



# Data tracking and analysis in Google BigQuery for a multiplayer game with hundreds of thousands of players

## CASE STUDY

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**Industrie:** Gaming  
**Client:** Playwing, France  
**Year:** 2021



Playwing is a European video game development company known for its captivating multiplayer games.

Working on a new free-to-play multiplayer game with hopes for global success, Playwing recognized the need for a solid tracking and analytics system to provide their development team with a clear understanding of player behavior and monetization potential.

In collaboration with OPTI, Playwing developed a tracking system in Google BigQuery and Looker Studio, contributing to the game's successful launch in the global market.





## CHALLENGES

Before the game's launch, Playwing lacked structured data on player behavior, limiting their ability to adapt the game in real-time. Playwing set the following objectives:

### 1. MONITORING PLAYER ACTIONS



To understand how players interact with characters, rewards, and scenarios across different stages of the game.

### 2. ANALYZING MONETIZATION PATTERNS



To identify how and how much players are willing to spend on in-game rewards, capabilities, etc.

### 3. DATA-DRIVEN DECISIONS



To create real-time dashboards that would enable the development team to adjust and improve the game based on in-game data.



## **SOLUTION**

To meet these challenges, Playwing sought a technology partner to quickly implement a data transfer and visualization system, selecting OPTI for the task.

## **IMPLEMENTATION PHASES**

### **1. DATA TRANSFER TO GOOGLE BIGQUERY**

- ✓ A rapid, scalable transfer system was set up to send data from Amazon S3 to Google BigQuery across multiple geographic regions, configured to handle data from hundreds of thousands of players.

### **2. DATA STRUCTURING IN BIGQUERY**

- ✓ Data was organized into an efficient, flexible schema to enable quick analysis of in-game behaviors and interactions.

### **3. DATA VISUALIZATION AND ANALYSIS**

- ✓ Using Google Looker Studio, the team created interactive dashboards that allow real-time monitoring of key metrics, such as player behavior, retention, and spending patterns.



## RESULTS



### Increased player retention

The Playwing team was able to quickly identify negative trends and take corrective actions to improve the retention rate.



### Optimized monetization

By analyzing monetization data, Playwing adapted its offering strategies, maximizing the game's revenue.



### Real-time insights

Real-time information allowed developers to adjust the game based on immediate feedback from players.



## TESTIMONIAL

*"OPTI was a key partner that enabled us to go to market quickly at a time when our teams were still in their early stages. The attributes that describe our collaboration with them are: result-oriented, fast, proactive, and excellent professional ethics."*

- Playwing

# CONTACT US

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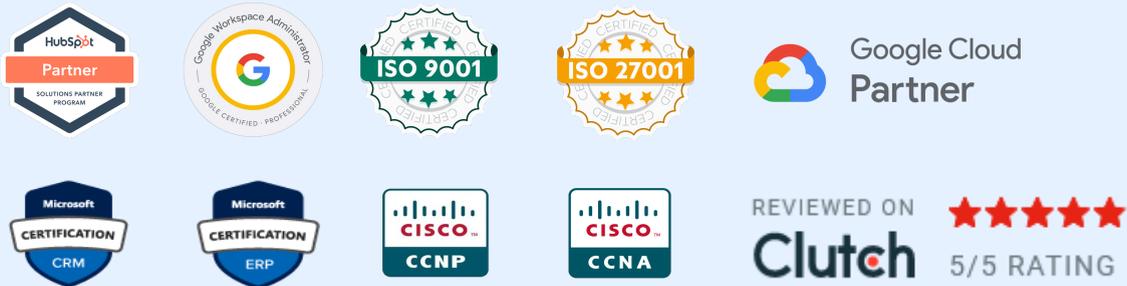
# OPTI

## PRODUCT DEVELOPMENT, AUTOMATION AND DATA MIGRATION

Software company developing products and cutting costs by automations and data migrations. Founded in 2005, with extensive expertise in retail, medical, publishing, and gaming industries.

The OPTI team includes senior analysts and programmers, is ISO 9001 and ISO 27001 certified, HubSpot Solution Partner, Google Cloud Partner and certified in other technological stacks.

## CERTIFICATIONS



## KNOW-HOW

