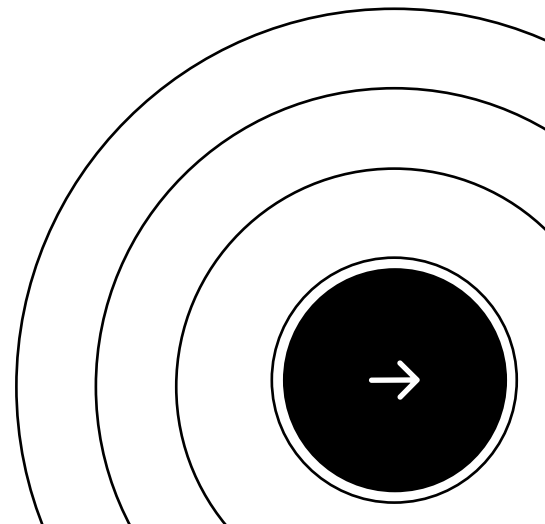# Superwise
model monitoring
for gaming

Superwise

Changing the rules of the game

Machine learning models give you access to billions of data points that could shape and improve cutting-edge games, but detecting drifts and feeding back better insights to optimize games, campaigns and revenue is no small task. You must consider the real time demands of the in-game experience, as well as marketing decisions, product planning and user personalization.

This environment is constantly changing. Ads and promotions are highly dynamic and user play behavior is equally unpredictable. So how can data science teams be sure their models are optimized and provide real value while supporting the production, marketing, and fraud prevention teams?

How Superwise can help

Data scientists

are responsible for building, maintaining and continuously improving all ML models used in the company, including those that track customer attrition, a game's lifetime value, toxic player presence, in-game recommendations, and fraud. They also work with various operational teams that use the models to help them leverage business insights.

They need to know what's happening with the models in real-time and be able to optimize them based on production-driven insights.

Superwise automatically provides real-time alerts and production-driven insights. This dramatically cuts down the time it takes to track ML models, giving data scientists more time to work on optimizing the models or building new ones.

Business analysts

look at large, complex data sets to understand user behaviors. They also use insights gathered from the data science team to personalize the gaming experience according to the player's behaviors, skills, and preferences.

Superwise sends immediate alerts for any changes in predictions or data, along with the reasons for the change. This lets the team understand what drives business and what doesn't, enabling them to plan new features, changes in design, or future campaigns,

Superwise model monitoring for gaming

How Superwise can help

Marketing analysts

develop marketing plans and identify user conversion funnels that will improve the company's return on investment. They also plan campaigns to attract new users, and uses ML model insights to predict potential website customer conversions and in-app purchases.

Superwise offers information about specific subpopulations so marketing analysts understand how they behave and test what kind of recommendations will better target new users or geographies.

Fraud analysts

use multiple ML models to detect fraudulent and suspicious activity in games, such as bot detection, hacked accounts, and abusive users. They are also responsible for supervising the models and validating their ability to detect suspicious activity and identify new fraud trends.

With Superwise, fraud analysts have direct visibility into the model and can validate their hypotheses regarding fraudulent or suspicious anomalies. This allows them to react quickly to prevent fraud or create defense strategies for new fraud trends.

Monitor, analyze and optimize all our models

Superwise allows your data science and operational teams to monitor, analyze, and optimize your models in production by creating an easy-to-understand, single source of truth. This ease of access fosters more trust with stakeholders in your ML model predictions and allows you to scale your ML models more effectively.

Know exactly when your models fail and why
Get real-time alerts on data and model drifts, performance issues, correlated events, and weak spots. Superwise provides automated root-cause analysis to dramatically reduce the time needed to detect and fix issues.
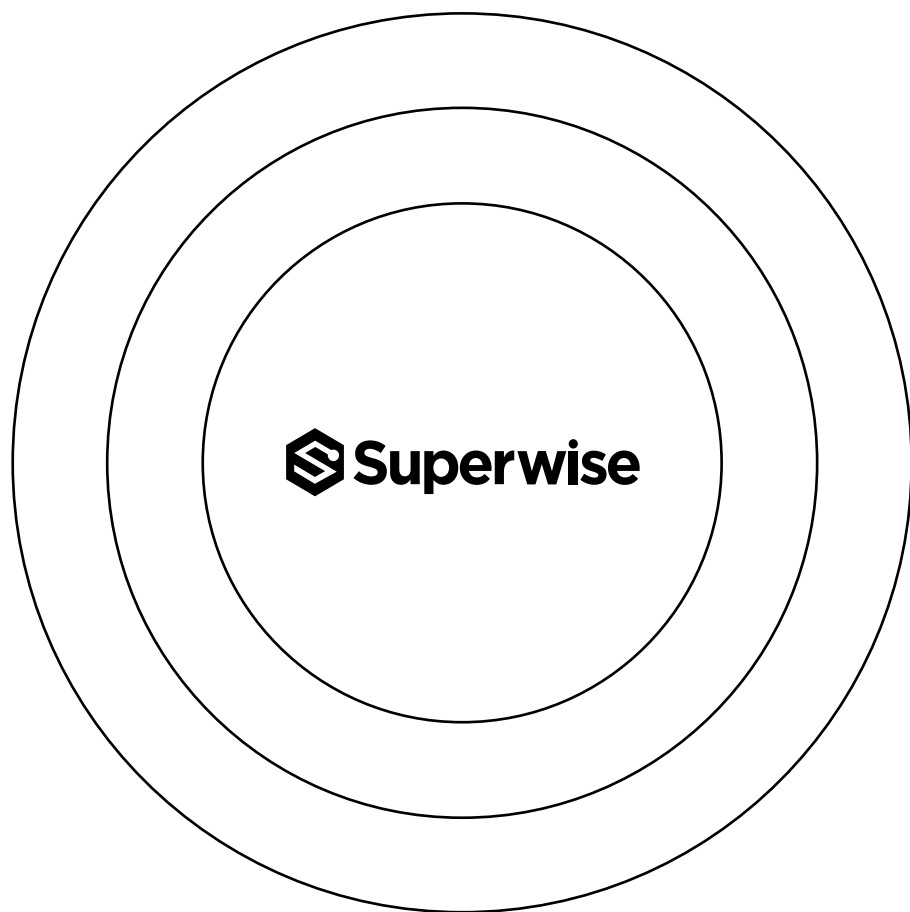
Observe your models in production
A full analytical suite examines your in-production data and discovers trends. Thanks to out-of-the-box and customized model KPls, you know what is happening with your model right when it's happening. You can also track and predict your model's performance over time and through updated versions, detect underperforming segments, and pinpoint changes at a granular level.

Optimize models with production-driven insight
With the ability to compare subsequent versions of models in production, you can see which retraining strategies led to better models and which didn't.

Superwise is a model observability platform built for high-scale production ML. We give practitioners fully automated, enterprise-grade model monitoring capabilities that take years to develop in-house. And, it's all wrapped in a self-service platform. Superwise automatically calibrates model metrics, analyzes events, and correlates anomalies. This lets you easily see when models misbehave, allowing you to accelerate your time to resolution before issues impact business outcomes.

Head over to the Superwise platform to learn more and get started with easy, customizable, scalable, and secure model observability, for free.

www.superwise.ai