

How do I make it big on Steam?

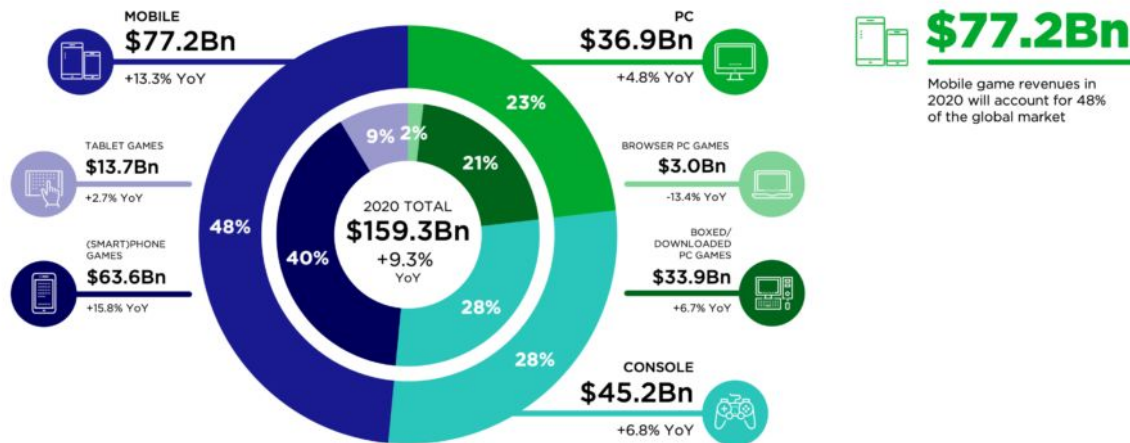
By Moses Lin





2020 Global Games Market

Per Device & Segment With Year-on-Year Growth Rates



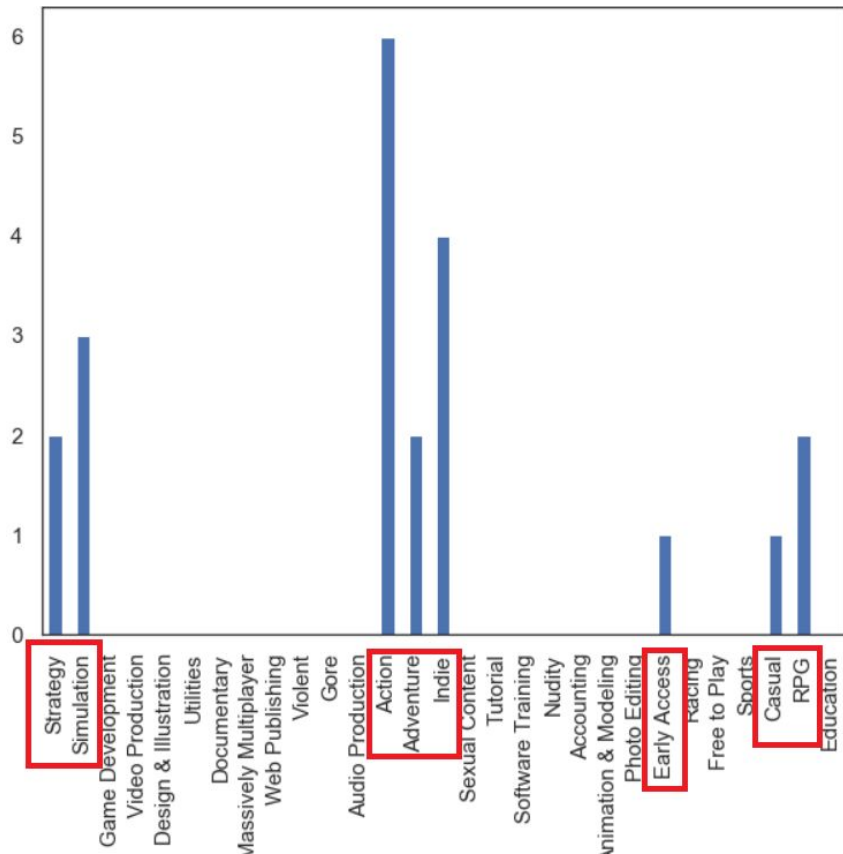
Source: ©Newzoo | 2020 Global Games Market Report | April Update
newzoo.com/globalgamesreport

\$77.2Bn

Mobile game revenues in 2020 will account for 48% of the global market

Video Game Industry is HUGE. Navigation could be profitable.

Aspiring Game Developer?



- Congratulations, you already have a lead. Indie devs are desired.
- Pick a genre out of the listed

The Data used

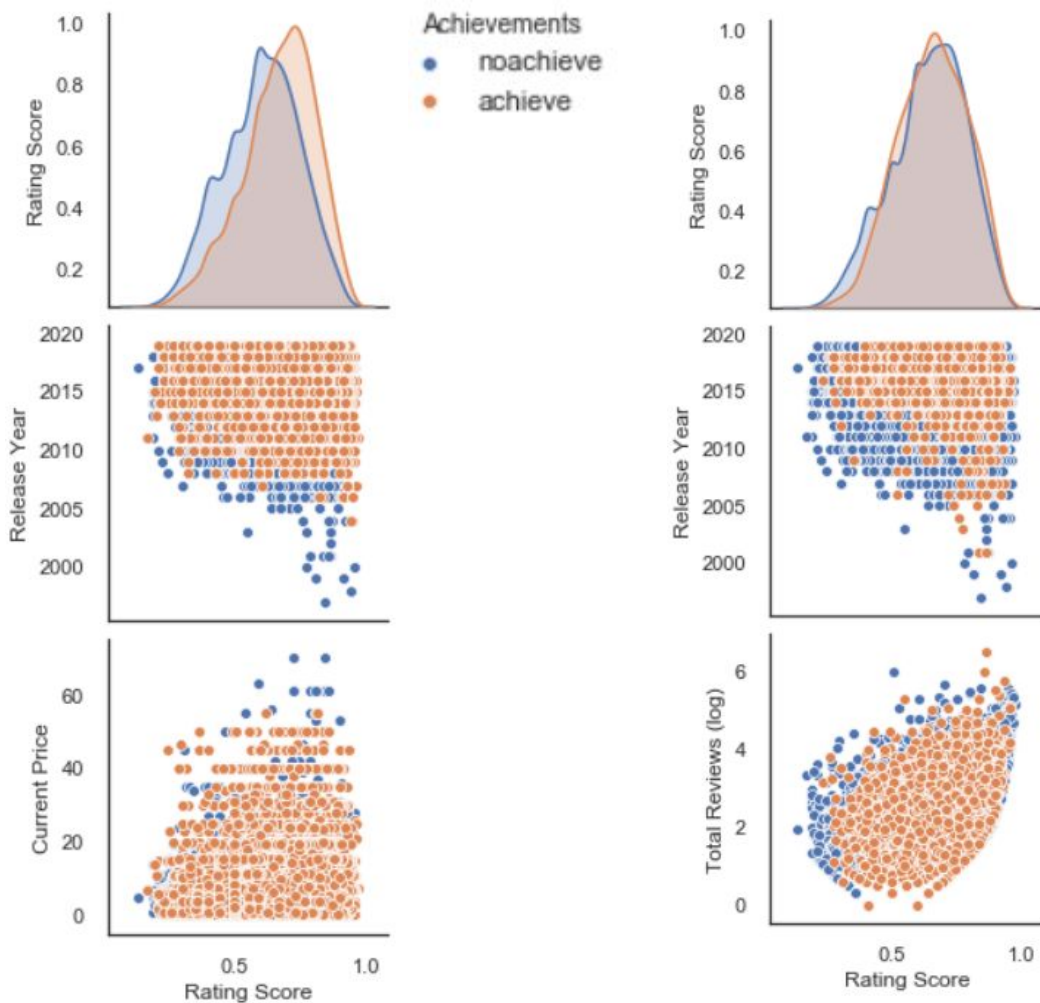
- Data collected on May 28th, 2019 from Steam Store and 3rd party SteamSpy
- Many Variables to work with.
- Target Variable created using:

$$TotalReviews = PositiveReviews + NegativeReviews$$

$$ReviewScore = \frac{PositiveReviews}{TotalReviews}$$

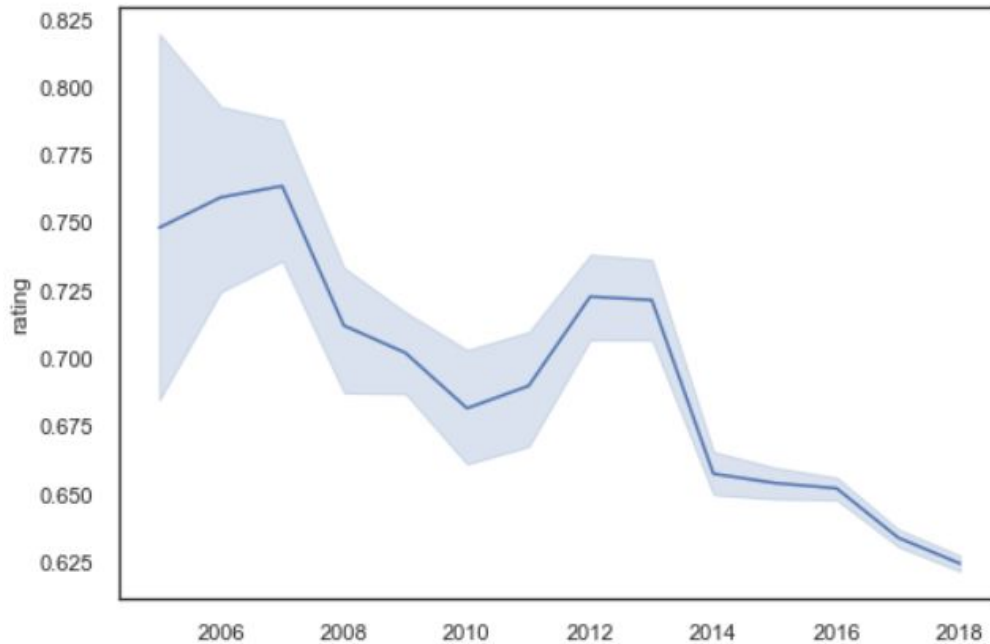
$$Rating = ReviewScore - (ReviewScore - 0.5) * 2^{-\log_{10}(TotalReviews+1)}$$





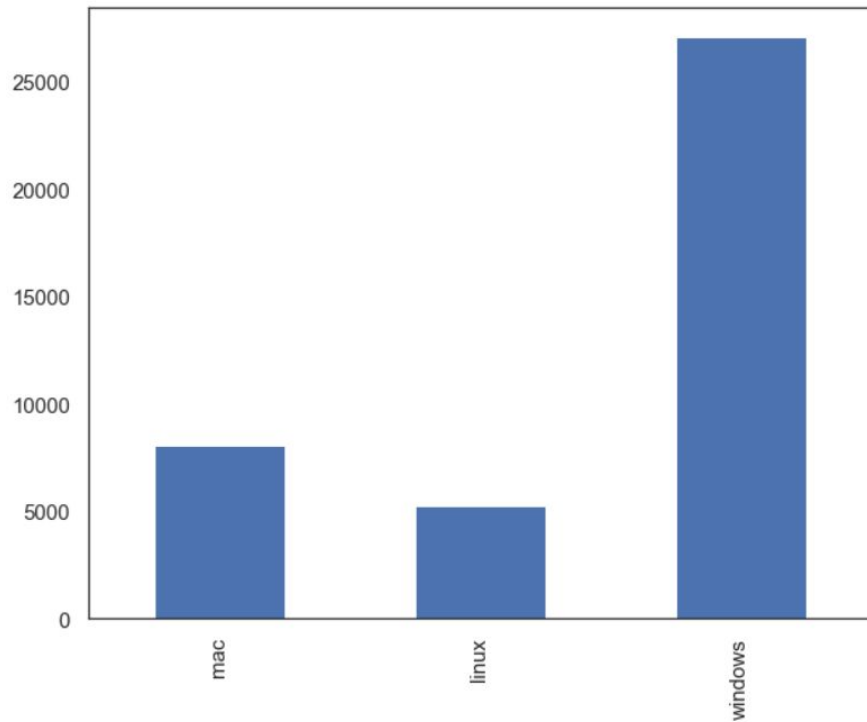
- Games with Achieve = higher rating in general
- Most games are under 20 dollars
- More reviews = higher rating

Competition is tough



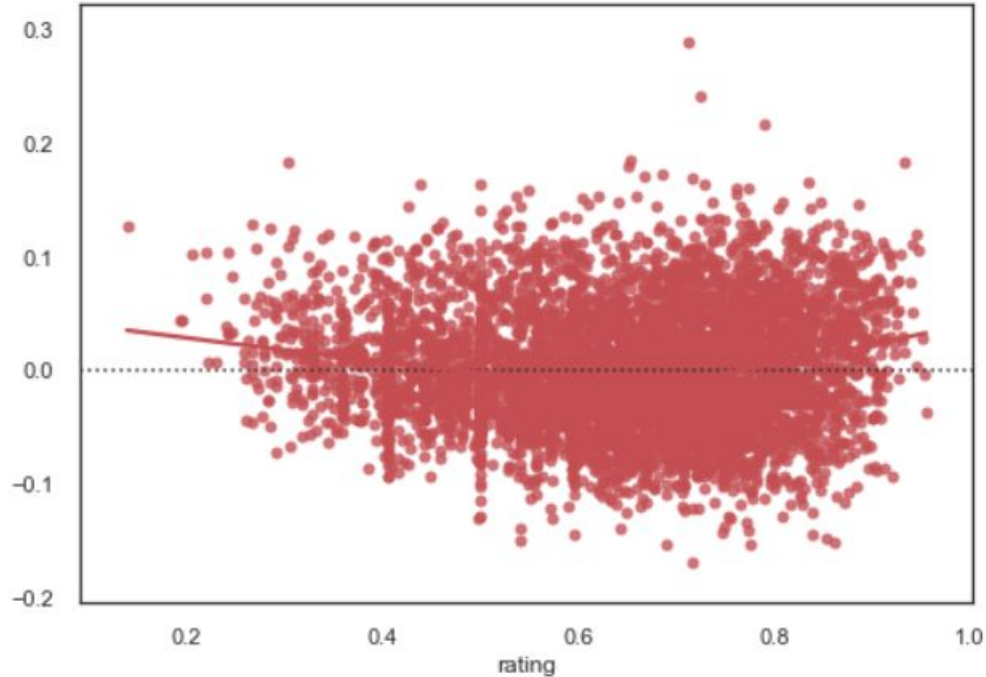
- Don't release games when others are!
- Pearson's Correlation Coeff tells us negative correlation between Rating and # of titles released in a year

Hypothesis Testing



- There is a significant difference in rating between platforms supported (ANOVA)
- Windows is not significant to rating
- Port for Mac and Linux

Model

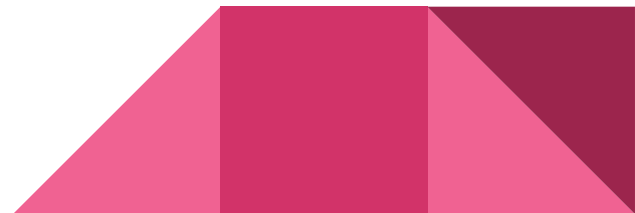


- Low RMSE, but Low R^2
- Model fits well, but data is noisy.
- Tested Lasso, Poly, Lasso + Poly

Model Cont.

mac	0.0249
linux	0.0119
Strategy	-0.0165
Simulation	-0.0232
Massively_Multiplayer	-0.0365
Violent	-0.0371
Action	-0.0168
Indie	0.0106
Sexual_Content	0.0327
Early_Access	0.0062

- Correlation Coefficients Low? What does it mean?
- How to Improve?



Next Steps?

- Work with Data from other video game distribution sites
- Looking into other markets for other devices such as mobile and console
- Scrape for more data from store itself, or from other places such as Youtube for # of advertisement videos



The background is a solid pink color. In the top right corner, there is a decorative pattern of overlapping triangles in various shades of pink and magenta, creating a geometric, stepped effect.

THANK YOU!

ANY QUESTIONS?