AFFINE ANALYTICS

Game Title Forecasting &
Marketing Budget Planning using Azure

http://affine.ai/

Gaming Console Manufacturers & Game Publishers Face Challenges To Optimize Marketing Budget & Other Key Attributes Like Pricing, Expected Launch Date etc. To Improve Overall Sales

CHALLENGES IN GAME TITLE FORECASTING

CAPTURING THE IMPACT OF EXISTING FRANCHISE GAMES & TITLES ON NEW TITLE RELEASES 1	**IMPACT OF LAUNCH DATE & TITLE LIFECYCLE** 2	**LOW FLEXIBILITY IN RECALIBRATING PAID MEDIA CHANNELS** 3
QUANTIFY IMPACT OF CREATIVES ON MEDIA EFFECTIVENESS 4	**INFLUENCE META-ATTRIBUTES ON SPEND STRATEGY** 5	**IMPACT OF TEASER & TRAILER RELEASE TIMING** 6
IMPACT OF SAME-TIME RELEASE OF SIMILAR COMPETITOR TITLES 6	**LOW DATA POINTS (DUE TO LIMITED NO OF SIMILAR TITLES** 7	

Challenges

- Quantifying the impact of marketing spends across channels, pricing, launch dates and other key attributes on overall sales

- A sub optimal marketing budget allocation may lead to lost sales opportunity & suboptimal ROI

Ideal Solution

- ML based framework to forecast accurate game title sales & insights into drivers of sales by quantifying the impact of various attributes

- Scenario based planning for a game title by considering various attributes of the game title like launch date, pricing, marketing spends etc.

Desired Outcomes

- Azure ML powered forecasting & marketing mix model which can accurately forecast sales & optimize the marketing budget allocation

- An interactive scenario builder UI to evaluate multiple attributes & business constraints to recommend scenarios having maximum unit sales

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Affine Analytics

Machine Learning Powered Sales Forecasting & Marketing Budget Planning

Affine has a rich background in the Gaming industry and successfully implemented the Title Planning Platform for multiple developers, publishers, and console makers leveraging advanced machine learning capabilities

Reduced Time & Cost To Experiment

- Machine learning models developed using Azure ML enabled quick & efficient experimentation with multiple ML techniques to identify final model which has high business interpretability and validation accuracy

Scenario Based Planning

Time & cost-efficient interactive UI to evaluate multiple attributes like launch date, pricing, marketing spends & other business constraints to:

- Recommend scenarios having maximum unit sales
- Optimize marketing budget allocation
- Game Title Launch Planning

Next-Gen Cloud Capabilities

- The forecasting engine & MMX model can be developed using Azure ML and deployed using Azure Kubernetes services which reduces overall development & deployment time & cost

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Affine Sales Forecasting & Marketing Budget Planning Using Azure ML

Affine's rich cross industry experience in building next gen forecasting & marketing mix solution provides edge over competitors to overcome underlying challenges & helps in delivering highly accurate sales forecast and optimization of marketing budget allocate to drive game title sales & ROI.

Microsoft Azure provides a fully-managed cloud service that enables to easily build,

deploy, and share forecasting solutions.

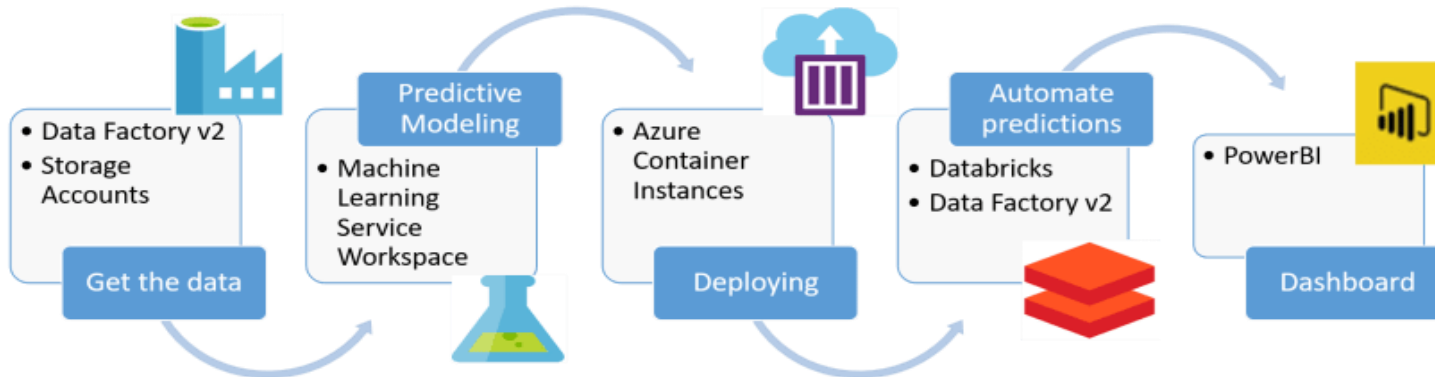**Comprehensive & Scalable Solution**

ML based accurate sales forecasting & optimal marketing budget optimization; Azure cloud services enabled quicker development, integration & deployment of solution across geographies
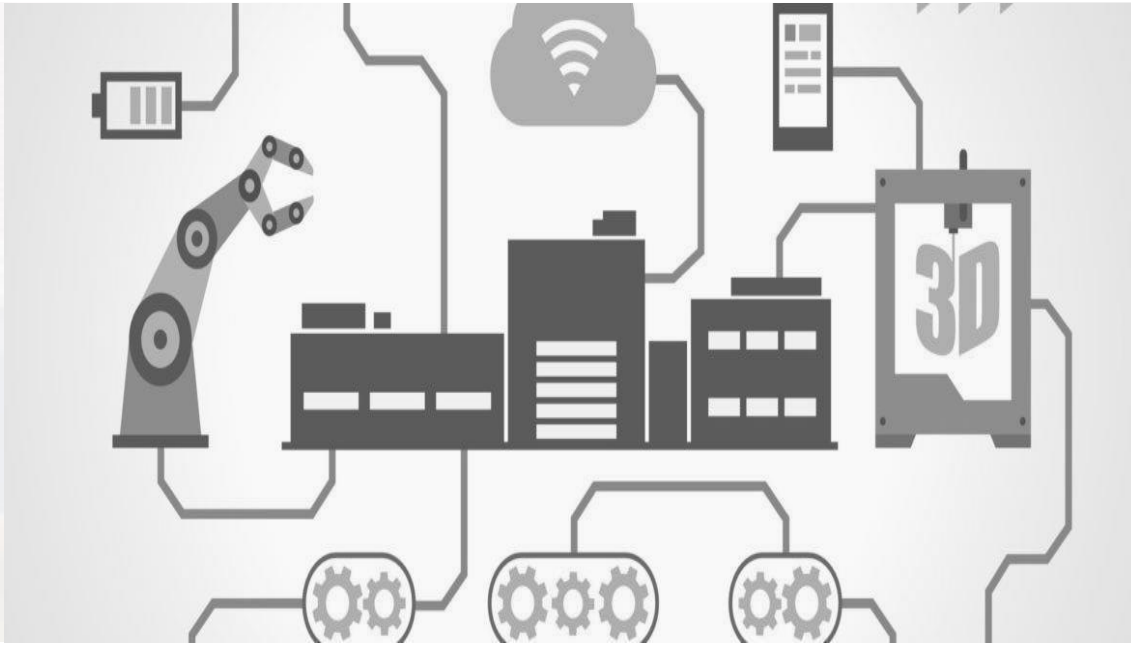
Scenario Planning Tool

Integrated Power BI based interactive UI enabling stakeholder collaboration & analysis of various attributes to recommend most optimal scenarios to drive sales

BI Decision Cockpit

Centralized decision dashboard providing insights into forecast at required granularity and effectiveness of various marketing channels

- Data Factory v2
- Storage Accounts

Get the data

Predictive Modeling

- Machine Learning Service Workspace

- Azure Container Instances

Deploying

Automate predictions
- Databricks
- Data Factory v2

- PowerBI

Dashboard

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Client – Fortune 200 Gaming Console Manufacturer & Video Game Publisher

Benefits Derived

Data Backed Decision Making

Structured, robust & automated scientific solution in place of human driven budget allocation process

Improved Budget Allocation

Recommended marketing spends resulted in higher return as compared to historic returns

Scenario Builder Tool

Time efficient Interactive UI enabled business to run multiple experiments to generate unbiased scenarios to drive sales & ROI

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Want to know more?

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