**Emerging Game Genres**

Team - Good Game

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1. **Introduction:** The Steam Games Dataset encompasses a vast array of 85,103 entries across 39 columns, providing a rich tapestry of insights into the PC gaming realm. Our analysis delves into the dynamic interplay of genres, ownership statistics, and player engagement metrics, aiming to decipher the evolving landscape of gaming preferences
2. **Methodology:** Initially, we encountered null values dispersed throughout the dataset. Prudently, we omitted the Metacritic information, alongside extraneous columns like "Website," "Support URL," and others, as they lacked utility and were filled with URLs and null values. Leveraging R for multi-label classification, we aggregated games into genre groups, facilitating a more streamlined analysis. Additionally, we took advantage of Tableau's powerful visualization capabilities to create insightful visualizations showcasing trends in gaming genres over time, allowing for intuitive interpretation of complex data patterns.
3. **Key Findings:**
4. Genre Evolution Over Time: By plotting the yearly total of games launched in each genre, we discerned palpable shifts in genre popularity. Noteworthy trends, including rises and falls in the quantity of games across specific genres, were readily observable.
5. Ownership vs. Peak CCU: Despite a decline in the number of game owners, we noted a concurrent rise in peak concurrent users (CCU). This divergence suggests a trend towards games with robust multiplayer and online features, fostering sustained player engagement.
6. Price Perception Dynamics: Our analysis unearthed a nuanced relationship between game pricing and user ratings, underscoring the multifaceted nature of perceived value in gaming economics.
7. **Conclusion and Recommendations:** From a business standpoint, the visualizations offer insightful information to Steam platform users and game creators. "Indie," "Casual," and "Adventure" are among the most popular genres, suggesting a robust market. Competitiveness can be increased by adjusting development efforts to fit genre trends. The absence of a definite price-playtime relationship implies that pricing techniques must to take into account more than just projected playtime. Promoting user evaluations increases interaction and has a beneficial effect on the visibility and sales of games. The market for mature content is expanding, as evidenced by the surge in games with adult themes. To maximize performance, pricing and promotional methods must be tailored to the unique characteristics of each platform. All things considered, these observations emphasize how crucial player involvement, market knowledge, and strategic decision-making are to the gaming industry's long-term success and competitiveness.
8. **Future Scope:**
9. User Sentiment analysis using user reviews, conducting surveys to collect reviews about users and many more.
10. Developers could increase the availability of games on Mac and Linux as well and collect sufficient data for user experience over those operating systems.
11. Possible data to collect: Player engagement, viewership by streaming platforms, emerging technology within gaming atmosphere, target audience between genres.