

WHAT MAKES STEAM GAMES SUCCESSFUL

(CAPSTONE PROJECT)

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CLASS: DAB-16

PRESS START



AGENDA



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INTRODUCTION

ANALYSIS

RECOMMENDATION



WHAT IS STEAM?

STEAM IS AN ONLINE STORE FOR PC GAMES. PLAYERS CAN BUY GAMES, DOWNLOAD THEM, AND PLAY THEM USING THE STEAM APP. IT ALSO INCLUDES FEATURES LIKE FRIENDS LIST, COMMUNITY POSTS, AND REVIEWS.



Popular New Releases		New Releases	Under £1	
See more...	Popular New Releases			
 Skelethrone The Dark Skelethrone	Skelethrone: The Prey Metroidvania, Souls-like, Dark Fantasy, Side Scroller	Free To Play	 SIXTY FOUR 50% off £4.49	£4.49
 TOY SHIRE	Toy Shire: Room One Tower Defense, Strategy, RTS, Cate	Free	 MINAMI EDEN 50% off £4.29	£4.29
 DUNE IMPERIUM	Dune: Imperium Strategy, Board Game, Deckbuilding, Sci-Fi	£19.32	 ZOOMBINIS 50% off £4.29	£4.29
 CONTRA OPERATION GALUGA	Contra: Operation Galuga Action, Arcade, Shooter, Platformer	-10% £31.49	 MONUMENTS UNREST 50% off £4.13	£4.13
 ANCHORS BLOCKADE ZONE PROLOGUE	Anchors Blockade Zone: Prologue Singleplayer, Survival, Pixel Graphics, Post-apocalyptic	Free -20% £3.19	 HERO TALE 50% off £4.29	£4.29

SCENARIO

BOOGYGAMES STUDIO HAS BEEN STRUGGLING WITH LOW RATINGS ON STEAM. SINCE ONLY 32% OF GAMES REACH 80%+ POSITIVE REVIEWS, I WAS ASKED TO ANALYZE THE PLATFORM AND FIND OUT WHICH GENRES, CATEGORIES, AND SUPPORTED LANGUAGES ARE MOST LIKELY TO ACHIEVE HIGH RATINGS.

SUCCESSFUL MATRIX

FOR EVERY GENRE AND CATEGORY, WE EVALUATE SUCCESS USING FOUR KEY INDICATORS:

💍 AVERAGE PLAYTIME

💍 NUMBER OF OWNERS

💍 PERCENTAGE OF POSITIVE REVIEWS

💍 RECOMMENDATION



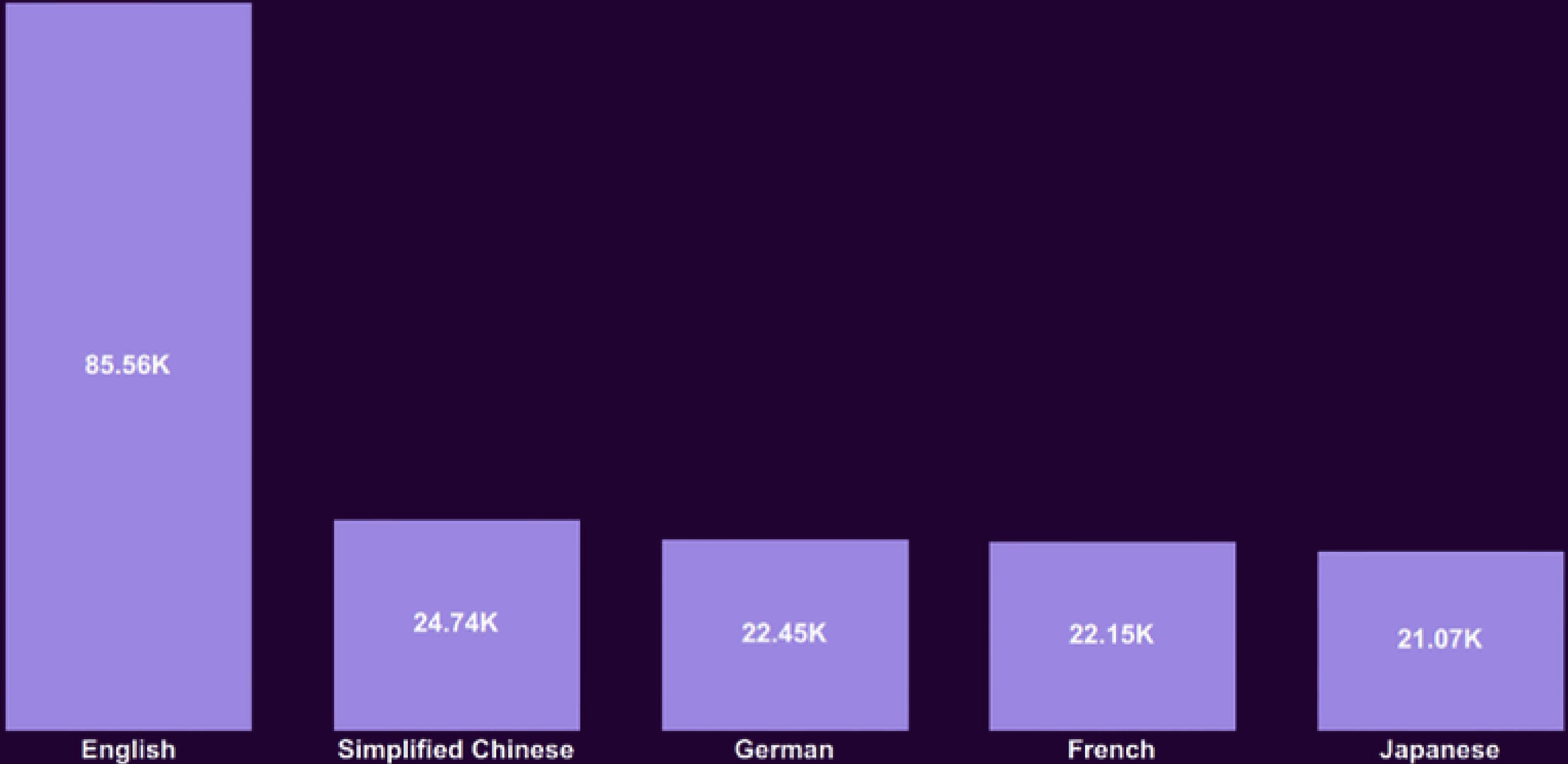
APPROACHES

- ★ SUPPORTED LANGUAGES
- ★ ESTIMATED OWNERS
- ★ AVERAGE PLAYTIME
- ★ POSITIVE RATING
- ★ RECOMMENDATIONS
- ★ TOP DEVELOPERS AND PUBLISHERS
- ★ GAMES OF TOP DEVELOPERS AND PUBLISHERS



**SUPPORTED
LANGUAGES**

MOST COMMONLY USED LANGUAGES

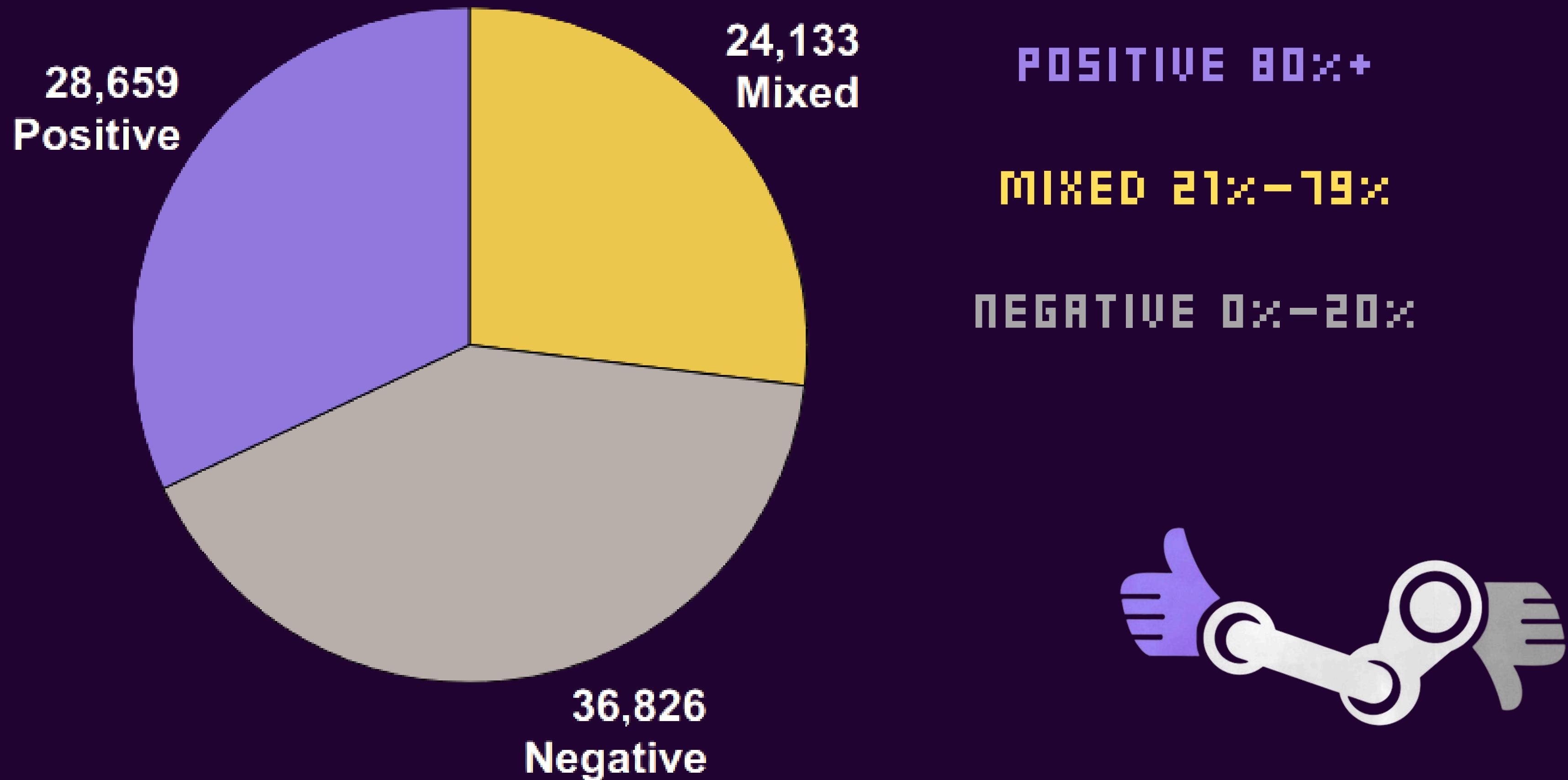




REVIEWS CATEGORY

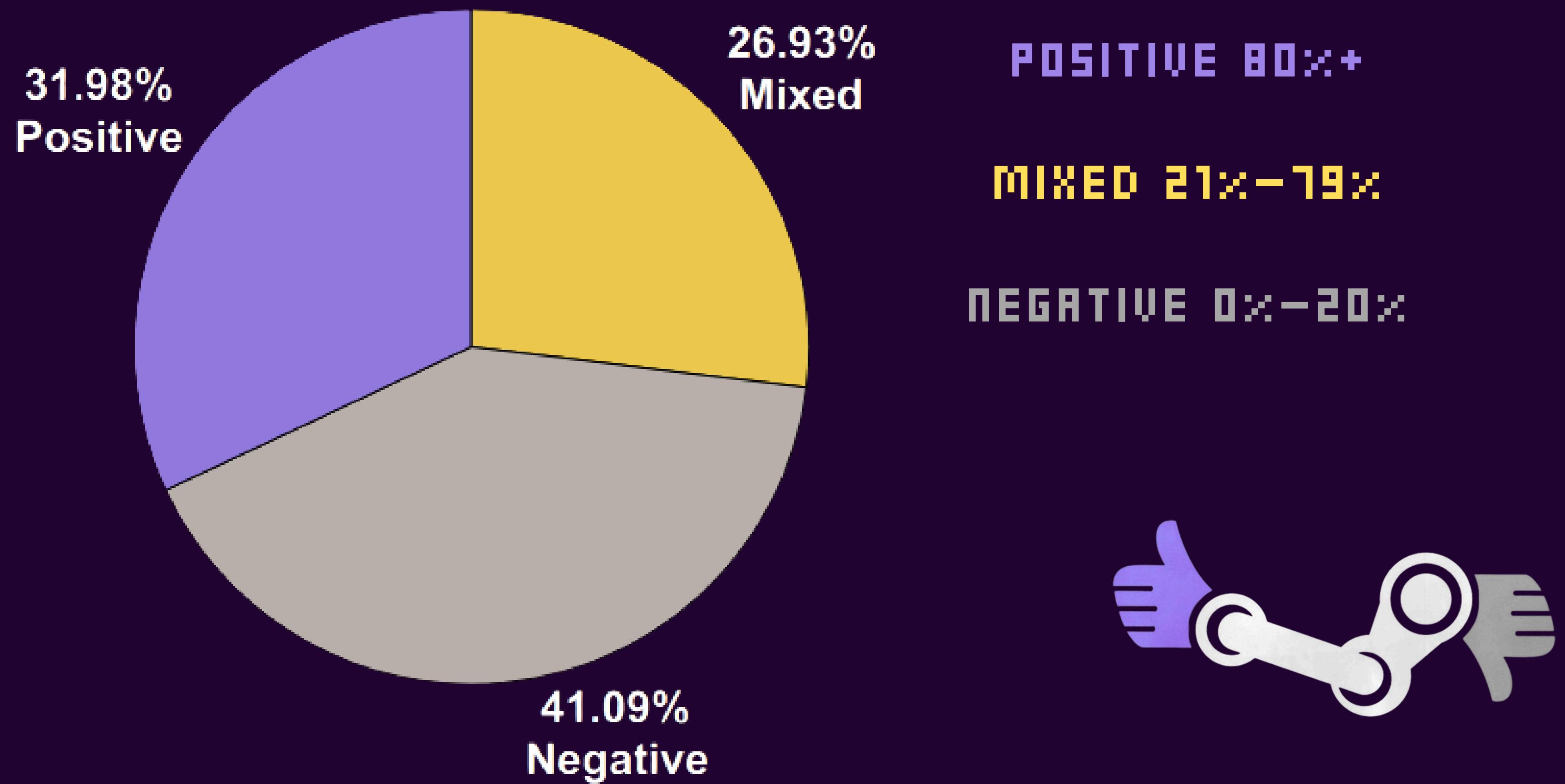
REVIEWS CATEGORY IN TOTAL NUMBERS

TOTAL GAMES: 89,618



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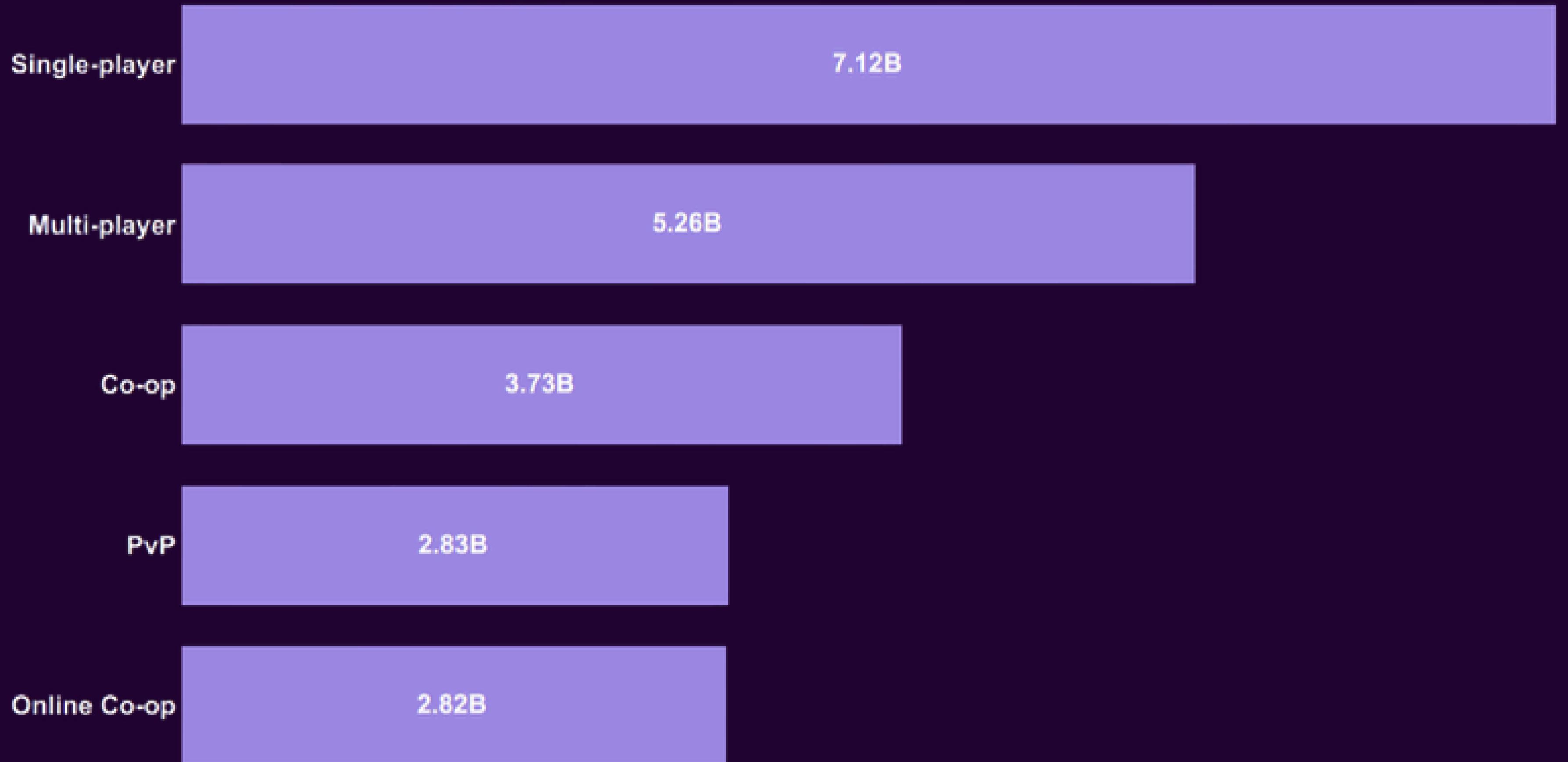


CATEGORY

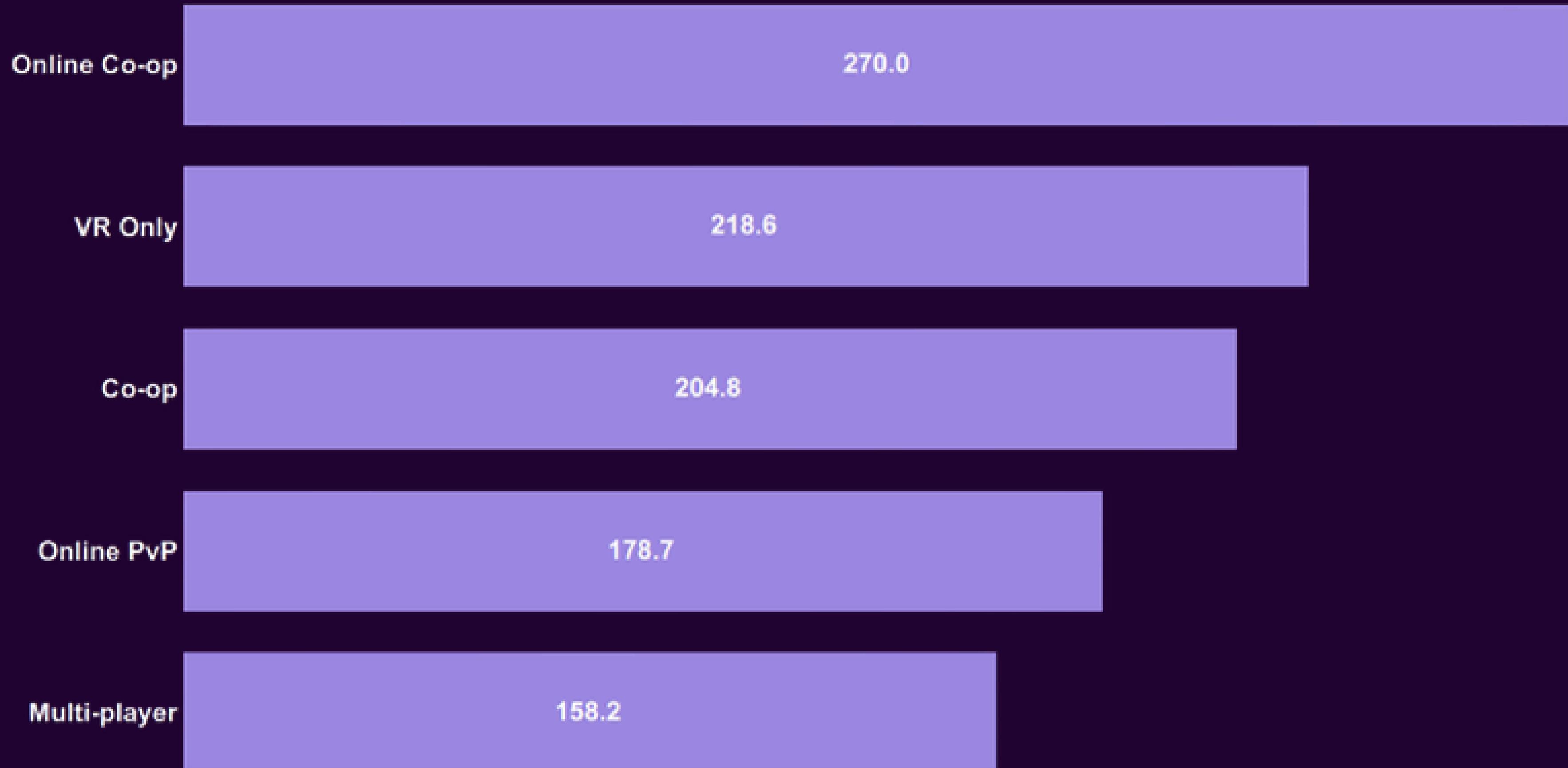
TOP 5 GAME CATEGORIES RANKED BY TOTAL GAMES



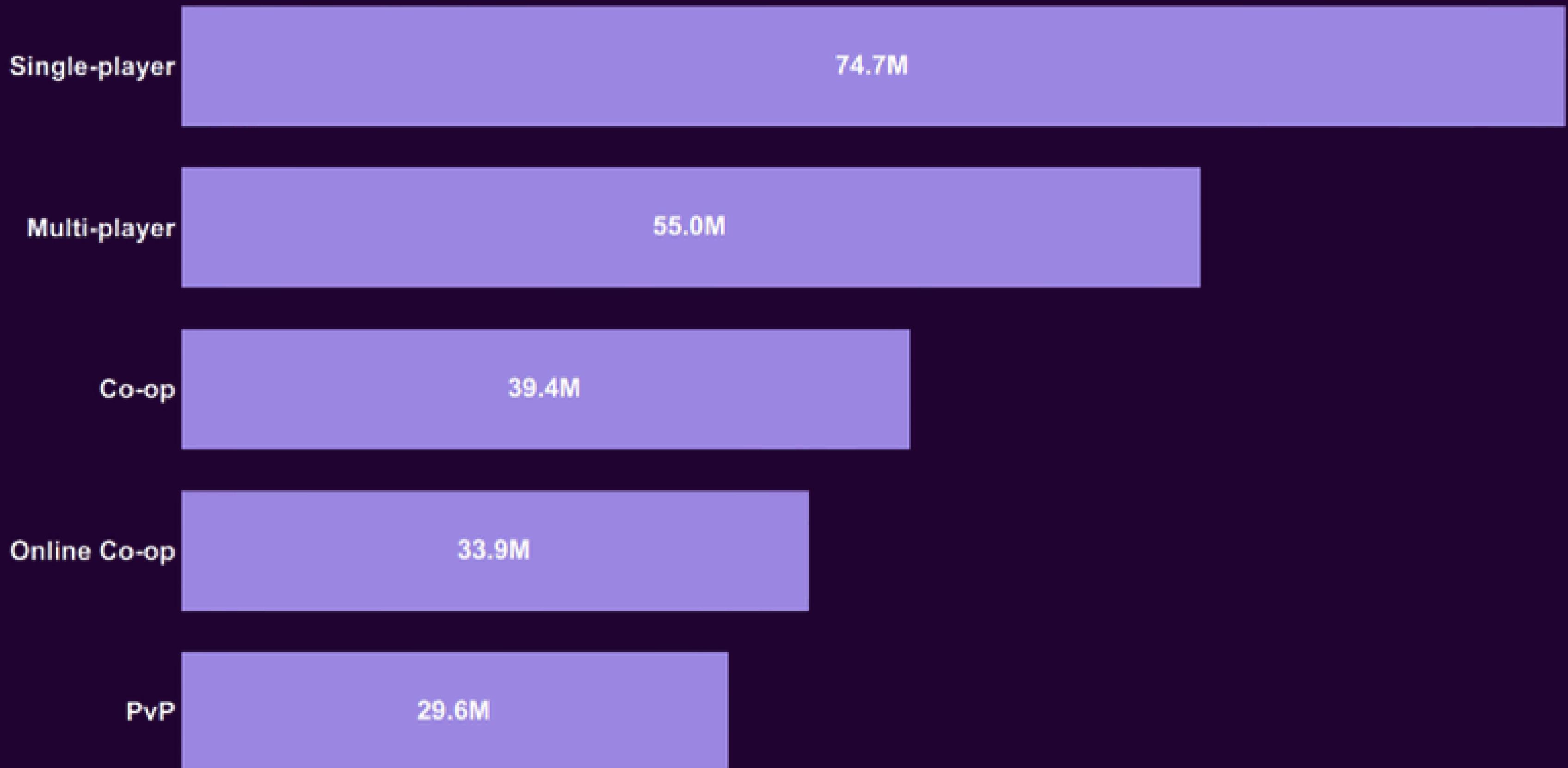
THE 5 BIGGEST FAN BASES: GAME CATEGORIES BY TOTAL OWNERS



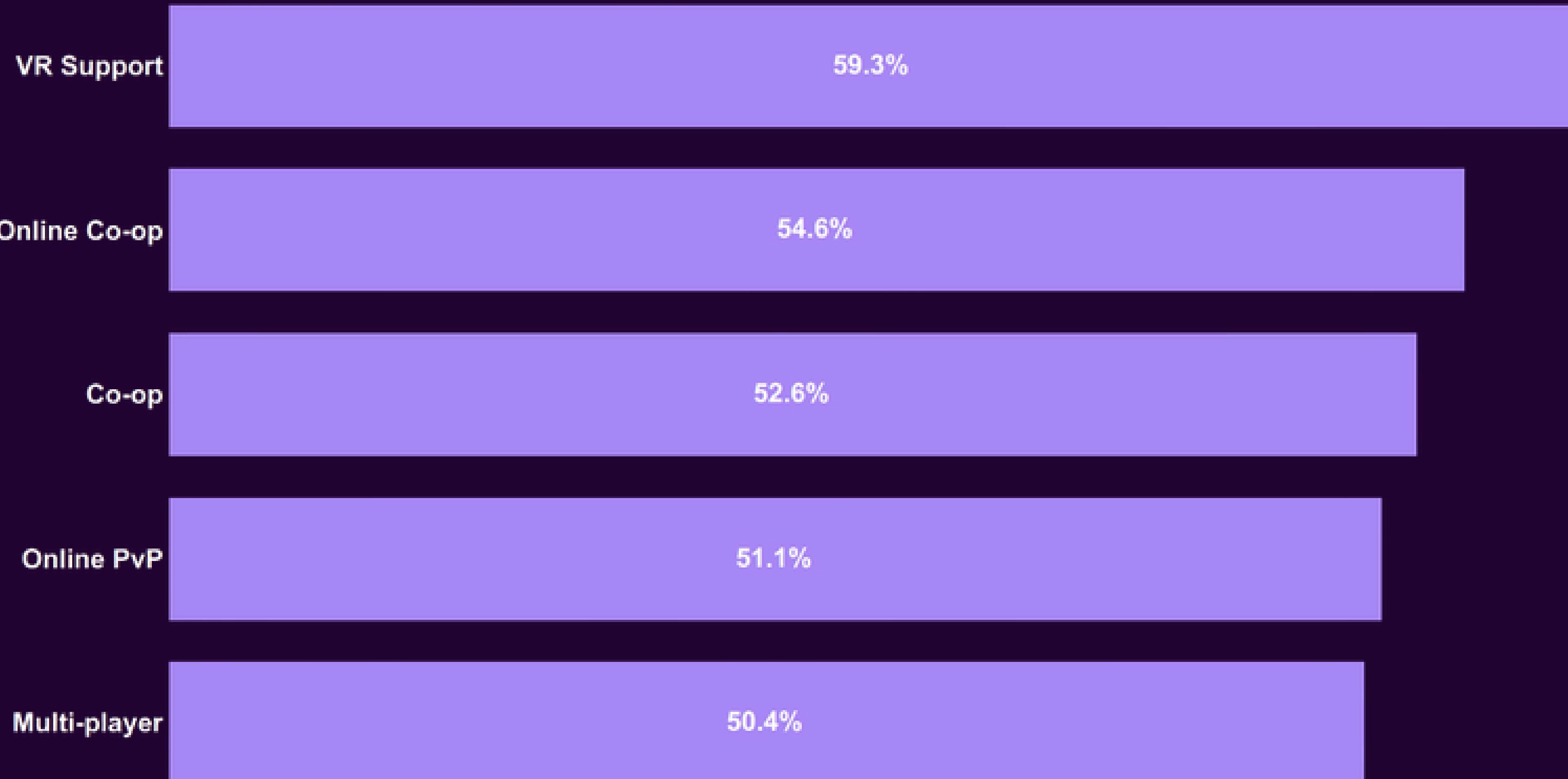
TOP 5 GAME CATEGORIES: RANKING BY AVERAGE MINUTES PLAYED



TOP 5 RECOMMENDED CATEGORIES: TOTAL PLAYER RECOMMENDATIONS



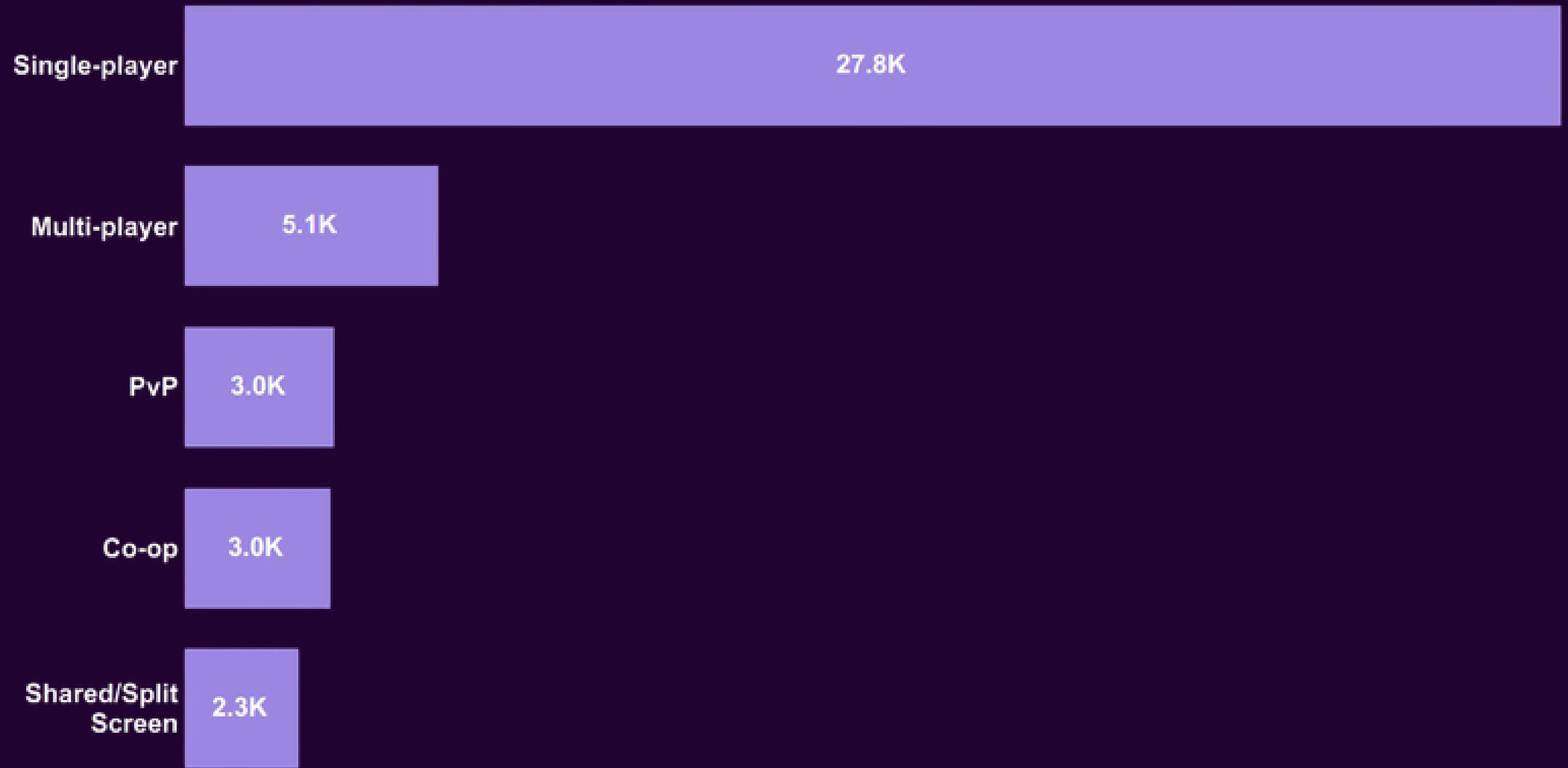
TOP 5 GAME CATEGORIES: RANKING BY AVERAGE PLAYER RATING



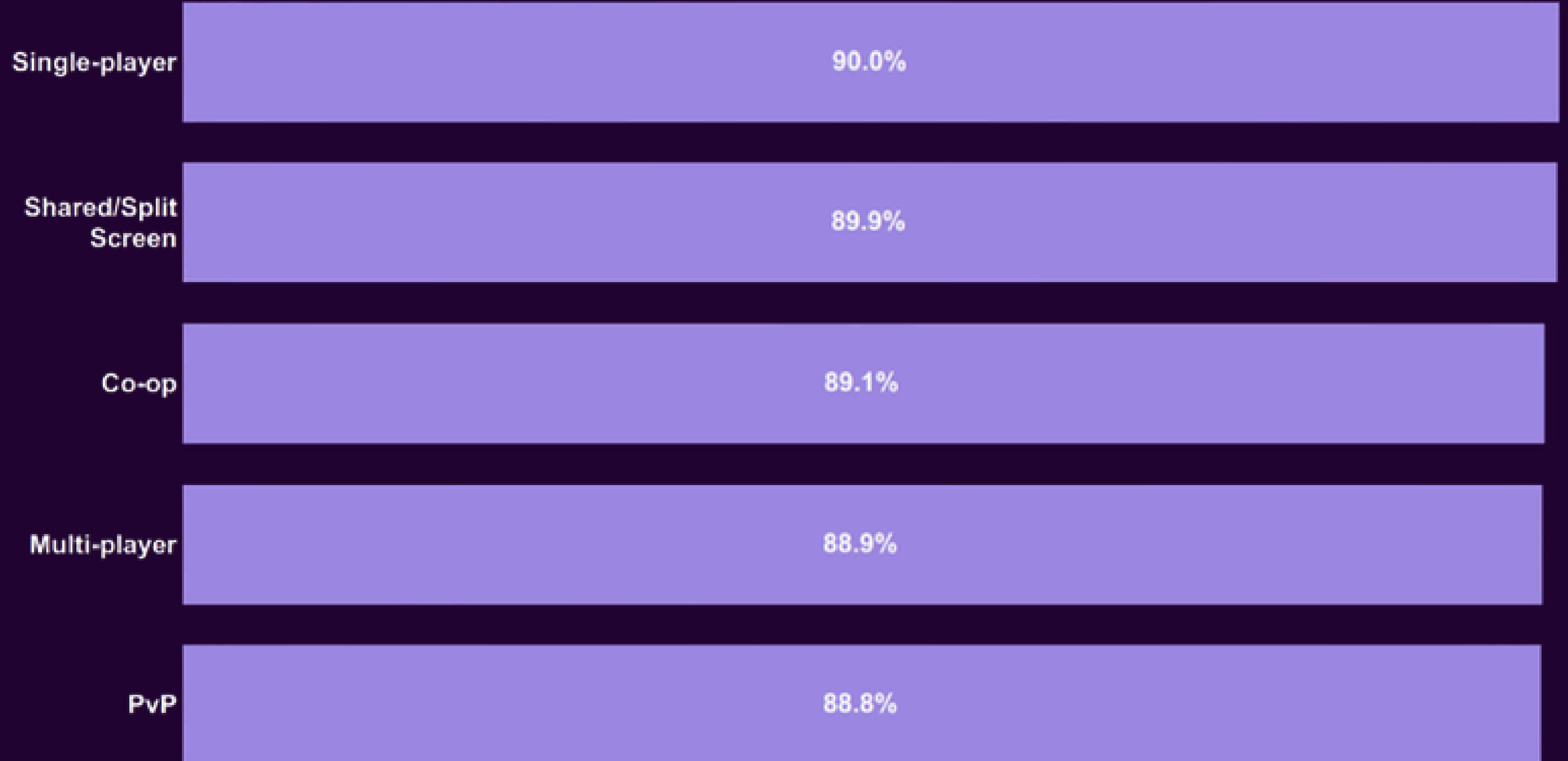


POSITIVE RATED CATEGORIES

TOP 5 CATEGORY MOST FREQUENTLY TO ACHIEVE POSITIVE RATING



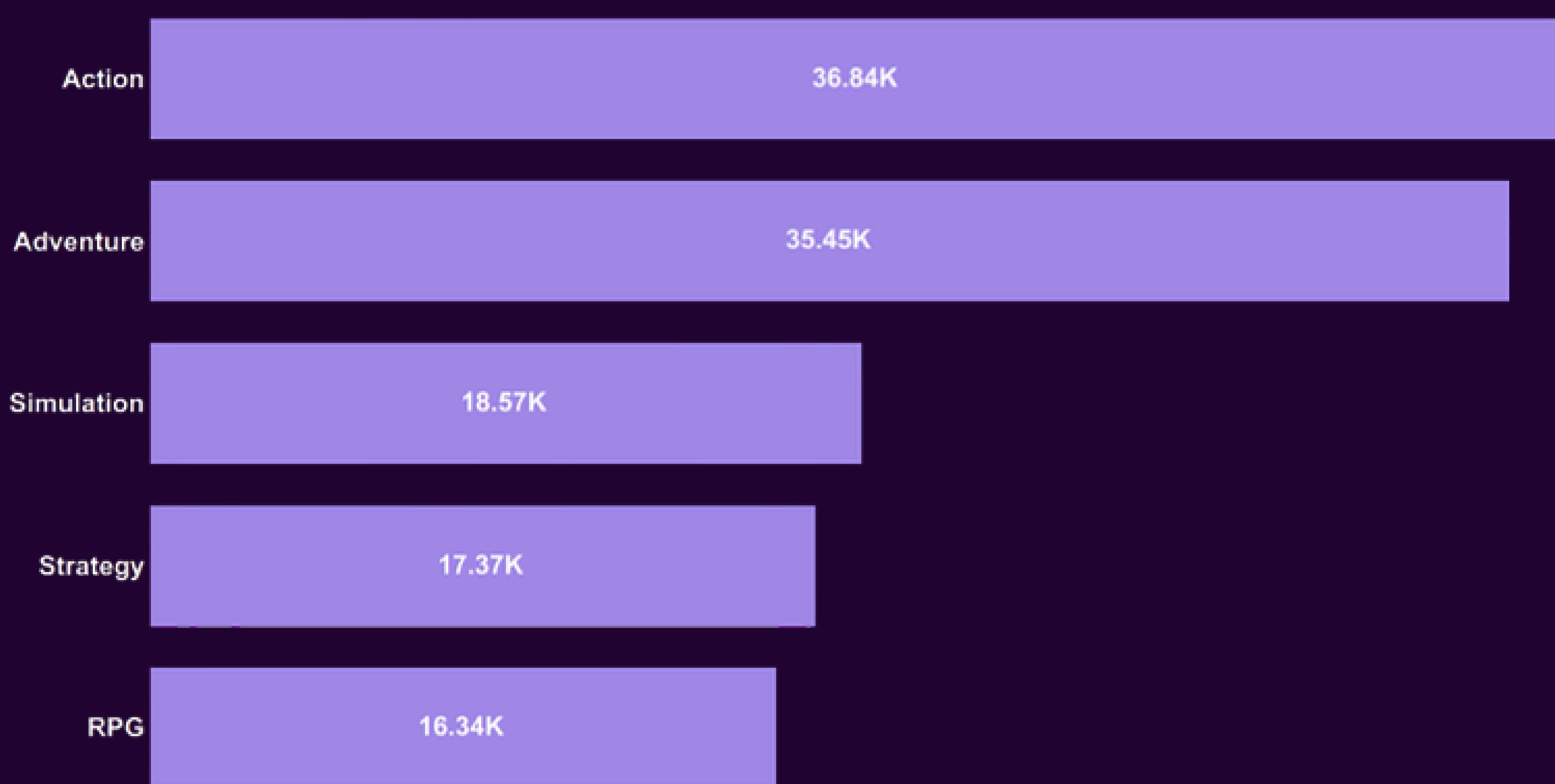
TOP 5 CATEGORY: RANKING BY AVERAGE POSITIVE RATING BY PERCENTAGE



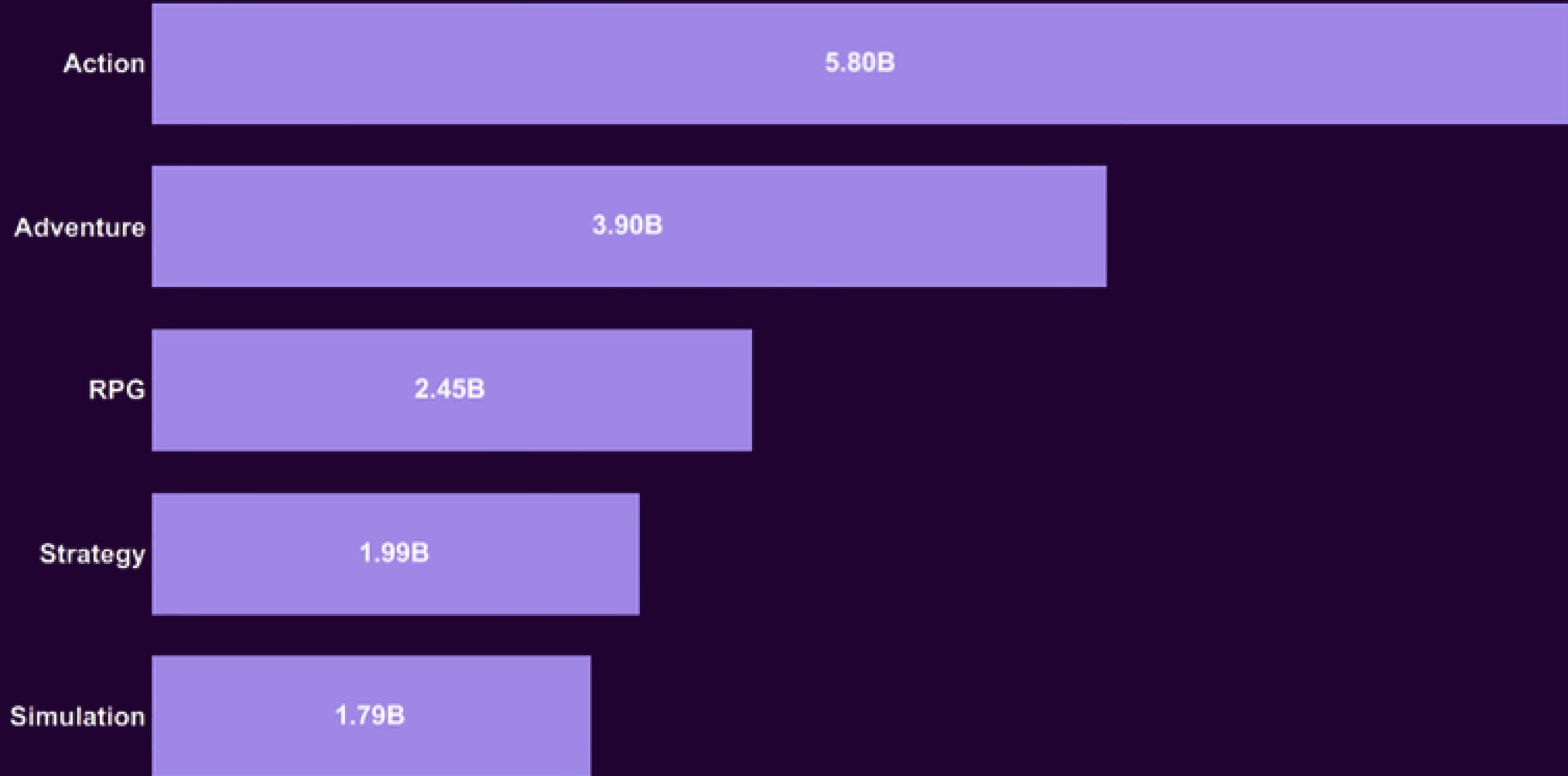


GENRE

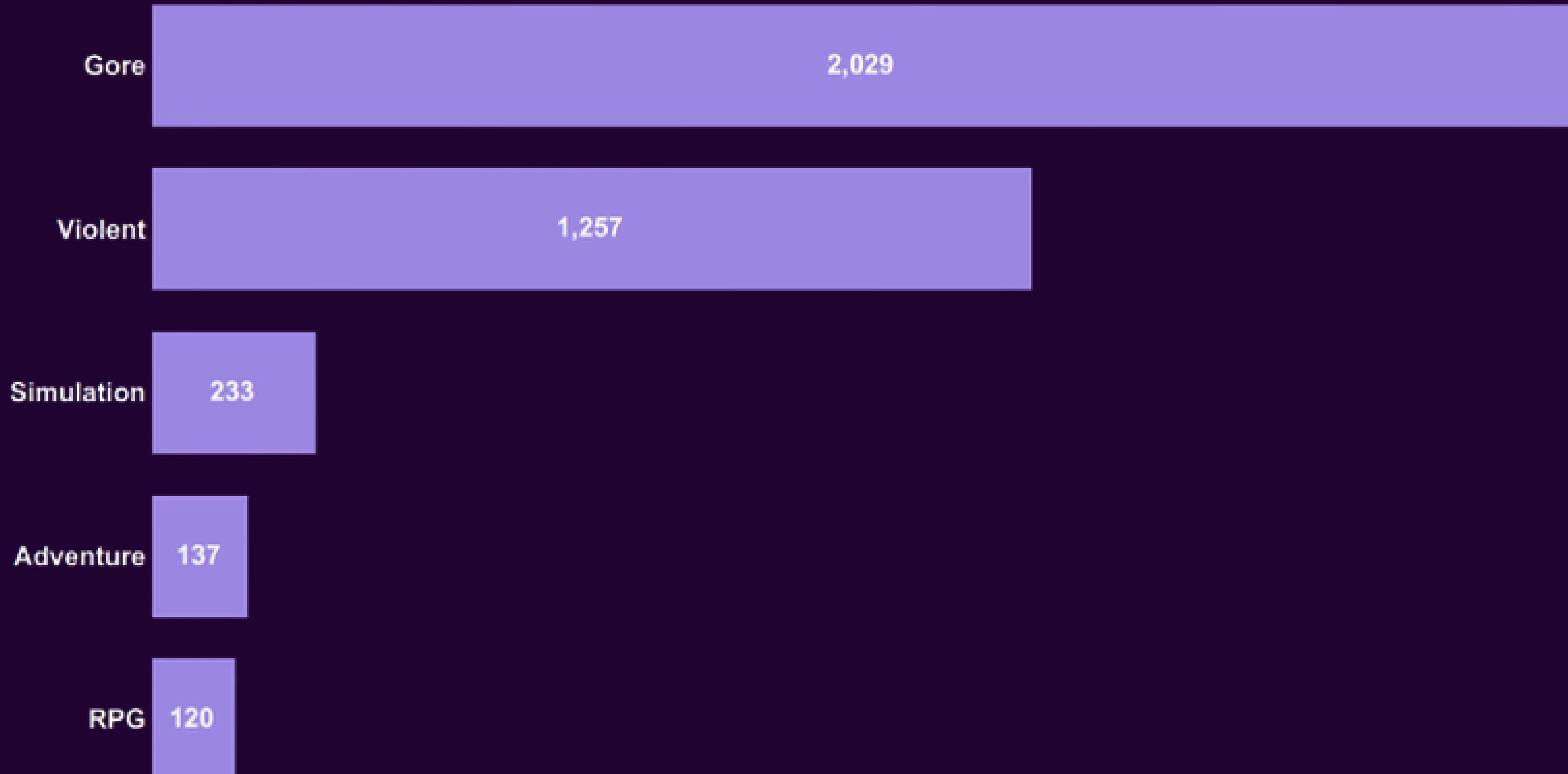
TOP 5 GAME GENRE RANKED BY TOTAL GAMES



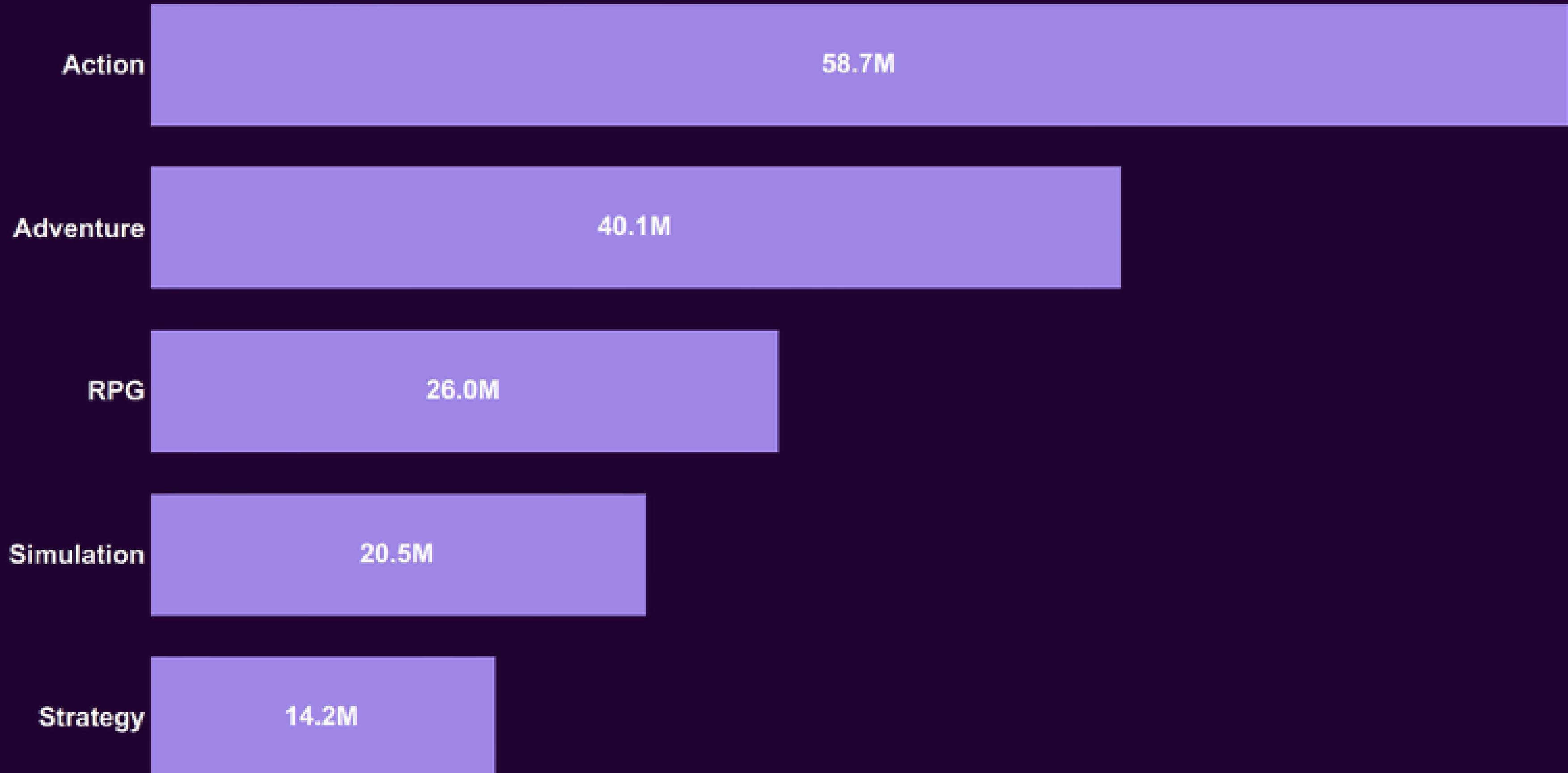
THE 5 BIGGEST FAN BASES BY GAME GENRE BY TOTAL OWNERS



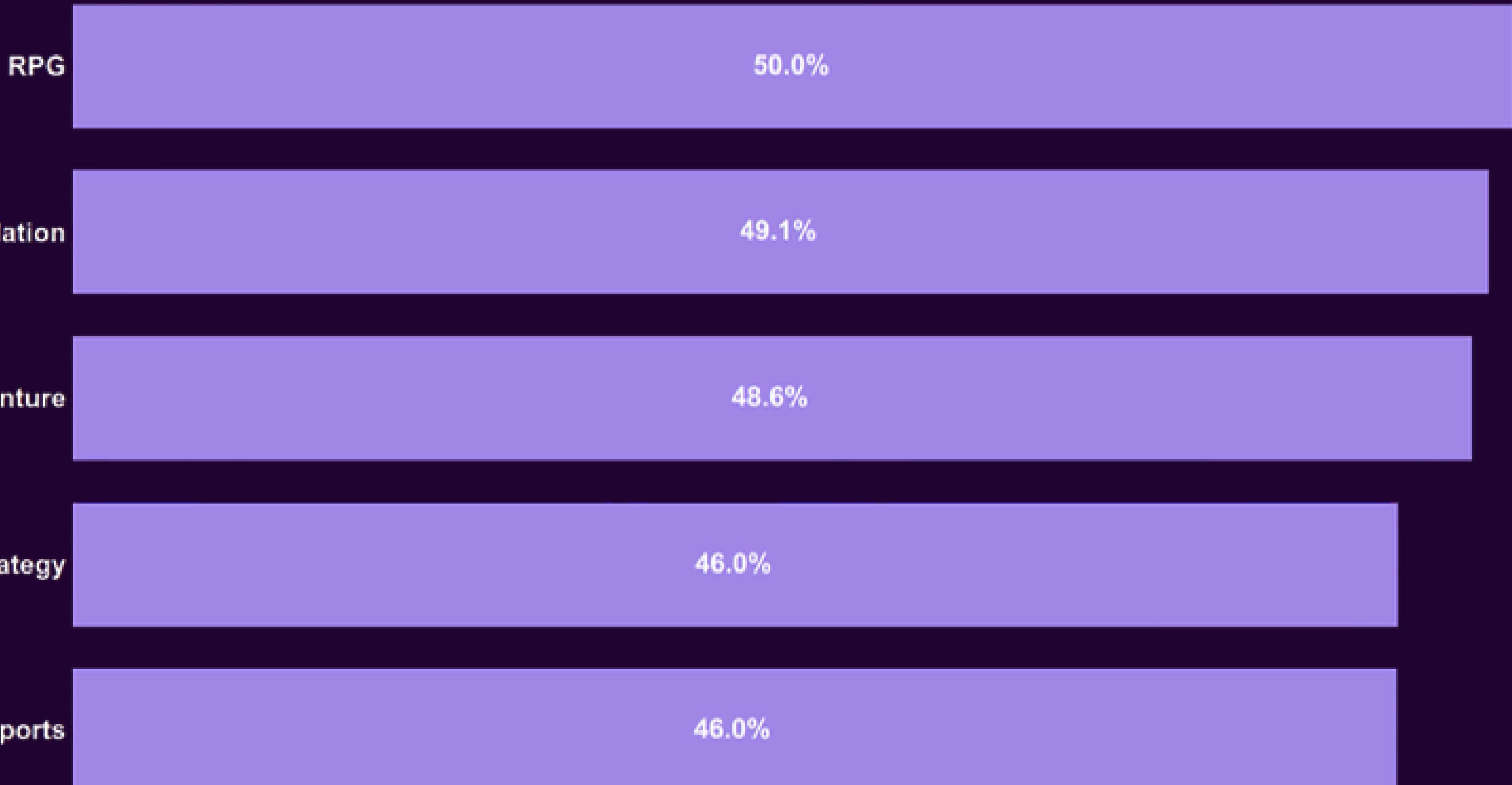
TOP 5 GAME GENRE: RANKING BY AVERAGE MINUTES PLAYED



TOP 5 RECOMMENDED GNERE: TOTAL PLAYER RECOMMENDATIONS



TOP 5 GAME GENRE: RANKING BY AVERAGE PLAYER RATING

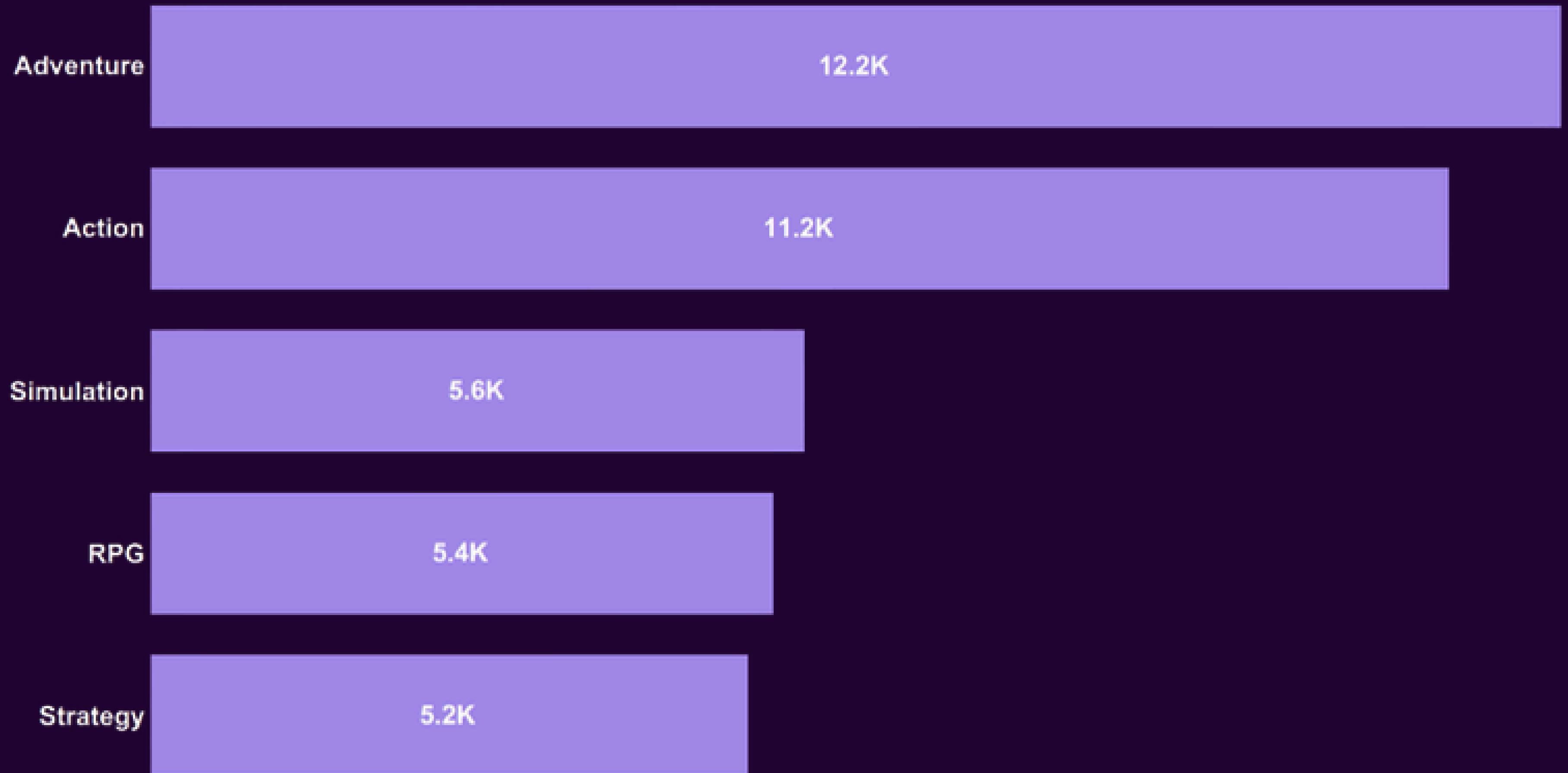




A pixel art scene featuring a dark purple background with a grid pattern. In the top left corner is a white crescent moon. The top right corner features a small, white, three-pronged alien ship. The center of the image contains the text "POSITIVE RATE OF GENE" in large, yellow-orange pixelated letters. The bottom of the image shows a colorful, abstract base composed of blue, purple, pink, and orange pixels.

POSITIVE
RATE OF GENE

TOP 5 GENRE MOST FREQUENTLY TO ACHIEVE POSITIVE RATING



TOP 5 GENRES: RANKING BY AVERAGE POSITIVE RATING BY PERCENTAGE

Adventure

89.9%

Sports

89.6%

RPG

89.4%

Simulation

89.2%

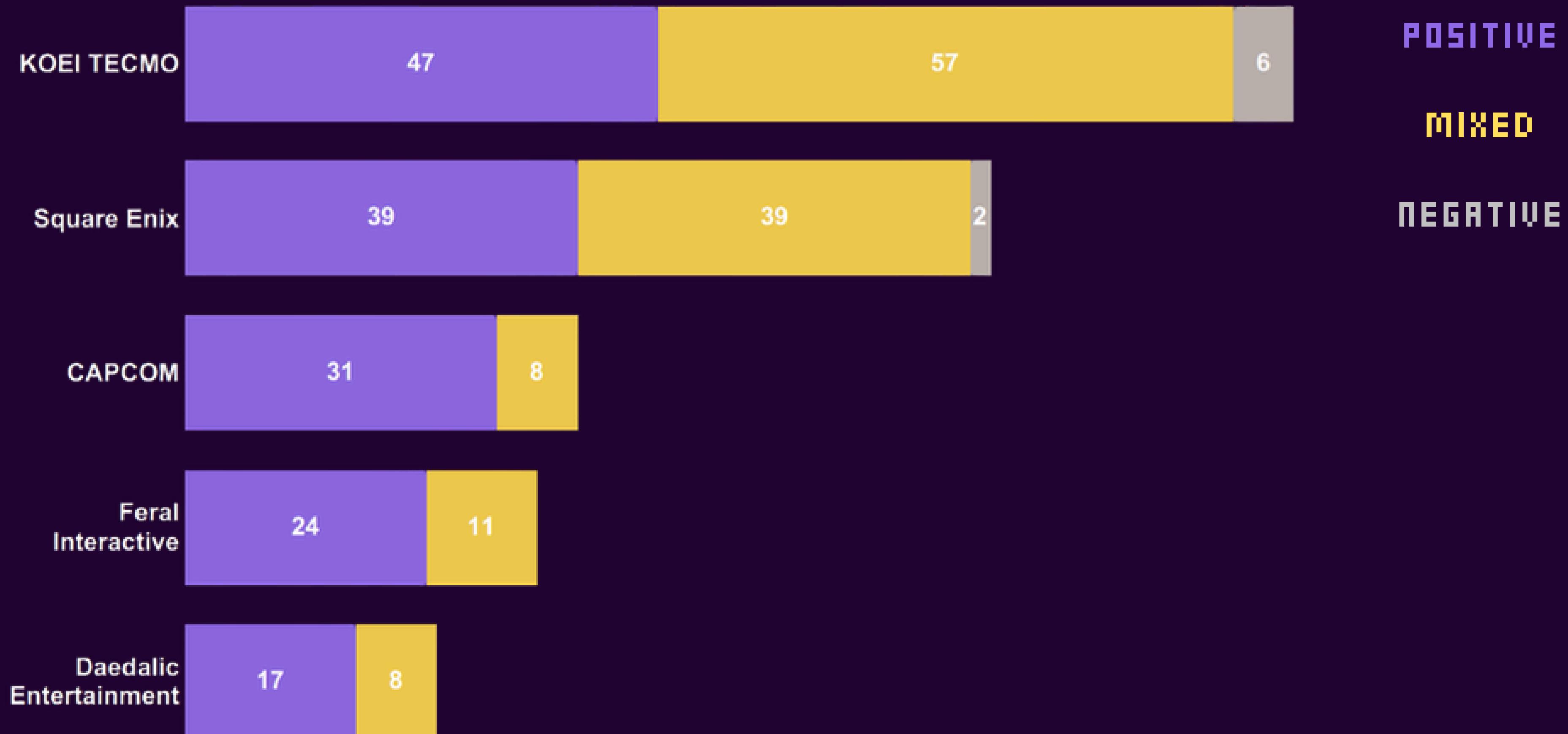
Strategy

89.1%



DEVELOPERS

TOP 5 DEVELOPERS RANKED BY THE NUMBER OF POSITIVELY REVIEWED GAMES





KOEI TECMO GAMES

SUCCESSFUL GAMES FROM LEADING DEVELOPERS

ATELIER MERURU



CATEGORY: SINGLE PLAYER

GENRE: RPG

ESTIMATED OWNERS: 10K

TOTAL AVERAGE PLAYTIME: 7,898 MINUTES

TOTAL POSITIVE REVIEWS: 95%

RECOMMENDATIONS: 274

NUMBER OF SUPPORTED LANGUAGES: 4

DYNASTY WARRIORS



CATEGORY: SINGLE PLAYER

GENRE: ADVENTURE - STRATEGY

ESTIMATED OWNERS: 890K

TOTAL AVERAGE PLAYTIME: 2,161 MINUTES

TOTAL POSITIVE REVIEWS: 93%

RECOMMENDATIONS: 11K

NUMBER OF SUPPORTED LANGUAGES: 9

SUCCESSFUL GAMES FROM LEADING DEVELOPERS

DRAGON QUEST



CATEGORY: SINGLE PLAYER

GENRE: ACTION - RPG - FANTASY

ESTIMATED OWNERS: 750K

TOTAL AVERAGE PLAYTIME: 3977 MINUTES

TOTAL POSITIVE REVIEWS: 93%

RECOMMENDATIONS: 8,406

NUMBER OF SUPPORTED LANGUAGES: 8

FINAL FANTASY IX



CATEGORY: SINGLE PLAYER

GENRE: ACTION - RPG - FANTASY

ESTIMATED OWNERS: 1.5M

TOTAL AVERAGE PLAYTIME: 3285 MINUTES

TOTAL POSITIVE REVIEWS: 94%

RECOMMENDATIONS: 9,951

NUMBER OF SUPPORTED LANGUAGES: 4

SUCCESSFUL GAMES FROM LEADING DEVELOPERS

RESIDENT EVIL 4



CATEGORY: SINGLE PLAYER

GENRE: ACTION, HORROR

ESTIMATED OWNERS: 7,500,000

TOTAL AVERAGE PLAYTIME: 2,006 MINUTES

TOTAL POSITIVE REVIEWS: 97%

RECOMMENDATIONS: 110K

NUMBER OF SUPPORTED LANGUAGES: 14

DEVIL MAY CRY 5



CATEGORY: SINGLE PLAYER, ONLINE CO-OP

GENRE: ACTION, GORE

ESTIMATED OWNERS: 7,500,000

TOTAL AVERAGE PLAYTIME: 860 MINUTES

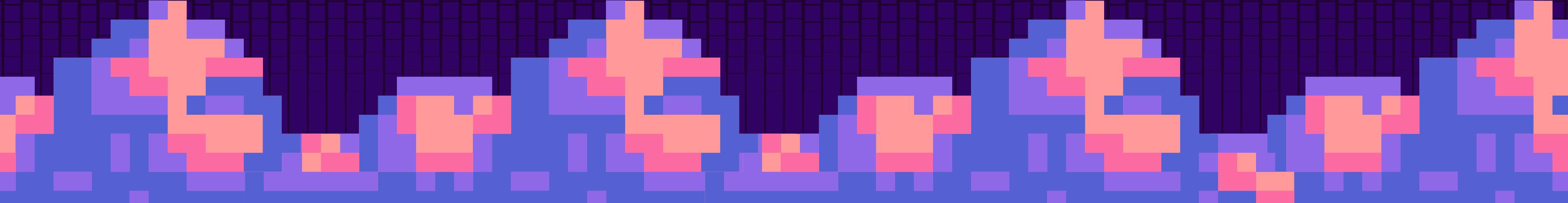
TOTAL POSITIVE REVIEWS: 96%

RECOMMENDATIONS: 91K

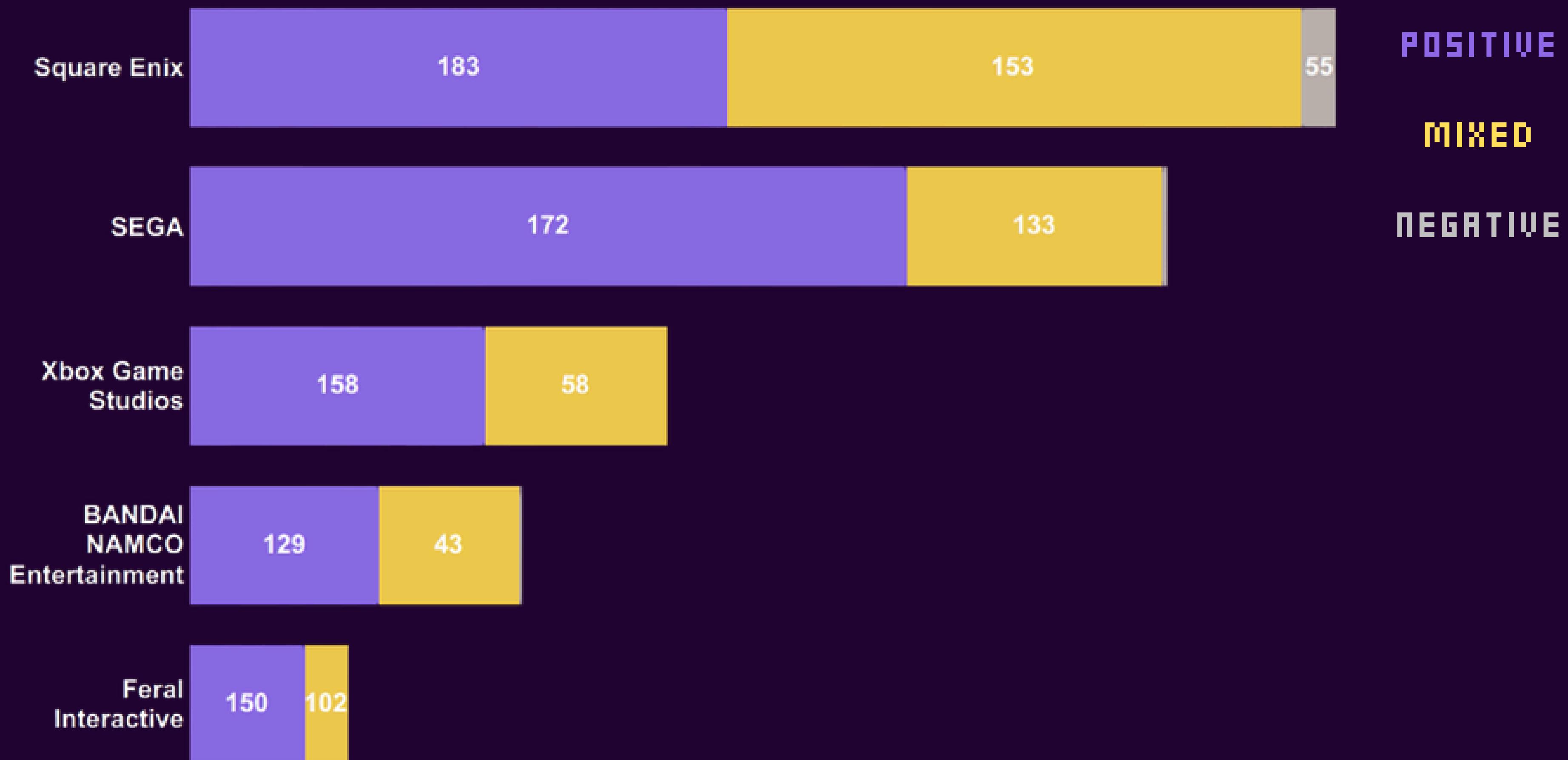
NUMBER OF SUPPORTED LANGUAGES: 12



PUGLISHERS



TOP PUBLISHERS RANKED BY THE NUMBER OF POSITIVELY REVIEWED GAMES



★ ★ ★ ★ ★
SUCCESSFUL GAMES PUBLISHED BY LEADING PUBLISHERS**PERSONA 4 GOLDEN****CATEGORY:** SINGLE PLAYER**GENRE:** RPG**ESTIMATED OWNERS:** 1.5M**TOTAL AVERAGE PLAYTIME:** 4,080 MINUTES**TOTAL POSITIVE REVIEWS:** 97%**RECOMMENDATIONS:** 64K**NUMBER OF SUPPORTED LANGUAGES:** 9**SONIC X SHADOW
GENERATIONS****CATEGORY:** SINGLE PLAYER**GENRE:** ACTION**ESTIMATED OWNERS:** 150K**TOTAL AVERAGE PLAYTIME:** 533 MINUTES**TOTAL POSITIVE REVIEWS:** 97%**RECOMMENDATIONS:** 64K**NUMBER OF SUPPORTED LANGUAGES:** 13

SUCCESSFUL GAMES PUBLISHED BY LEADING PUBLISHERS

ORI AND THE WILL OF THE WISPS



CATEGORY: SINGLE PLAYER

GENRE: PLATFORMER

ESTIMATED OWNERS: 3.5M

TOTAL AVERAGE PLAYTIME: 863 MINUTES

TOTAL POSITIVE REVIEWS: 96%

RECOMMENDATIONS: 124K

NUMBER OF SUPPORTED LANGUAGES: 21

AGE OF EMPIRES II



CATEGORY: SINGLE PLAYER - PVP - CO-OP

GENRE: STRATEGY

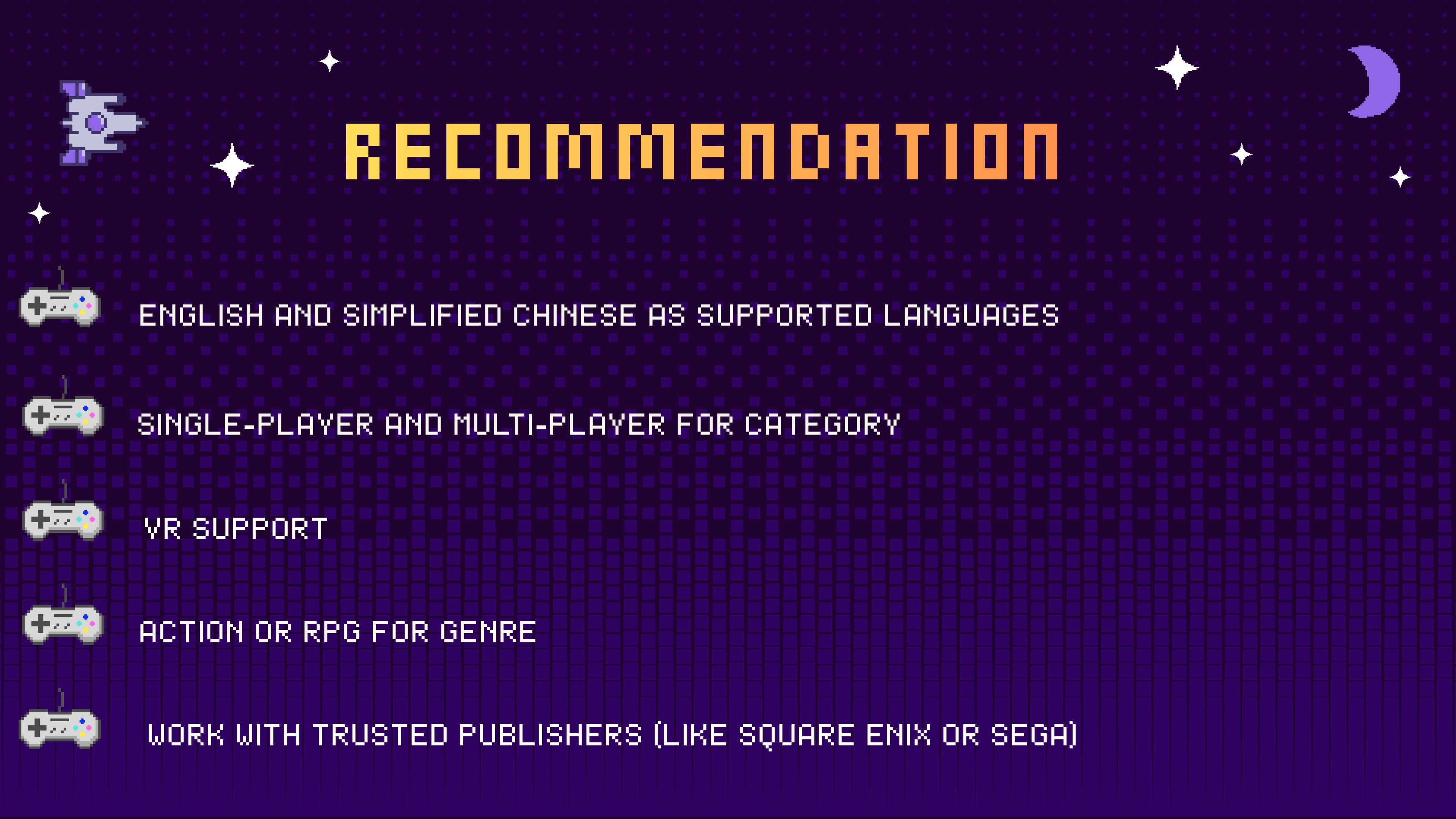
ESTIMATED OWNERS: 3.5M

TOTAL AVERAGE PLAYTIME: 2,781 MINUTES

TOTAL POSITIVE REVIEWS: 95%

RECOMMENDATIONS: 83K

NUMBER OF SUPPORTED LANGUAGES: 17



RECOMMENDATION



ENGLISH AND SIMPLIFIED CHINESE AS SUPPORTED LANGUAGES



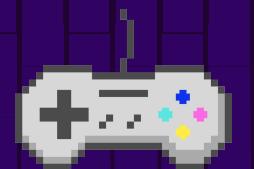
SINGLE-PLAYER AND MULTI-PLAYER FOR CATEGORY



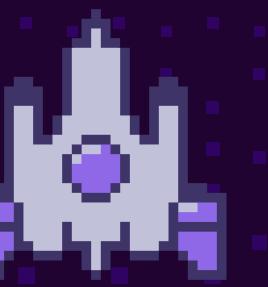
VR SUPPORT



ACTION OR RPG FOR GENRE



WORK WITH TRUSTED PUBLISHERS (LIKE SQUARE ENIX OR SEGA)



THANKYOU!!

GOODBYE!

