

KPI-to-Game Table

KPIs	Insight	Game Mechanic	Gameplay
Average Sales by Genre	It told us that action games sell well	The game is action and has combat	The player fights enemies to advance in the game
High Ratings per Console	It told us that PlayStation games get good ratings	The game should be able to be played on a console (theoretically)	The controls could work when used with a controller
Total Sales by Region	It told us that North America made the most sales	It would be marketed for North America	The UI is in English
Genre Share Percent	It told us that there weren't many shooters in the market	The game is a shooter with the player and enemies firing weapons	The player has a gun that they use to kill enemies

Theme / Concept: A top-down bullet hell shooter game where the player fights off waves of enemies

Controls: The player will control their movement using W, A, S, and D. The player will control the gun's aim with the cursor

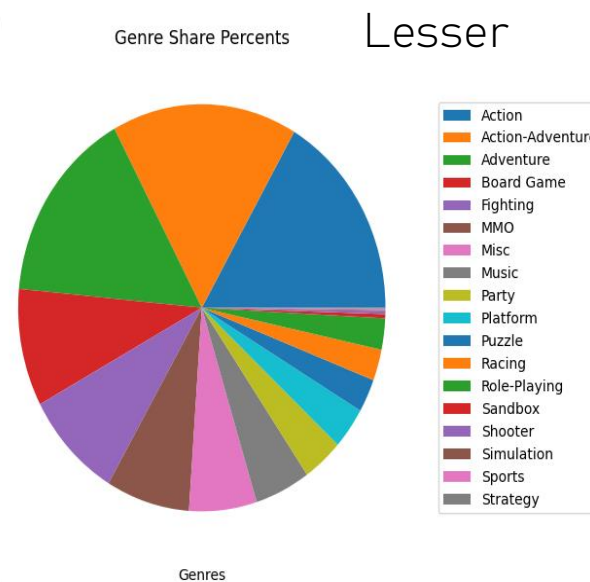
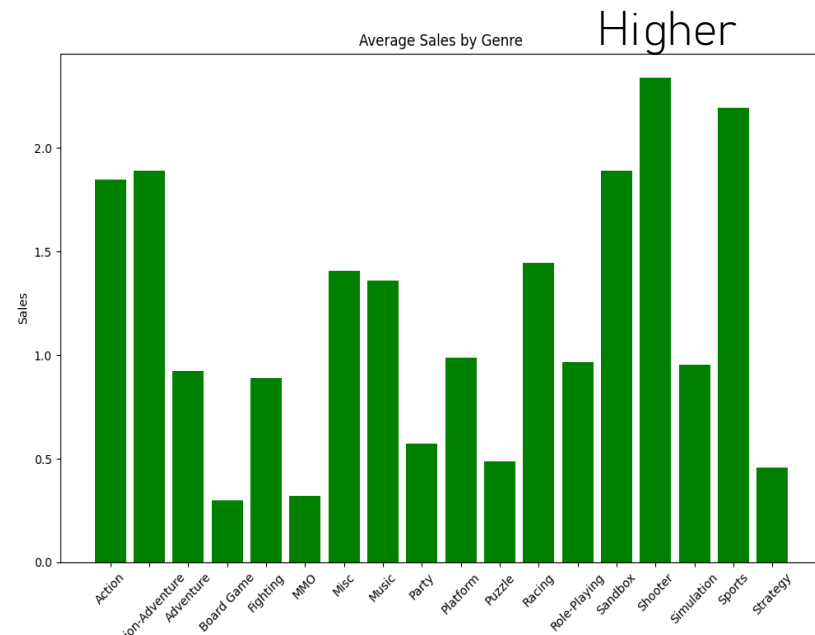
Core Loop: A wave of enemies spawns in the room. The enemies attack the player, and the player must shoot the enemies to kill them. This loops until the player dies

Scoring: The game will keep track of the number of waves cleared and the number of enemies killed

Win / Lose Conditions: Once you get to a certain wave, you win, but the player can choose to continue in an endless mode. The player loses when they lose all their health

Difficulty / Leveling Approach: As the waves go on, the enemies increase health and damage. After a certain number of waves (like every wave that ends in 5), the player can choose to increase a stat between speed, damage, health, and attack speed. After every 10 waves a boss will spawn and take over the wave, needing to be defeated before advancing the game, potentially giving a power-up after defeat. After every boss, the next one will be harder to challenge.

Ratings Above 8.0 (Higher)-



KPI Chosen -

- Average Sale by Genre
- Ratings above 8.0 Per System
- Total Sales by Region
- Genre Share Percent

Total Sales by Region (Higher)-

North America Sales: 835.43

Japan Sales: 128.88

Europe Sales: 634.92

Other Sales: 215.47

console	
3DS	17
DC	2
DS	28
GBA	7
GBC	2
GC	10
N64	6
NS	17
PS	29
PS2	57
PS3	117
PS4	40
PSP	27
SAT	1
Wii	14
WiiU	8
X360	123
XB	4
XOne	9