ストア ゲーム アナリスト

# STEAM STORE GAME ANALYSIS

ON 2017 - 2019

HAMBURG 5, TEAM **N**eedy

DISCOVER NEXT >>

おたく/オタク/ヲタク

# MEET OUR GEEK

Nurachman Gustianto

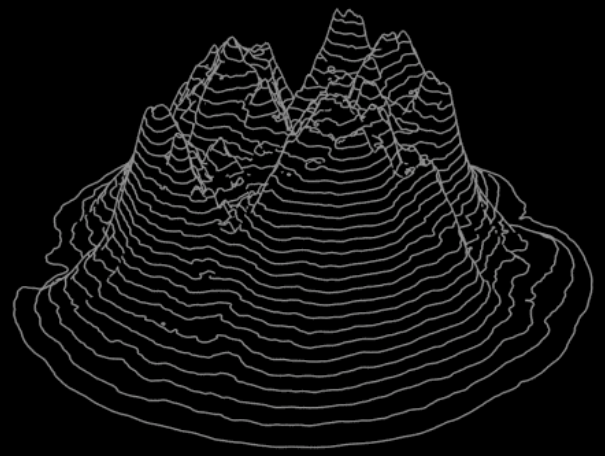
Project Leader

Biyan Bahtiar R

Data Analyst

Ayu Dwi Rahmayanti

Data Visualization



事業の背景

## BUSINESS BACKGROUND

Data are gathered from the Steam Store and SteamSpy APIs available at Kaggle. Steam wants to promote games in 2020 and need insight about engagement view from 2017 to 2019.

**Steam is eager to find out which game has the most players to let developers optimize their strategies for a 2020 release.**

総括

## GENERAL OVERVIEW

| Avg. Player | Total Game | Game Type |
| --- | --- | --- |
| 31.228 | 58 | 8 Genre<br>3 Mode |

DATA GATHERING

データ収集

DATA CLEANING

データクリーニング

DATA VISUALIZATION

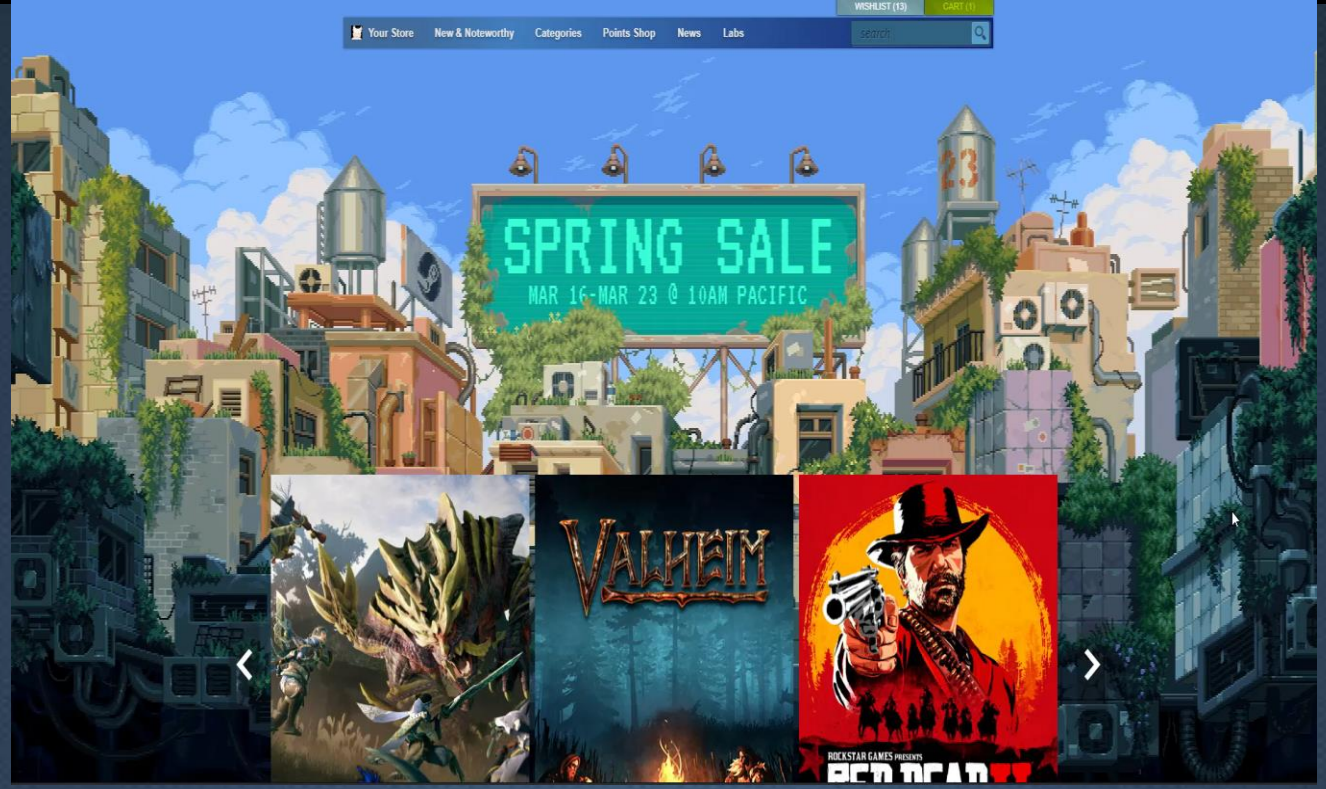
データの視覚化

INSIGHT &
RECOMMENDATION

洞察と推奨事項

方法論

# METHODOLOGY




問題文

## PROBLEM STATEMENT :

Steam want to know which game has the highest player count based on type of game from 2017 to 2019 for developer to optimize their game in 2020

目的

## OBJECTIVE :

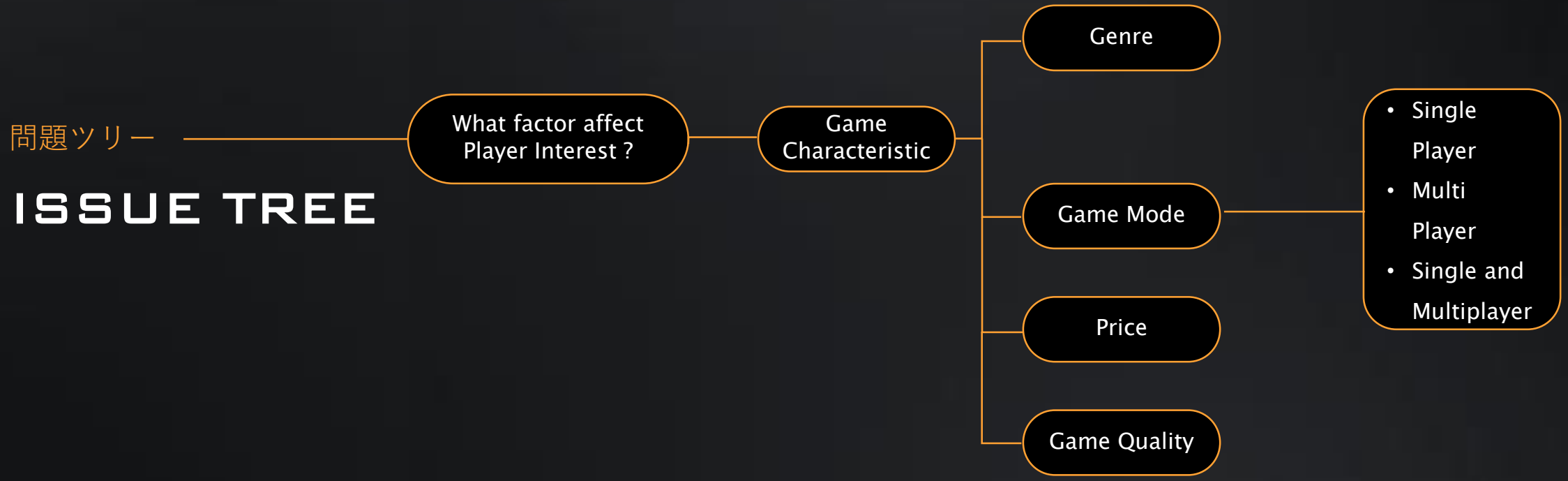
To know which game has the highest player count based on type of game from 2017 to 2019 for developer to Optimize their game in 2020

遊ぶ

PLAY

問題ツリー

# ISSUE TREE



ビジネスの質問

# BUSINESS QUESTION

Which game genre do users play the most ?

Which game mode are most often played by the user ?

Which games name do user play the most?

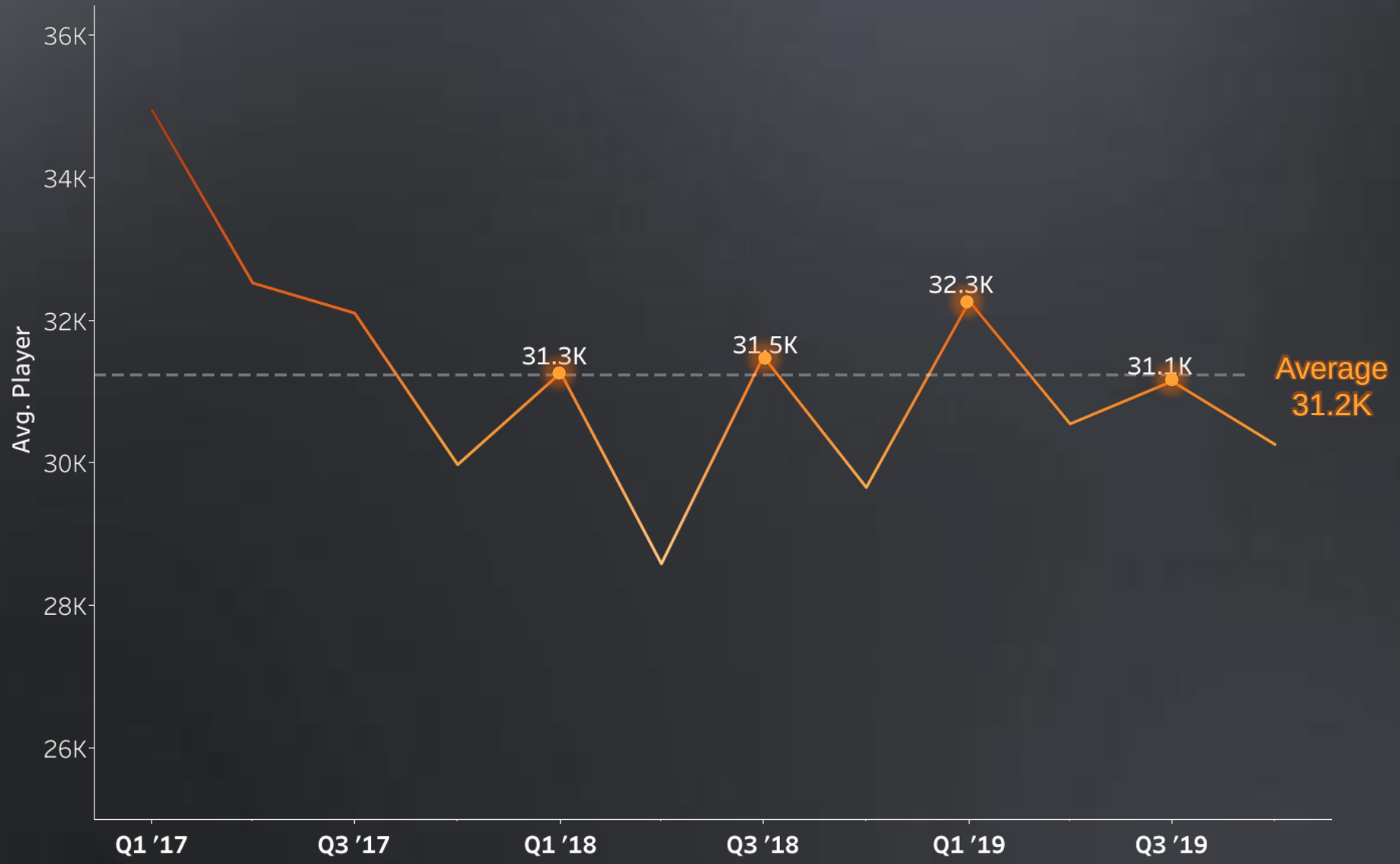
Does user like free or paid game more ?

When is the best time to release the game?

未来忍者

平均的なプレーヤーは、 Q1 四半期と Q3 四半期の開始時に高いレートを持っています。

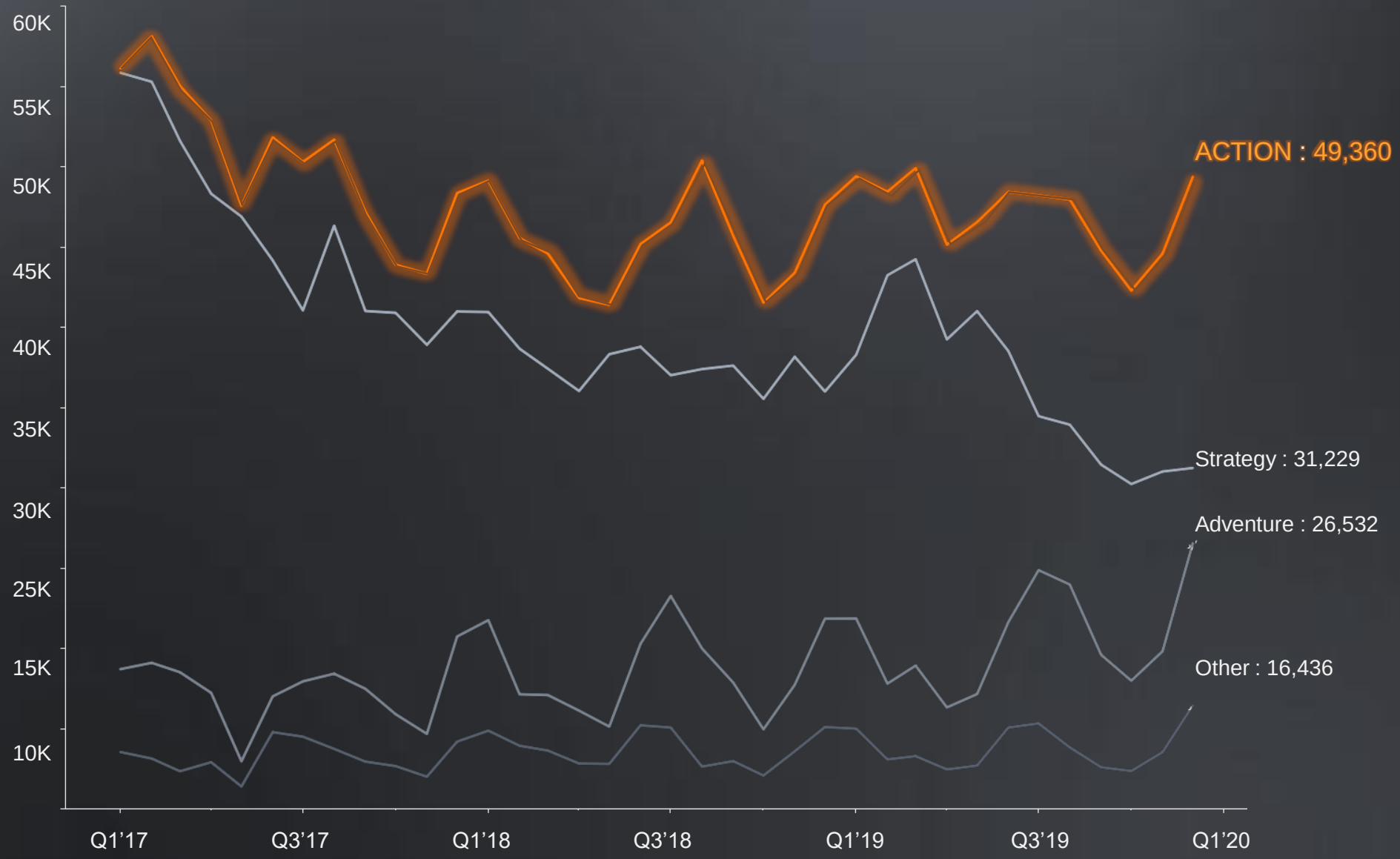
# AVERAGE PLAYER HAVE HIGH RATE IN START OF Q1 AND Q3.




EVERY START OF Q1 JANUARY AND Q3 JULY OR AUGUST THERES A SIGNIFICANT UP RATING ON 2018 TO 2019.

アクションは 2017 年から 2019 年に最もプレイされたゲームです

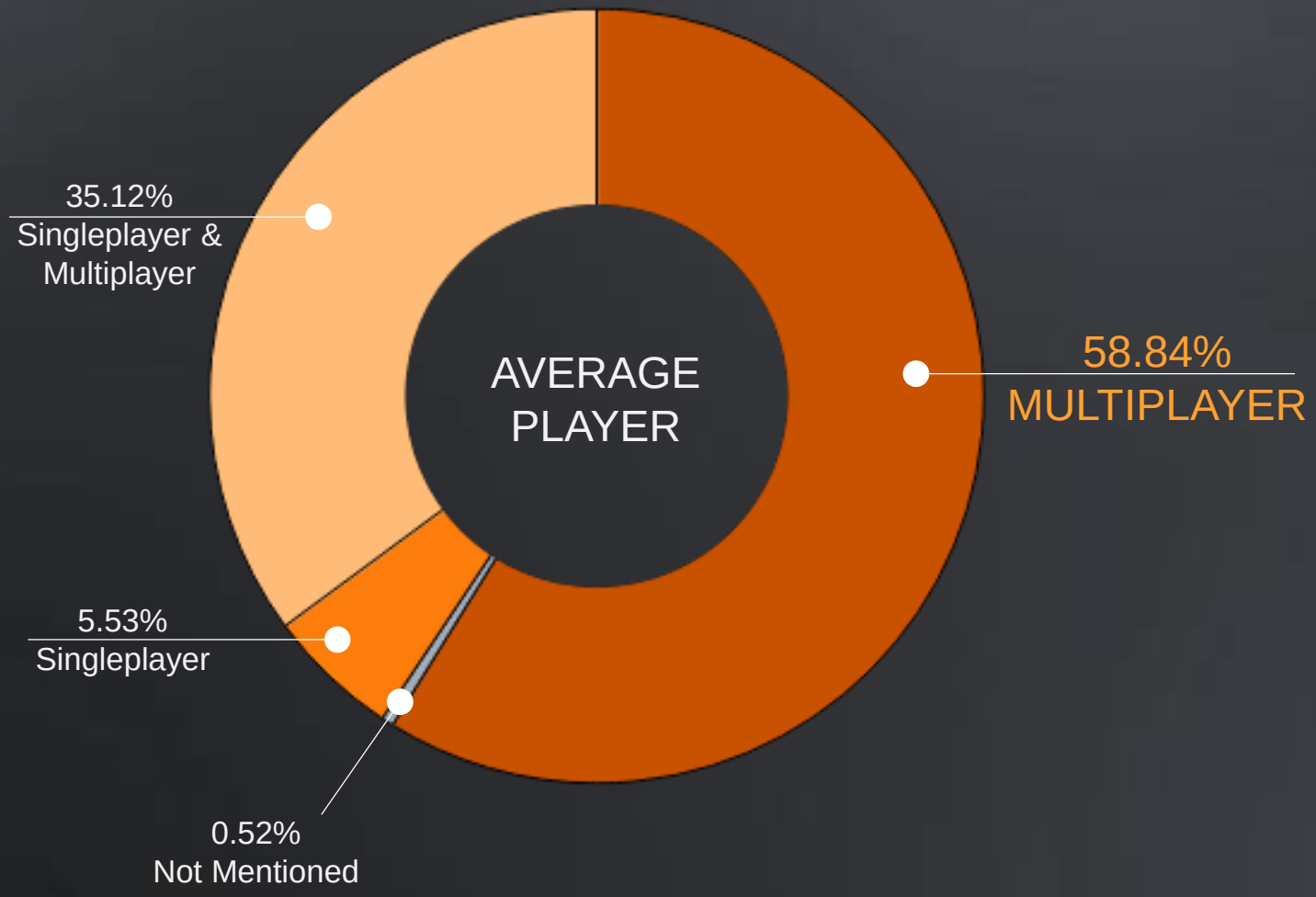
# ACTION ARE THE MOST PLAYED GAME IN 2017 TO 2019




** from these chart we can see gamers into action games since the engagement for action game constantly at the top since 2017 to 2019.

マルチプレイヤーは常に最もプレイされているゲームになります

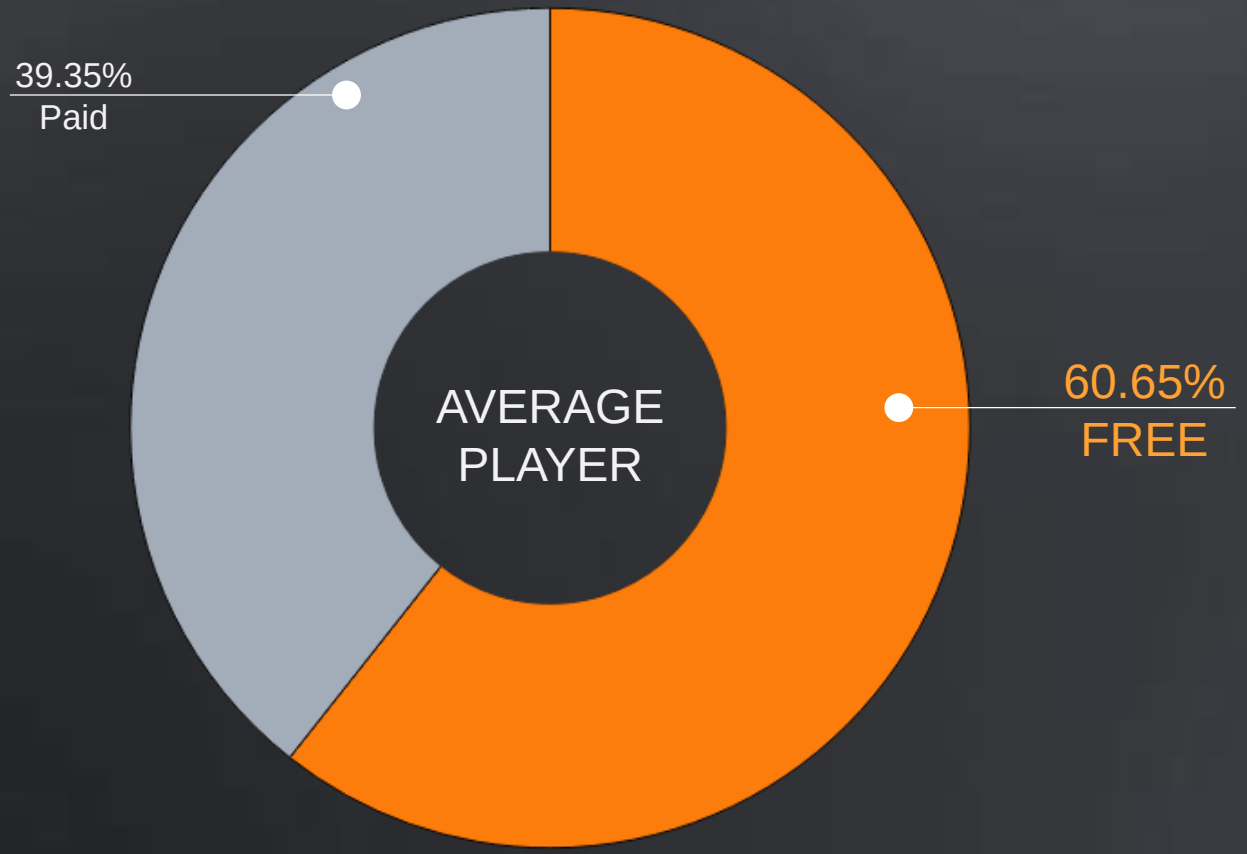
# MULTIPLAYER IS THE CHOSEN MODE ON GAME.




MULTIPLAYER HAS EMERGED AS THE MOST PLAYED GAME BY MORE THAN 50% OF ALL PLAYERS.

無料ゲームは、プレイヤーが最も所有しているゲームです

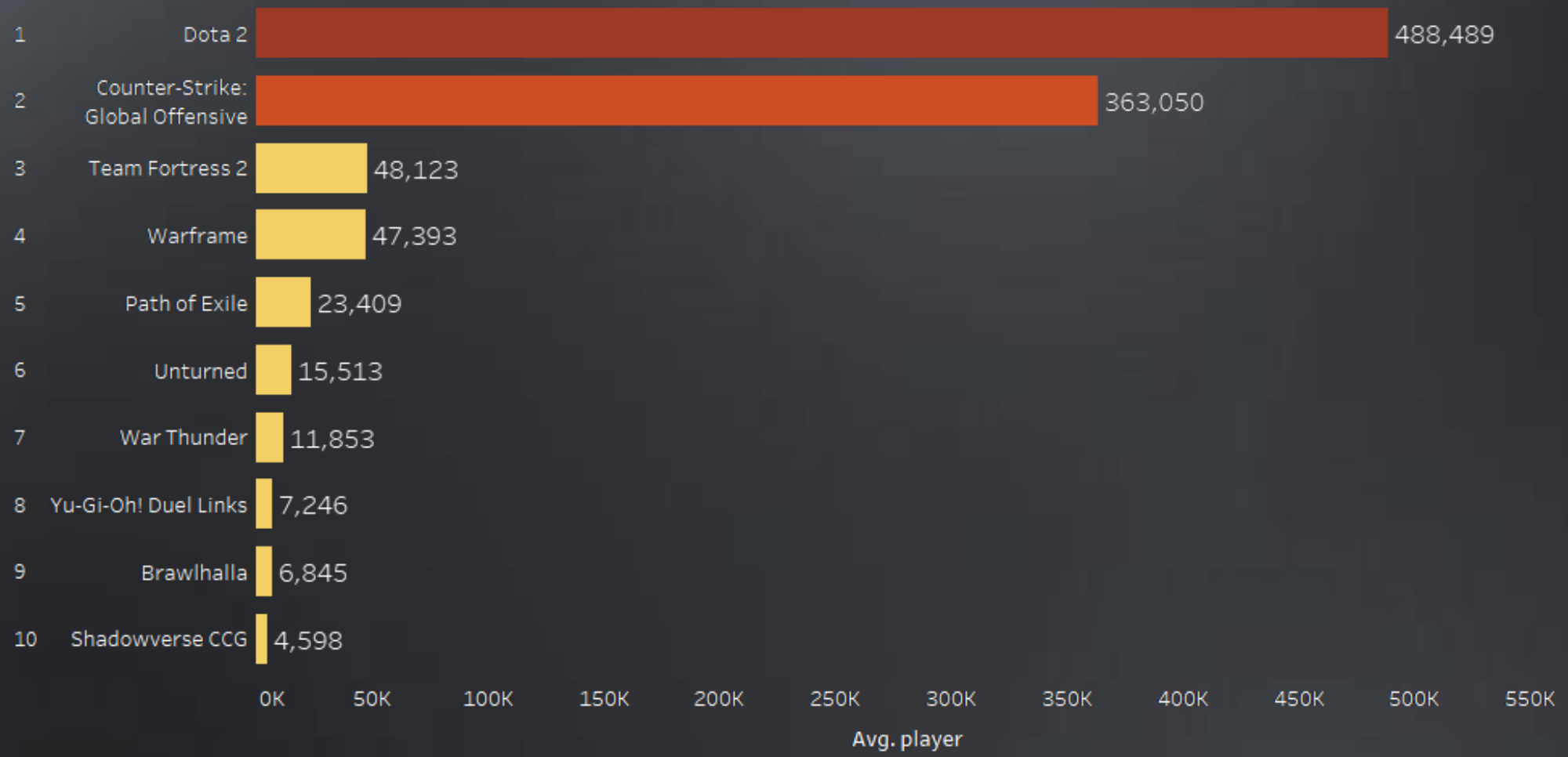
# FREE GAME HAS THE HIGHEST PLAYER BASE




BASED ON THE AVERAGE PLAYER, WE CONCLUDE THAT FREE GAMES BECOME THE MOST CHOSEN GAMES FOR PLAYER FROM 2017 TO 2019

DOTA 2 & CSGO は 2017 年から 2019 年にかけて最も有名な無料ゲームです

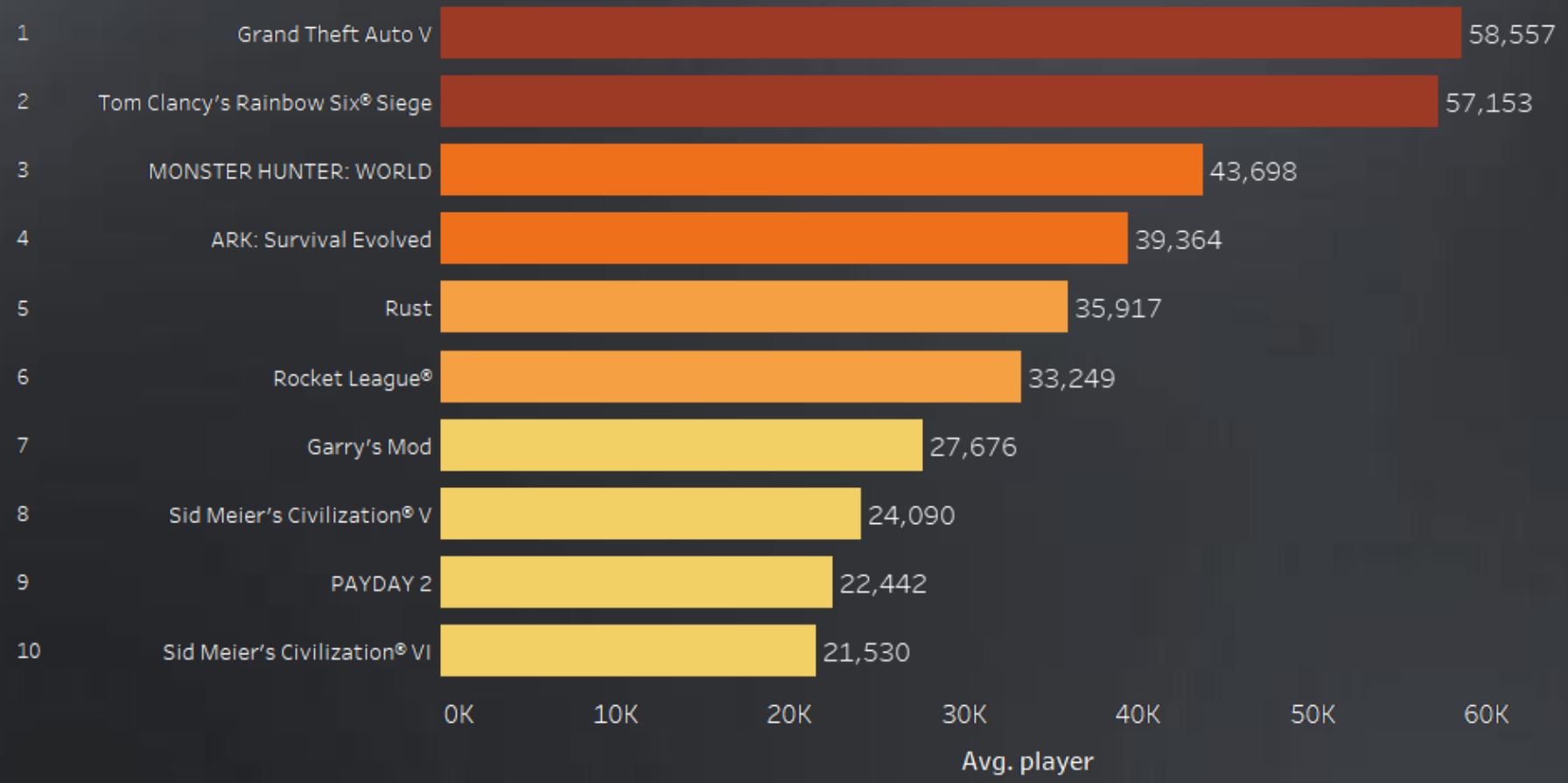
# DOTA 2 AND CSGO ARE THE MOST FAMOUS FREE GAMES




Dota 2 and Counter Strike Global (CSGO) have the most average players by more than 300 thousand players on the free game range.

GTA V & R6SIEGE は 2017 年から 2019 年にかけて最も有名な有料ゲームです

# GTA V AND R6 SIEGE ARE THE MOST FAMOUS PAID GAMES




GTA V has the most average player by more than 50 thousand players on the paid game range with Tom Clancy's Rainbow (R6 SIEGE) in the second most popular.

おすすめ

# RECOMMENDATION

| | | |
|---|---|---|
| Which game mode are most often played by the user ? | BASED ON AVERAGE PLAYER, PLAYER MORE INTO MULTIPLAYER. | MULTIPLAYER |
| Which game genre do users play the most ? | ACTION ARE THE MOST PLAYED GAME IN 2017 to 2019 | ACTION |
| Which games name do user play the most? | DOTA 2 HAS THE MOST AVERAGE PLAYER BY MORE THAN 400 THOUSAND PLAYERS. | DOTA 2 |
| Does user like free or paid game more ? | BASED ON THE AVERAGE PLAYER, WE CONCLUDE THAT FREE GAMES IS THE MOST PLAYED GAMES. | FREE GAMES |
| When is the best time to release the game ? | EVERY START OF Q1 JANUARY AND Q3 JULY OR AUGUST BASED ON CHART. | Q1 : JANUARY<br>Q3 : JULY/AUGUST |

WE ADVISE PUBLISHER OR DEVELOPER TO DEVELOP THEIR GAME THAT HAS ACTION AS THE GENRE BASE WHEN GAMERS CAN DO MULTIPLAYER, AND LESS EXPENSIVE, AS FOR EXAMPLE IS DOTA 2.

THE BEST STRATEGY TO RELEASE THE GAME IS ON START OF JANUARY OR JULY / AUGUST SINCE THE ENGAGEMENT OF THAT TIME IS AT THE PEAK

# STEAM

Data Last Updated on 10 April 2023

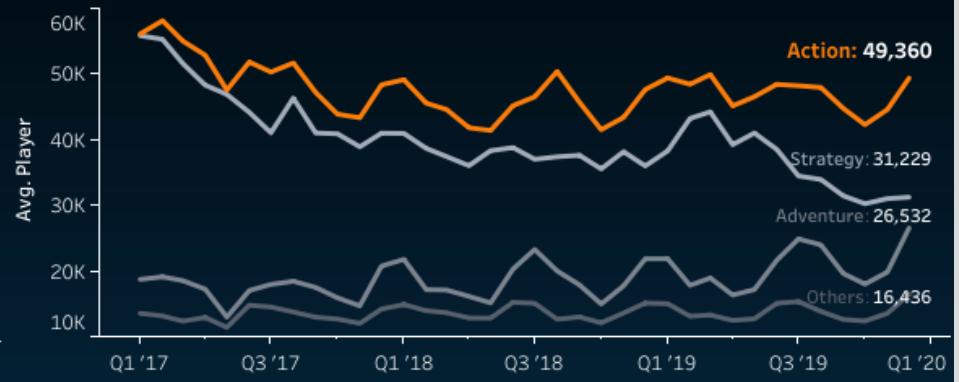
# DASHBOARD

Team 5 | Ayu Dwi Rahmayanti, Biyan Bahtiar R, Nurachman ..

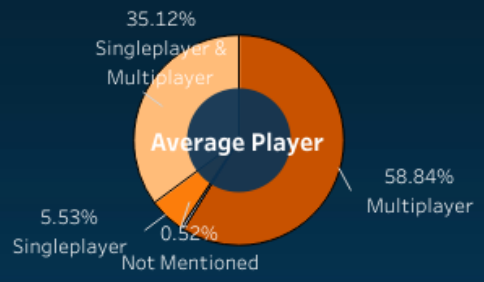
Game Name: All | Genre: All | Price (group): All | Quarter of Date: 2017 Q1 to 2019 Q4

## Avg.Players Quarterly

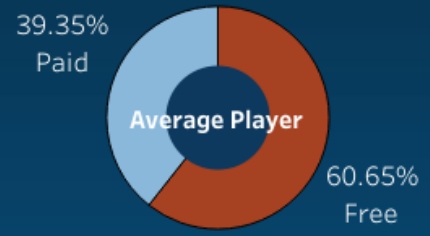
## Top 3 Genre with Highest Average Player



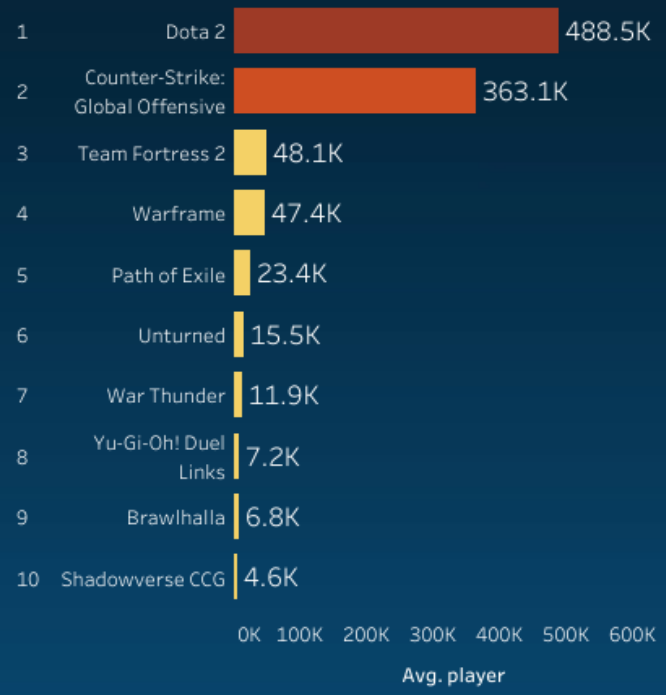

## Game Mode Preference



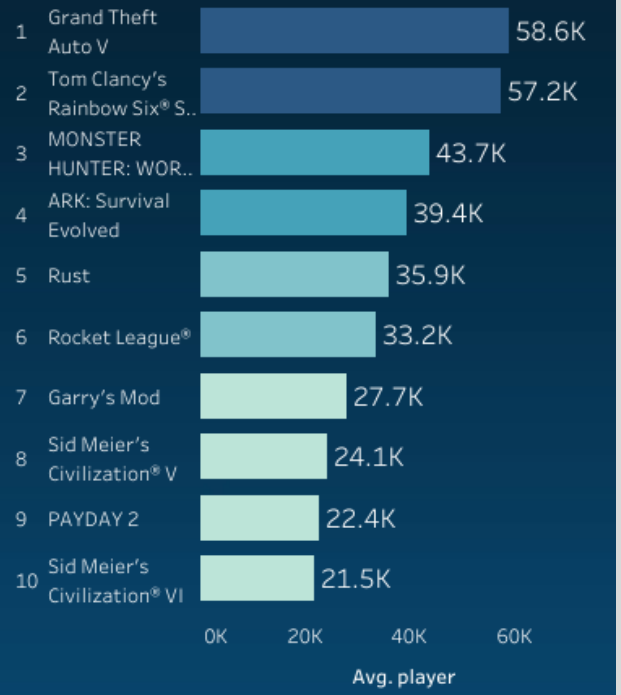

## Average Player of Paid and Free Games




## Top 10 Free Games




## Top 10 Paid Games




tableau

THANK YOU

# FOR YOUR ATTENTION

WE FROM TEAM NEEDY
WILL MOVE FORWARD
TO THE BRIGHT FUTURE
YOU NEED TO WAIT
AND SEE US SHINE.

Our best regards to our friends
and Mentor **Evan**.To All the people
who work on this project till finish
**Ayu**, **Biyan**, and **Tyan**.
see on top gengs