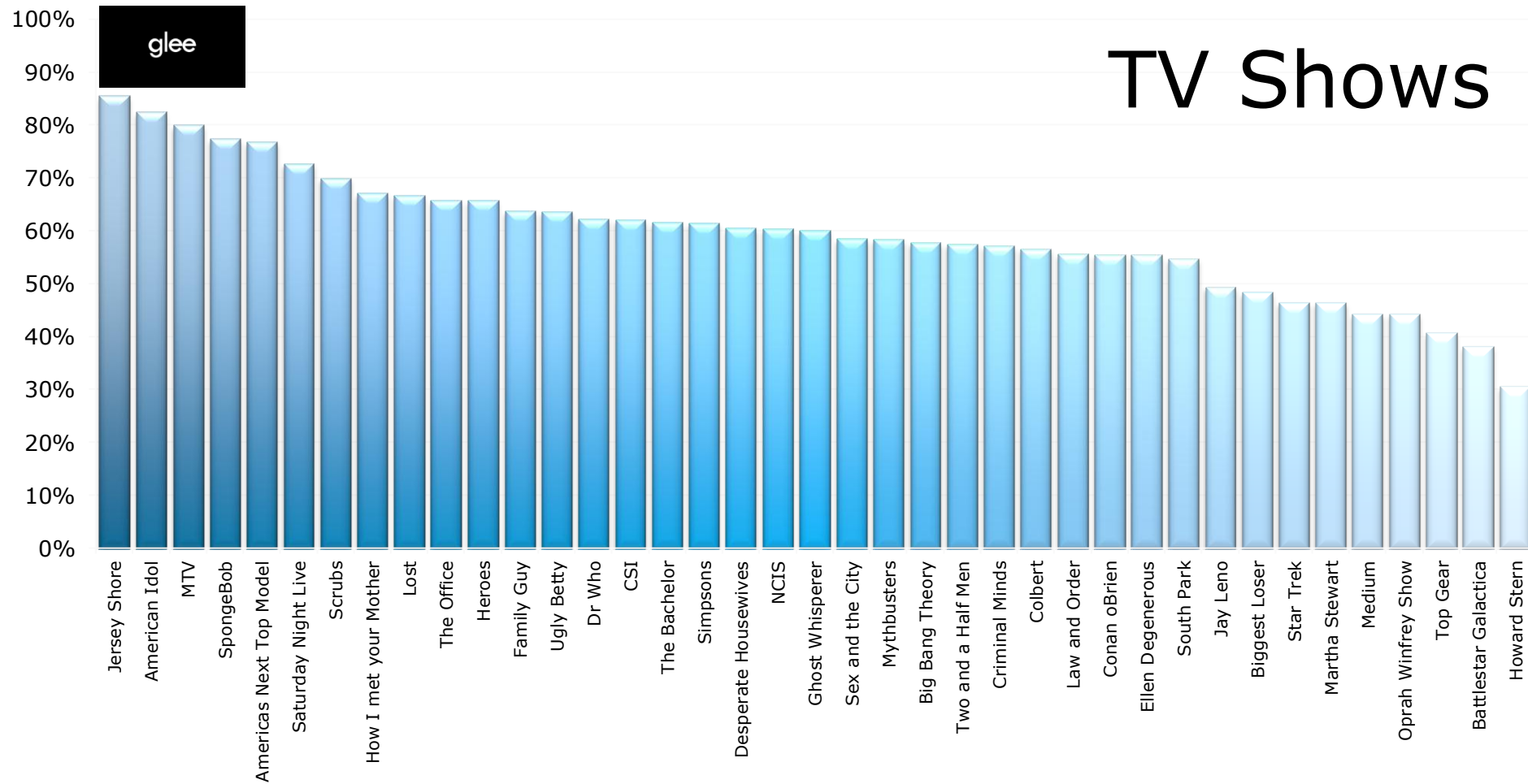
What are
fans of **glee**
on facebook
interested
in?

#	Keywords	%	
1	Glee	100.00%	
2	Taylor Swift	89.66%	
3	Titanic	85.92%	
4	Jersey Shore	85.58%	
5	Lady Gaga	84.49%	
6	Starbucks	84.48%	
7	Twilight	83.77%	
8	Disney	83.67%	
9	Harry Potter	83.54%	
10	Katy Perry	82.91%	
11	American Idol	82.52%	
12	Sims 3	81.27%	
13	Roller Coasters	80.93%	
14	Britney Spears	80.50%	
15	MTV	79.98%	
16	Shakira	78.66%	
17	McDonalds	78.64%	
18	Justin Bieber	78.55%	
19	Johhny Depp	77.62%	
20	SpongeBob	77.33%	
21	Avril Lavigne	77.17%	
22	Americas Next Top Model	76.79%	
23	Taco Bell	75.96%	
24	Makeup	75.90%	
25	iTunes	74.99%	

glee

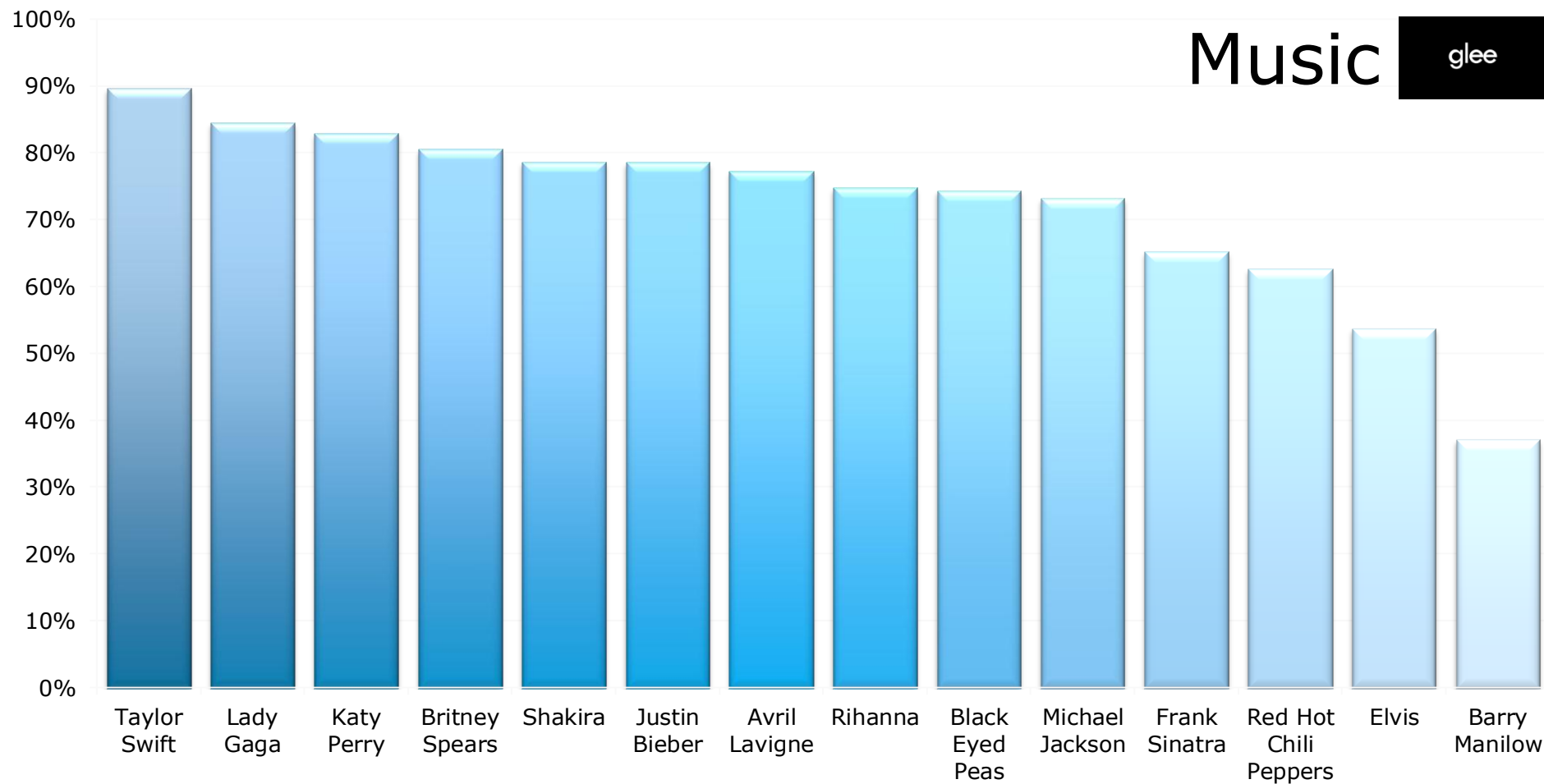
Affinity for Games

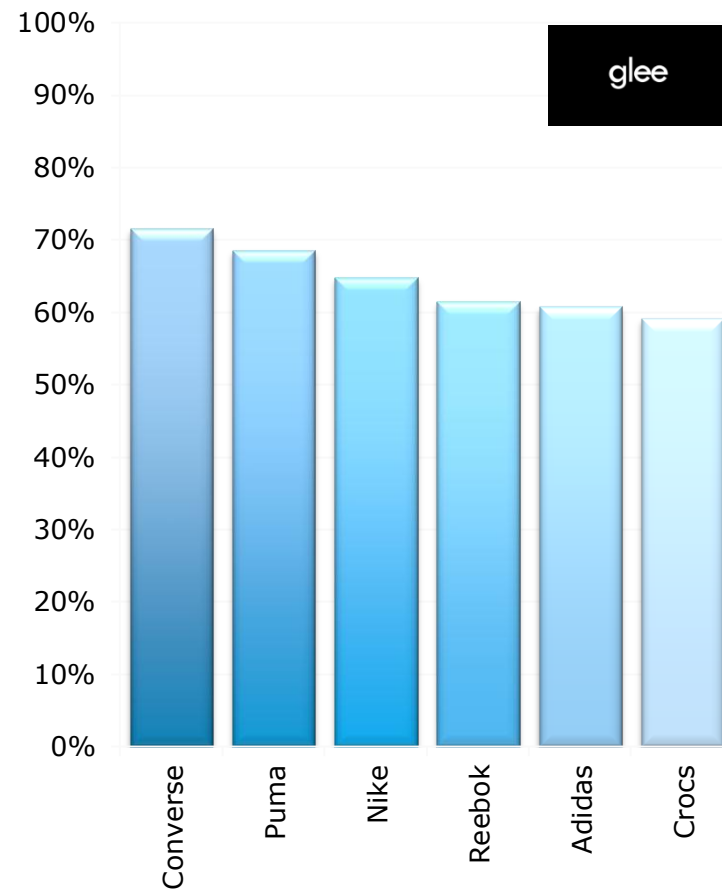
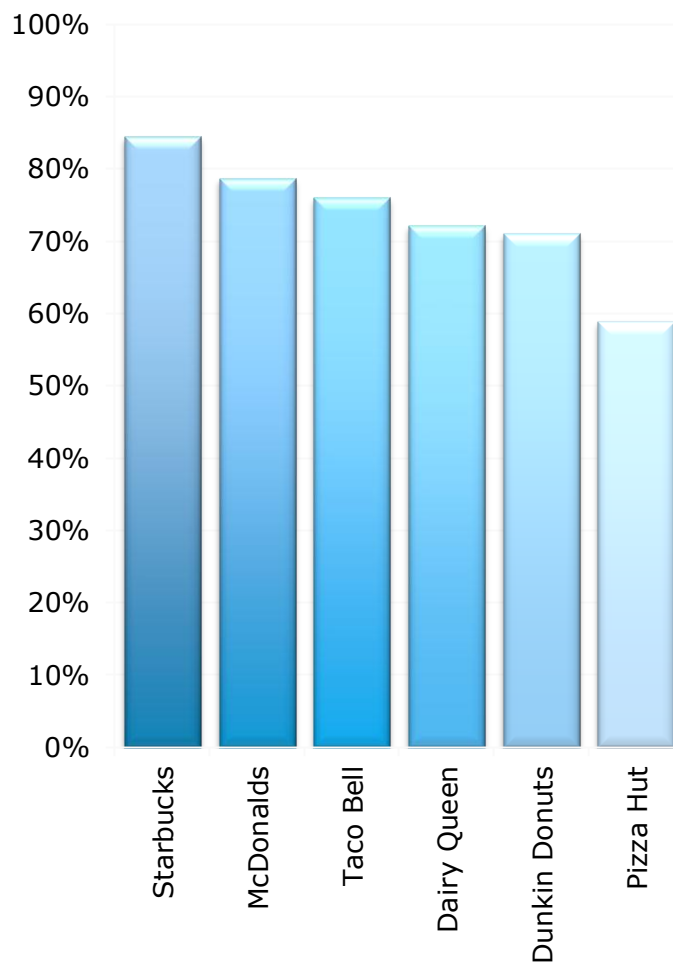
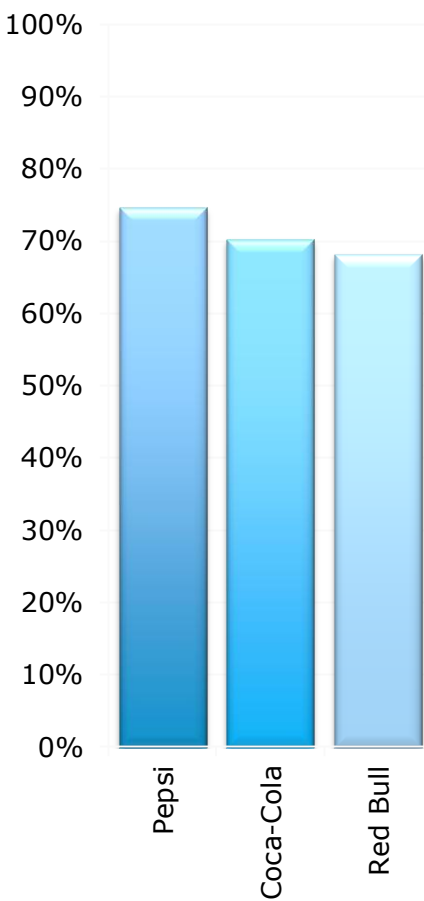


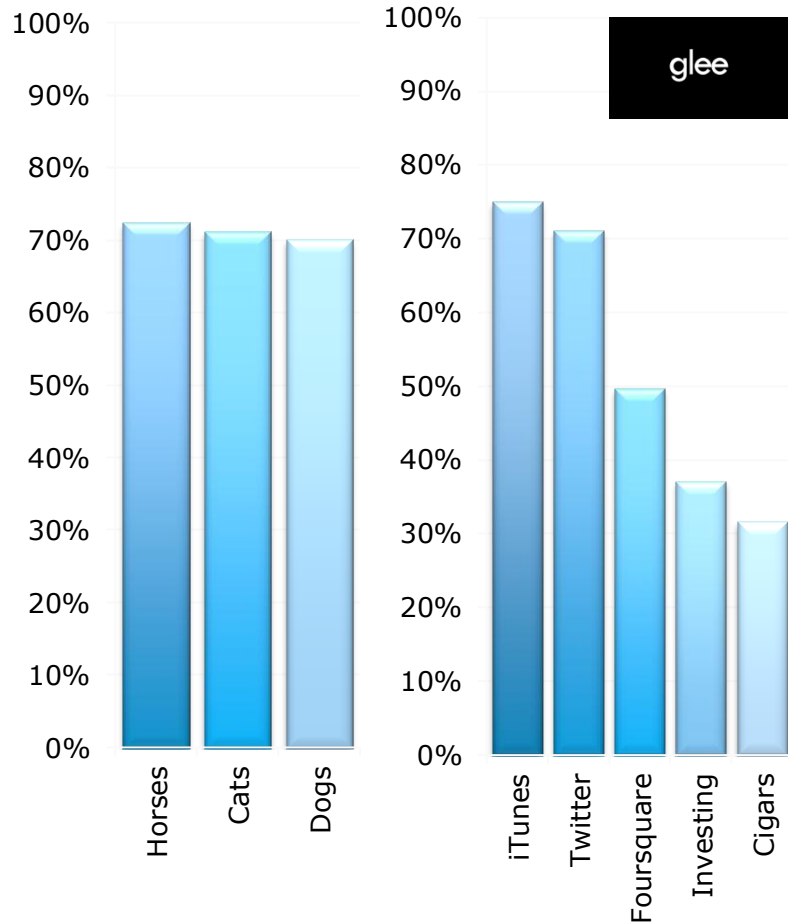
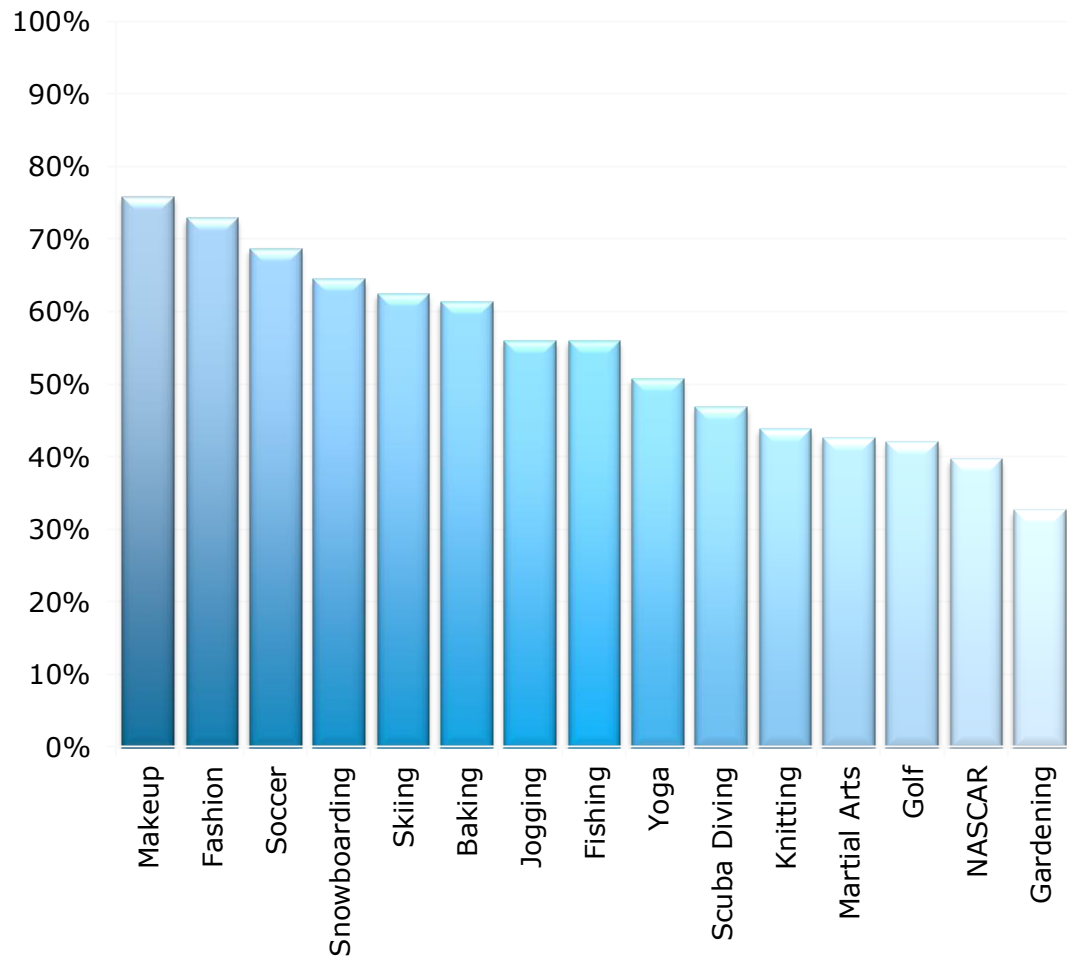


Music

glee







glee

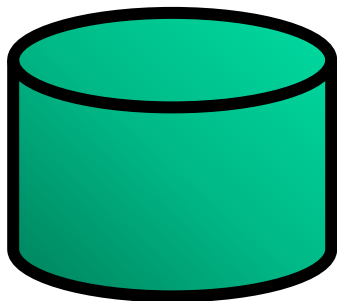
Example #1



GreatPokerHands

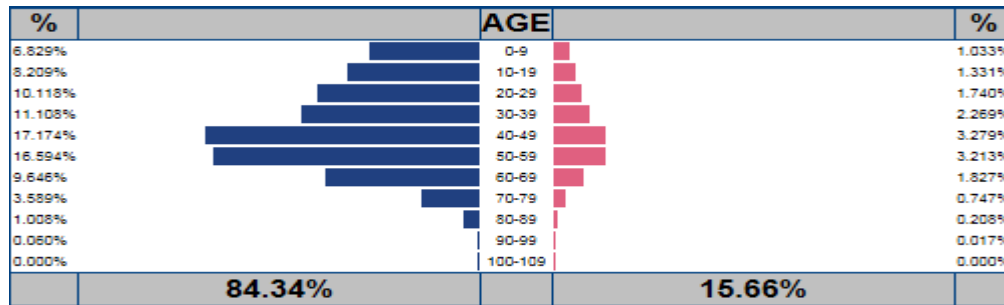
Texas Hold'em Poker Strategy cards sold at retail.

GreatPokerHands sales Database

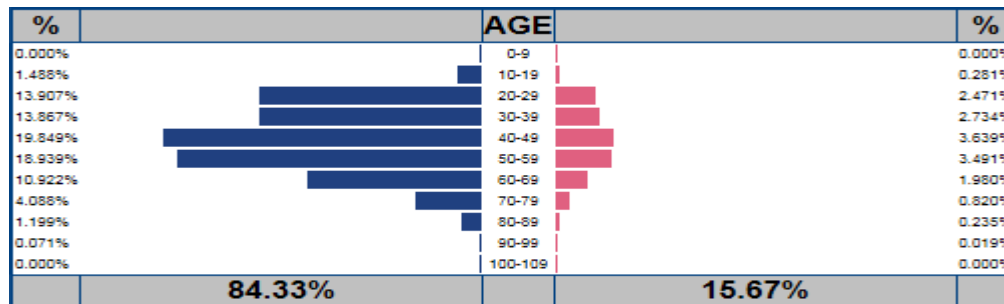


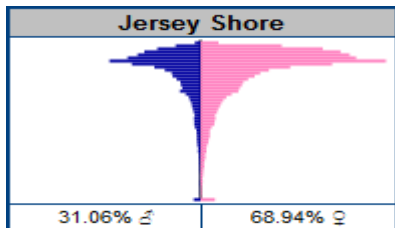
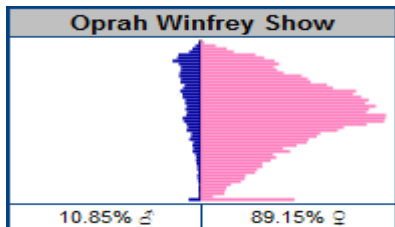
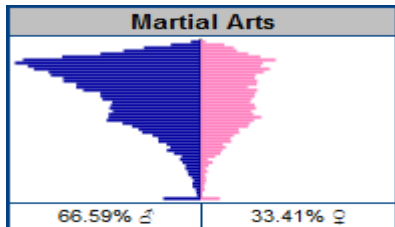
Name	Popularity
Robert	
John	
James	
Michael	
David	
Richard	
William	
Thomas	
Charles	
Joseph	
Mark	
Gary	
Dennis	
Paul	
Ronald	
Donald	
George	
Daniel	
Stephen	
Steve	
Scott	
Larry	
Jeffrey	
Chris	
Brian	

GreatPokerHands Age/Gender Profile

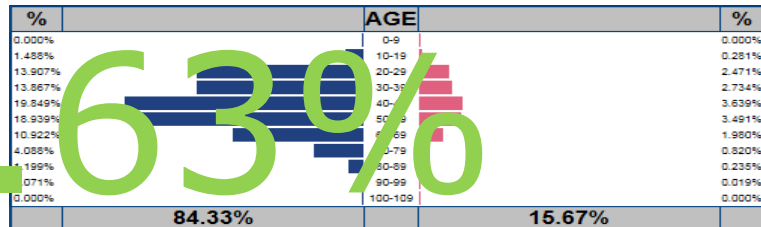


Children under 18 do not have credit cards

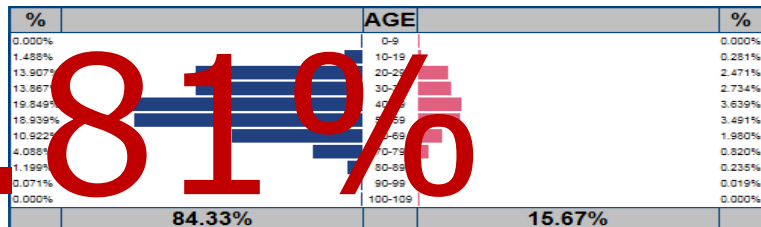




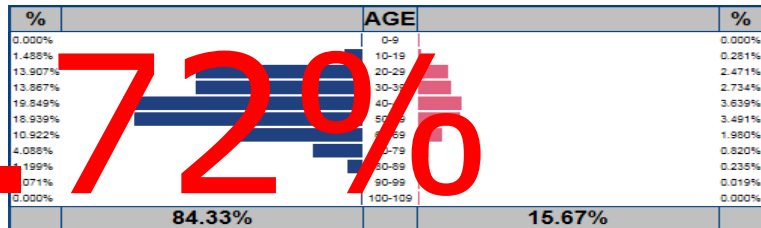
45.63%



34.81%



25.72%



GreatPokerHand Sales Correlations

Results:

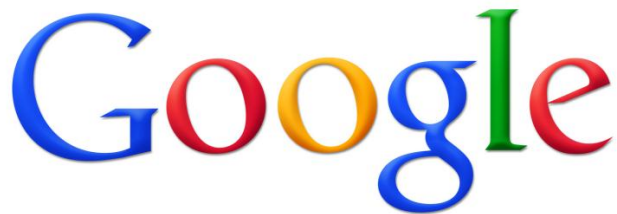
#	Keywords	%	
1	GPH Sales	100.00%	
2	Golf	74.77%	
3	Star Trek	67.32%	
4	Scuba Diving	65.93%	
5	NASCAR	65.56%	
6	Fishing	64.95%	
7	Investing	63.08%	
8	Chess	61.76%	
9	Dilbert	61.68%	
178	Justin Bieber	23.11%	
179	Desperate Housewives	22.97%	
180	Americas Next Top Model	21.80%	
181	Pokemon	20.77%	
182	Knitting	19.64%	
183	Cake Decorating	19.21%	
184	Makeup	18.26%	
185	Sex and the City	18.02%	
186	Sorority Life	17.54%	
187	Sewing	17.35%	
188	Tiny Prints	17.06%	

Example CPC Prices:



Texas Holdem \$1.73

Golf (74.77%) \$0.88



Texas Holdem \$2.05 - \$3.06

Scuba Diving (65.93%) \$0.79 - \$1.16

NASCAR (65.56%) \$0.41 - \$0.56

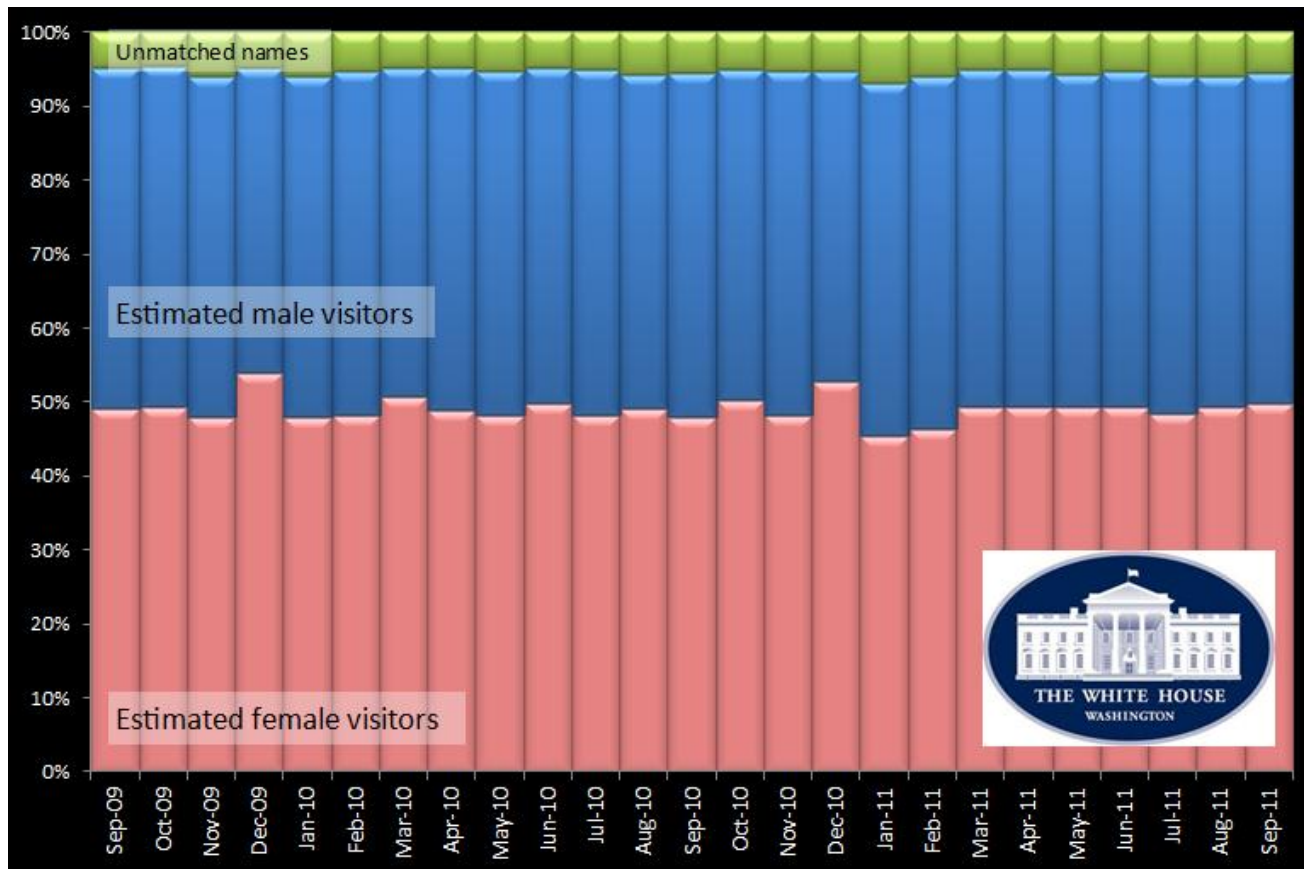
White House Visitor Logs

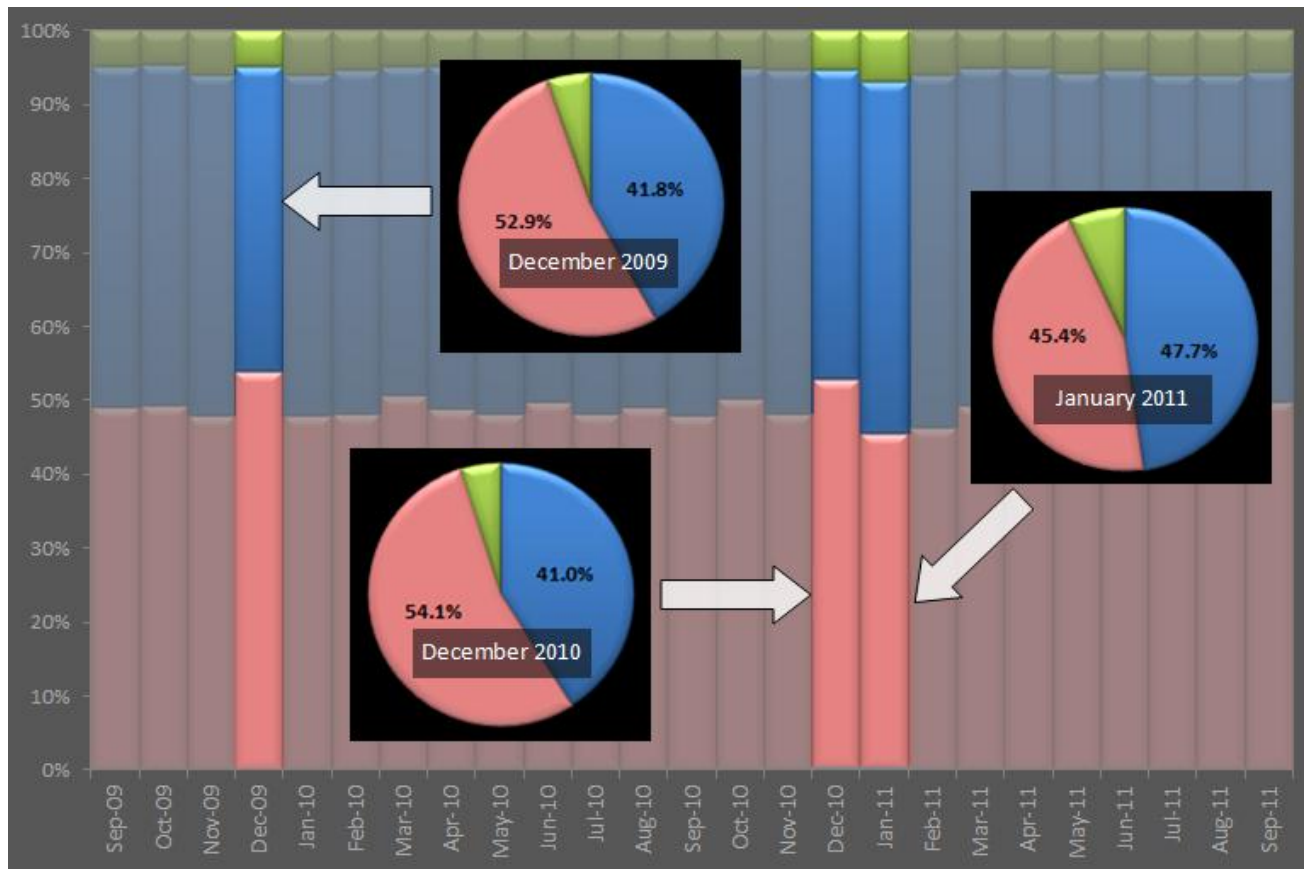


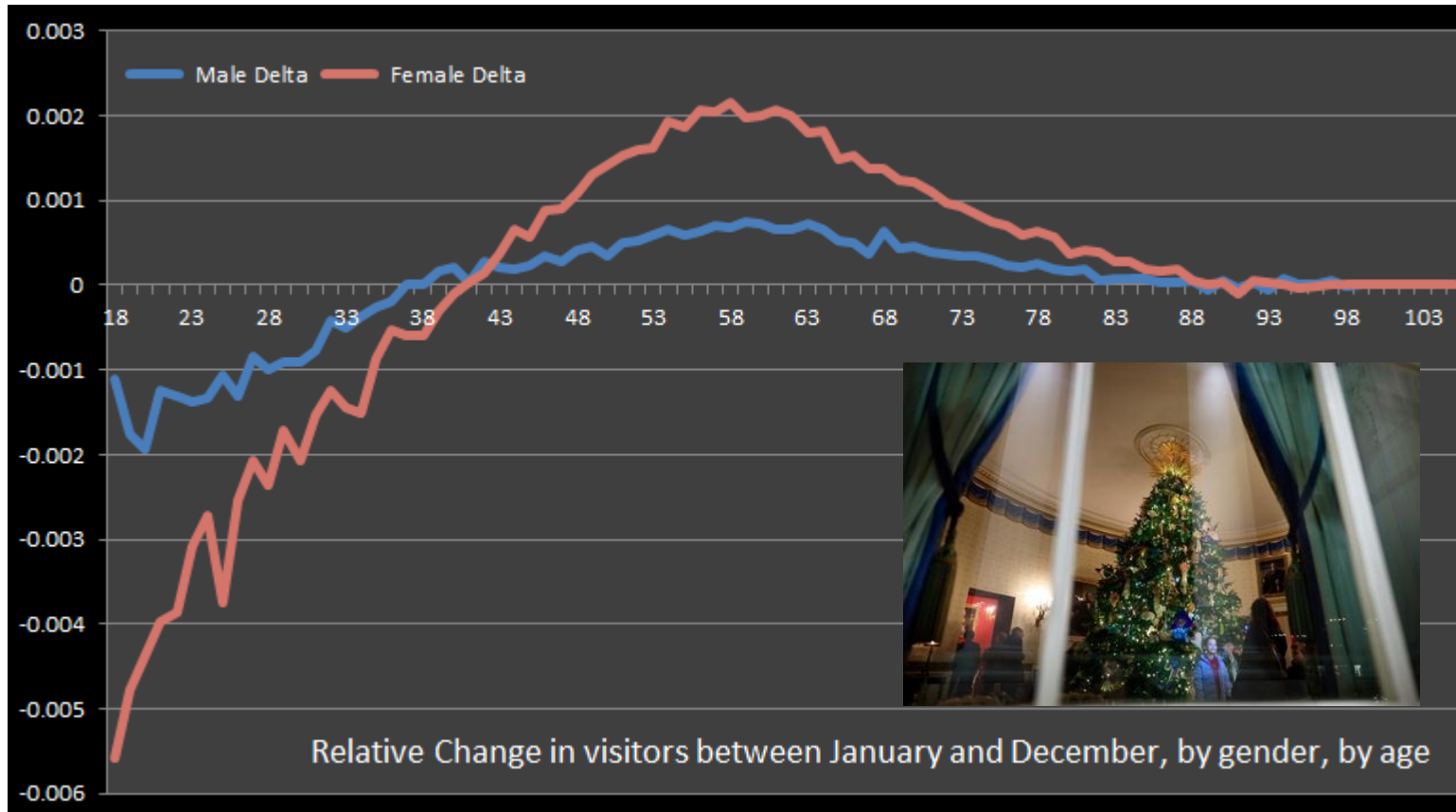
Every visitor to White House recorded, but no gender or age information ...

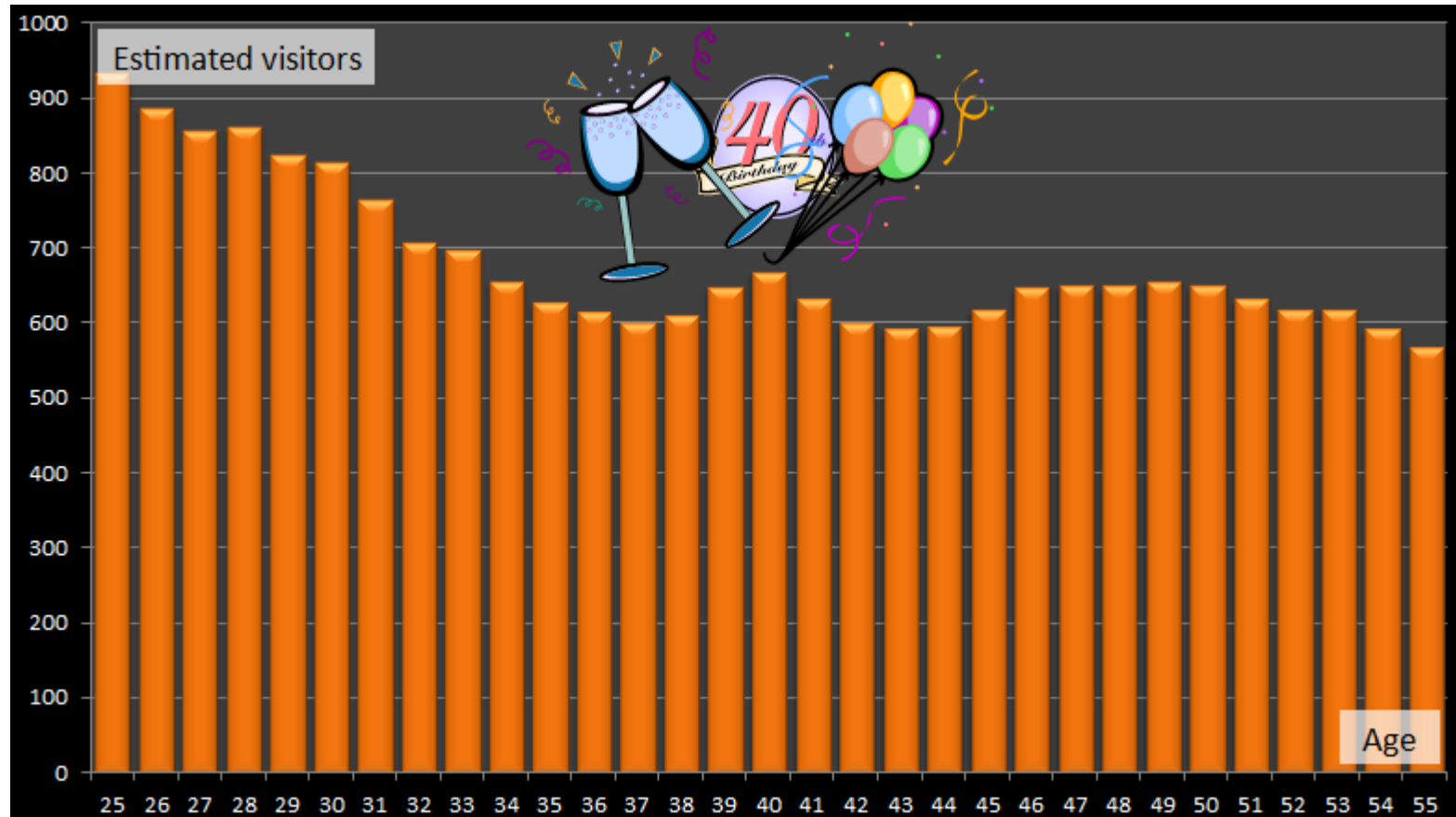


	NAMELAST	NAMEFIRST	NAMEMID	UIN	BDGNBR	Type of Access	TOA
960459	FRIDAY	ARIAHNA	J	U37304		VA	
960460	FRIDAY	DWAYNE		U37304		VA	
960461	FRIED	CARA	N	U38195		VA	
960462	FRIED	STUART	C	U38195		VA	
960463	FRIEDBACH	MELODIE		U44358	0	VA	9/24/10
960464	FRIEDBACH	JAMES	L	U40932		VA	
960465	FRIEDBACH	MELODIE		U40932		VA	
960466	FRIEDBACH	MELODIE		U44360	0	VA	9/24/10
960467	FRIEDLAND	ZOE	E	U45093		VA	
960468	FRIEDMAN	DEBRA		U37322		VA	
960469	FRIEDMAN	ERICA		U37322		VA	
960470	FRIEDMAN	RICHARD		U37322		VA	
960471	FRIEND	JOHN	B	U45093		VA	
960472	FRITS	ANDREW	P	U37346		VA	
960473	FRITS	MARTHA	S	U37346		VA	
960474	FRITZSCHE	ALBERT	H	U41375		VA	
960475	FRITZSCHE	CAROL	P	U41375		VA	
960476	FRUETEL	CHERYL	L	U39329		VA	









The End

Slides available: DataGenetics.com/content.html

Email: Nick@DatGenetics.com