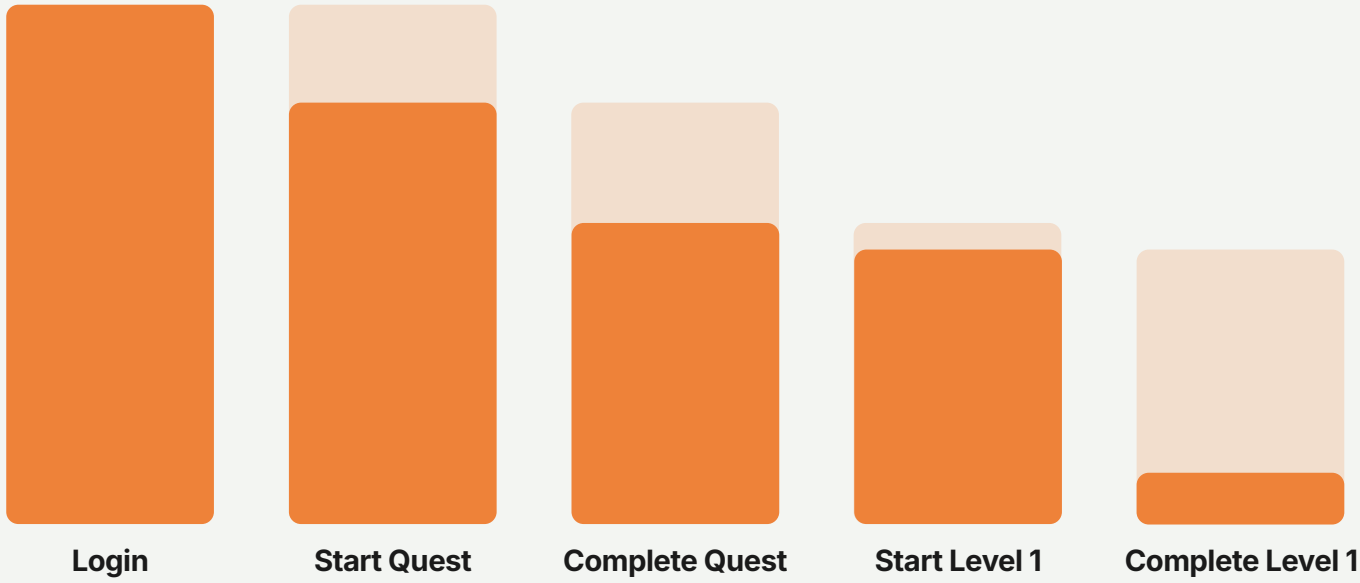
Gaming Analytics for the Agentic Era



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Director of Engineering @ Gamebeast

FTUE funnel example



why is conversion so low?



team starts guessing

Is the event tracking setup correctly?

Maybe it’s just mobile players?

Is level 1 too long?

Is it a bug?

How long are players spending in level 1?

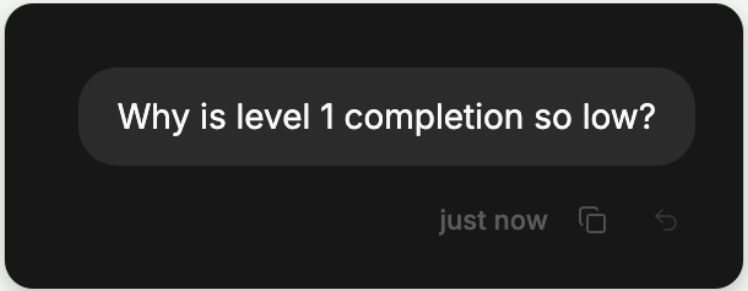
Did we QA this level well enough?

the old way: investigate it yourself

Is it a bug?	→ dig through error logs and bug reports
Is the event tracking set up correctly?	→ audit the events and their properties
Maybe it's just mobile players?	→ rebuild the funnel, broken down by platform
How long are players spending in level 1?	→ build a time-in-level chart
Did something change recently?	→ dig through config edits and experiments

every answer is a query someone has to know how to write, and many studios don't have that person

the new way: ask the agent



one question, in plain language

the agent

1. pins down when it changed
2. finds who it’s happening to: platform, new vs returning
3. checks config edits and experiments around that date
4. reads what players are saying about level 1
5. comes back with the cause, the evidence, and a fix to approve

we’ll come back to this at the end. first, how we got here.

hi, i’m brandon

- Role: director of engineering
- Origin: new hampshire
- I work on: core platform, vision, and strategy
- Background: roblox development, analytics
- I spend my days in: feature dev
- Outside work: bowling, golf, and travel



GAMEBEAST

a modern product intelligence layer

650M
Unique Players Seen

1.7B Hours
Playtime Captured

9.2B
Play Sessions

100+
Companies Running Gamebeast

phase 1

build for studios no one built for

small teams

often no data analyst. the game dev is the analyst

tight budgets

enterprise analytics pricing is out of reach

quick cycles

these teams move at the speed of light. analytics questions must be answered just as fast

those constraints forced us to build something very efficient

pressure makes diamonds

small teams, tight budgets, quick cycles → a platform built to be cheap per event and fast per query

400B+

events ingested

~200k

events / sec at peak

multitenant · ClickHouse as the foundation · built to scale

phase 2

stand on the shoulders of giants

open source underneath

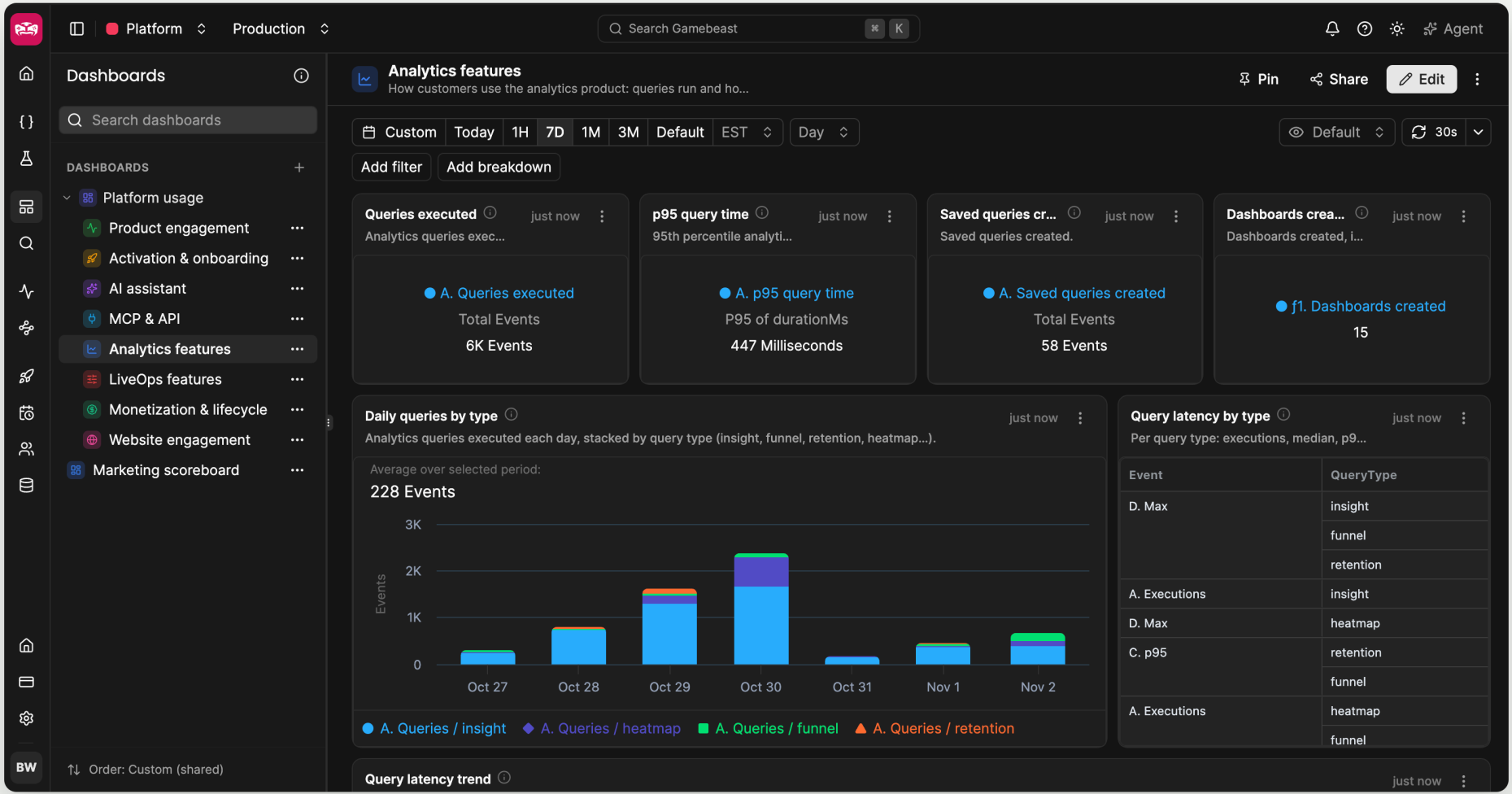
ClickHouse · PostgreSQL · Valkey · Temporal · Redpanda

what we built on top

- markers data model
- query builder
- remote configs
- experiments
- deeplinks
- community pulse

modern and robust like the big guys, at a price small studios can pay

Altinity



Gaming Analytics for the Agentic Era - OSA CON 26, SF

our thesis

- cohesive feature ecosystem
- insights for everyone
- agentic-first data layer

phase 3

agent time

our users don’t want to think about data. they want answers, then action.

before

- learn the query builder
- build the funnel
- read the chart
- edit the config by hand

now

- ask a question
- review the evidence
- approve the change

we’re essentially making our UI irrelevant: it becomes where you approve and verify

the intelligence layer

in-dashboard assistant

model runs on Gamebeast infra
billed with AI credits

any MCP client

Claude · Cursor · Codex · Claude Code
model runs in your client





same Gamebeast tools + skills

analytics | cohorts | dashboards | configs | experiments | deeplinks | docs | community pulse | heatmaps

same permissions, same approval rules

skills maxxing

a tool

`run_funnel_query(spec)`

runs a funnel. doesn't know what a good funnel is, which events to pick, or how to read the drop-off.

a skill

a playbook the agent loads before the task

- `diagnose-change`
- `build-team-dashboards`
- `manage-experiments`
- `player-voice-to-action`
- `instrument-game`
- `weekly-review`

`load_skill(name)` **works in every client**
`skill://name/SKILL.md` **Skills Over MCP extension**

agents only get your access

1. **re-checked on every call**

   your role and project access are checked on each request, so the agent narrows the moment you do

2. **filtered tool list**

   the agent only sees tools the connection was granted, so it’s never offered what it can’t do

3. **scoped or read-only**

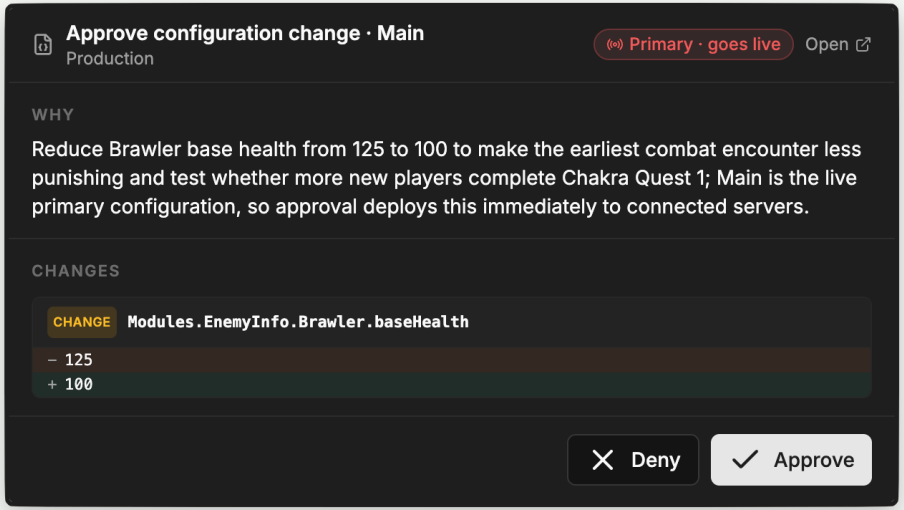
   OAuth sign-in picks orgs, projects and permissions; read-only connections never change anything

4. **no guessing the target**

   a pinned project URL refuses a header that contradicts it instead of picking one

most of this wasn’t AI work. it was multitenant permission work, applied to a new kind of caller.

human in the loop



reads before it writes

every proposal is a diff against the live state, with the agent's reason

stale changes are blocked

Approve is disabled if someone edited it after the agent read it

experiments win

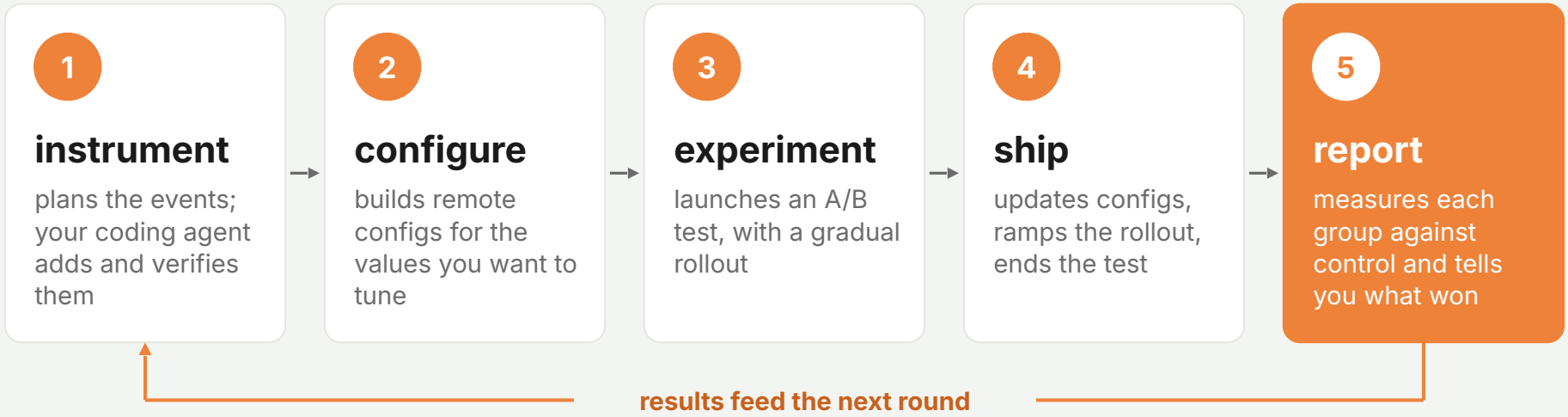
keys locked by a running experiment can't be changed

players come first

dashboards can be pre-approved; anything players would notice always asks

the agent runs the whole loop

traditional analytics solutions were full of friction. we're fixing that



every change that reaches players waits for your approval

we run gamebeast on gamebeast

dogfooding our tech

we don't just build Gamebeast.

we run Gamebeast on Gamebeast.

our own product telemetry lives in a Gamebeast project called Platform: same SDK, same pipeline, same MCP server our customers use

9

dashboards running our own business

106

saved charts, from signups to MCP latency

every

agent stat in this talk came from our own MCP

we track: AI assistant · MCP & API · LiveOps · analytics · engagement · onboarding · monetization · website · marketing

two weeks of agents in production

who's using it

38
studios

56
people

80K+
MCP tool calls

72
different tools used

what agents did

953
charts built

97
dashboards built

117
config changes made

31
experiments launched

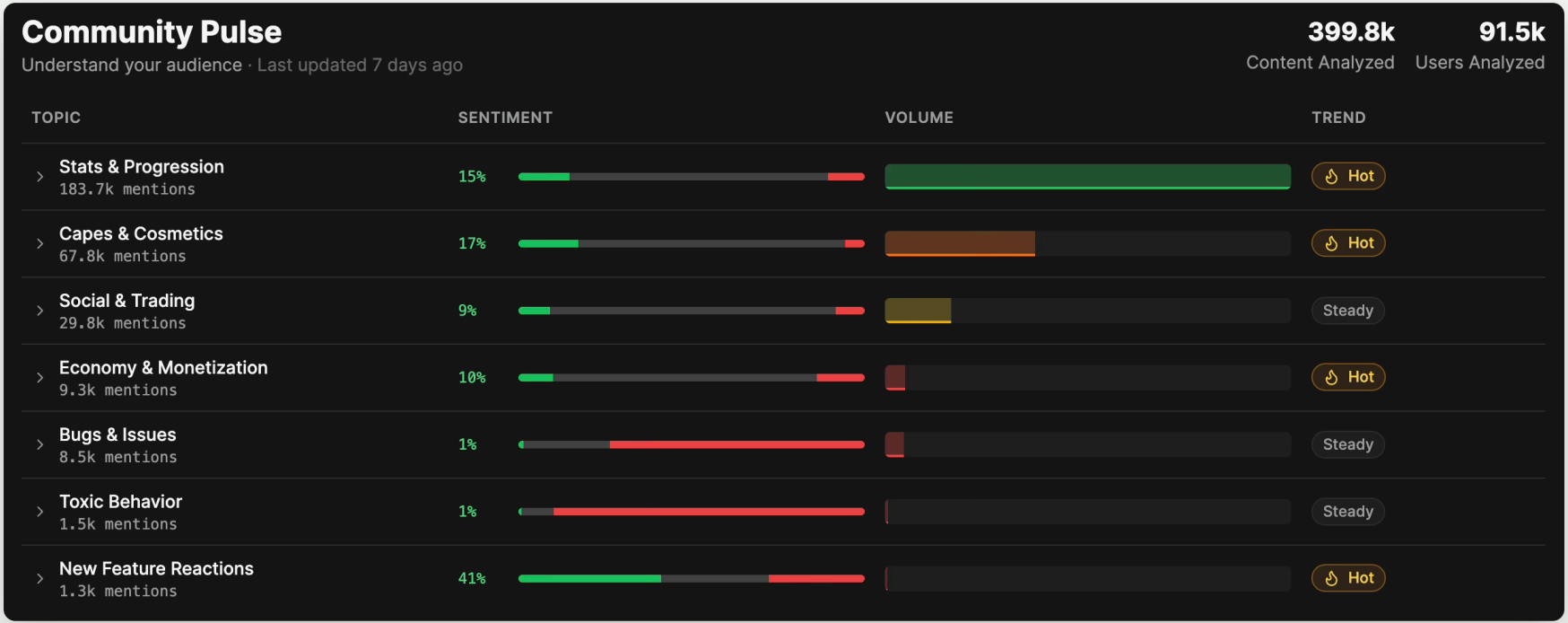
every number here was pulled by an agent over our MCP server, from our own Platform project · Oct 20 – Nov 2, 2026

the problem

- players know their preferences
- data tells you the what, not the why
- this knowledge gap was unsolvable without AI

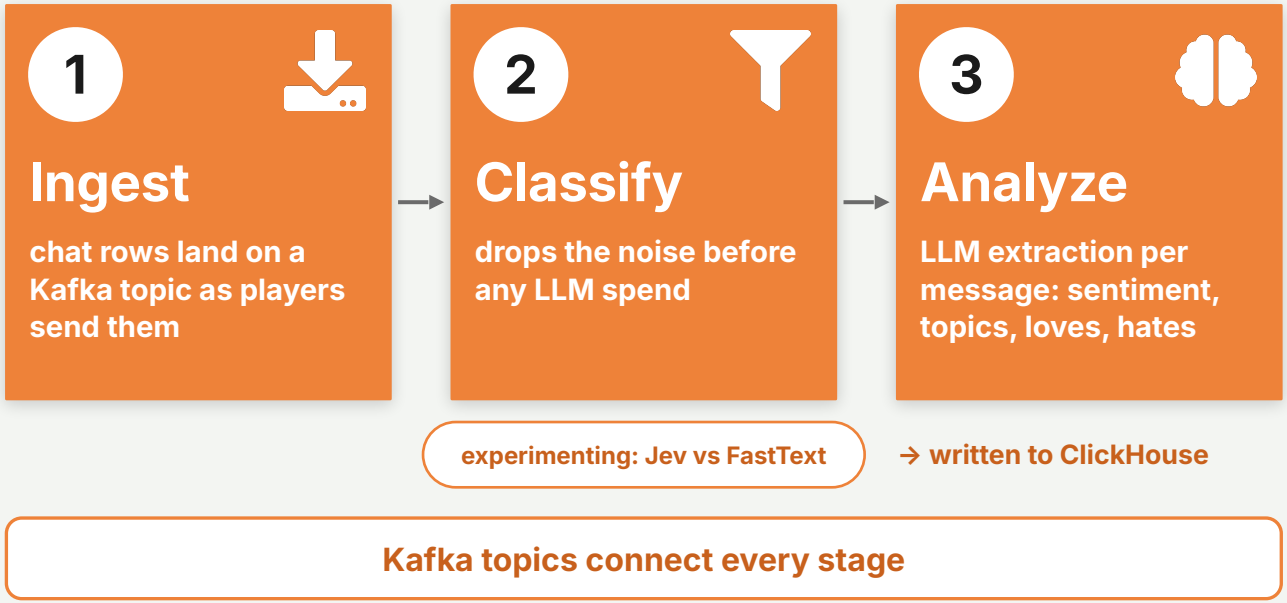
one untapped
mountain of data
player conversations

community pulse



architecture at a glance

streaming on Kafka: every message is processed as it arrives



The Stack

- Kafka
- ClickHouse
- Postgres
- Redis
- Temporal
- Grafana

it's just another table

so agents can use what players say like any other data

✦ same table, same tools

sentiment lands in ClickHouse beside every event, with the full record: message, tenancy, metadata

✦ agents read it over MCP

query_sentiment and get_community_pulse let an agent join how players feel with what they do

✦ feelings become segments

loves, hates and scores feed cohorts: biggest fans vs strongest critics, ready to target

WHAT PLAYERS SAY → WHAT YOU SHIP

`query_sentiment`

what do players hate about level 1?

`run_funnel_query`

is it showing up in completion?

`create_cohort`

players who complained about it

`create_experiment`

test a fix on that cohort

→ a change you approve

the loop

01

the problem

game teams guess, because every answer is a query someone has to know how to write

02

the platform

an efficient analytics and LiveOps stack, built on open source, priced for small studios

03

the agents

one tool layer for any agent: instrument, configure, experiment, ship, report, with your approval

04

the proof

we run Gamebeast on Gamebeast. in two weeks, agents built 953 charts and launched 31 experiments

stop investigating. start asking.

connect your agent

`api.gamebeast.gg/mcp`

our customers love it

"Gamebeast's MCP turned our data from something we LOOK at into something we TALK to.

"I set up a recurring task with the Gamebeast MCP where my agent suggests A/B tests based on overnight results. I pick from them, ship them, and suggest new tests without ever opening the studio."

"Our AI agent rebuilt our whole dashboard set, 14 boards and about 160 queries, in one session. It tracked our four-arm tutorial test every morning, and when I asked it to 'ship experiment D', it closed the experiment and rolled the winner out to every player through remote config. Without opening the studio."

thank you!

q+a

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