

Let's Play! Flappybird

(+ some Data Engineering)

Austin Data Council 2024

Great to meet you!



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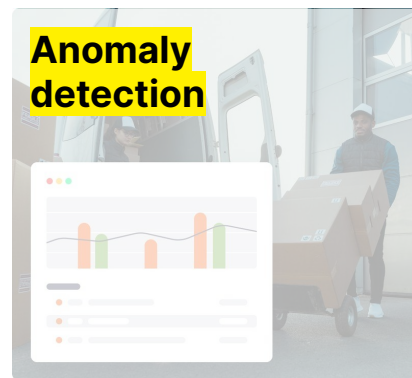
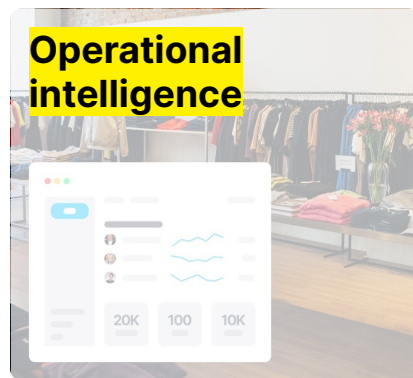
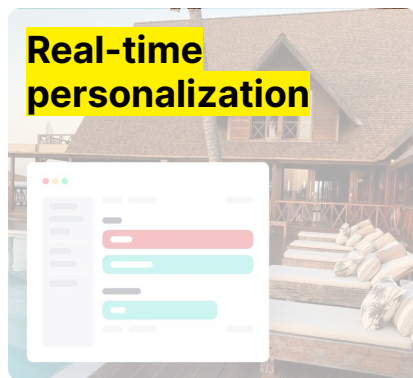
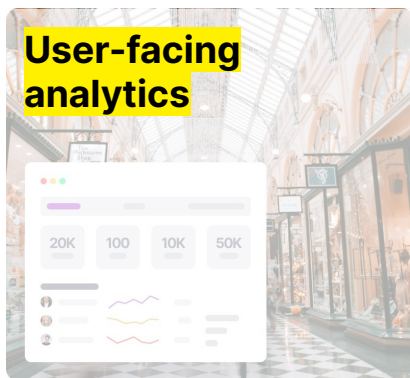
Agenda

1. Why real-time analytics in gaming?
2. Quick intro to Tinybird
3. Game time 🕶️

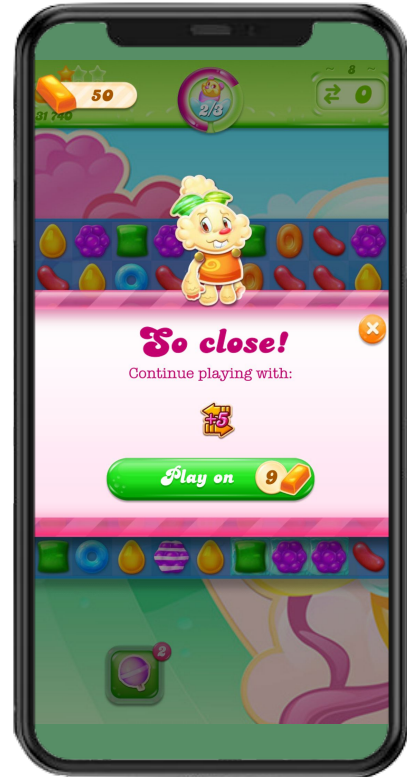
Beyond the buzzword

What is real-time analytics?

Fresh streaming data • Low latency • High concurrency • Complex queries • Historical data



Eliminate the guesswork when it comes to personalizing experiences, increasing retention and driving monetization



Status quo

Common data stack



Status quo

Common data stack



Event stream



Data Warehouse

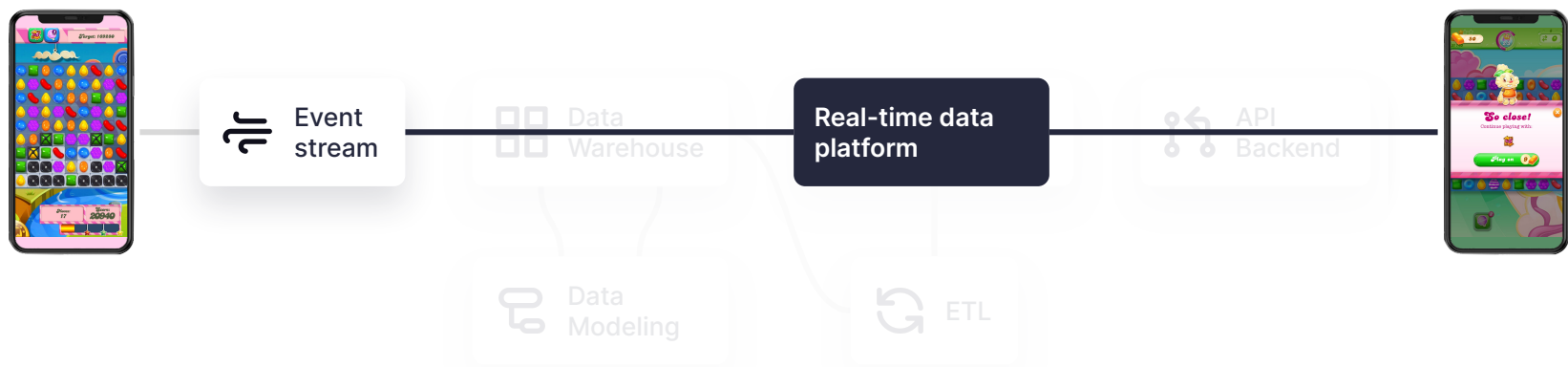


Data Modeling

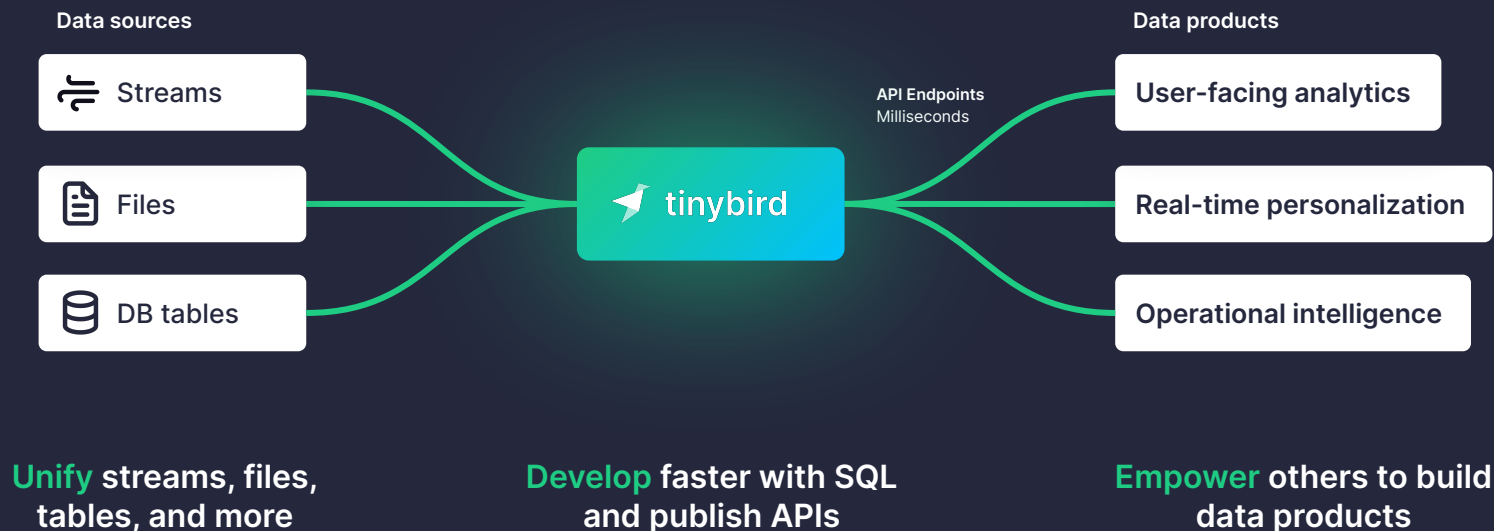


New approach

The real-time way



From data streams to APIs in minutes



We accelerate data and engineering teams.

- Built over ClickHouse
- Serverless, fully managed
- Simplify dev over data streams; no specialized skills, just SQL
- Unify streaming and batch sources
- CLI for automation; Git for version control

```
% tb
Usage: tb [OPTIONS]

Options:
  --debug / --no-debug
  --token TEXT
  --host TEXT
  --help

Commands:
  auth
  check
  datasource
  dependencies
  generate-datasource
  init
  pipe
  print-pipe
  pull

  push
  sql
```

The screenshot shows the Tinybird dashboard interface. At the top, it says "Updated 32 minutes ago" and "Published". The main content area displays a query titled "sales_over_time_api". Below the title, there is a description field and a link "No dynamic parameters How to add a parameter". A section titled "filtered_data" contains a SQL query: "SELECT date_number, sales FROM stock_prices_latest WHERE toDate(date_number) >= {{Date(start, '2020-11-01')}} AND toDate(date_number) <= {{Date(end)}} ORDER BY date_number ASC". Below the query, it shows "38.62MB processed, 6.44m x 2 (385.67ms) - View chart in Vega". At the bottom, there is a table with columns "date_number" (DateTime) and "sales" (Int16). The table contains three rows of data, all with the same date and a sales value of 1.

date_number	sales
2020-11-02 18:52:28	1
2020-11-02 18:52:28	1
2020-11-02 18:52:28	1

Let's play

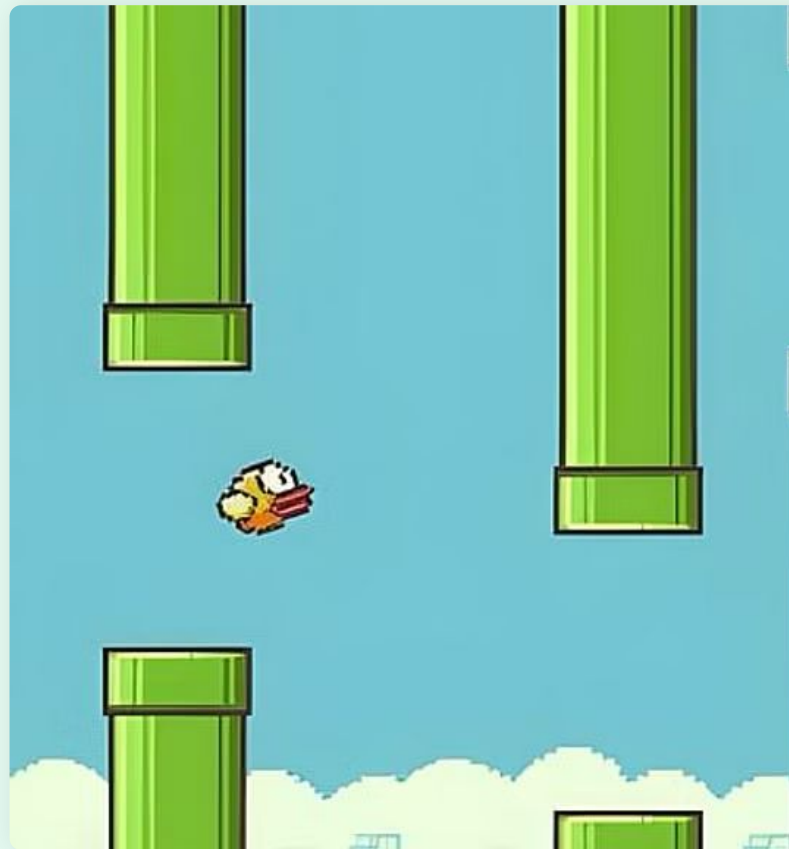
What we're building today

1. User-facing analytics

Live leaderboard and player stats to improve the gamer experience

2. Real-time personalization

Leverage player activity to personalize offers to drive revenue



Game time.

flappy-workshop.tinybird.co