Gamers of Apple and Android: A subreddit Analysis

ALLAN MERRICK

SECTIONS

PROBLEM STATEMENT

As an indie game development team, we have a few initial considerations:
- Culture
- Budget
- Community

Goal : Navigate the polarizing nature of mobile gamers to select the best market for initial release

Executive Summary

Gamers have polarizing identification preferences that we'd like to assess for future advertising and community outreach.
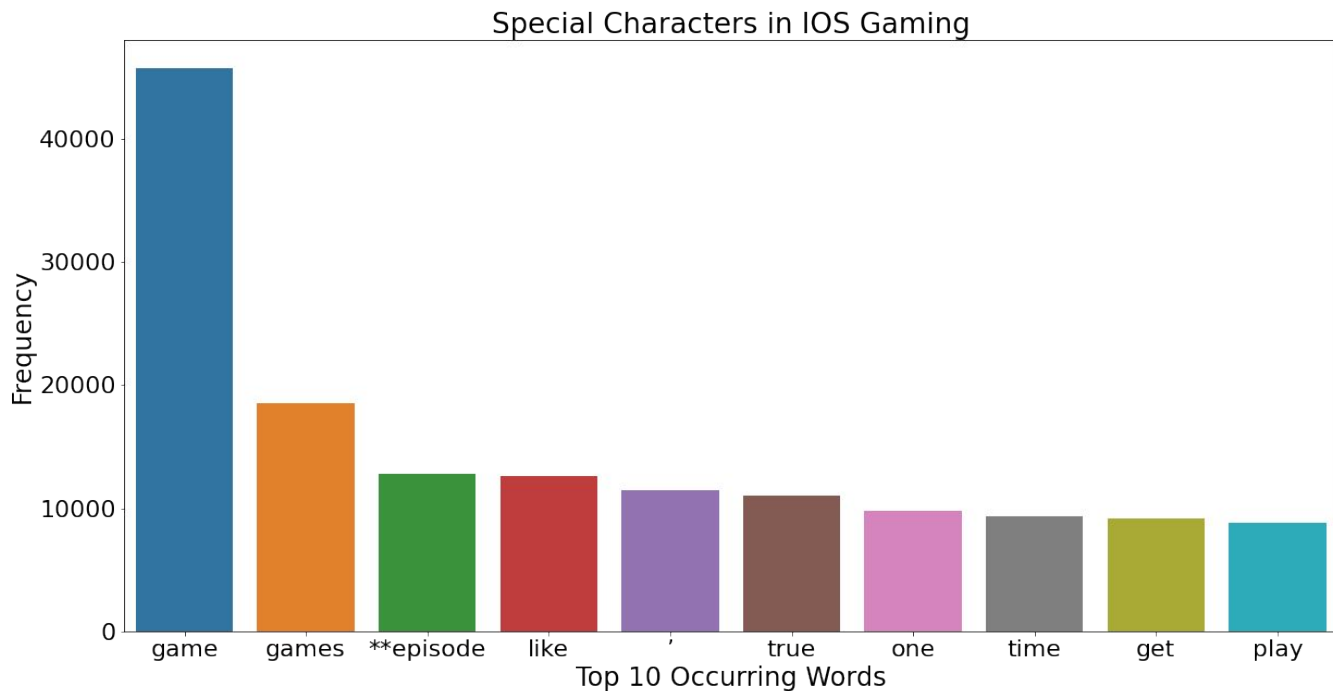
- Model Scoring

- Market barriers of entry
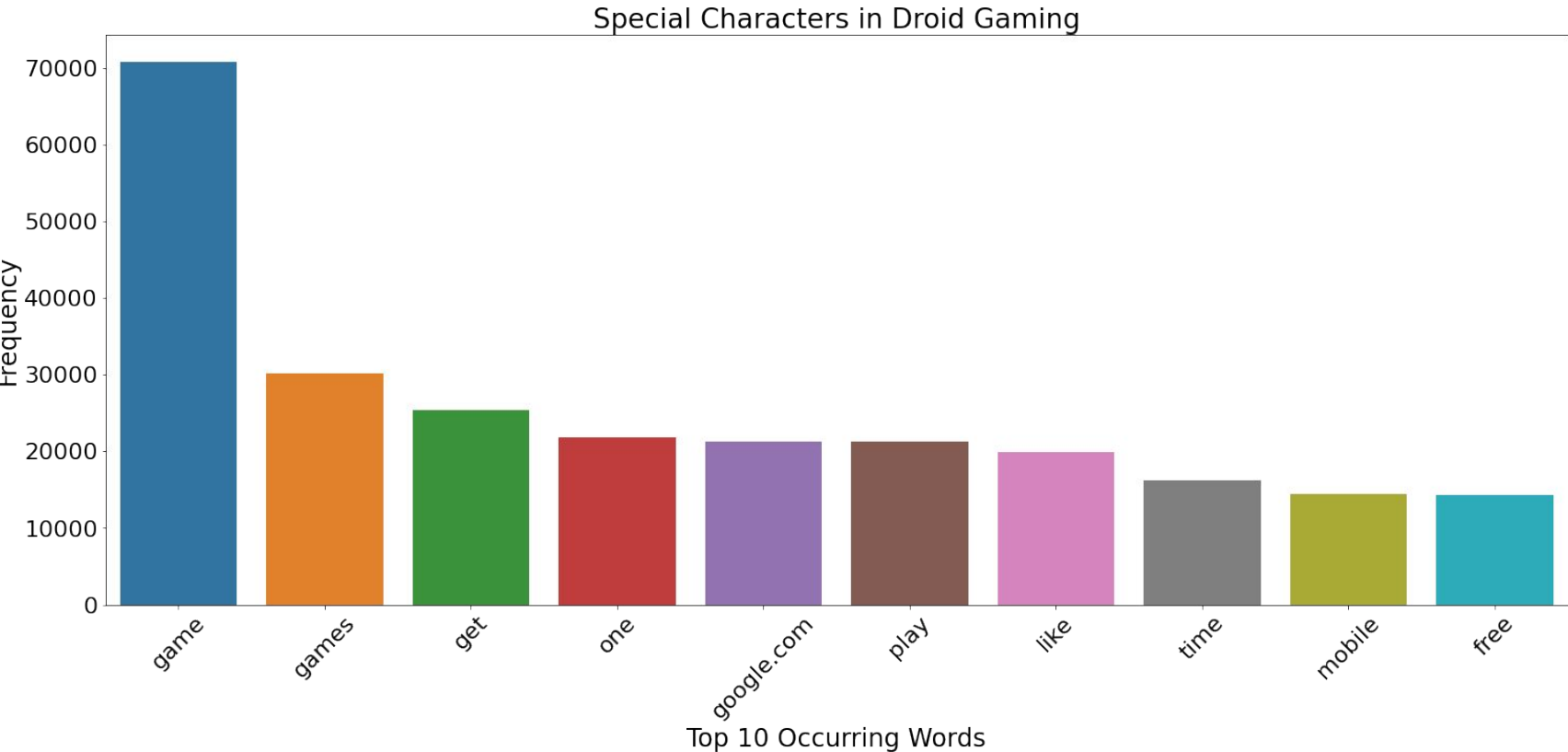
- Community Outreach

- Advertising
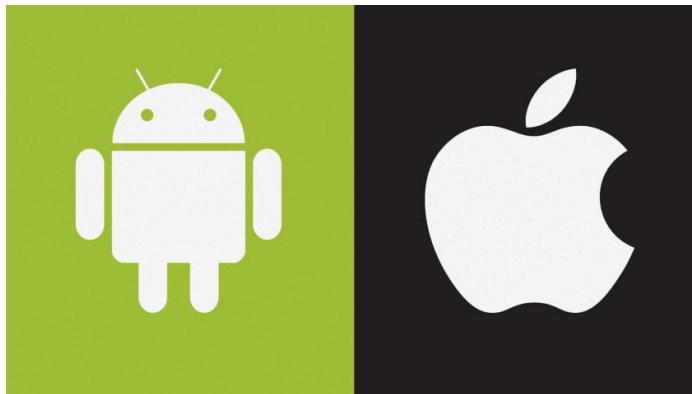
# Initial Analysis and Considerations

Cleaning and initial findings

- Scrape Selection

- Binary Conversion

- First wave of word frequency results

- Post imbalance

Word Trends
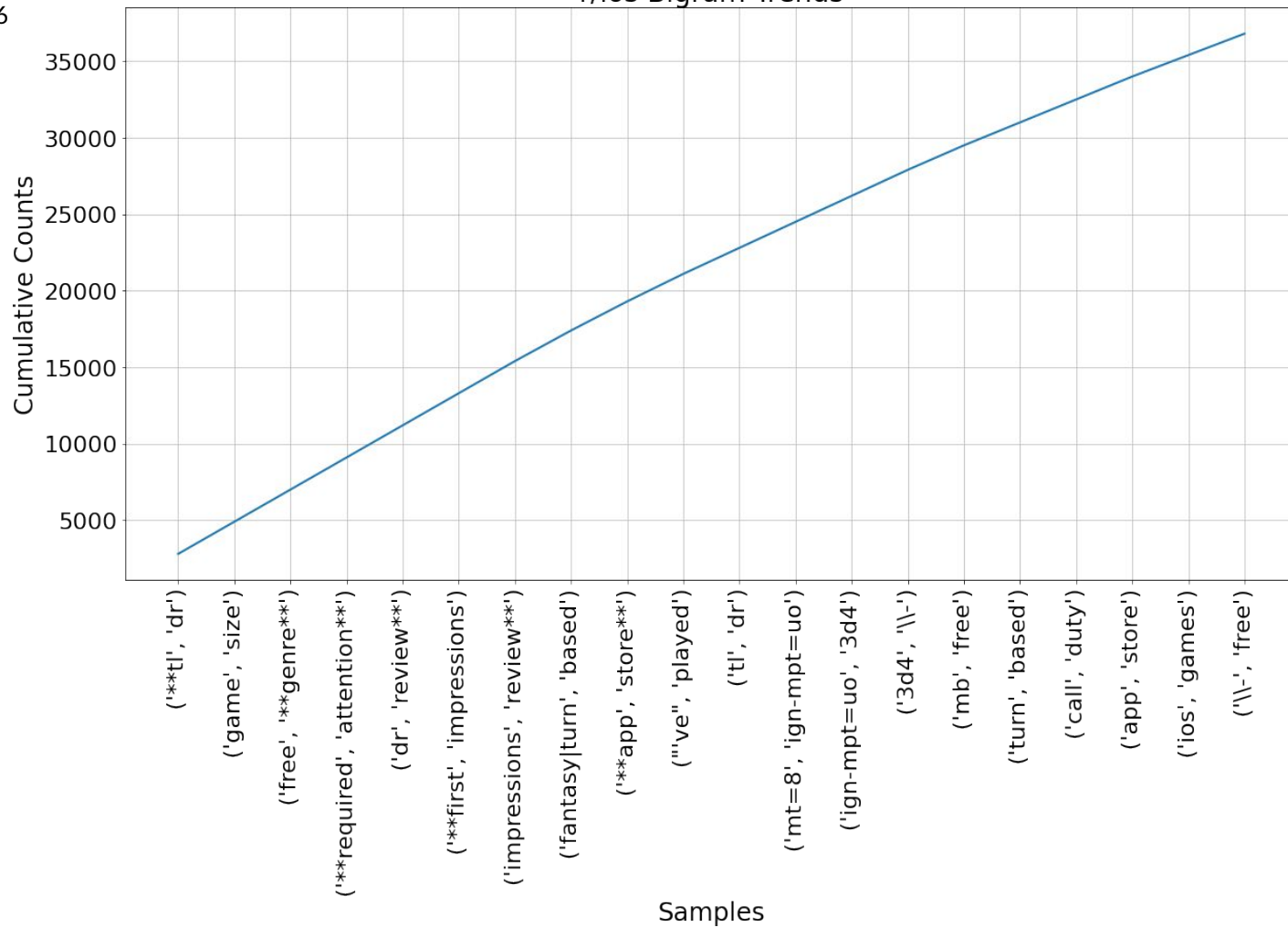

Special Characters in Droid Gaming

1. last/day
2. day/earth
3. **tl/dr**
4. true/skate
5. **google/play**
6. **dr/review**
7. Google link
8. impressions/review
9. make/sure
10. mobile/games
11. free/genre
12. **tl/dr**
13. **play/store**
14. free/play
15. first/impressions

r/androidgaming Bigram Trends
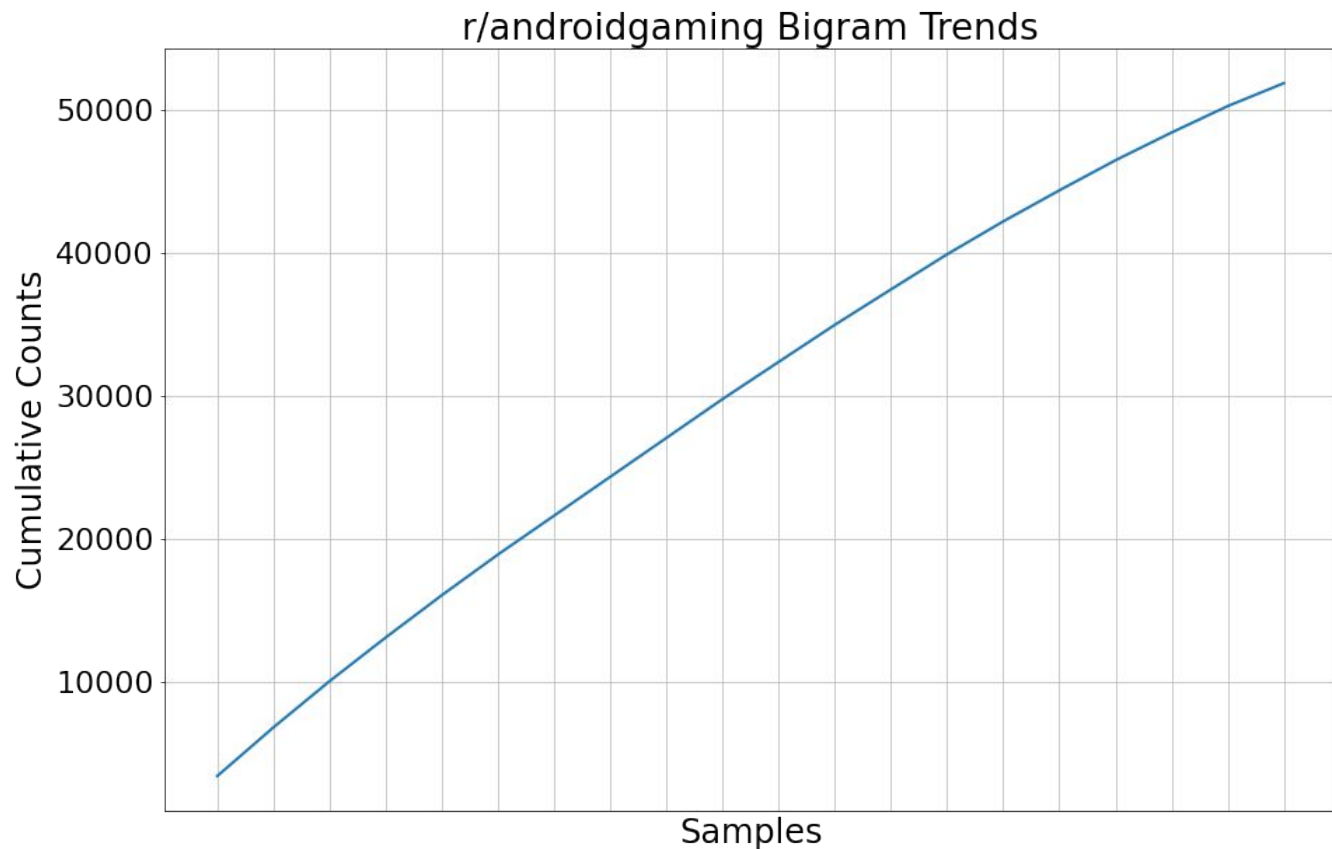
r/ios Bigram Trends

Model Review

Final Model: Logistic Regression, CountVectorizer

Training Set Score: 0.9954517133956386

Test Set Score: 0.9962616822429906

Final Score: 0.9935064935064936

Final Thoughts

- Market Dispersion

- Barrier of Entry

- Improving from Here