**УНИВЕРЗИТЕТ
У НОВОМ САДУ**

**ФАКУЛТЕТ
ТЕХНИЧКИХ НАУКА**

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ИНТЕГРИСАНИ
СИСТЕМ
МЕНАЏМЕНТА
СЕРТИФИКОВАН ОД:

IEEE Celebrating 125 Years of Engineering the Future	146. Sastanak IEEE u Novom Sadu / 146th IEEE Meeting in Novi Sad **Obaveštenje / Announcement**

Nenad Živić, Miloš Milošević i Igor Anđelković

NORDEUS

Nordeus, Belgrade, Serbia

u **četvrtak, 25.02. 2016.** u **Svečanoj sali** Fakulteta tehničkih nauka u Novom Sadu, sa početkom u **17:00 h**, održati

On **Thursday, February 25, 2016**, in the **Ceremonial Hall** of the Faculty of Technical Sciences at **5:00 pm** will deliver

PREDAVANJE
LECTURE

Predictive modelling of user behaviour in on-line computer games

Prediktivno modelovanje ponašanja korisnika on-line računarskih igara

Abstract: Top Eleven – Be a Football Manager, an on-line computer game, is played by a large number of users from across the world (over twelve million of active users). Among these users it is possible to identify a large number of habits and behavioral patterns. To recognize these patterns in the best possible way, Nordeus uses the latest machine learning algorithms and technologies. Using information gleaned from these algorithms, the user experience can be optimized, and the actions of the Nordeus marketing team can be directed to best effect. The lecture will describe the use of convolving neural networks in order to convert an immense number of Top Eleven user actions ("clicks") into information about their habits.

Odsek za Primenjene računarske nauke i informatiku

IEEE Serbia and Montenegro Section	*IEEE – Serbia & Montenegro Section*

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