

# AWS re:Invent

NOV. 28 – DEC. 2, 2022 | LAS VEGAS, NV

# Analytics for games

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# Agenda

- Why discuss analytics for games?
- Workshop introduction
- Let's go!

# Why discuss analytics for games?

**“Analytics can’t  
make a hit game,  
but can **improve** it.”**

**Supercell culture**

# Benefits of analyzing

The faster you analyze and understand what to improve, the faster you can adapt and make changes

Quicker changes improve player engagement and retention

Business intelligence provides the ability to understand trends over time and carry lessons learned across games



# Impact of not having a data-gathering plan

## Competitive disadvantage

Other games are vying for player attention; they already may use analytics to better understand players and improve their games

## Player attrition

If you defer your analytics strategy until launch, you will invest in development cycles that otherwise can be spent on game improvements

## Reliance on guesswork or opinions

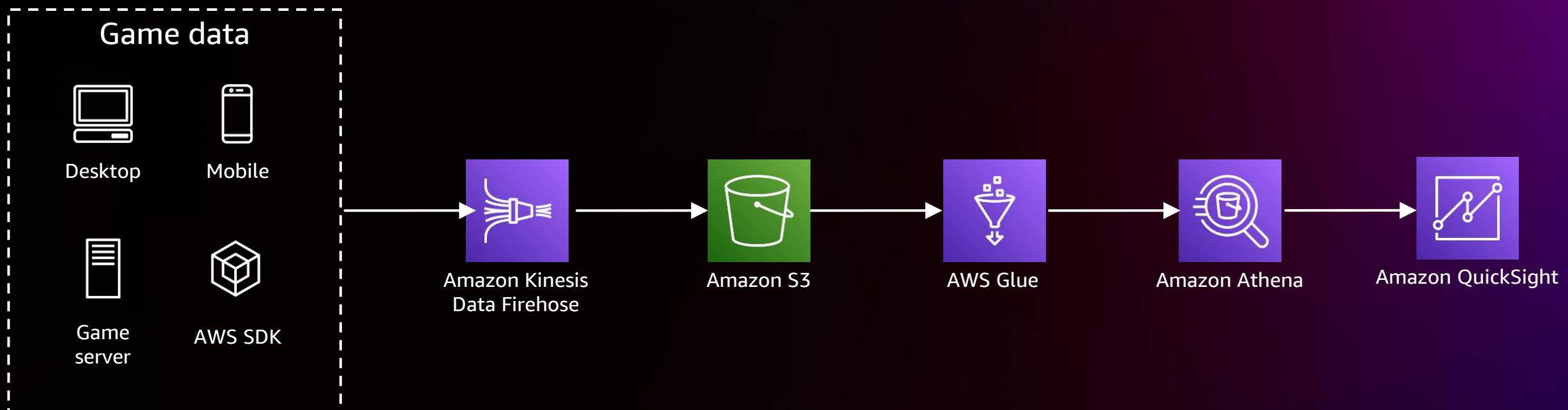
Without data, you cannot effectively make informed game changes or validate the impact on player retention and engagement

# Workshop introduction



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# Technical architecture



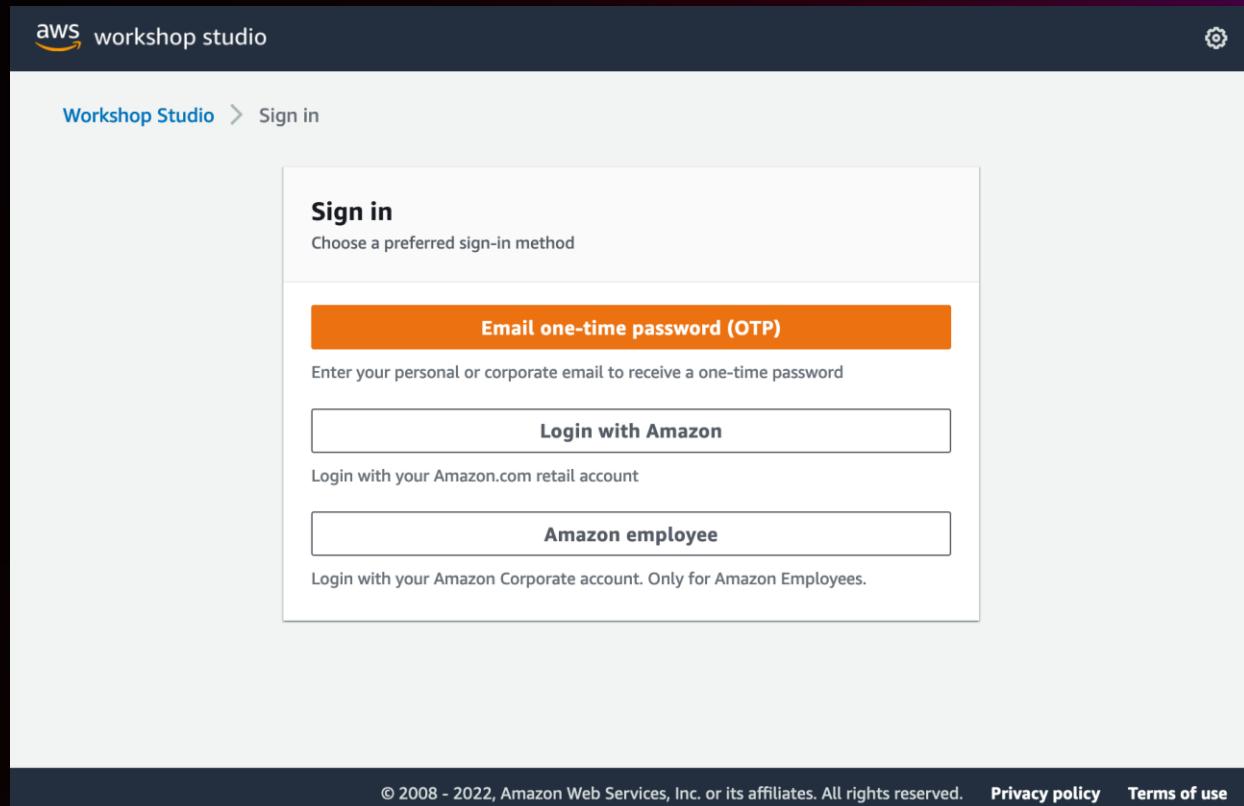
# Let's go!



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# Step 1: Sign in via your preferred method

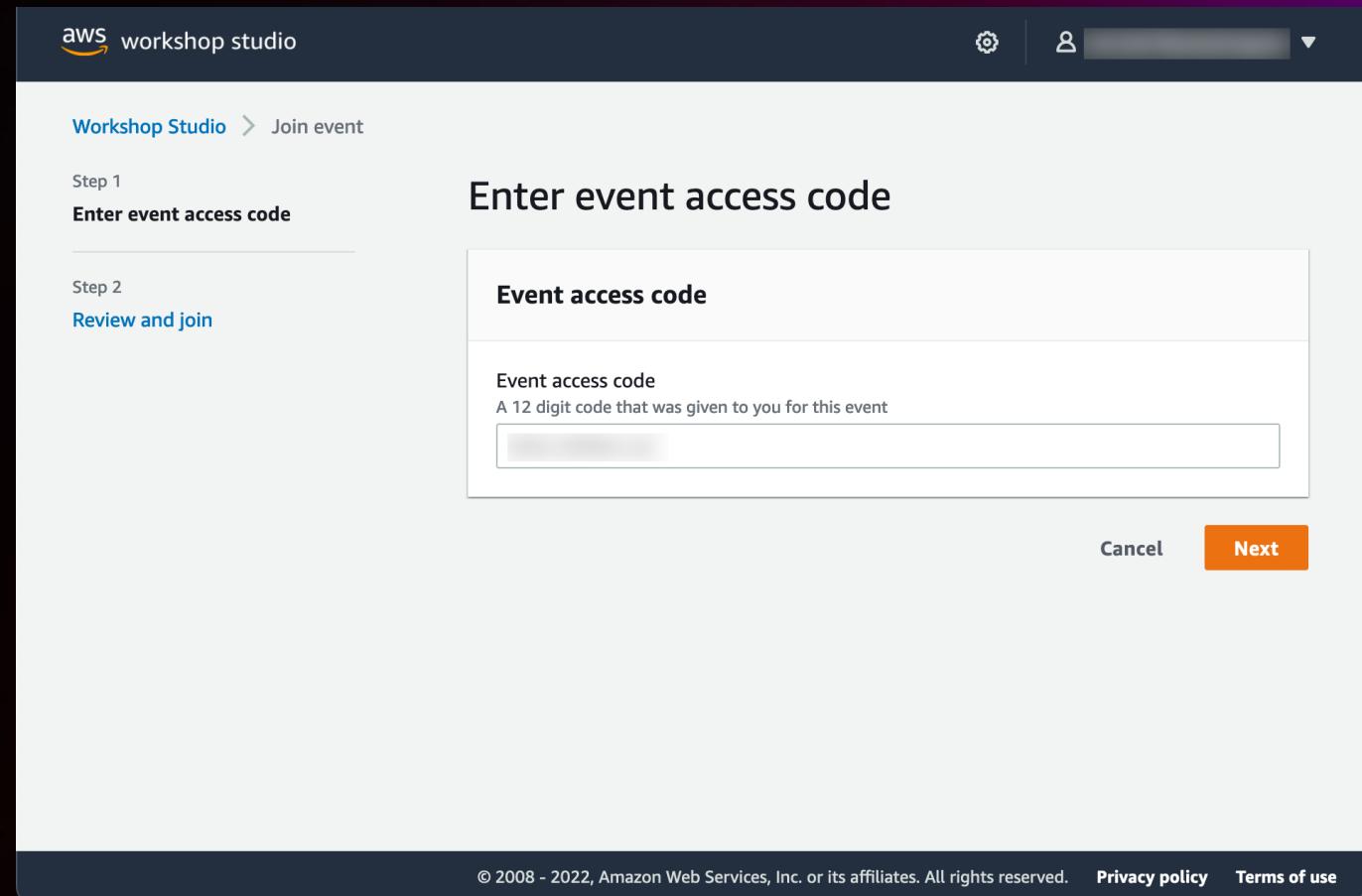
<https://catalog.us-east-1.prod.workshops.aws/join>



# Step 2: Enter event access code

Enter 12-digit event access code

If you were given a one-click join link, you can skip this step



The screenshot shows the 'Join event' step 2 of the AWS Workshop Studio. The top navigation bar includes the AWS logo, 'workshop studio', a gear icon, a user icon with the number '8', and a dropdown menu. The main content area has a breadcrumb trail: 'Workshop Studio > Join event'. It shows two steps: 'Step 1 Enter event access code' (which is active) and 'Step 2 Review and join'. The 'Enter event access code' step contains a label 'Event access code' and a text input field with the placeholder 'A 12 digit code that was given to you for this event'. At the bottom are 'Cancel' and 'Next' buttons, and a footer with copyright information: '© 2008 - 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved. Privacy policy Terms of use'.

Enter event access code

Event access code

A 12 digit code that was given to you for this event

Cancel Next

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# Step 3: Review terms and join event

The screenshot shows the 'Review and join' step of the AWS Workshop Studio 'Join event' process. The page is titled 'Review and join' and displays 'Event details' and 'Terms and Conditions'.

**Event details**

Name	Start time	Duration	Level
AWS General Immersion Day	9/23/2022 01:13 AM	12 hours	-

**Description**  
AWS General Immersion Day

**Terms and Conditions**  
Read and accept before joining the event

1. By using AWS Workshop Studio for the relevant event, you agree to the AWS Event Terms and Conditions and the AWS Acceptable Use Policy. You acknowledge and agree that are using an AWS-owned account that you can only access for the duration of the relevant event. If you find residual resources or materials in the AWS-owned account, you will make us aware and cease use of the account. AWS reserves the right to terminate the account and delete the contents at any time.  
2. You will not: (a) process or run any operation on any data other than test data sets or lab-approved materials by AWS, and (b) copy, import, export or otherwise create derivative works of materials provided by AWS, including but not limited to, data sets.  
3. AWS is under no obligation to enable the transmission of your materials through Event Engine and may, in its discretion, edit, block, refuse to post, or remove your materials at any time.  
4. Your use of AWS Workshop Studio will comply with these terms and all applicable laws, and your access to AWS Workshop Studio will immediately and automatically terminate if you do not comply with any of these terms or conditions.

I agree with the Terms and Conditions

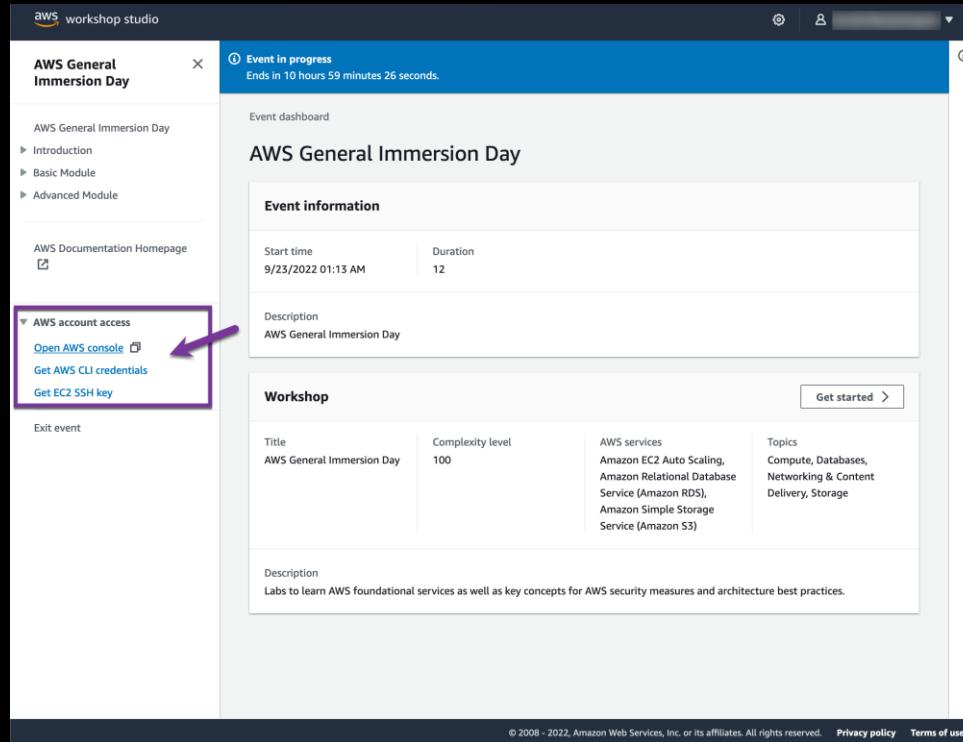
Cancel Previous **Join event**

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# Step 4: Access AWS account

Access the AWS Management Console, or generate AWS CLI credentials as needed



AWS General Immersion Day

Event in progress  
Ends in 10 hours 59 minutes 26 seconds.

Event dashboard

### AWS General Immersion Day

**Event information**

Start time	9/23/2022 01:13 AM	Duration	12
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Description  
AWS General Immersion Day

**Workshop**

Title	AWS General Immersion Day	Complexity level	100
AWS services	Amazon EC2 Auto Scaling, Amazon Relational Database Service (Amazon RDS), Amazon Simple Storage Service (Amazon S3)		
Topics	Compute, Databases, Networking & Content Delivery, Storage		

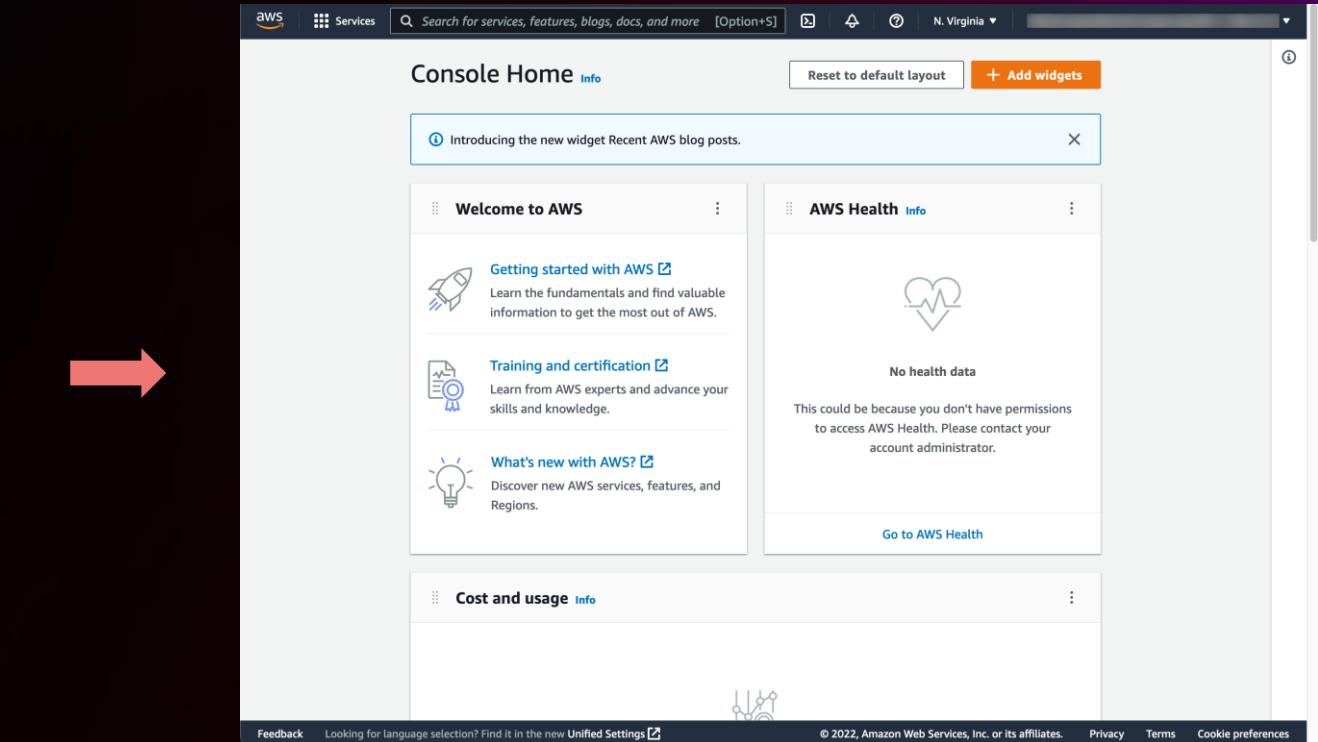
Description  
Labs to learn AWS foundational services as well as key concepts for AWS security measures and architecture best practices.

**AWS account access**

- Open AWS console
- Get AWS CLI credentials
- Get EC2 SSH key

Exit event

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aws workshop studio

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N. Virginia

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Introducing the new widget Recent AWS blog posts.

**Welcome to AWS**

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Learn the fundamentals and find valuable information to get the most out of AWS.

Training and certification [Get certified](#)  
Learn from AWS experts and advance your skills and knowledge.

What's new with AWS? [Discover](#)  
Discover new AWS services, features, and Regions.

**AWS Health**

No health data  
This could be because you don't have permissions to access AWS Health. Please contact your account administrator.

Go to AWS Health

**Cost and usage**

Feedback Looking for language selection? Find it in the new Unified Settings [Unified Settings](#)

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# Step 5: Get started with the workshop

AWS workshop studio

**AWS General Immersion Day**

Event in progress  
Ends in 10 hours 59 minutes 26 seconds.

Event dashboard

## AWS General Immersion Day

**Event information**

Start time	Duration
9/23/2022 01:13 AM	12

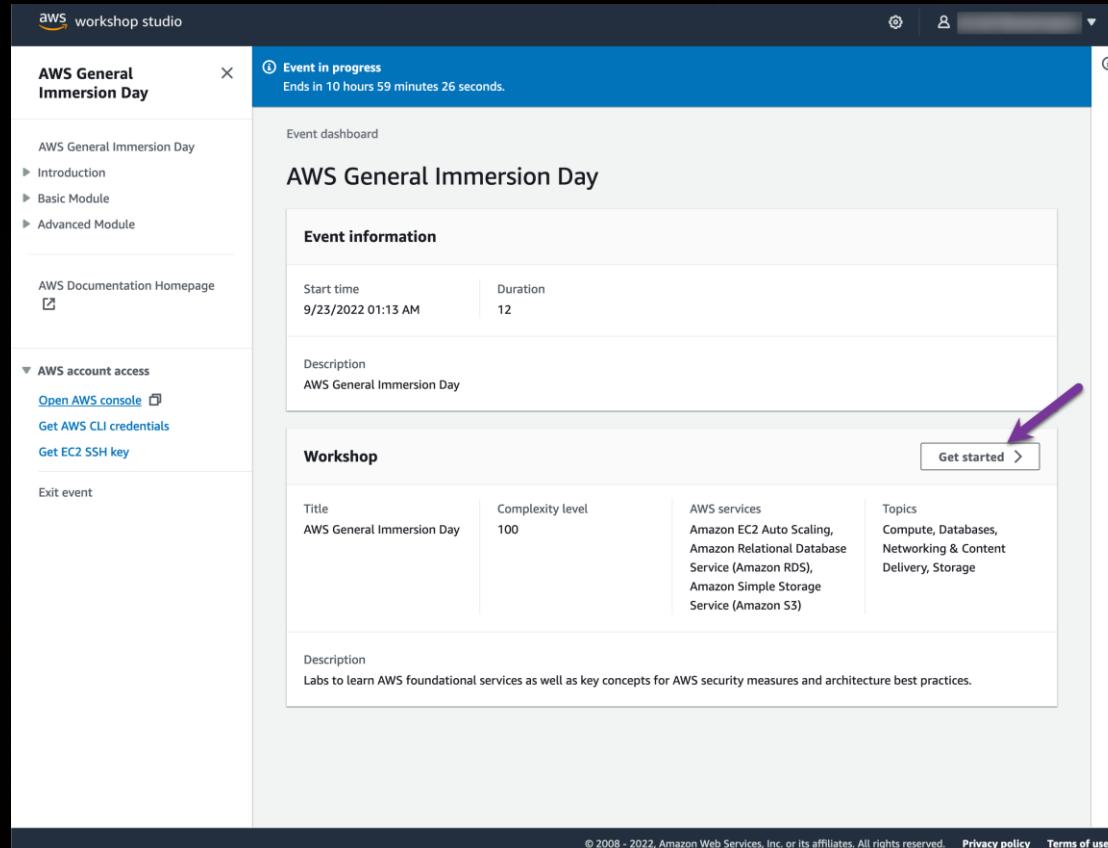
Description  
AWS General Immersion Day

**Workshop**

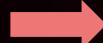
Title	Complexity level	AWS services	Topics
AWS General Immersion Day	100	Amazon EC2 Auto Scaling, Amazon Relational Database Service (Amazon RDS), Amazon Simple Storage Service (Amazon S3)	Compute, Databases, Networking & Content Delivery, Storage

Description  
Labs to learn AWS foundational services as well as key concepts for AWS security measures and architecture best practices.

**Get started >**



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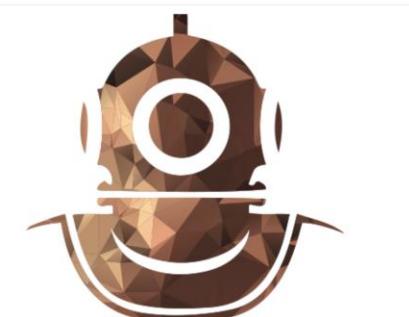
AWS workshop studio

**AWS General Immersion Day**

Event in progress  
Ends in 10 hours 57 minutes 12 seconds.

Event dashboard > AWS General Immersion Day

## AWS General Immersion Day



**IMMERSION DAYS**

In this General Immersion Day workshop, through a mix of service explanation and hands-on labs led by AWS, you will learn about AWS foundational services as well as key concepts for AWS security measures and architecture best practices.

The hands-on labs are largely divided into **basic** and **advanced** modules.

In basic modules, you can learn various features of each AWS foundational service. In advanced modules, you can learn how to connect each service organically to create architecture like 3-tier web application.

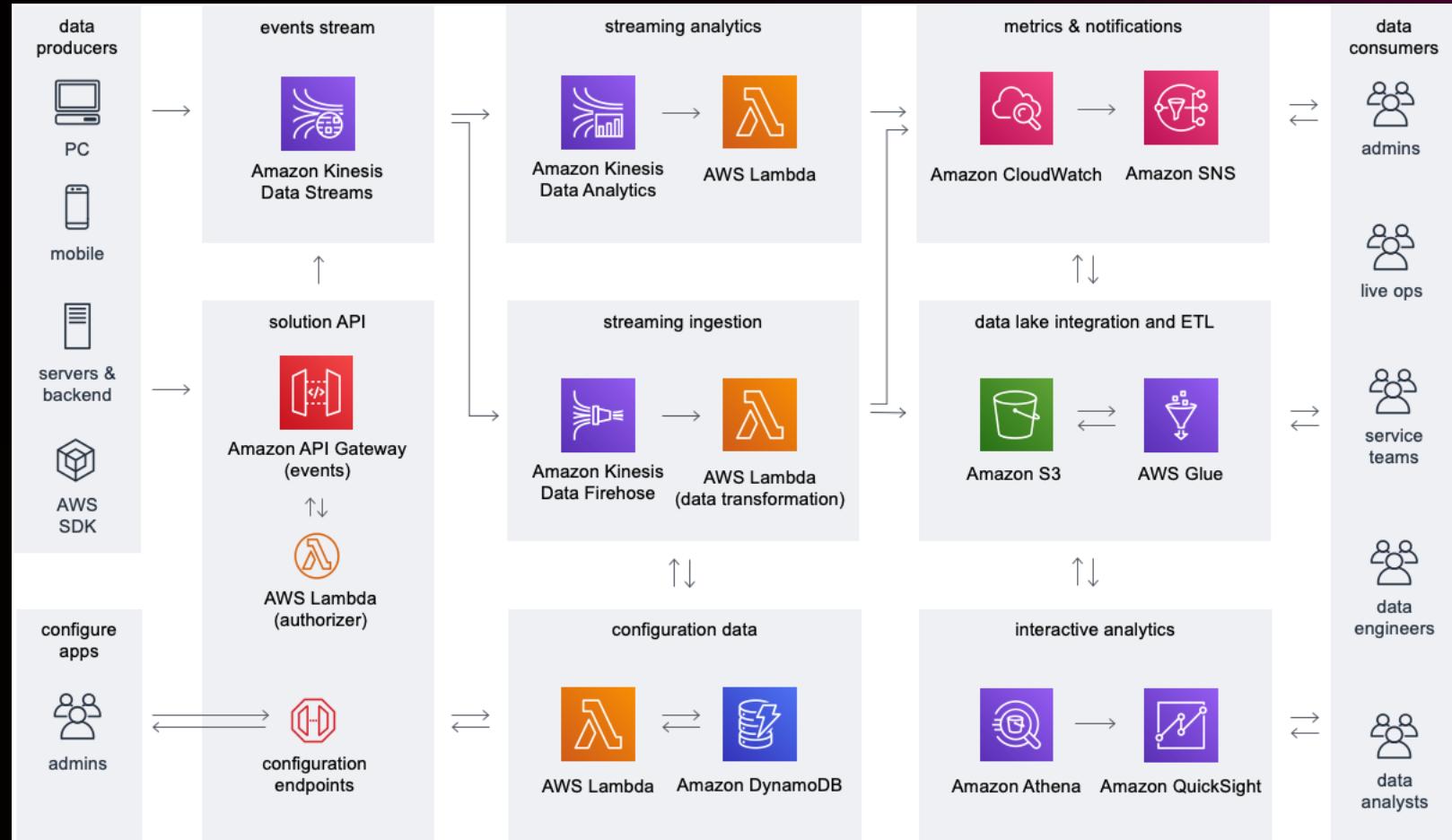
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# What's next?

## GAME ANALYTICS PIPELINE



[https://aws.amazon.com/solutions/implementations/game-analytics-pipeline/?nc1=h\\_ls](https://aws.amazon.com/solutions/implementations/game-analytics-pipeline/?nc1=h_ls)

# Thank you!



Please complete the session  
survey in the **mobile app**