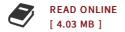


## Game Analytics: Maximizing the Value of Player Data

By -

Springer. Hardcover. Book Condition: New. Hardcover. 870 pages. Developing a successful game in todays market is a challenging endeavor. Thousands of titles are published yearly, all competing for players time and attention. Game analytics has emerged in the past few years as one of the main resources for ensuring game quality, maximizing success, understanding player behavior and enhancing the quality of the player experience. It has led to a paradigm shift in the development and design strategies of digital games, bringing data-driven intelligence practices into the fray for informing decision making at operational, tactical and strategic levels. Game Analytics - Maximizing before and communicating patterns in data towards evaluating and driving action, improving performance and solving problems in game development and game research. Written by over 50 international experts from industry and research, it covers a comprehensive range of topics across more than 30 chapters, providing an in-depth discussion of game analytics and its practical applications. Topics covered include monetization strategies, design of telemetry systems, analytics for iterative production, game data mining and big data in game development, spatial analytics, visualization and...



## Reviews

This publication is amazing. This can be for all who statte that there had not been a worth reading through. I realized this publication from my i and dad encouraged this ebook to find out. -- Desmond Schuster II

Simply no words and phrases to spell out. it was writtern extremely perfectly and useful. I am easily could possibly get a satisfaction of looking at a composed publication.

-- Prof. Maudie Ziemann