Microsoft Xbox Improves Its Ability to Transform Its Communities to Loyal Customers

THE CHALLENGE →

Xbox wanted to improve their customer's overall experience with better artificial intelligence (AI) to detect patterns in their data.

THE SOLUTION →

After a thorough investigative process, Xbox selected TigerGraph for its graph analytics. Xbox is using PageRank, Community Detection, Shortest Path, and Louvain to experiment between different gamin and community segments.

THE RESULTS ✛

Xbox now uses their customer's data to deliver a significantly more enjoyable user experience.

The Challenge:

Xbox wanted to improve their customer's overall experience with better artificial intelligence to detect patterns in their data. With so many entertainment options that consumers can choose from, it's getting more competitive to retain customers. Xbox has over 100 million active users, which means they get massive amounts of customer data, and the company needed a technology product that could help them identify trends in their consumer data, and could also scale as they wanted to scale.

The Solution:

After a thorough investigative process, Xbox selected TigerGraph for its graph analytics. Xbox is using PageRank, Community Detection, Shortest Path, and Louvain to experiment between different gaming community segments.

This is empowering the Xbox team in the following ways:

→ Detecting patterns in what their customers want and can keep their customers playing their games longer.

→ Tracking in-game purchases while being able to provide users with a special offer.

→ Knowing how customers interact by breaking down different communities of users to better understand if they are all-female or all-male communities.
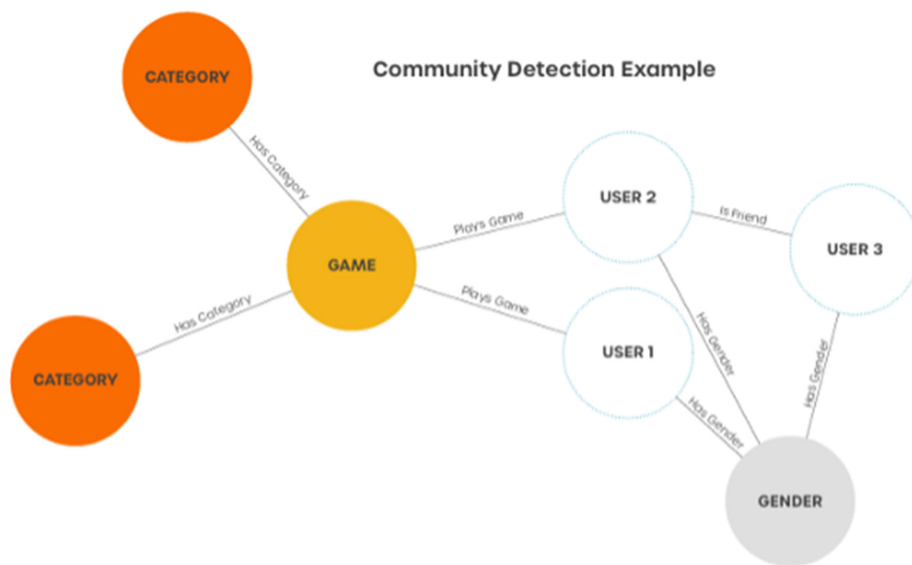
> **"One of the reasons why we chose TigerGraph was performance — TigerGraph was the only company that could ingest our data in 3.5 hours while the other companies would take 7 hours."**
>
> John Conway
> Principal Software Developer, Microsoft

Community Detection Example

Figure: Xbox identifies how users interact with games and communities using community detection.

The Results:

With TigerGraph, Xbox can now use their customer's data to provide a much more enjoyable user experience. They can invest more into successful and popular video games and can recommend new video games to customers with similar interests. In addition to better segmenting their consumers, Xbox can run Louvain in two seconds compared to the two hours the competition offered. With TigerGraph, they can do incremental updates, which the competition could not. TigerGraph offered them the ability to scale to the data sizes they needed, 4TB+ and an easy way to scale it going forward.

About TigerGraph

TigerGraph, the enterprise AI infrastructure and graph database leader, delivers massively parallel storage and computation that scales independently and without size limits, to meet the changing workloads and growing data volumes required for crucial business needs and AI adoption within companies. By providing visibility into the multidimensional data connections and relationships, TigerGraph has become a trusted partner to leading companies including JPMC, Intuit, United Healthcare, and Unilever successfully solving fraud detection, entity resolution, customer 360, supply chain management, and many other problems. Headquartered in Silicon Valley, California and with offices around the world TigerGraph is backed by NVIDIA, Tiger Global Management, Softbank, Susquehanna International Group (SIG), Oceanpine Capital, Celesta Capital Blackopal Ventures, and Qiming Venture Partners.

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