DATA SCIENCES + OPERATIONS

DSO 567

Data Analytics for the Games Industry

Thursdays, 6:30–9:30 PM
(Second Half of Fall Semester)

INSTRUCTOR: Vic Bekarian

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Units: 1.5

Office: TBD

WHY TAKE THIS COURSE?

Build your understanding of how most games industry leaders build, test, and launch their products through the data and analytics required to succeed in these steps. Learn and exercise the skills required to manage and grow any digital product; you'll especially learn the analytical craft in the context of making successful video games. This course is especially valuable for pursuing roles as Analysts, Data Scientists, and Product Managers.

🌐 SCHEDULE OF CLASSES

COURSE OBJECTIVES

Learn how to analyze game data to make informed business decisions. Explore key metrics for live products, understand how data supports player acquisition, retention, and monetization, and gain insights through player segmentation. Learn and exercise the language of player behavior.

KEY CONCEPTS

- ❖ Product Metrics and KPIs
- ❖ A/B Testing
- ❖ Game Design and Operations
- ❖ Player Segmentation
- ❖ Player Lifecycle Management

- ❖ Games-as-a-Service (GaaS/SaaS)
- ❖ Customer Lifetime Value (LTV)
- ❖ Python (for data analysis)
- ❖ Predictive Modeling

Course Description

The global games industry generated nearly $200 billion in 2024. On its path to becoming the dominant business in entertainment, the games industry has been evolving the way it tracks, analyzes, and reacts to the data it collects on player behavior. The evolution of data analytics has enabled more data-informed decision-making, as well as ongoing marketing and product optimizations that create tremendous results.

This course will help graduate students understand the basics of data analytics as it is used in the games industry and build practical skills by connecting analytics methodology to the ways we measure and report on the business performance of games. Students will analyze game data, draw insights, and practice thoughtful communication of recommendations according to their findings. Students will also play and describe games to build an understanding of how player experience and the data generated are connected, becoming more empathetic and understanding analysts for the products they could eventually work on.