To get thing started, I made 2 dataframes, one for paid games, one for free games. I assume the marketing world views these classifications in different ways, so I analyze them separately.

Current Players means players in this game right now, updated every 15 minutes.

Peak Today means peak number of players simultaneously in this game in the past 24 hours.

I created a parameter I call BUZZ, which is the ratio of Peak Today to Current Players, as a percentage. Each data visualization is a 2-point scatter plot for each game, showing the Current Players on one end, Peak Today on the other. Only the games with top 10 values of BUZZ are included.

These visualizations provide instantaneous views of game traffic. They may be of value when looked at over time, but not so much when based on single snapshot of the data. That said, this type of visualization can be adapted to show start and stop values and shifts for large number of metrics.

Here is the screenshot of top 10 paid games based on BUZZ:

A screenshot of a computer

Description automatically generated

This screenshot shows the paid game with the most BUZZ

A screenshot of a computer

Description automatically generated

Here is a screenshot of top 10 free games based on BUZZ:

A screenshot of a computer

Description automatically generated