

**SKILLS FRAMEWORK FOR MEDIA
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Game Programming and Quality Assurance					
TSC Title	Game Analytics					
TSC Description	Analyse game metrics and performance to improve game features and functionality					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			MED-DAT-3015-1.1	MED-DAT-4015-1.1		
			Operationalise game metrics and review insights from analysis of game metrics to understand games' performance	Define game metrics, ideate suitable hypotheses for game analytics and provide feedback for game performance improvements based on insights from game analytics		
Knowledge			<ul style="list-style-type: none"> Game telemetry concepts, data and metrics Specific services within the game for which data is being collected Sources of game data Quality and limitations of game data being collected Core game performance metrics Ways to operationalise games telemetry data Basic game analysis techniques 	<ul style="list-style-type: none"> Sources, quality and application of game telemetry data Game performance and metrics Monetisation metrics for games User trends and patterns Approaches and techniques for design of core game metrics to maximise use of available data and yield the most useful insights Approaches to derive insights from game analytics 		
Abilities			<ul style="list-style-type: none"> Develop programs for the collection of game telemetry data Design and maintain game telemetry to accommodate new features and design changes Analyse available game telemetry data to define 	<ul style="list-style-type: none"> Define core game metrics that would help track and improve game performance Collaborate with game production, product management and marketing teams to develop monetisation-linked metrics to 		

**SKILLS FRAMEWORK FOR MEDIA
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

			<p>databases for the storage and operationalisation of data</p> <ul style="list-style-type: none"> • Coordinate with the analytics team for the analysis of game data • Perform periodic monitoring of game operational performance and core metrics • Perform ad-hoc analyses to resolve specific issues 	<p>analyse in-game sales, revenues and audience purchase patterns to create improved opportunities for game monetisation</p> <ul style="list-style-type: none"> • Ideate suitable hypotheses with game development and commercial teams to analyse game and monetisation performance • Liaise with analytics team to seek results of analytics on game data • Review insights from analytical data to understand game performance on core metrics • Provide feedback to the development teams based on insights from analysis of game metrics 		
--	--	--	--	---	--	--