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## Overview

This standard is about collecting, managing and analysing data and using it to inform improvements in games or interactive media projects. This could be after release to market, in a continuous feedback loop, or during upfront development.

Data analysis and improvements could be in relation to design, business, or marketing decisions for any type of game or interactive media project.

This standard could apply to games or interactive media. Interactive media can involve any type of interactive media content, products or services including, but not restricted to, websites, applications, or online marketing campaigns.

Games and interactive media projects can be for multi-platform or multi-channel use and can also involve the use of immersive technology which can include, but is not restricted to, Augmented Reality (AR), Virtual Reality (VR) and Mixed Reality (MR).

This standard is for anyone who evaluates and improves games or interactive media products.

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## Performance criteria

### *You must be able to:*

1. identify what metrics are required to inform decisions
2. decide what data you need to capture, and how to capture it, to provide the required metrics
3. ensure systems are configured to obtain required data
4. determine policies for managing data collected that meet legal and organisational requirements
5. decide which views collected data should be presented in so it can be interpreted by yourself and others
6. operate dashboards or other systems in order to obtain required views of data
7. analyse collected data to construct metrics
8. interpret data in the context of the product or service you are working with, in order to extract meaning
9. decide what actions could or should be taken based on your analysis of the data
10. use collected data, and your analysis of it, to argue for or against a proposed action

## Knowledge and understanding

### *You need to know and understand:*

1. the context in which you are working and the purpose for which data analysis is needed
2. the content, product or service about which data is being collected
3. the impact of diversity, inclusivity, accessibility, ethics, emotional intelligence and behavioural psychology on projects
4. how data can be used to inform changes to design, content and content placement, pricing and advertising strategies, navigation and user interface
5. how a continuous feedback loop can be used to inform developments and improvements in games or interactive media products and services on an ongoing basis
6. how to modify the content, product or service or its code to enable data capture
7. the systems that will be used to collect and store data, and how to operate them
8. the uses and limitations of the metrics you collect and what they can and cannot tell you
9. basic mathematics, statistical analysis techniques and economics relevant to your role
10. audience segmentation and analysis techniques
11. techniques for gathering experimental data including A/B or multi-variate testing
12. how to use spreadsheets to store and study data
13. how to query a database including the use of Structured Query Language
14. ways data can be visualized and presented
15. when it is appropriate to configure systems yourself and when to liaise with specialists to do so
16. organisational and legal requirements relating to the capture, storage and use of data

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Collect, analyse and use data to inform improvements to games and interactive media projects



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<b>Relevant Occupations</b>	Arts, Media and Publishing, Crafts, Creative Arts and Design, Media and Communication, VFX Technician, Animation Professionals, AR/VR Technician, Interactive Media Professionals, Games Professionals
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