
Advanced Skill Certificate in Online Gaming Analytics

Game Economy Design and Analysis

****A/B Testing****

A/B testing, also known as split testing, is a method of comparing two versions of a product or feature to determine which one performs better. In the context of game economy design, A/B testing can be used to compare different pricing models, in-game promotions, or other monetization strategies. By randomly assigning users to different test groups, game developers can gather data on user behavior and make data-driven decisions on which version to implement.

Related terms: split testing, user behavior, data-driven decisions

****Churn Rate****

Churn rate is the percentage of users who stop using a product or service within a given time period. In the context of game economy design, churn rate is an important metric for measuring user retention and engagement. By analyzing churn rate, game developers can identify patterns in user behavior and make data-driven decisions to improve the user experience and reduce churn.

Related terms: user retention, user engagement, user behavior

****Economic Systems****

Economic systems are the structures and mechanisms that govern the production, distribution, and consumption of resources within a game. These systems can include marketplaces, currencies, and resource management systems. In game economy design, economic systems play a critical role in shaping user behavior and monetization strategies.

Related terms: marketplaces, currencies, resource management systems

****Freemium Model****

The freemium model is a pricing strategy in which a basic version of a product or service is offered for free, while premium features or content are available for purchase. In the context of game economy design, the freemium model is a common monetization strategy for mobile and online games. By offering a free version of the game, developers can attract a large user base and generate revenue through in-app purchases.

Related terms: in-app purchases, monetization strategies, user base

****Game Telemetry****

Game telemetry is the data collected from a game, including user behavior, game events, and performance metrics. In game economy design, game telemetry is used to analyze user behavior and make data-driven

decisions on game design and monetization strategies.

Related terms: user behavior, data-driven decisions, game design, monetization strategies

****In-Game Currencies****

In-game currencies are virtual currencies used within a game to purchase in-game items or services. In game economy design, in-game currencies play a critical role in shaping user behavior and monetization strategies. By offering in-game currencies, developers can create a virtual economy within the game and generate revenue through the sale of in-game items.

Related terms: virtual currencies, in-game items, monetization strategies, virtual economy

****In-Game Purchases****

In-game purchases are optional purchases made within a game, including in-game currencies, in-game items, and premium features. In game economy design, in-game purchases are a common monetization strategy for mobile and online games. By offering in-game purchases, developers can generate revenue from users who are engaged with the game and willing to pay for additional content or features.

Related terms: in-game currencies, in-game items, premium features, monetization strategies

****Lifetime Value (LTV)****

Lifetime value (LTV) is the estimated revenue that a user will generate over the course of their lifetime using a product or service. In the context of game economy design, LTV is an important metric for measuring the long-term value of users and making data-driven decisions on user acquisition and monetization strategies.

Related terms: user acquisition, monetization strategies, data-driven decisions

****Marketplaces****

Marketplaces are virtual stores within a game where users can buy and sell in-game items or services. In game economy design, marketplaces play a critical role in shaping user behavior and monetization strategies. By offering a marketplace, developers can create a virtual economy within the game and generate revenue through the sale of in-game items.

Related terms: virtual economy, in-game items, monetization strategies

****Monetization Strategies****

Monetization strategies are the methods used to generate revenue from a game, including in-app purchases, in-game advertising, and subscription fees. In game economy design, monetization strategies play a critical role in shaping user behavior and generating revenue. By offering a variety of monetization options, developers can appeal to a wider audience and generate revenue from users who are engaged with the game.

Related terms: in-app purchases, in-game advertising, subscription fees, user behavior

****Player Segmentation****

Player segmentation is the process of dividing users into different groups based on their behavior, preferences, or demographics. In game economy design, player segmentation is used to analyze user behavior and make data-driven decisions on game design and monetization strategies.

Related terms: user behavior, data-driven decisions, game design, monetization strategies

****Resource Management Systems****

Resource management systems are the structures and mechanisms that govern the allocation and use of resources within a game. These systems can include resource gathering, resource allocation, and resource consumption. In game economy design, resource management systems play a critical role in shaping user behavior and monetization strategies.

Related terms: resource gathering, resource allocation, resource consumption, user behavior, monetization strategies

****User Acquisition****

User acquisition is the process of attracting new users to a game. In game economy design, user acquisition is an important aspect of monetization and growth. By attracting new users, developers can increase revenue and create a larger user base for the game.

Related terms: monetization, growth, user base

****User Behavior****

User behavior is the way in which users interact with a game, including their actions, decisions, and preferences. In game economy design, user behavior is a critical factor in shaping game design and monetization strategies. By analyzing user behavior, developers can make data-driven decisions to improve the user experience and generate revenue.

Related terms: data-driven decisions, game design, monetization strategies, user experience

****Virtual Currencies****

Virtual currencies are digital representations of value used within a game to purchase in-game items or services. In game economy design, virtual currencies play a critical role in shaping user behavior and monetization strategies. By offering virtual currencies, developers can create a virtual economy within the game and generate revenue through the sale of in-game items.

Related terms: in-game items, virtual economy, monetization strategies

****Virtual Economy****

A virtual economy is a self-contained economic system within a game, including in-game currencies, in-game items, and marketplaces. In game economy design, virtual economies play a critical role in shaping user behavior and monetization strategies. By offering a virtual economy, developers can create a dynamic and engaging user experience and generate revenue through the sale of in-game items.

Related terms: in-game currencies, in-game items, marketplaces, monetization strategies, user behavior

****Whale****

A whale is a term used to describe a high-spending user in a game. In game economy design, whales are an important target for monetization strategies, as they generate a significant portion of revenue. By analyzing user behavior and identifying whales, developers can make data-driven decisions to improve the user experience and generate revenue.

Related terms: monetization strategies, user behavior, user experience, revenue

****Word-of-Mouth Marketing****

Word-of-mouth marketing is the spread of positive word about a game through word of mouth. In game economy design, word-of-mouth marketing is an important aspect of user acquisition and growth. By creating a positive user experience, developers can encourage users to share the game with their friends and family, increasing exposure and attracting new users.

Related terms: user acquisition, growth, user experience, exposure, new users