

# Player's behavior analysis

## Objetives

- Analyse the most common and best-rated genres
- Explore how game publishing trends has changed over time
- Investigate the relationship between price and review scores
- Identify top-performing developers and publishers
- which genres tend to grow and which ones tend to fall
- How global salaries impact gaming

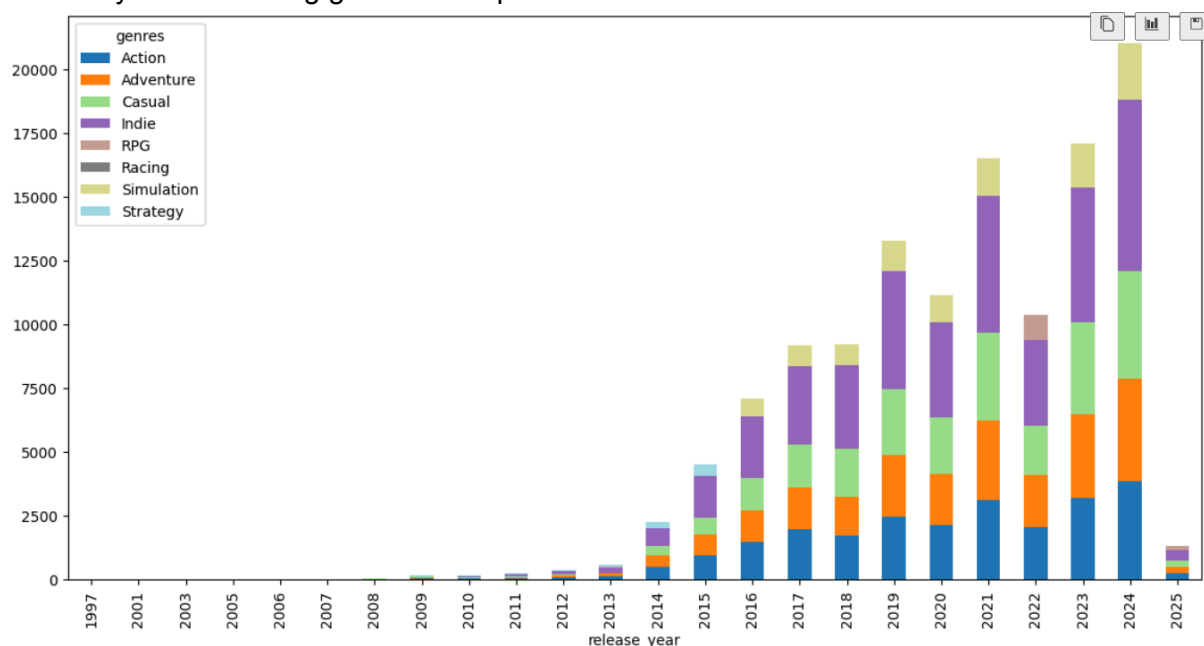
## Data

## Fonts

- <https://www.kaggle.com/datasets/srgiomanhes/steam-games-dataset-2025>

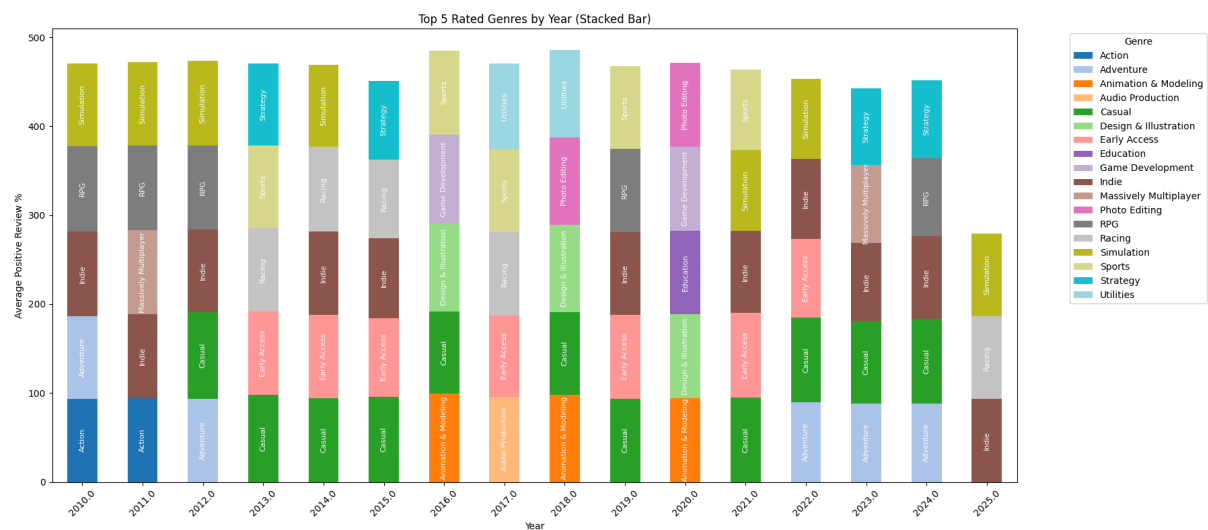
## over the years

In recent years, there has been a massive growth in indie games. This trend is deeply connected to the open-source movement and its pivotal changes around 2014. Unity and Blender became industry standards, and Godot was born. Combined with the rise of platforms like Steam—which allowed developers to publish games without a traditional publisher—these shifts enabled people to create and release their own games for free, effectively democratizing game development



Throughout the analyzed period, certain genres have consistently maintained high levels of approval among players. Notably, \*Action\*, \*Adventure\*, \*RPG\*, and \*Indie\* stand out for

These genres demonstrate a sustained popularity and strong perceived quality, positioning themselves as key pillars of the gaming market over the past decade. Their recurring presence at the top suggests a deep alignment with player preferences and an ability to adapt to both independent and mainstream development trends.

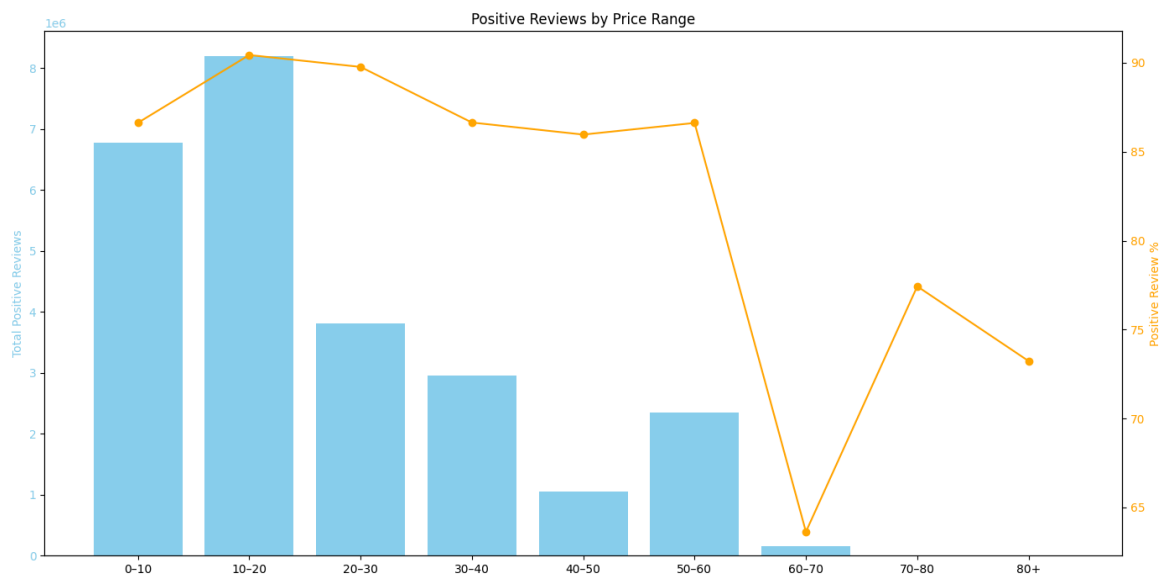


## The price

The data reveals a compelling trend: games priced between **\*\*\$10 and \$20 USD\*\*** receive both the **\*\*highest volume of positive reviews\*\*** and the **\*\*highest percentage of approval\*\***. This suggests that players perceive strong value in this price range, which is often dominated by **\*\*indie titles\*\*** and mid-tier productions.

In contrast, higher-priced games—typically associated with **\*\*AAA studios\*\***—show a decline in both total positive reviews and approval percentage. This may reflect growing skepticism toward premium-priced titles, especially when expectations around innovation, polish, or post-launch support are not met.

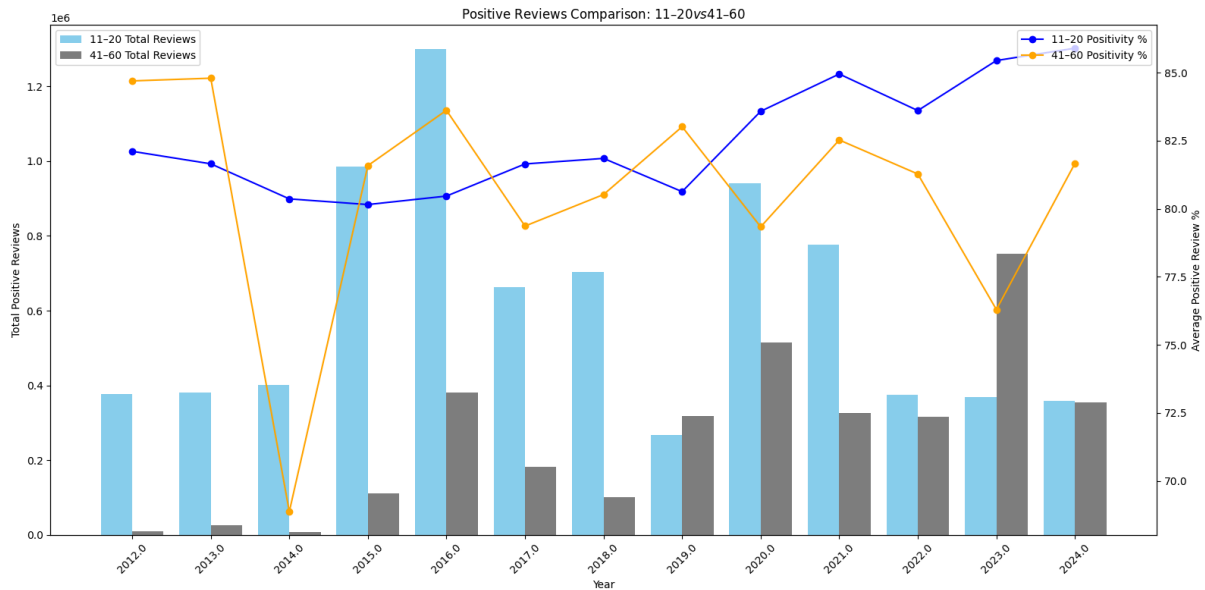
These findings highlight a shift in consumer sentiment: players increasingly reward **\*\*creativity, accessibility, and value\*\*** over production scale. For developers and publishers, this underscores the importance of aligning pricing strategies with perceived value and audience expectations.



This chart compares the total number of positive reviews and the average positivity percentage for two key price ranges: \$11–20 USD and \$41–60 USD. The data reveals a consistent advantage for mid-priced games, which not only attract more positive reviews but also maintain higher approval ratings.

Notably, the AAA segment experienced a sharp decline in positivity in 2014, possibly linked to controversial releases or unmet expectations. Although the segment recovered in subsequent years, it never surpassed the mid-priced range in player satisfaction.

These findings suggest a shift in consumer preferences toward accessible, high-value experiences, and highlight the importance of aligning pricing strategies with perceived quality and market expectations.

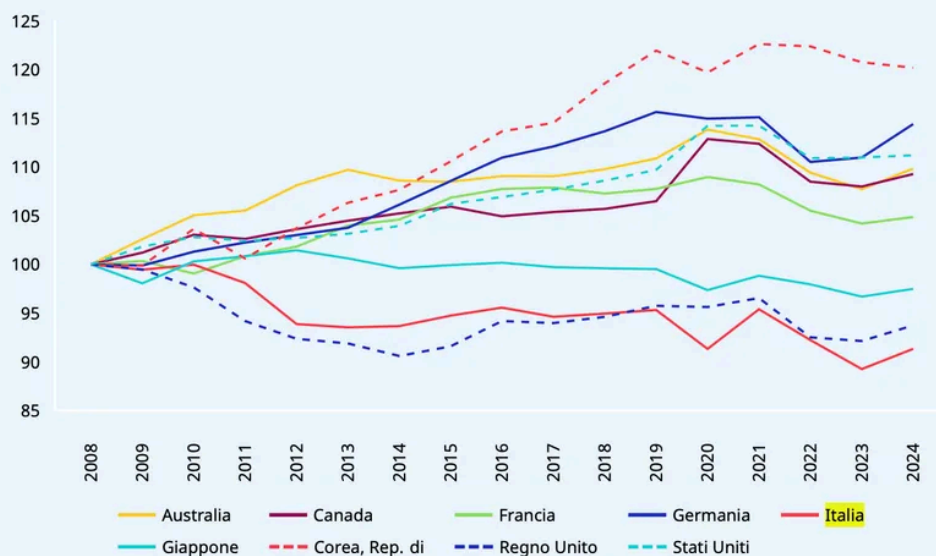


Between 2021 and 2022, there was a notable decline in the approval of AAA games (priced between \$41–60 USD), both in terms of total positive reviews and average positivity percentage. This trend coincides with a real wage decline in the United States during the same period, as reported by the ILO's Global Wage Report

The correlation suggests that players are increasingly sensitive to game pricing, especially in economically challenging times. While AAA titles continue to command premium prices, consumers appear to favor experiences that offer greater perceived value at lower cost—such as games in the \$11–20 USD range.

The gaming industry, traditionally driven by technological scale and production value, now faces the challenge of aligning its business models with the financial realities of its audience. This shift may signal a structural change in market dynamics, favoring more accessible, player-centric offerings.

► **Grafico 1. Indice medio dei salari reali nei paesi ad economia avanzata del G20**



**Fonte:** Stime dell'OIL basate su dati ufficiali provenienti da fonti nazionali.

# Developers , Games and Publishers

Over the years, certain developers, titles, and publishers have consistently stood out in terms of player approval and market dominance. Companies like Valve, Ubisoft, Rockstar, and Bethesda have built strong reputations through high-budget productions, large-scale marketing campaigns, and cutting-edge technical standards.

However, the data reveals a deeper truth: long-term success is not solely driven by investment volume, but by the ability to deliver authentic, innovative, and player-centric experiences. The top 10 most highly rated games are dominated by independent and mid-budget titles, most priced under \$40 USD.

This pattern suggests that players prioritize originality, enjoyment, and accessibility over hyper-realistic graphics or demanding system requirements. In a market where not all users have access to high-end hardware, the games that truly resonate are those that surprise, entertain, and connect on a human level.

The gaming industry, constantly evolving, appears to be redefining the concept of value—not as a function of budget, but as the result of understanding what players seek and delivering memorable experiences that stand the test of time.

top games (positive reviews)

Name	Developers	Publishers	Positive %	Price (USD)	Total Positive
Counter-Strike 2	['Valve']	['Valve']	86.5%	\$0.00	1,107,275
Terraria	['Re-Logic']	['Re-Logic']	97.7%	\$9.99	531,256
Clancy's Rainbow Six® Siege	['Ubisoft Montreal']	['Ubisoft']	84.9%	\$19.99	485,431
Grand Theft Auto V	['Rockstar North']	['Rockstar Games']	83.4%	\$0.00	460,190
HELLDIVERS™ 2	['Arrowhead Game Studios']	['PlayStation Publishing LLC']	81.3%	\$39.99	441,634
Rust	['Facepunch Studios']	['Facepunch Studios']	87.2%	\$39.99	414,683
Baldur's Gate 3	['Larian Studios']	['Larian Studios']	96.9%	\$59.99	375,946
Stardew Valley	['ConcernedApe']	['ConcernedApe']	98.9%	\$14.99	335,383
Among Us	['Innersloth']	['Innersloth']	92.2%	\$4.99	331,567
Phasmophobia	['Kinetic Games']	['Kinetic Games']	96.3%	\$19.99	304,349

top games (positive percentual)

Name	Developers	Publishers	Positive %	Price (USD)	Total Positive
Stardew Valley	['ConcernedApe']	['ConcernedApe']	98.9%	\$14.99	335,383
People Playground	['mestiez']	['Studio Minus']	98.8%	\$9.99	151,266
Hades	['Supergiant Games']	['Supergiant Games']	98.6%	\$24.99	126,253
Factorio	['Wube Software LTD.']	['Wube Software LTD.']	98.3%	\$35.00	101,045
Wallpaper Engine	['Wallpaper Engine Team']	['Wallpaper Engine Team']	98.2%	\$4.99	195,460
Deep Rock Galactic	['Ghost Ship Games']	['Coffee Stain Publishing']	98.0%	\$29.99	152,319
RimWorld	['Ludeon Studios']	['Ludeon Studios']	98.0%	\$34.99	99,850
Terraria	['Re-Logic']	['Re-Logic']	97.7%	\$9.99	531,256
Euro Truck Simulator 2	['SCS Software']	['SCS Software']	97.6%	\$19.99	118,558
Satisfactory	['Coffee Stain Studios']	['Coffee Stain Publishing']	97.5%	\$39.99	106,151

top publishers

Publisher	Total Positive Reviews	Avg Positivity %	Titles
Valve	1,167,852	83.5%	4
Rockstar Games	780,994	78.8%	12
Ubisoft	710,890	75.2%	55
PlayStation Publishing LLC	604,146	83.1%	13
Bethesda Softworks	564,245	77.3%	33
Xbox Game Studios	531,829	84.0%	22
Re-Logic	531,572	83.5%	2
SEGA	509,502	85.2%	70
Coffee Stain Publishing	506,406	91.8%	11
Larian Studios	464,140	88.4%	5

top developers

Developer	Total Positive Reviews	Avg Positivity %	Titles
Valve	1,167,947	78.5%	5
Ubisoft Montreal	602,938	77.2%	13
Re-Logic	531,256	97.7%	1
Rockstar North	506,945	81.8%	2
Larian Studios	464,140	88.4%	5
Arrowhead Game Studios	450,158	86.4%	2
Facepunch Studios	415,360	85.3%	3
Bethesda Game Studios	335,673	77.8%	7
ConcernedApe	335,383	98.9%	1
Innersloth	331,567	92.2%	1