

Game Analytics

Resources about tracking and measuring behavior of users playing a game, with the objective of improving game experience or encouraging conversion/upsale.

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Below we have compiled publicly available sources from around the world that present views on Game Analytics.

Perspectives on Game Analytics

Ready to see behavioral analytics in action?

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- **Your Gaming Analytics are Misleading**

Today's gaming companies are metrics fanatics. They measure CPI, CTR, DAU/MAU, day-1/7/30 retention, churn, and many other KPIs. Having numbers, charts, and projections on a whiteboard (or on enormous LCD screens in the more successful gaming companies) is impressive, but do these metrics enable you to grow your business at a faster pace?

[Read the article on cooladata.com »](#)

- [The Next Level Of Game Analytics: Biometrics](#)
gamesauce.biz
- [TeradataVoice: Video Game Analytics: Not Child's Play](#)
forbes.com
- [Build a Mobile Gaming Analytics Platform](#)
cloudplatform.googleblog.com
- [Set of Reasons to Consider in the Decision to Build or Buy Game Analytics](#)
deltadna.com
- [Mobile Game Analytics - with Allison Bilas, VP of Product at GameAnalytics](#)
stitcher.com
- [Gaming Analytics: How to Get the Most Out of Your Data](#)
gamesauce.biz
- [Actionable vs Vanity Analytics - How to Get Active With Game Analytics](#)
gamesparks.com

How To

- **A Guide to Gaming Behavioral Analytics**

In the fiercely competitive gaming world, every second matters in the battle for players' attention and retention. This guide explains how to track metrics that matter.

[Read the article on cooladata.com »](#)

- [How To Calculate Video Game Customer Lifetime Value](#)
monastery.io

Case Studies

- [Conference Session: Mobile Game Analytics - Miniclip's Story](#)

Be the first to get the latest news on analytics



channel9.msdn.com

- [Building better games faster with in-game analytics](#)
tableau.com

Examples

- [Mobile Game Analytics - Example for a Real Mobile Game, Ancient Blocks](#)
calq.io

Specific Technologies

- [Keen.io - Data Models & Code Samples for Gaming Analytics](#)
keen.io

Specific Environments

- [Google Play - Google Player Analytics Brings Data To Video Games - InformationWeek](#)
informationweek.com

Academic Papers and Books

- [Book: Game Analytics - Maximizing the Value of Player Data](#)
springer.com

Further Reading

- [Web Analytics Concepts and Metrics](#) — In-depth resources about the basic building blocks of analytics - practices, metrics and concepts.
- [BI for Digital Marketing](#) — Resources about how business intelligence technology is used to aid digital marketing analytics and decision making.
- [Specialized Analytics](#) — Resources about strategies, techniques and metrics for specialized analytics use cases: mobile analytics, eCommerce analytics, game analytics, email analytics, and more.
- [Web Analytics and BI Technologies](#) — Resources about tools and technologies that help organizations measure, analyze and manage traffic to digital resources.
- [Digital Analytics Community](#) — Resources about events and conferences, online forums, books, and famous figures in the global digital analytics community.

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