



# DATA & INSIGHTS



Ville Suur-Uski

# I. BACKGROUND

# A BRIEF HISTORY OF SUPERCELL

2010

BEGINS AS  
A STARTUP  
IN ESPOO,  
FINLAND

2012



2014



2016



2018



2024

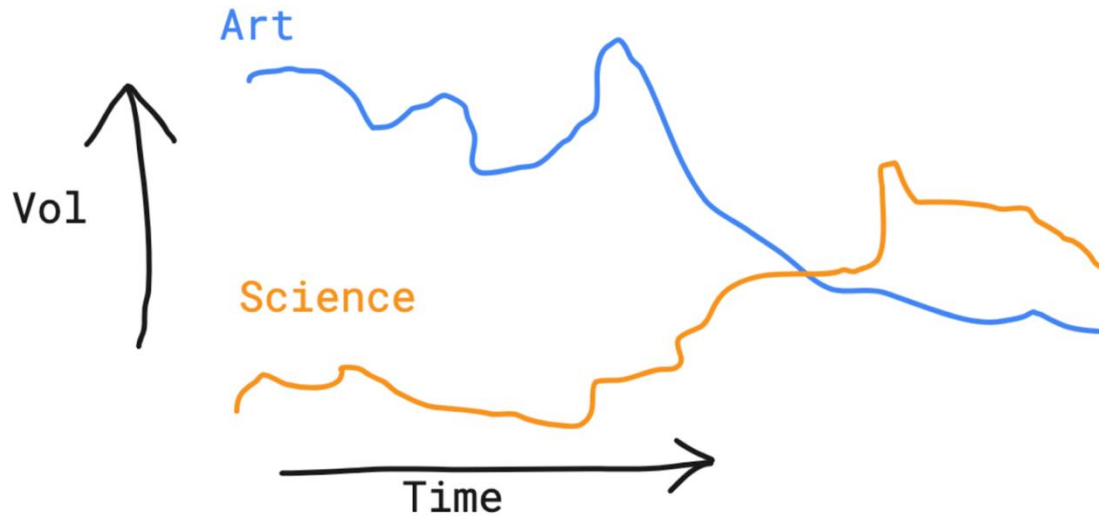


2025



# DATA & INSIGHTS

Hypothesis driven culture – better decisions and player experience



# BETTER DECISIONS

- Make **better decisions** – deeper understanding & insights
- Make **faster decisions** – or even automatic decisions
- Work out **hypotheses** and **goals**
- Asking “why?”



# QUESTIONS

- Are the battles balanced?
- How did the campaign do? What did we learn?
- Should we launch the game?
- Who are playing our games?
- Which creative element appeals the most?
- How do these two features compare, can I experiment?
- How do we prevent churn?



# DATA COLLECTION

```
String defenderID = LogicStringUtil::IntToString(pDefender->getPlayerData()->getPlayerID());  
String state = LogicStringUtil::IntToString(getState());  
String playerId = LogicStringUtil::IntToString(getPlayerResource(LogicDataTable::getPlayerData()));  
String elixirLoot = LogicStringUtil::IntToString(getPlayerResource(LogicDataTable::getPlayerData()));  
String darkElixirLoot = LogicStringUtil::IntToString(getPlayerResource(LogicDataTable::getPlayerData()));  
  
LogicCharacterData* pFavoriteTroop = NULL;  
int FavoriteTroopHousing = 0;  
  
for (int i = 0; i < m_DeployedAttackWhite->size(); ++i)  
{  
    LogicCharacterData* pCharacter = attack_unitLogicCharacterData* m_DeployedAttackWhite->get(i)->m_pData);  
    int housing = pCharacter->getHousingSpace() * m_DeployedAttackWhite->get(i)->m_troop;
```

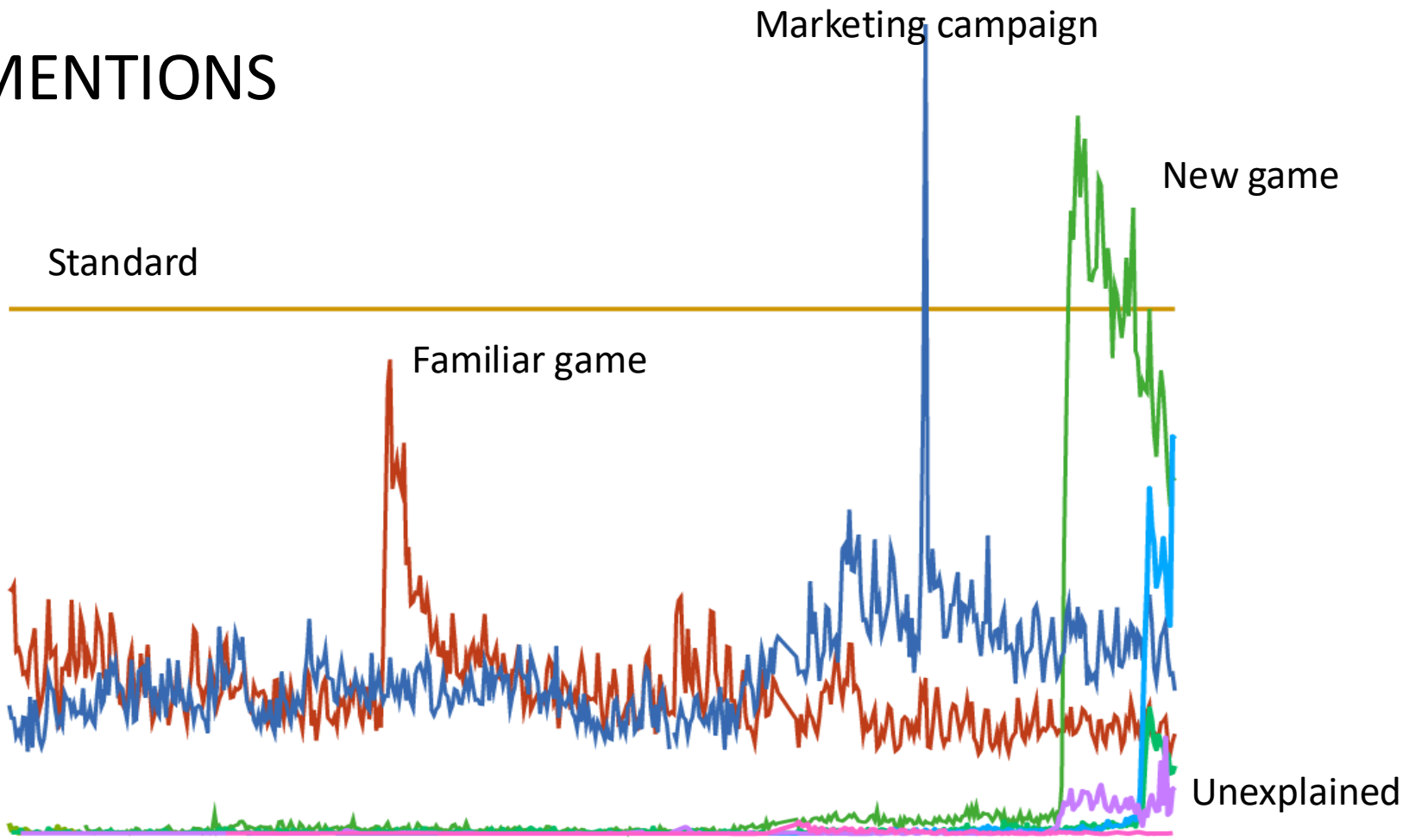
```
{  
    "SessionCount": "11", "PCBalance": "243", "accountId": "2932375", "townhallLevel": "2", "TotalMinutesPlayed": "94.075737", "expLevel": "6", "facebookId": "1409914290", "score": "38", "gamecenterId": "G:215099984", "hour": "094243", "type": "Tutorial", "days_since_start": "0", "ip": "99.23.89.10", "product": null, "amountShardAccountId": "17182801559", "accountShardId": "4", "subType": "IAPMessageAccepted", "productDetails": null, "device": "iPhone5,2", "creationTime": "1360057363174", "day": "2013.02.05", "FreePCBalance": "243"}  
}
```



Track

## II. A FEW EXAMPLES

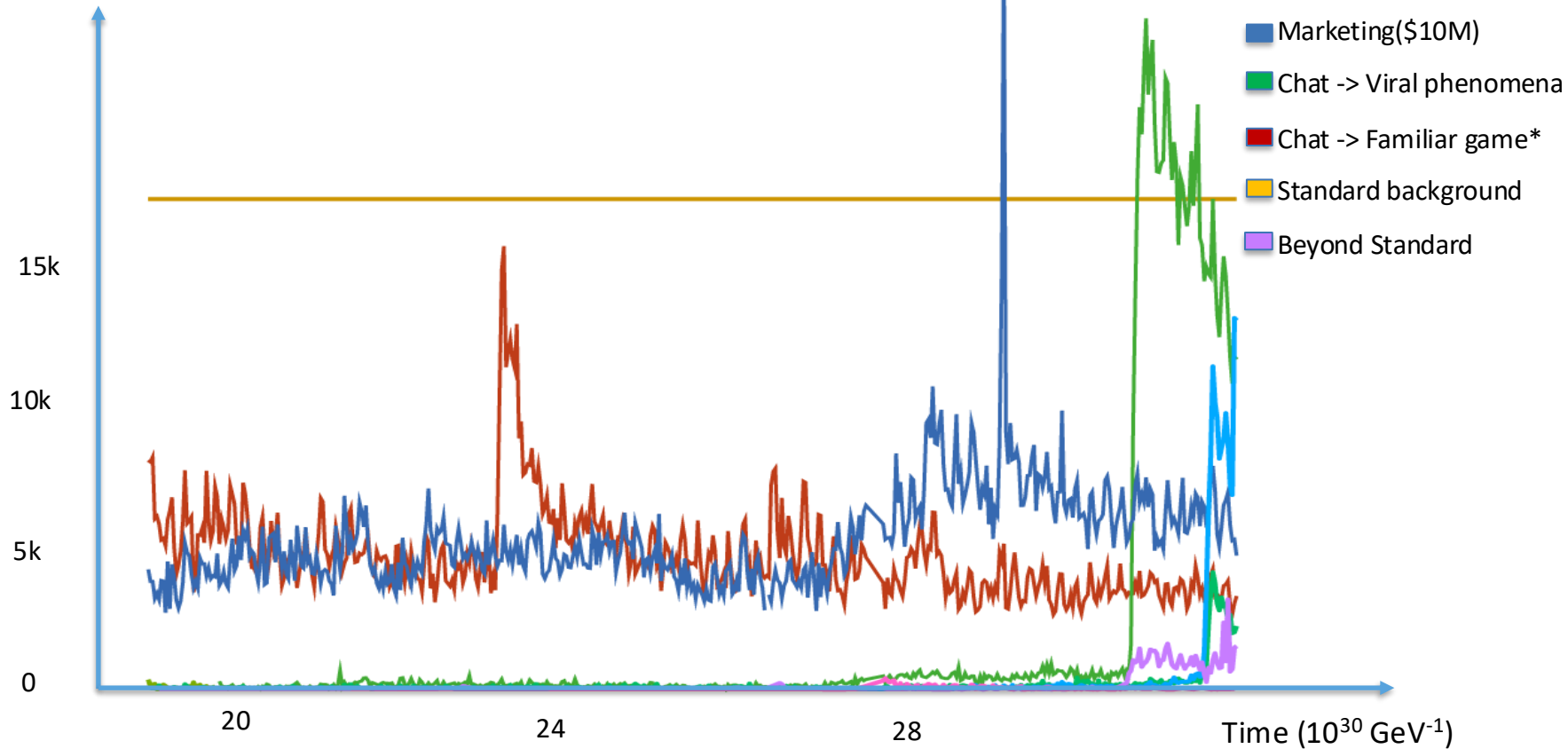
# MENTIONS



# MENTIONS

$10^{-23} \text{ fb}^{-1} (6.24 \cdot 10^{21} \text{ eV})$

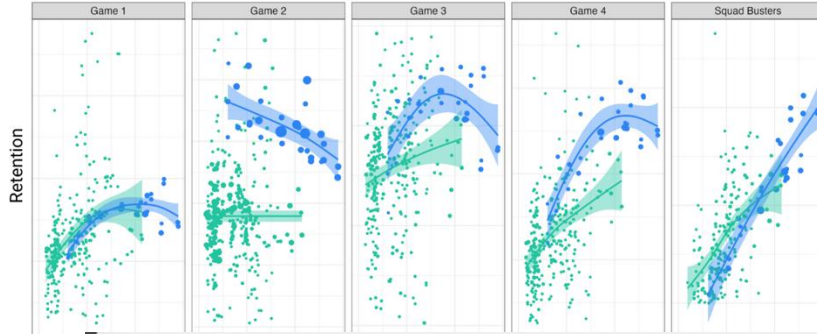
Events /  
 $131.3 \cdot 10^{27} \text{ GeV}^{-1}$





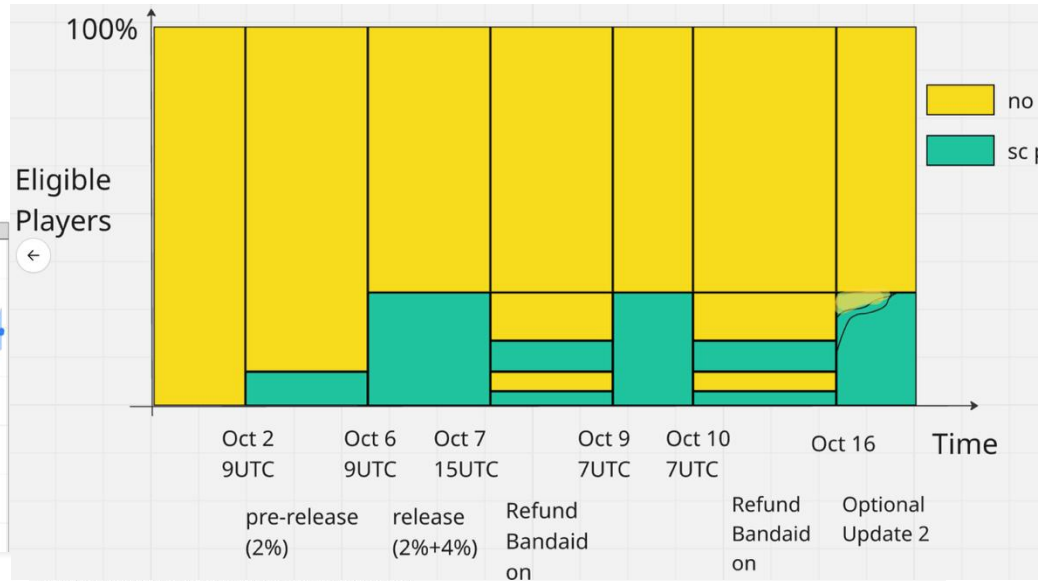
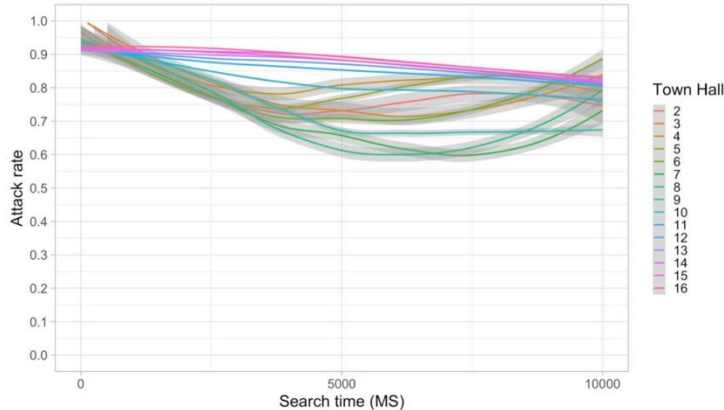
# AND A LOT MORE...

## D30 Retention vs. CPU benchmark scores



## Search time vs attack\_rate

\* y-axes are



```
#####
##### Test Statistics #####
#####
```

Percent Lift: -22.1%

Incremental Y: -28447

Average Estimated Treatment Effect (ATT): -677.317

The results are significant at a 95% level. (TWO-SIDED LIFT TEST)

There is a 0% chance of observing an effect this large or larger assuming treatme