Analytics video script: The four types of analytics

Shot #	Voiceover	Visuals
1	There are plenty of analytics out there, but what's good for games? How about…	TITLE CARD: The four types of analytics
2	…Real-time analytics, direct data exploration, performance metrics, and custom reporting.	ANIMATION: Icons for the 4 types of analytics: real-time, direct data exploration, performance metrics, custom reporting swirl clockwise and then each settles into their position as each is mentioned at the four compass points: north, east, south, west.
3	With real-time analytics you can process data from your game pretty much as it happens. That makes it easier for you to give each player a unique gaming experience just for them, every second… …while learning about their skills and play patterns. Plus, you find problems and fix them fast.	TEXT: Real-time analytics ANIMATION: Data records pop up and are processed by an icon of Azure Stream Analytics. ANIMATION: 3 bubbles pop up, each containing a vignette of a player having a unique personal experience. ANIMATION: List of player abilities stream out of each of the bubbles and flow into the Azure Stream Analytics icon and come out in visual patterns.

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4	Real-time analytics is great for game data you already know something about, but what if you want new insights into unknown patterns? That takes direct data exploration. to look broadly and deeply into massive numbers of records, rows, attributes, metrics, values, and the relationships between them. Ideally, it happens fast enough to be interactive so you can explore paths quickly, fail fast, and keep moving until you find something useful. So, the platform you use must rip through billions of records and respond in a snap.	TEXT: Direct data exploration ANIMATION: Random symbols of data items, e.g. rows, attributes, metrics, values, flow into the top of plain colored box. The now neatly arranged symbols flow out of the bottom of the box. The Azure icon appears in the box. The flow of the data symbols accelerates to show Azure ripping through billions of records.
5	Want the know how your game is doing? Use performance metrics gathered from key performance indicators to find out if you're gaining or losing players. See if you're reaching new players, how many sessions each gamer plays, and how long those sessions last.	TEXT: Performance metrics TEXT: reveal lines as they are mentioned Key Performance Indicators • gaining and losing players • reaching new players • length of game sessions • number of players in sessions
6	Finally, you want to make sense of it all. But your game is unique. So Azure helps you generate custom reports to show the metrics of what makes your game cool.	TEXT: Custom reports ANIMATION: Data records go into the left side of the Azure Stream Analytics icon and come out the right side in a bland, generic-looking report. Data records go in Azure Stream Analytics and come out as a more elaborate looking custom report.
7	Azure Stream Analytics supports all four types with serverless real-time analytics for complex event processing.	IMAGE: Icons for the 4 types of analytics: real-time, direct data exploration, performance metrics, custom reporting.

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8	Easily build an end-to-end serverless streaming pipeline with a few clicks. Use SQL or NoSQL. Extend analytics functionality with custom JavaScript and C# code. Use built-in machine learning capabilities for more advanced scenarios.	ANIMATION: Expand the Azure Stream Analytics icon to reveal lines of SQL, JavaScript, and C# code.
9	If you need even more complex data analysis, check out Azure Machine Learning.	IMAGE: Azure Machine Learning icon.
10	These are just a few ways Azure can help you use analytics to pump up your games. Want to hear more about Azure for Game Development? Ready to jump in? Follow the links in the description! Thanks for watching.	CTA + LOCKUP