

# AWS re:Invent

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

GAM205

# Analytics for games

Steve Houël

Solutions Architect  
Amazon Web Services

Mahmoud Abid

Sports and eSports Technologist  
Amazon Web Services



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

# 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

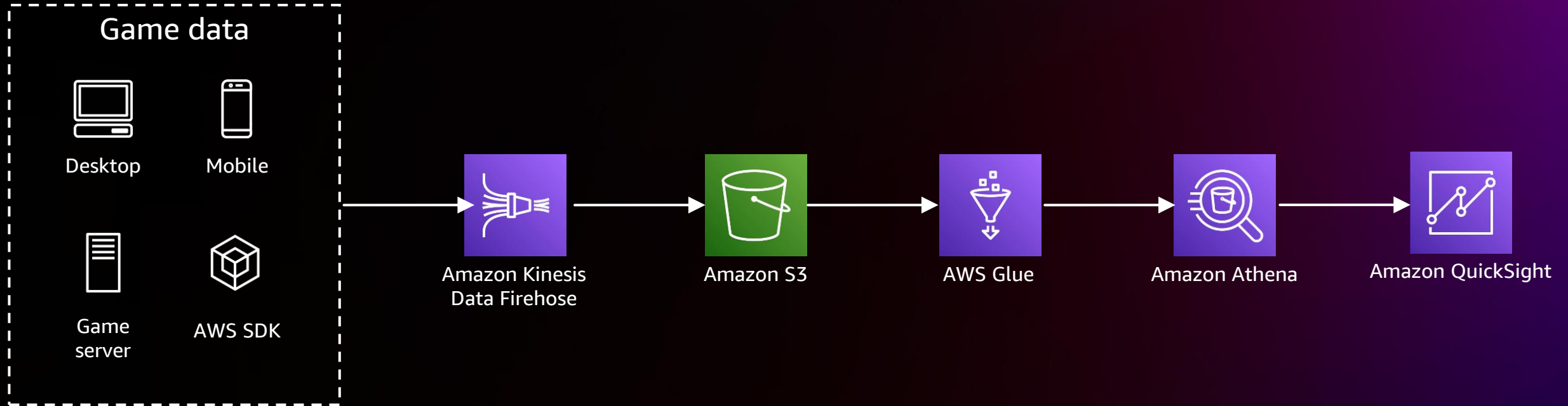


# Workshop introduction





# Technical architecture



# Let's go!



# Step 1: Sign in via your preferred method

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



aws workshop studio

Workshop Studio > Sign in

### Sign in

Choose a preferred sign-in method

**Email one-time password (OTP)**

Enter your personal or corporate email to receive a one-time password

**Login with Amazon**

Login with your Amazon.com retail account

**Amazon employee**

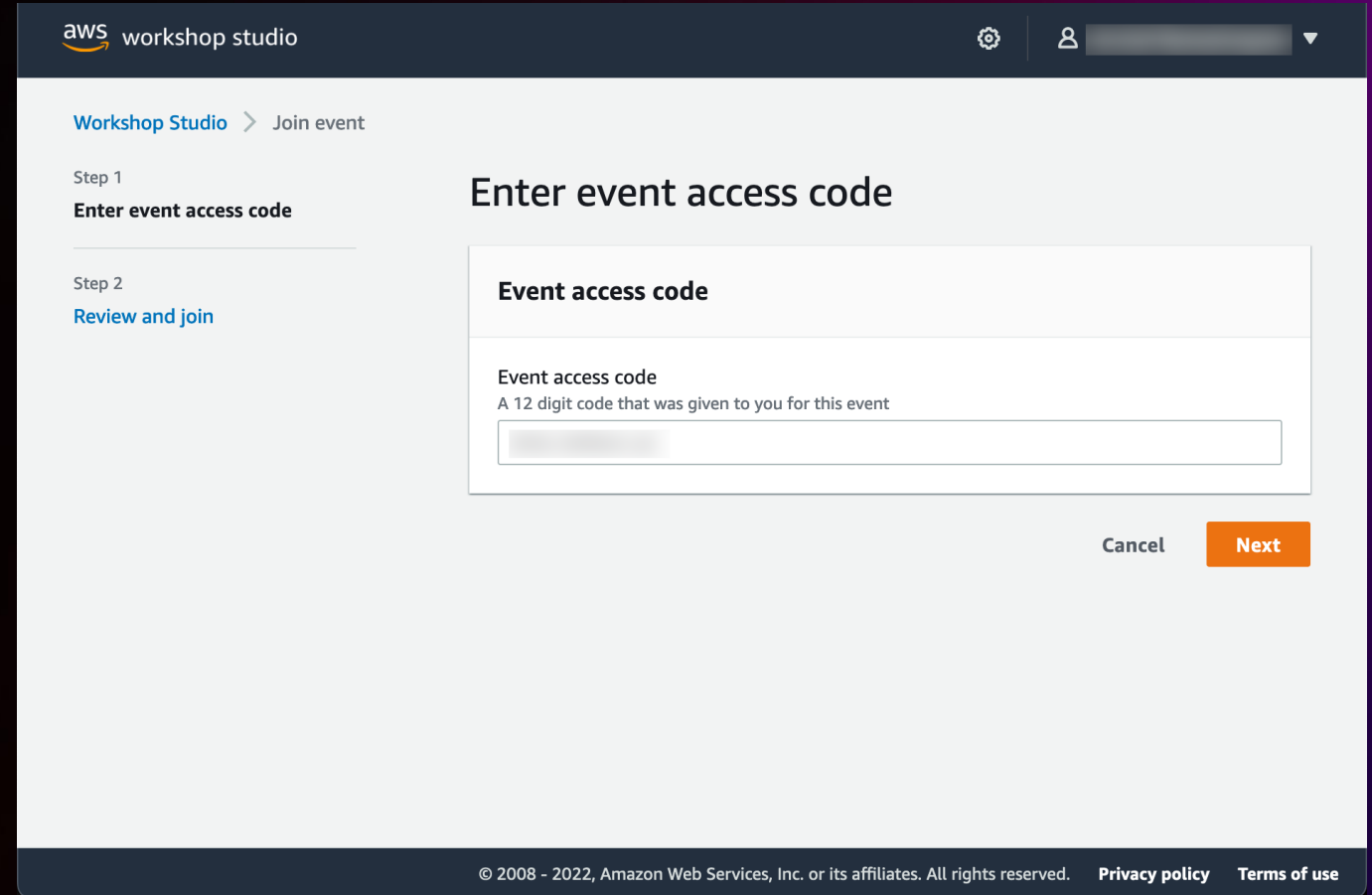
Login with your Amazon Corporate account. Only for Amazon Employees.

© 2008 - 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved. [Privacy policy](#) [Terms of use](#)

# 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 AWS Workshop Studio interface for joining an event. The top navigation bar includes the AWS logo, 'workshop studio', a settings gear icon, a user profile icon, and a dropdown arrow. The main content area has a breadcrumb trail 'Workshop Studio > Join event'. On the left, a sidebar shows 'Step 1 Enter event access code' as the current step and 'Step 2 Review and join' as the next step. The main panel is titled 'Enter event access code' and contains a form with the label 'Event access code' and a description 'A 12 digit code that was given to you for this event'. Below the description is a text input field. At the bottom right of the form are 'Cancel' and 'Next' buttons. The footer contains copyright information and links to 'Privacy policy' and 'Terms of use'.

aws workshop studio

Workshop Studio > Join event

Step 1  
Enter event access code

Step 2  
[Review and join](#)

## Enter event access code

**Event access code**




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

[Cancel](#) [Next](#)

© 2008 - 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved. [Privacy policy](#) [Terms of use](#)

# Step 3: Review terms and join event

aws workshop studio

Workshop Studio > Join event

Step 1

[Enter event access code](#)

Step 2

**Review and join**

Review and join

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 derivate 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

© 2008 - 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

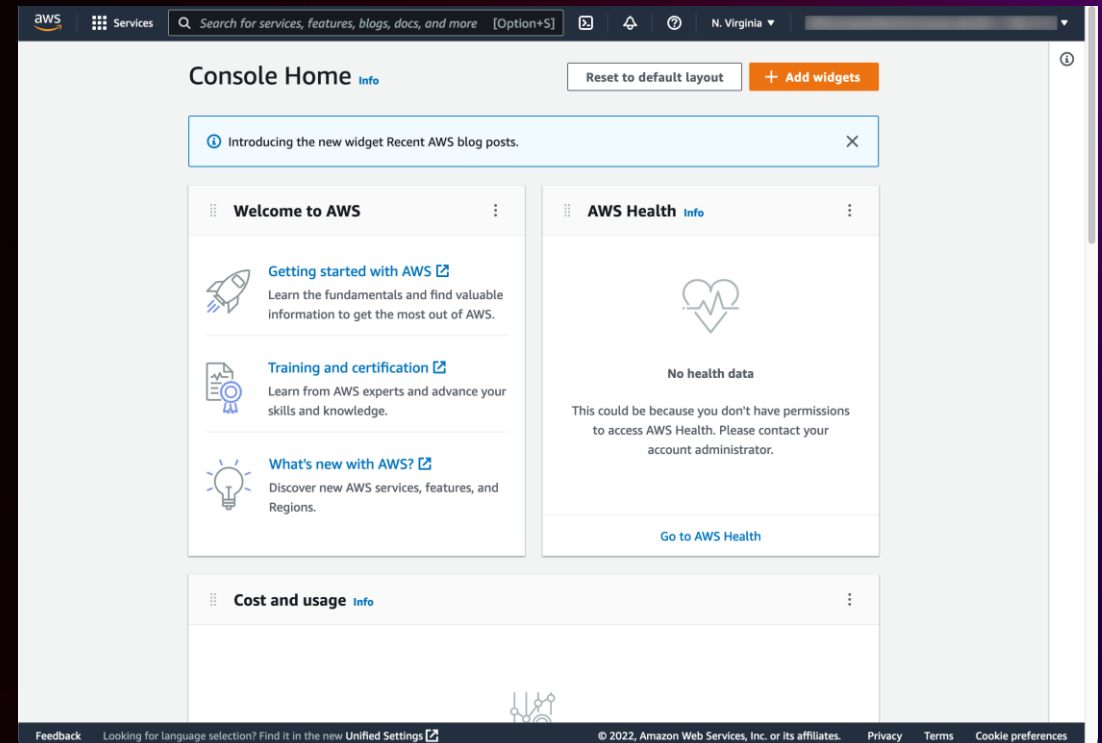
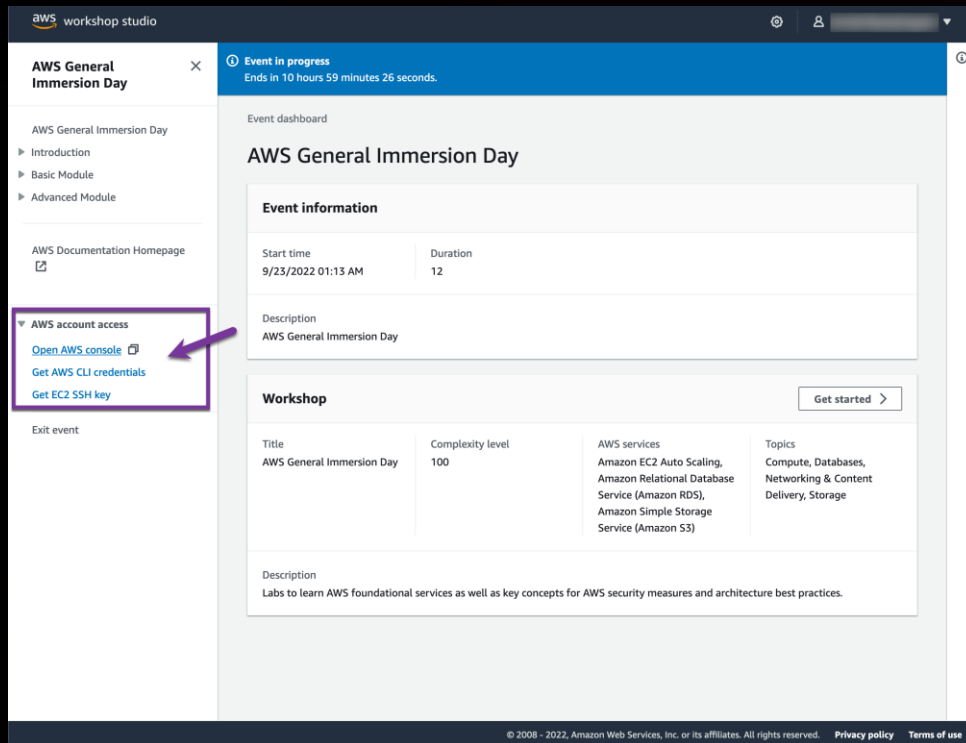
[Privacy policy](#)

[Terms of use](#)



# Step 4: Access AWS account

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



# Step 5: Get started with the workshop

The screenshot shows the 'Event dashboard' for the 'AWS General Immersion Day'. The left sidebar contains navigation links: 'AWS General Immersion Day' (with sub-links for Introduction, Basic Module, and Advanced Module), 'AWS Documentation Homepage', 'AWS account access' (with links for 'Open AWS console', 'Get AWS CLI credentials', and 'Get EC2 SSH key'), and 'Exit event'. The main content area has a blue header bar indicating 'Event in progress' and 'Ends in 10 hours 59 minutes 26 seconds.' Below this, the 'Event dashboard' title is followed by the event name 'AWS General Immersion Day'. The 'Event information' section displays the start time (9/23/2022 01:13 AM) and duration (12). The 'Workshop' section includes a 'Get started >' button, which is highlighted by a purple arrow. Below this, a table lists the workshop details: 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)), and Topics (Compute, Databases, Networking & Content Delivery, Storage). A description at the bottom states: 'Labs to learn AWS foundational services as well as key concepts for AWS security measures and architecture best practices.'

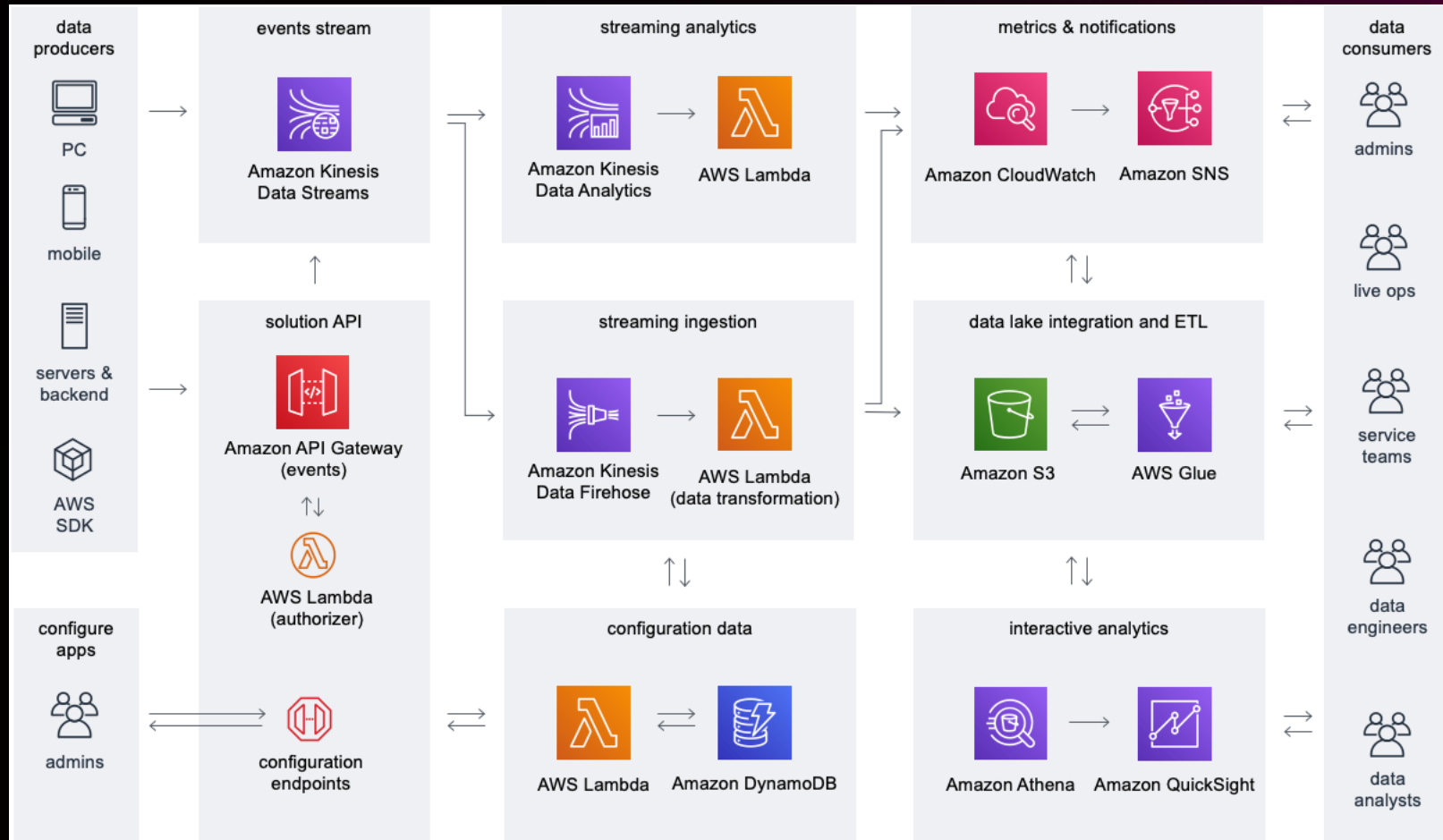


The screenshot shows the 'Event dashboard' for the 'AWS General Immersion Day' after clicking the 'Get started' button. The left sidebar is identical to the first screenshot. The main content area has a blue header bar indicating 'Event in progress' and 'Ends in 10 hours 57 minutes 12 seconds.' Below this, the 'Event dashboard' title is followed by the event name 'AWS General Immersion Day'. The central graphic features a stylized brown helmet with a white visor and the text 'IMMERSION DAYS' below it. Below the graphic, the text reads: '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.' At the bottom right, there are 'Previous' and 'Next' buttons.



# 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**

