

Steam Video Games Revenue from January - September 2024

A. Problem Identification

In this analysis, we aim to answer some key questions:

1. What are the top 10 games by revenue?
2. Is there a correlation between price and revenue?
3. How is revenue distributed based on publisher class (AAA, Indie, AA)?
4. What is the revenue per publisher or developer?

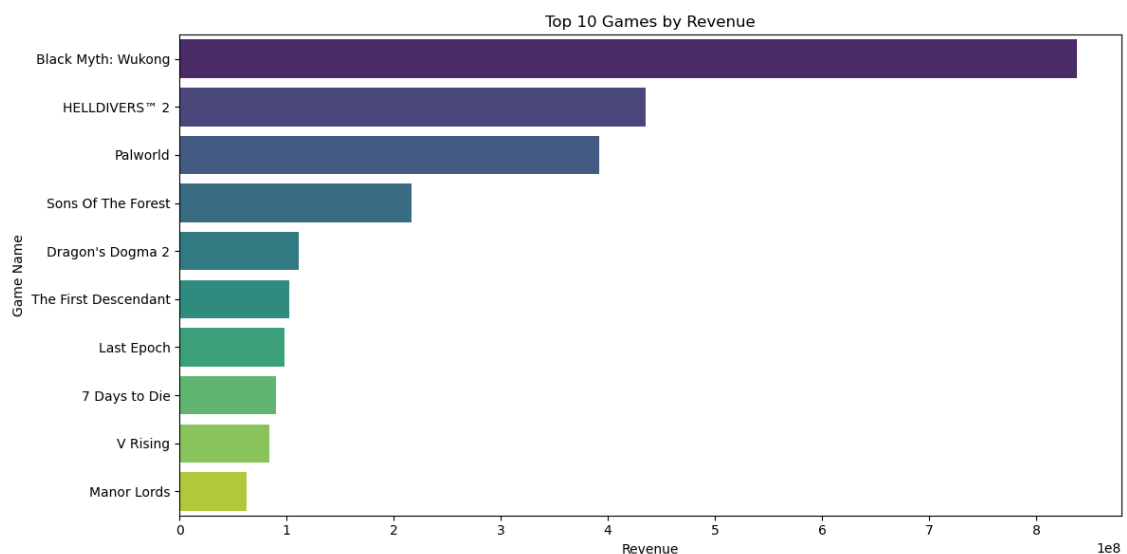
B. Background

In 2024, the gaming industry continues to grow rapidly, driven by digital distribution, changing consumer preferences, and global accessibility. Steam, the world's largest PC gaming platform, plays a key role in shaping market trends, influencing developer strategies, and determining which games succeed commercially. With thousands of games released each year, understanding which titles generate the most revenue is crucial for stakeholders like game developers, publishers, investors, and platform managers.

C. Data Understanding & Processing

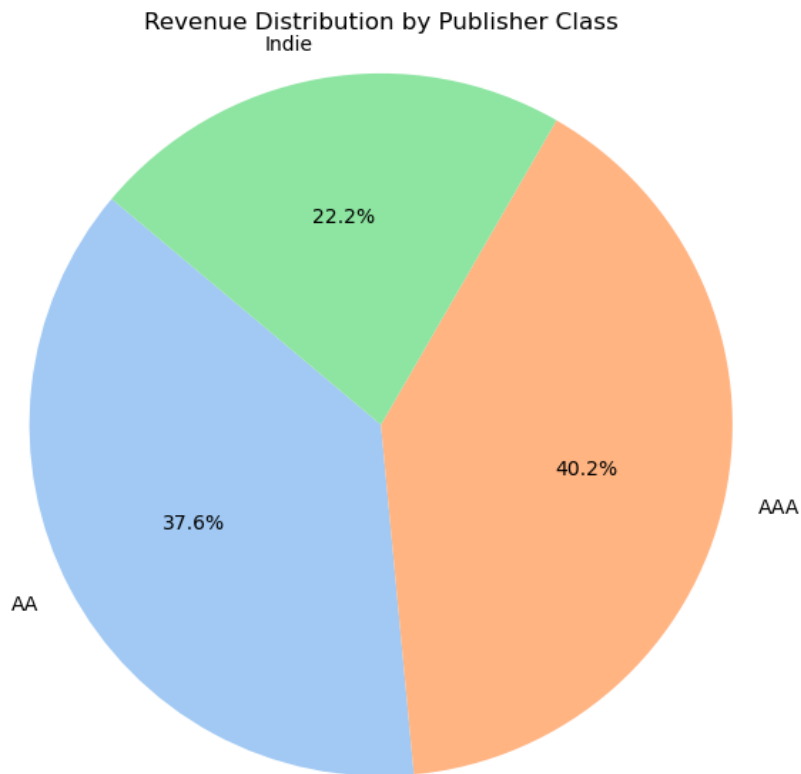
The dataset contains 1500 rows and 10 columns. It includes several key features such as Video Game Titles, Copies Sold, Price, Revenue, Average Playtime, Review Score, Publisher Class, Publisher Names, and Developer Names. These variables are crucial for understanding the factors that may affect revenue earned.

D. Exploratory Data Analysis (EDA) & Business In Sight

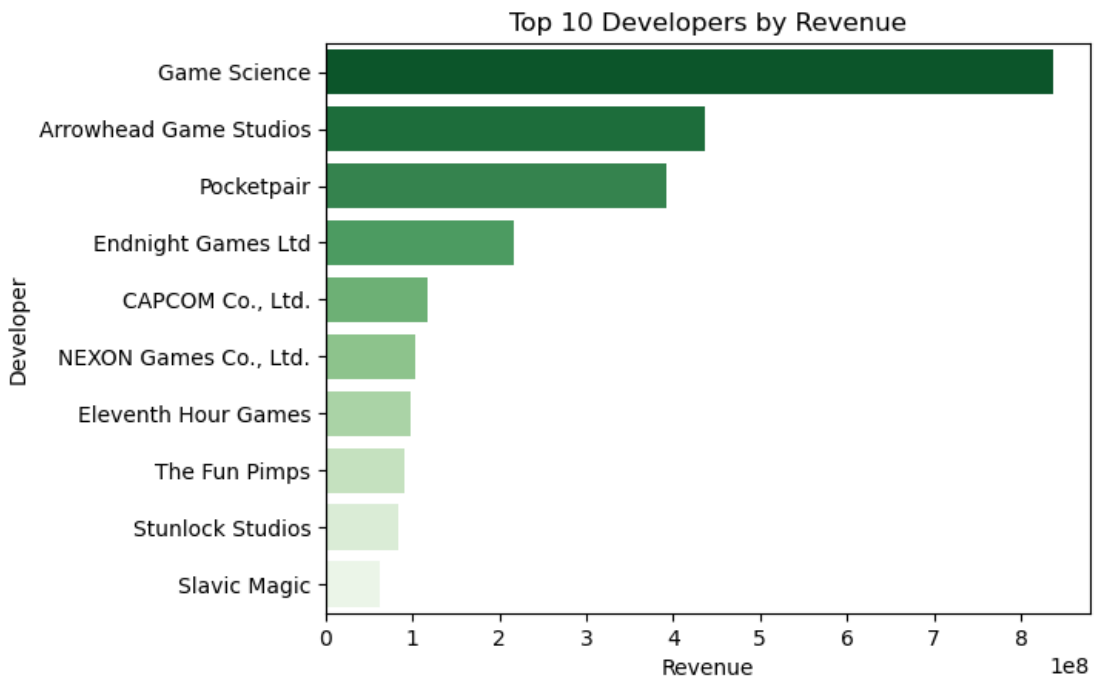
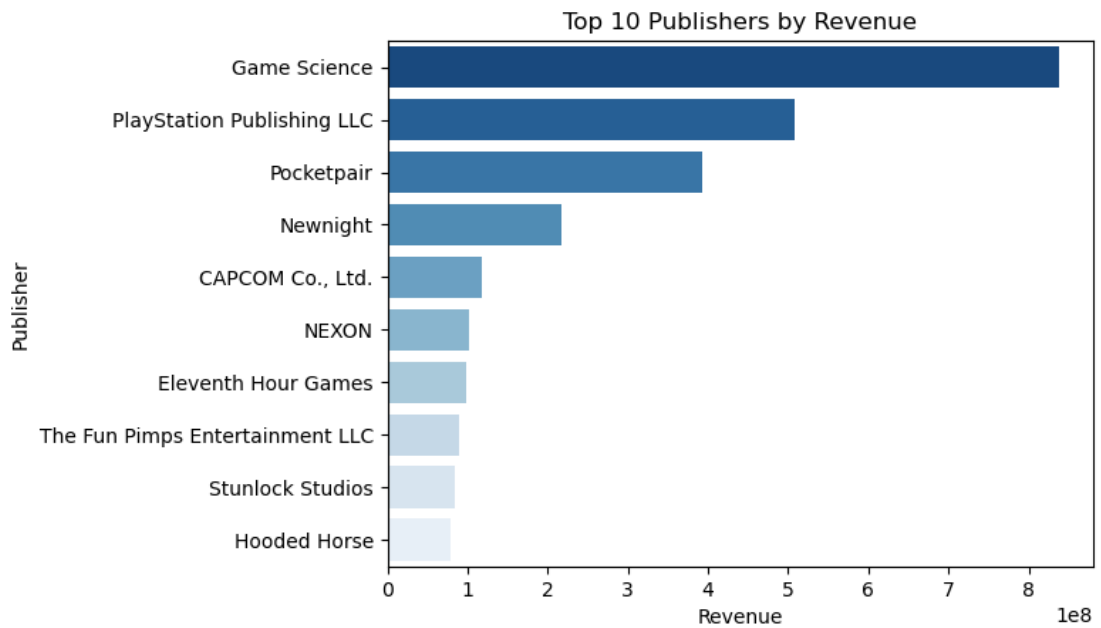


From the first exploratory data analysis, I discovered that most of the top 10 games are published by AAA or AA publishers, indicating that larger studios with more resources tend to generate higher revenues. There's also revenue disparity. "Black Myth: Wukong" stands out with a significantly higher revenue compared to other titles, suggesting exceptional market anticipation or sales performance. The data shows a mix of premium-priced games and free-to-play titles that have achieved high revenue through large sales volumes.

On my second analysis, there is a weak positive relationship between Price and Revenue. This suggests that while there is a slight tendency for higher-priced games to generate more revenue, price alone does not strongly determine a game's revenue performance. Other factors, such as copies sold, publisher reputation, marketing, and game quality, likely play a more significant role in driving revenue. Therefore, pricing strategy should be considered alongside these additional factors when aiming to maximize revenue.



On my third analysis, AAA publishers account for the largest share of total revenue, reflecting their significant market presence, larger budgets, and established franchises. AA publishers also contribute a substantial portion, indicating that mid-sized studios can achieve notable commercial success, often by targeting niche markets or delivering high-quality experiences at a lower scale. Indie publishers represent a smaller slice of the revenue. While indie games can achieve breakout success, the overall revenue generated by this class is comparatively lower, likely due to limited resources and reach.



Finally, the last analysis highlights that Game Science, PlayStation Publishing LLC, and Pocketpair are the market leaders, with a steep revenue drop-off after the top publishers, indicating market domination by a few key players. The diversity of the list includes both established companies and newer publishers, showcasing a blend of industry giants and rising stars. Strategic publishing emphasizes that blockbuster titles significantly influence revenue, and some top developers also serve as publishers, enhancing their revenue share and control. Notably, the presence of developers with a single high-

grossing title underscores the critical role of hit games in driving overall financial performance.

E. Conclusion

This analysis of the top 1500 Steam video games by revenue (January–September 2024) reveals several key insights:

- **Revenue Concentration:** A small number of publishers and developers, particularly AAA and AA studios, dominate the revenue landscape, with blockbuster titles generating outsized earnings.
- **Publisher Class Impact:** AAA publishers account for the largest share of total revenue, but AA and Indie studios also contribute meaningfully, demonstrating that commercial success is possible across different studio sizes.
- **Price vs. Revenue:** The weak correlation (≈ 0.16) between game price and revenue suggests that pricing alone does not drive revenue; factors such as copies sold, publisher reputation, and game quality are more influential.
- **Market Diversity:** Both established industry leaders and emerging studios are represented among the top earners, highlighting opportunities for new entrants with innovative or high-quality games.

Overall, the findings underscore the importance of production value, strategic publishing, and player engagement in achieving commercial success on Steam. While large publishers have a competitive advantage, there remains significant potential for smaller studios to achieve notable revenue through hit titles and effective market positioning.

F. Business Impact

Analyzing the Steam revenue data from January to September 2024 provides key business insights, including identifying top-performing games, optimizing pricing strategies, understanding publisher class performance (AAA, AA, Indie), and evaluating the success of developers and publishers. These insights help businesses make informed decisions on investments, marketing strategies, resource allocation, and partnership opportunities, ultimately guiding

how to maximize revenue and reduce risks in future game development and publishing efforts.