HAPPY BIRTHDAY, KEIJO!

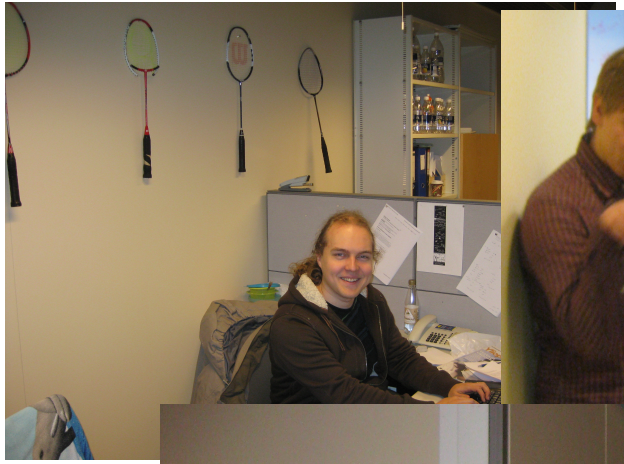
Jan 9th 2015

Physicum, Kumpula

Ville Suur-Uski

BIO

- Entered university in 2004
- Graduate studies since 2007 until 2012 under Keijo and Esko K-V
- Topics fell under the gauge-gravity dualities and it's applications [sic]
- Managed to play a bit of badminton and teacher studies, too
- Went to Supercell right after my studies in 2012



BIG DATA?

BIG DATA?

- At Supercell with Clash of Clans
  - 300 k events per second
  - 150 Megabytes per second
  - Total produced data ~1 Petabyte
  - Approximate 100 servers
- At Cern with LHC
  - 600 million events per second
  - 300 Gigabytes per second
  - Total ~13 Petabytes
  - Approximate 200 000 cores

BIG DATA?

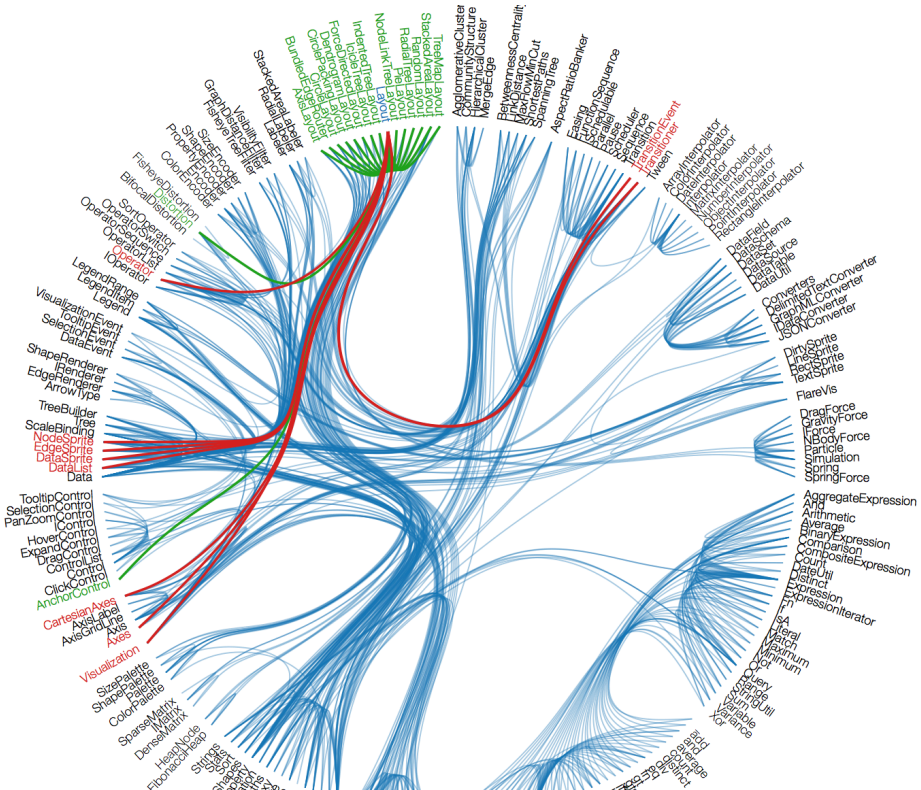
- At Supercell with Clash of Clans
  - 300 k events per second
  - 150 Megabytes per second
  - Total produced data ~1 Petabyte
  - Approximate 100 servers
  - 1 (one) analyst

- At Cern with LHC
  - 600 million events per second
  - 300 Gigabytes per second
  - Total ~13 Petabytes
  - Approximate 200 000 cores
  - More than 10 000 scientists! (Unfair comparison, though)

PERFECT SETS OF DATA

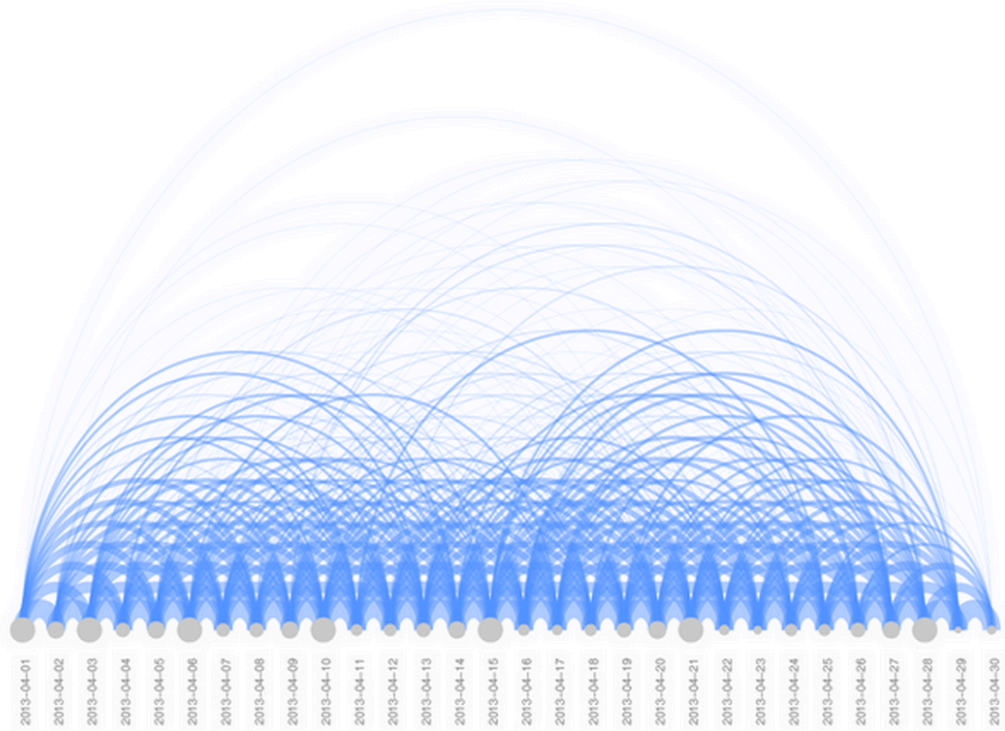
- With games you get a perfect set of economic data and analysing all of it almost feels like a game itself.
  - All the data
  - No sampling necessary
  - No noise from the measurement

Almost anything can be explored and investigated – the best playground ever – also the work you do gets into the game and you get feedback on the system!



MODELING

- With enough interest one can also model various things
  - Player churn, aka decay
  - DAU evolution, i.e. discrete differential equation describing the number of active players in the future daily
  - Lifetime value estimation, or cumulative sum of player revenu over their whole game life



THANK YOU!