GAME ANALYTICS

Monetize Gameplay Data through Advanced Analytics

Indium’s Game Analytics help game studios harness the power of data to drive in-game revenue, prolong game lifespan and boost player retention.
GAME ANALYTICS - BUSINESS VALUE

To prevent the premature death of games
To optimize gameplay & performance during beta-launch
Drive in-app purchases through correct pricing, bundling and in-game salesmanship
For greater retention of games by developing new features

3 REASONS TO CHOOSE US

- iXie Gaming, a division of Indium Software has partnered with 50+ game studios for QA & Analytics.
- Strong gaming expertise having worked on 250+ titles across every genre & platform.
- Data Science expertise with Big Data Analytics, AI & Visualization in the gaming space.

TECHNOLOGIES

Languages
- R
- Python

Visualization
- R Shiny
- Tableau
- Power BI

Big Data
- Apache Hadoop
- HBase

Cloud Stack
- Amazon Web Services
- Azure

Databases
- MongoDB
- SQL Databases

GAME ANALYTICS OFFERINGS

- A/B Testing ➤ Analysis of player behavior to different versions of a game - Helps in data driven decision
- Players Churn Prediction ➤ Predict churn and identify its root
- Difficulty Curve Management ➤ Real-time difficulty adjustment based on individual player performance
- Game Currency Pricing and Bundling ➤ User profiling helps correctly design bundles & price game currency to maximize revenue
- Monetization Analytics ➤ Giving free gifts to the right gamers at the right time help break the ice with the in-game store, driving future in-game purchases
- Post Release Feature Development ➤ Give the gamers what they want and lessen churn
- Other Possibilities ➤ Marketing Mix Modelling, Real Time In-Game Analytics, Game Fraud Discovery, Fanbase Identity Discovery/ Customer Profiling, Sentiment Analysis, Cost management, CLV models