Review

IMGD 2905
What are two main *types of data* for game analytics?
What are two main **types of data** for game analytics?

- **Quantitative** – objective data from the game, often from instrumentation (code to write/log data), typically players playing the game
- **Qualitative** – subjective evaluation, typically from players during or after gameplay
What steps are in the game analytics pipeline?
What steps are in the game analytics pipeline?

- **Game** (instrumented)
- **Data** (collected from *players* playing game)
- **Extracted data** (e.g., from scripts)
- **Analysis**
  - Statistics, Charts, Tests
- **Dissemination**
  - Report
  - Talk, Presentation