Assignment 2 Report

Section 1: Dashboard

This section builds upon the Player Performance and Demographic Summary query submitted in Part 1 of the assignment. This modified query aggregates comprehensive statistics for each League of Fun Championship player, including total kills, assists, deaths, minutes played, and the number of games participated in. It also includes key demographic details such as age, gender, and country of origin. The goal was to gain deeper insight into who the players are and how they perform. [Link to the query provided here.]

The resulting Player Demographic Dashboard is a vital tool for supporting strategic decisions in the esports industry for Tior Games. By visualising characteristics like age distribution, gender breakdown, and geographic spread, the dashboard enables more effective market segmentation and audience targeting. Businesses can use these insights to tailor marketing strategies, identify monetisation opportunities, and refine content offerings. For instance, knowing which age groups are most active allows for more personalised sponsorships, advertisements, and in-game purchases. Additionally, the data can highlight underrepresented or emerging segments, guiding investment in localised content, community building, or regional events.

Section 2: Forecast Storyboard

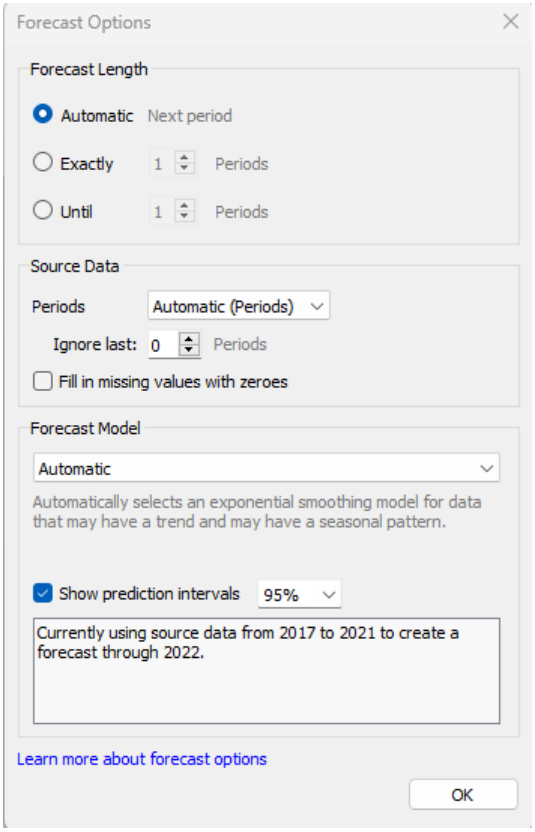
This section begins by assessing the financial data available in the database to determine which additional external data sources would be needed. The analysis revealed that revenues could be derived from championship ticket sales, merchandise, and promotions, while award payouts served as proxies for prize pools.

Two SQL queries were used to extract this financial data. The first aggregates event-level revenue from the three sources, capturing their start dates and years using `SELECT DISTINCT` to eliminate duplicates. The second retrieves the award (prize pool) data, including payout amounts, event names, and end dates. Since the values in the database were in GBP, a standard exchange rate of 1.3 was applied to convert them to USD for consistency in reporting. External benchmark data on global esports revenue and prize pools was sourced from Statista.

The Revenue and Prize Pool Forecast Storyboard delivers a data-driven overview of League of Fun's financial performance within the global esports landscape. It contrasts global industry growth with LoF's relatively stagnant revenue and declining market share. By integrating historical data with forecasts, the storyboard uncovers trends and projects future possibilities. Forecasting was limited to 2022 due to the short historical record; extending the forecast further introduced high error margins and less reliable projections.

Figure 1

Example Forecast Options Selected



Similar forecast settings were used throughout the storyboard.

References

Strive. (August 8, 2019). *Annual combined eSports prize pools worldwide from 2017 to 2023 (in million U.S. dollars)* [Graph]. Statista. Retrieved May 5, 2025, from https://www.statista.com/statistics/532689/annual-esports-prize-pools-worldwide/

Strive. (April 3, 2025). *Annual combined eSports prize pools worldwide from 2017 to 2023.* Statista. Retrieved May 5, 2025, from https://www.statista.com/statistics/532689/annual-esports-prize-pools-worldwide/

SQL queries used in this report are documented here.