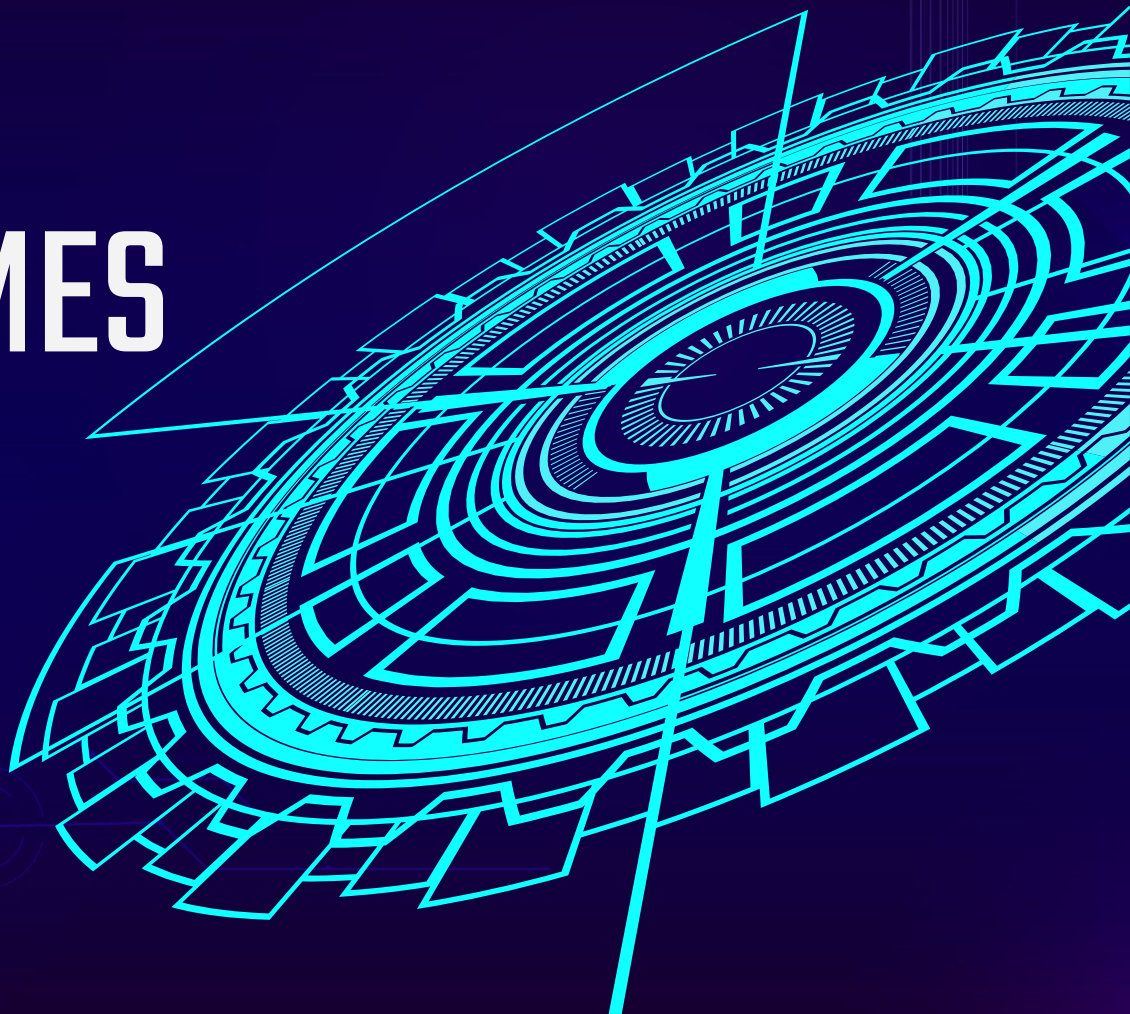


VIDEO GAMES ON STEAM

Ludivine Joly

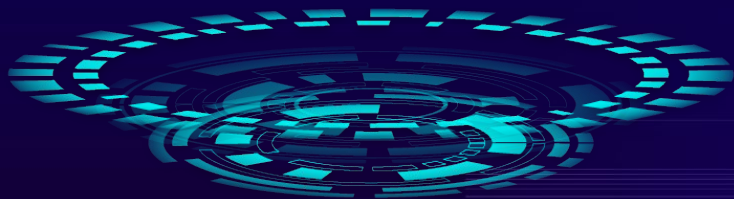
Data Analytics (allWomen)
Final Project - May 2023

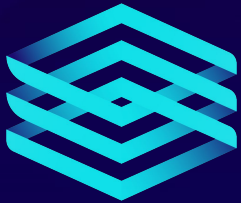




INTRODUCTION

Steam is a leading online platform for purchasing and downloading video games, DLC, and other gaming-related content.





OUR DATASOURCES



Dataset 1: Steam Games Dataset - Kaggle

Information of more than 71,000 games published on Steam.

Timeframe: 1997 - April 2023



Dataset 2: Game Recommendations on Steam - Kaggle

The dataset contains cleaned and preprocessed 10M+ samples of user recommendations (reviews) from a Steam Store.

Timeframe: 2010 - 2022

The datasets were collected from Steam Official Store.



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Gamer Behaviour

Understanding their gaming preferences and review behaviour

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Focus on Popular Games

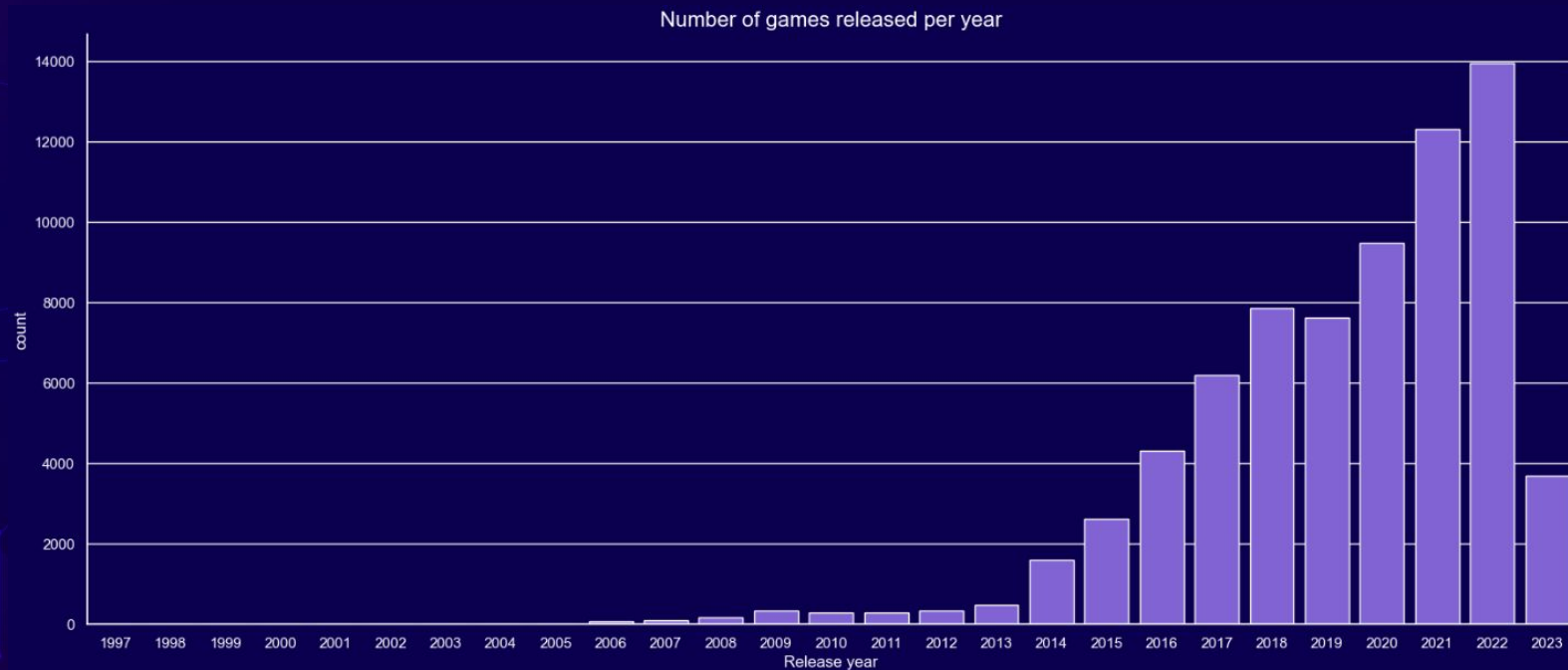
Understanding what the most owned games are



The background is a dark blue gradient. In the top left, there is a square pattern of small white triangles. On the left side, there is a large, stylized graphic of an eye or a lens, composed of concentric, overlapping shapes with a blue and white checkered pattern. In the top right, there are several thin, vertical white lines. In the bottom left, there are faint, concentric white circles. A white line starts from a small square at the bottom left, goes up, then right, then down, and finally right again, ending near the center of the image.

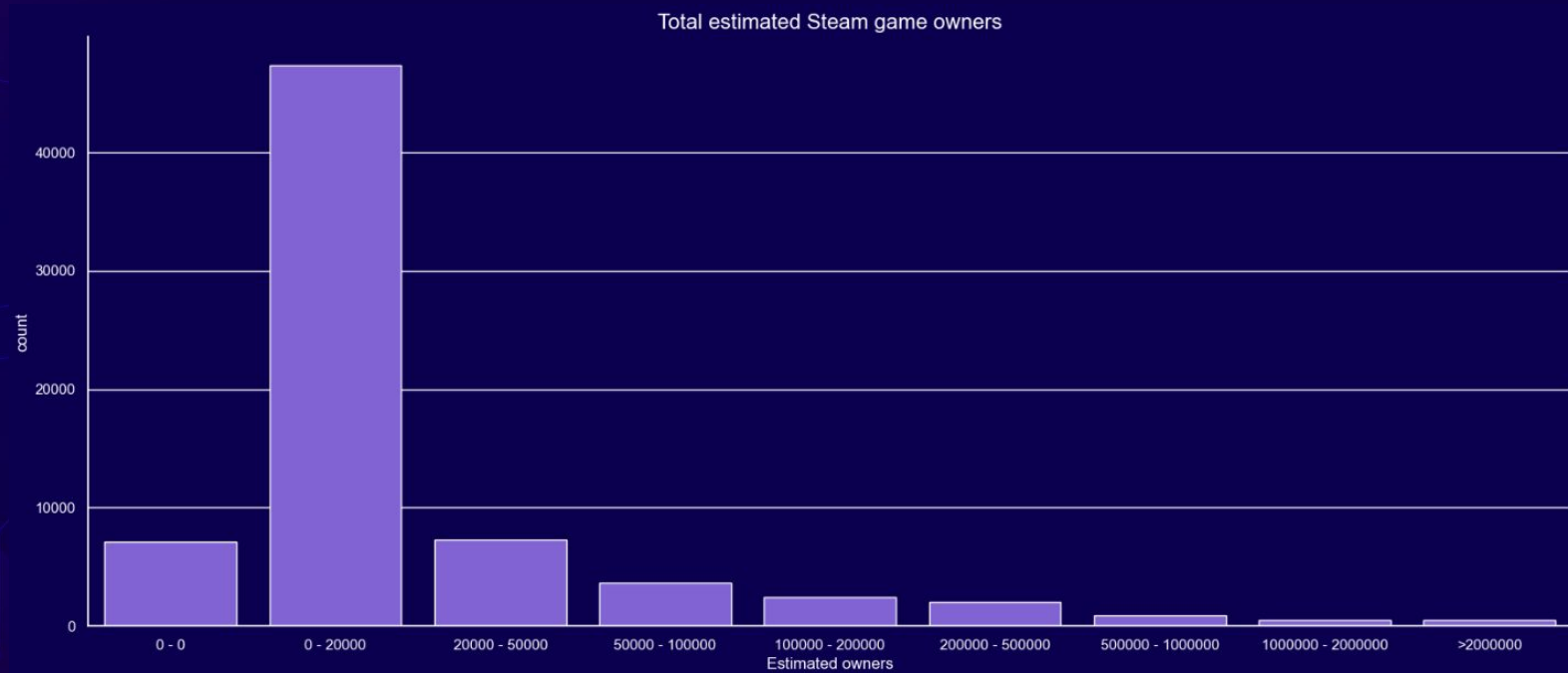
STEAM BACKGROUND

GROWTH IN GAME RELEASES ON STEAM

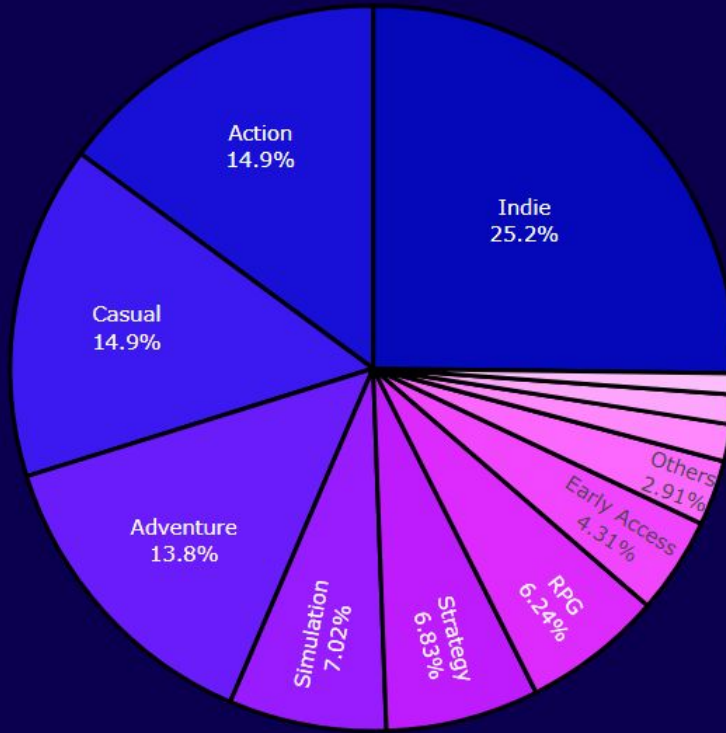


*For 2023: Data available until April

ESTIMATED GAME OWNERS ON STEAM

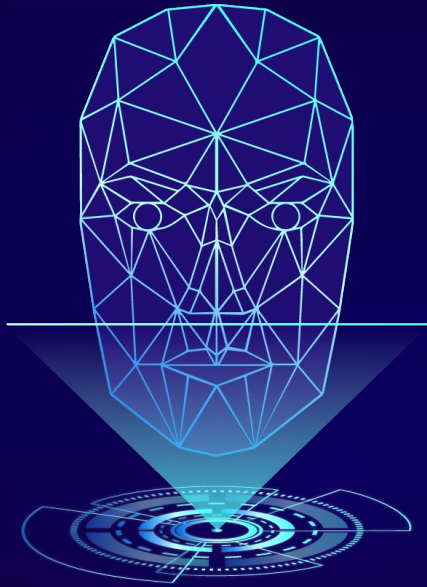


MAIN GAME GENRES ON STEAM



- Indie
- Action
- Casual
- Adventure
- Simulation
- Strategy
- RPG
- Early Access
- Others
- Free to Play
- Sports
- Racing

Based on game releases

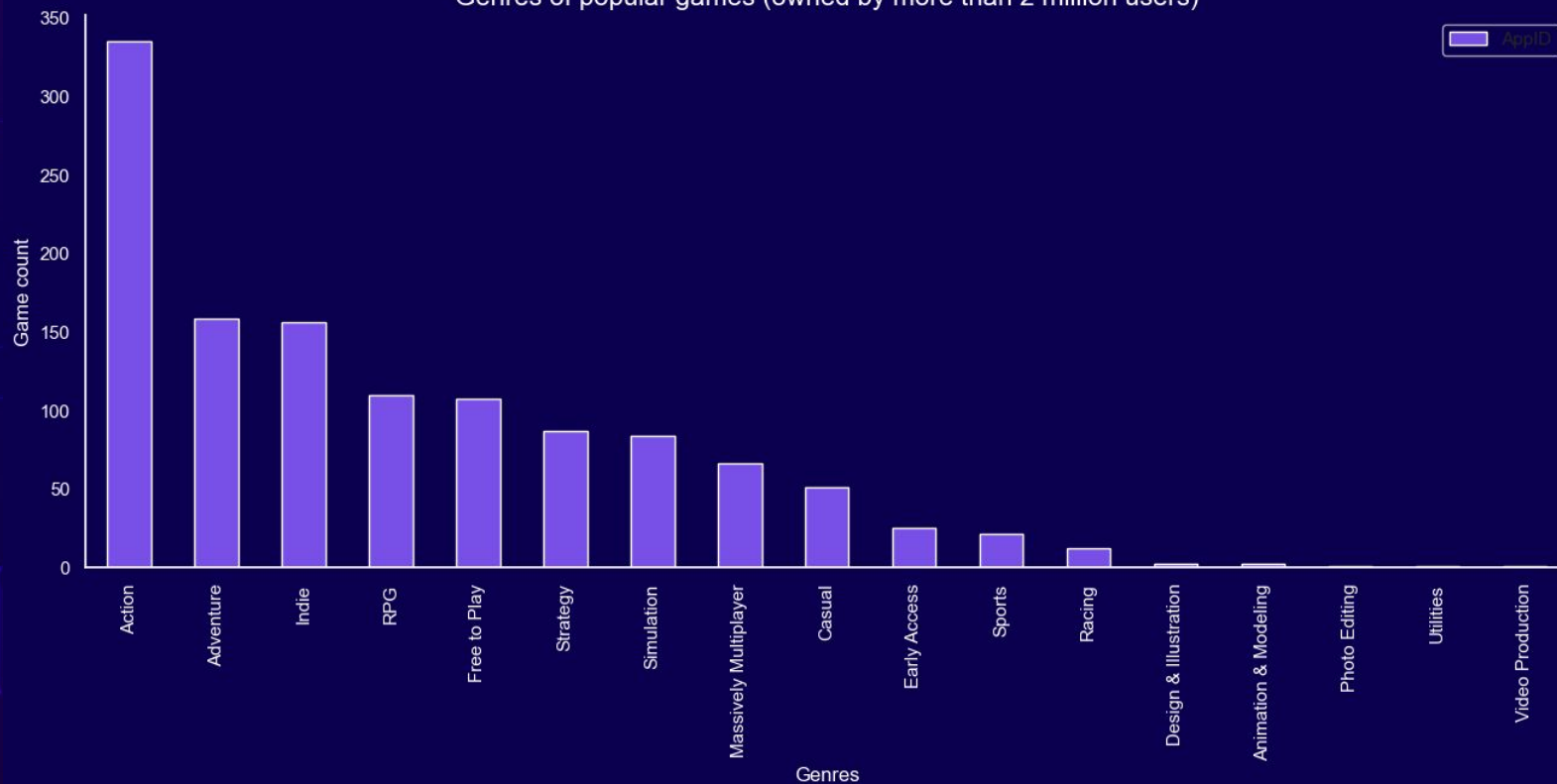


GAMER BEHAVIOUR

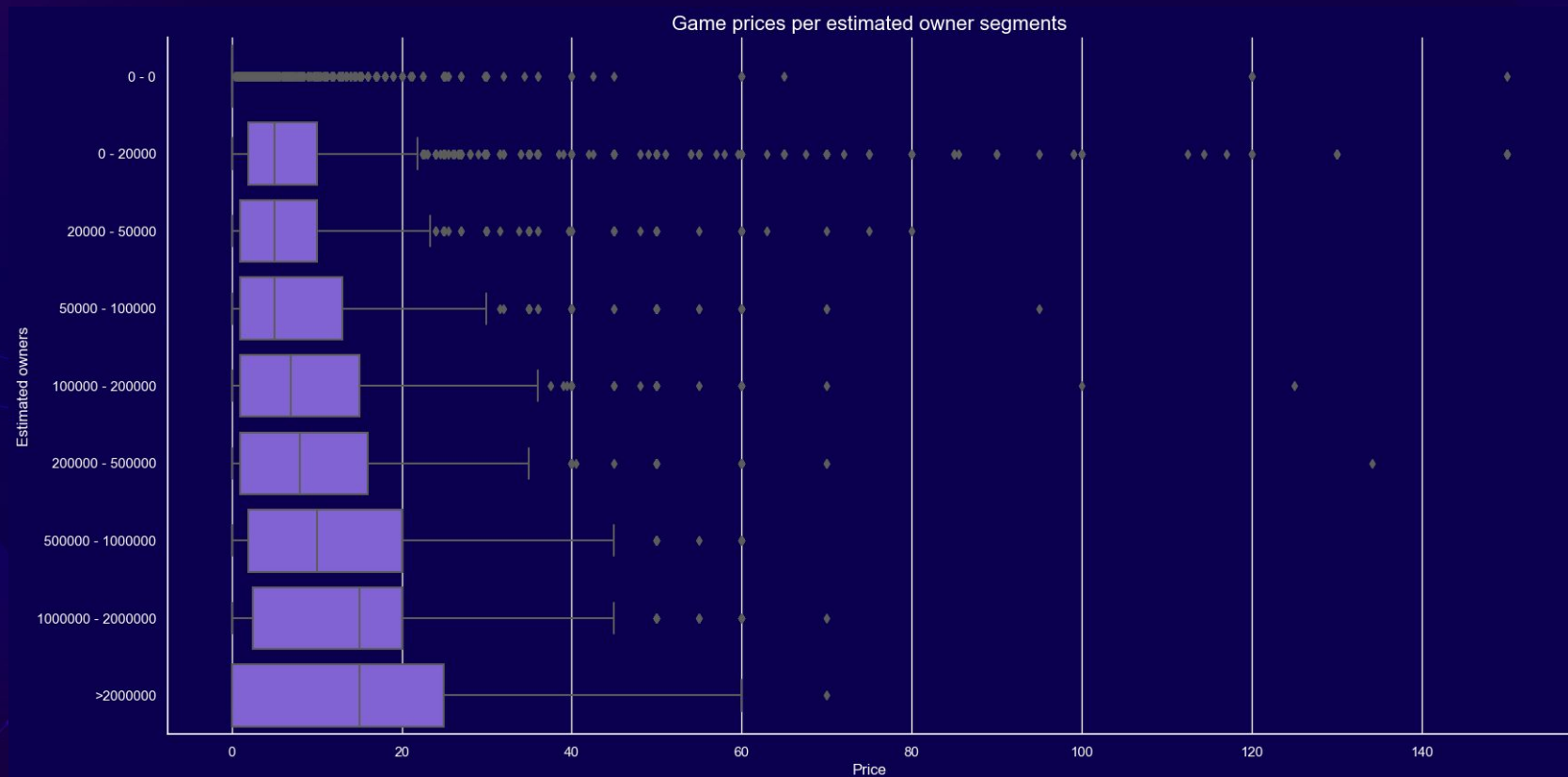


WHAT ARE THEIR FAVOURITE GENRES?

Genres of popular games (owned by more than 2 million users)

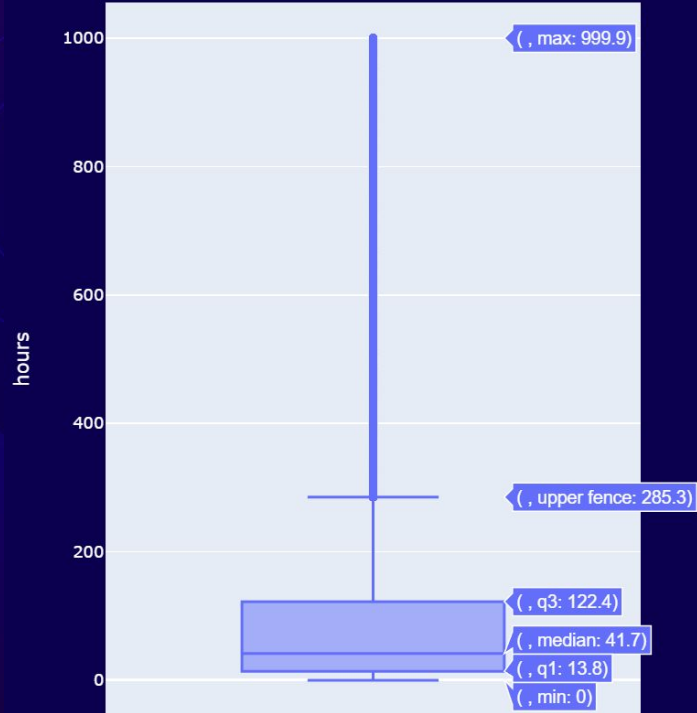


IS THE PRICE IMPACTING THE POPULARITY OF A GAME?

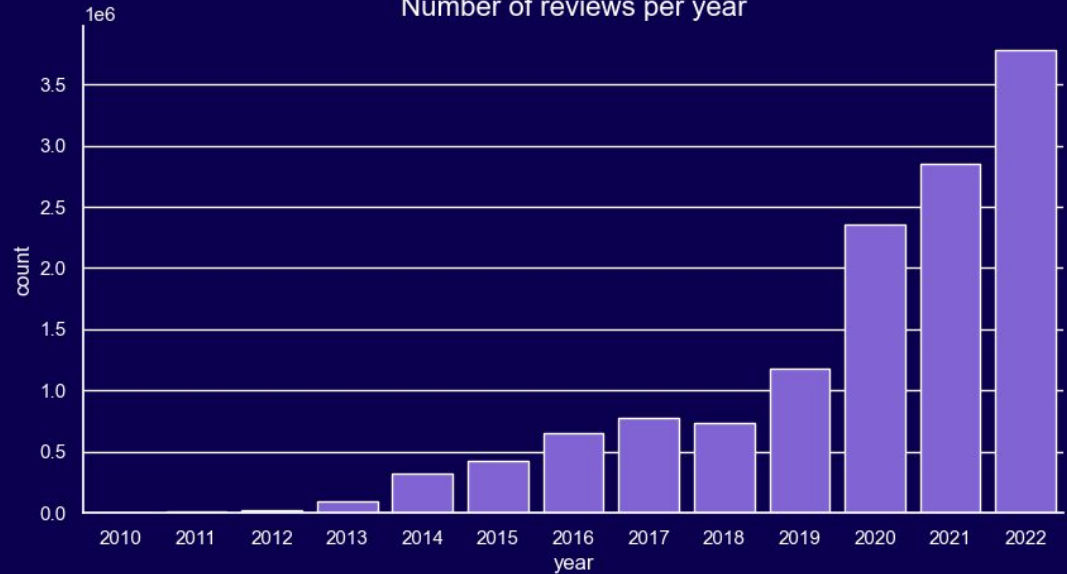


ARE GAMERS LEAVING REVIEWS?

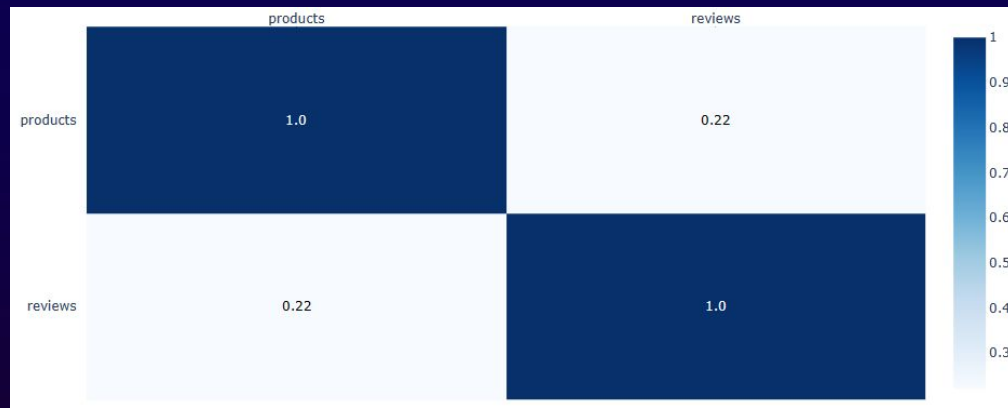
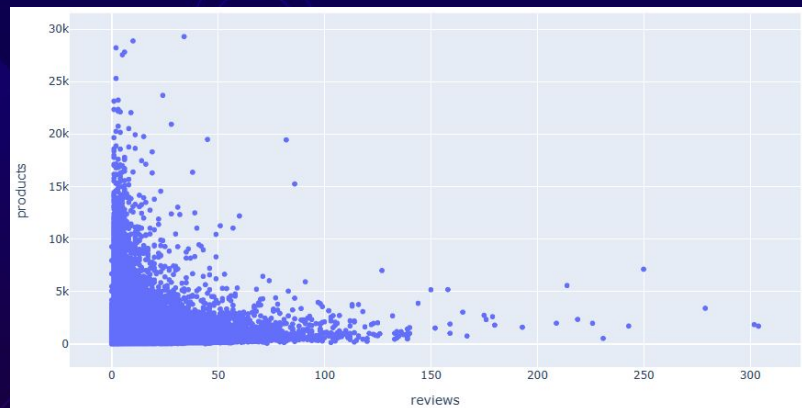
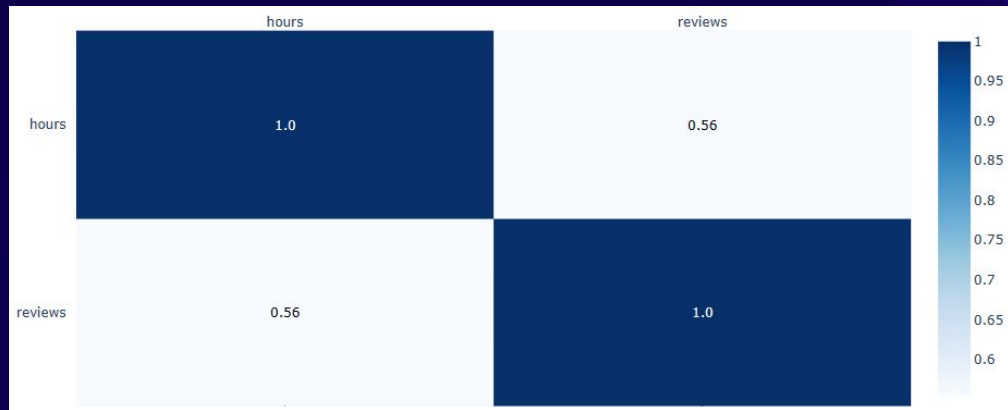
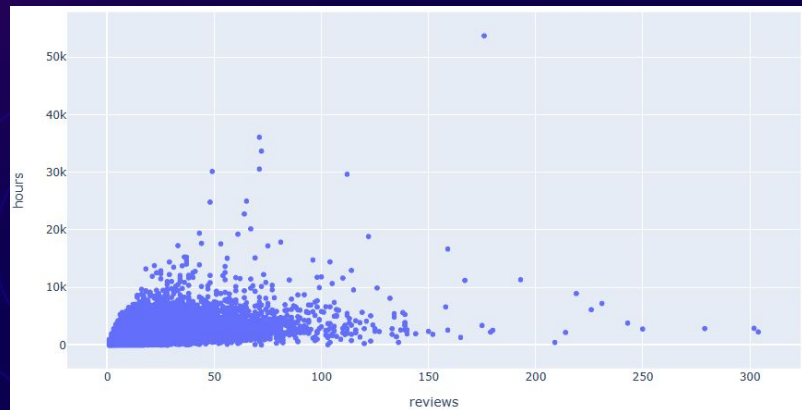
Number of hours played on a game before leaving a review



Number of reviews per year



IS THERE A CORRELATION BETWEEN HOURS PLAYED / GAMES BOUGHT AND LEAVING A REVIEW?

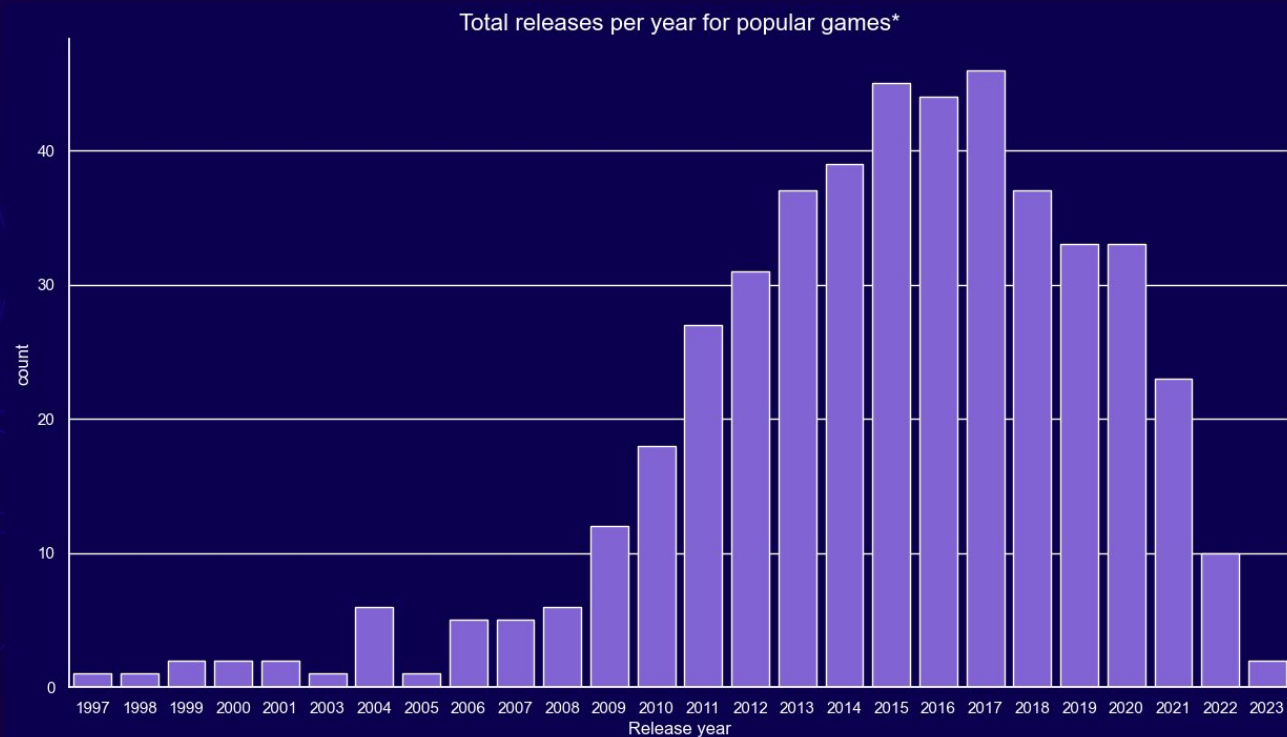




FOCUS ON POPULAR GAMES

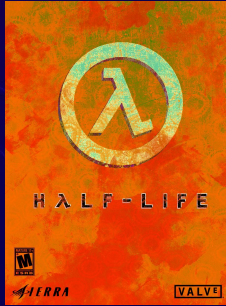
- Games owned by more than 2 million users

POPULAR GAMES

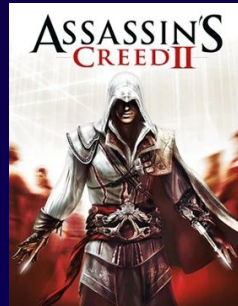


*Games owned by more than 2 million users

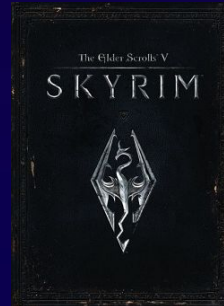
A FEW EXAMPLES OF POPULAR GAMES



1998



2010



2011



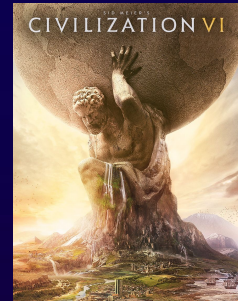
2015



2015



2015



2016



2017



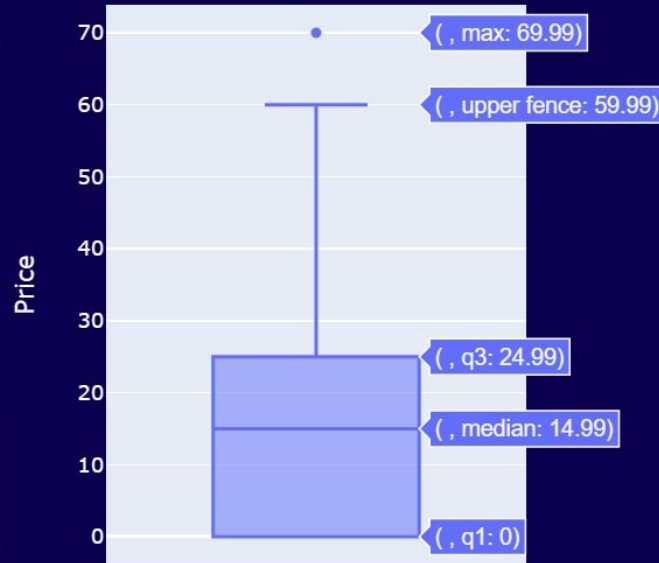
2022



2023

ESTIMATED VALUE OF POPULAR GAMES

Price range for popular games

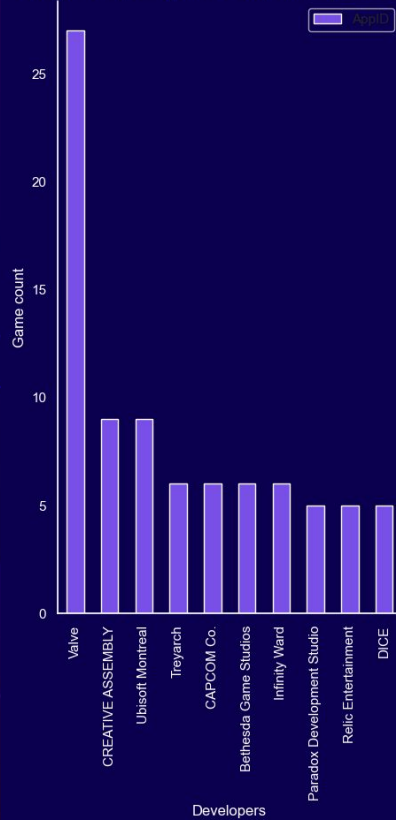


> \$15.810 bn

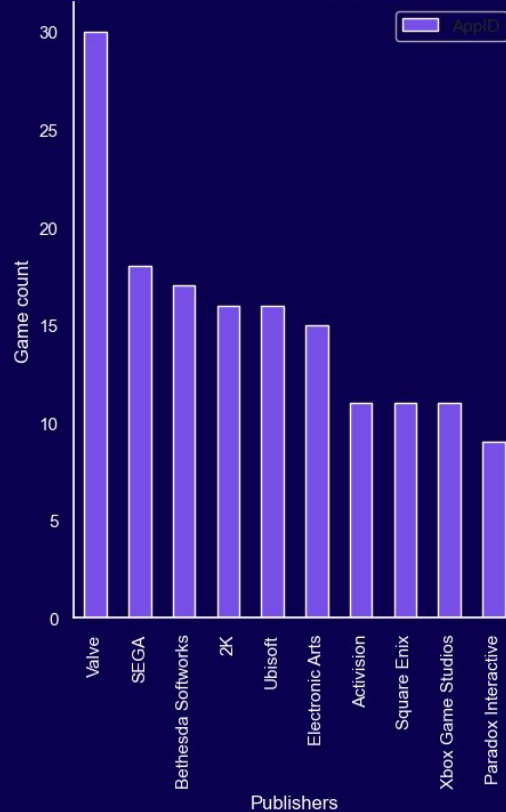
gross
revenue

MOST POPULAR STUDIOS

Top 10 Developers by number of popular games released



Top 10 Publishers by number of popular games released



Top Franchises

- Counter Strike
- Half-Life
- Total War
- Assassin's Creed
- Resident Evil
- The Elder Scrolls
- Fallout
- Call of Duty
- Battlefield

WHAT MAKES A GAME POPULAR?



OFFERING WHAT THE MARKET WANTS

- An original concept
- Quality of development
- Studio reputation
- Developing a franchise

Price is not a strong factor:
gamers will invest for a game
they are looking forward to play



The background is a solid dark blue. It features several abstract white and light blue geometric elements. In the top left, there is a grid of small white triangles. A series of thin white lines forms a jagged, path-like shape in the upper center. To the right, a vertical line of small white squares is visible. In the bottom left, there are concentric circles and a diagonal hatched pattern. The text 'ANY QUESTIONS?' is centered in the middle-right area, preceded by a white triangle pointing left.

ANY QUESTIONS?