Video games market search

exploiting text reviews to determine fundamental games'features

01

our point of view

software house

We are a software house that wants to develop a new videogame of a given genre (i. e. Action)

our aim

to develop a *best seller* videogame

How to solve the problem?

Rely on the user's feedback

our dataset

Steam reviews

Size:	2.16GiB
Features:	- steam_app_id - app_name - text review
Drawbacks:	- no game genre - some useless reviews

10	Counter-Strike	the greatest and undermined games in history. It is, in my opinion, the best game to e...	
10	Counter-Strike	It's... aight.	1
10	Counter-Strike	I met a lot of people who slept with my mother. 10/10	1
10	Counter-Strike	Ruined my life. 10/10	1
	Counter-Strike	When you crouch, you	1

*Steam is the most famous PC videogames online marketplace

Step to process data

Find the genre of each game

We expoloited the Steam API to retrieve the genre given the Steam's **app_id**

Create the keywords dictionary

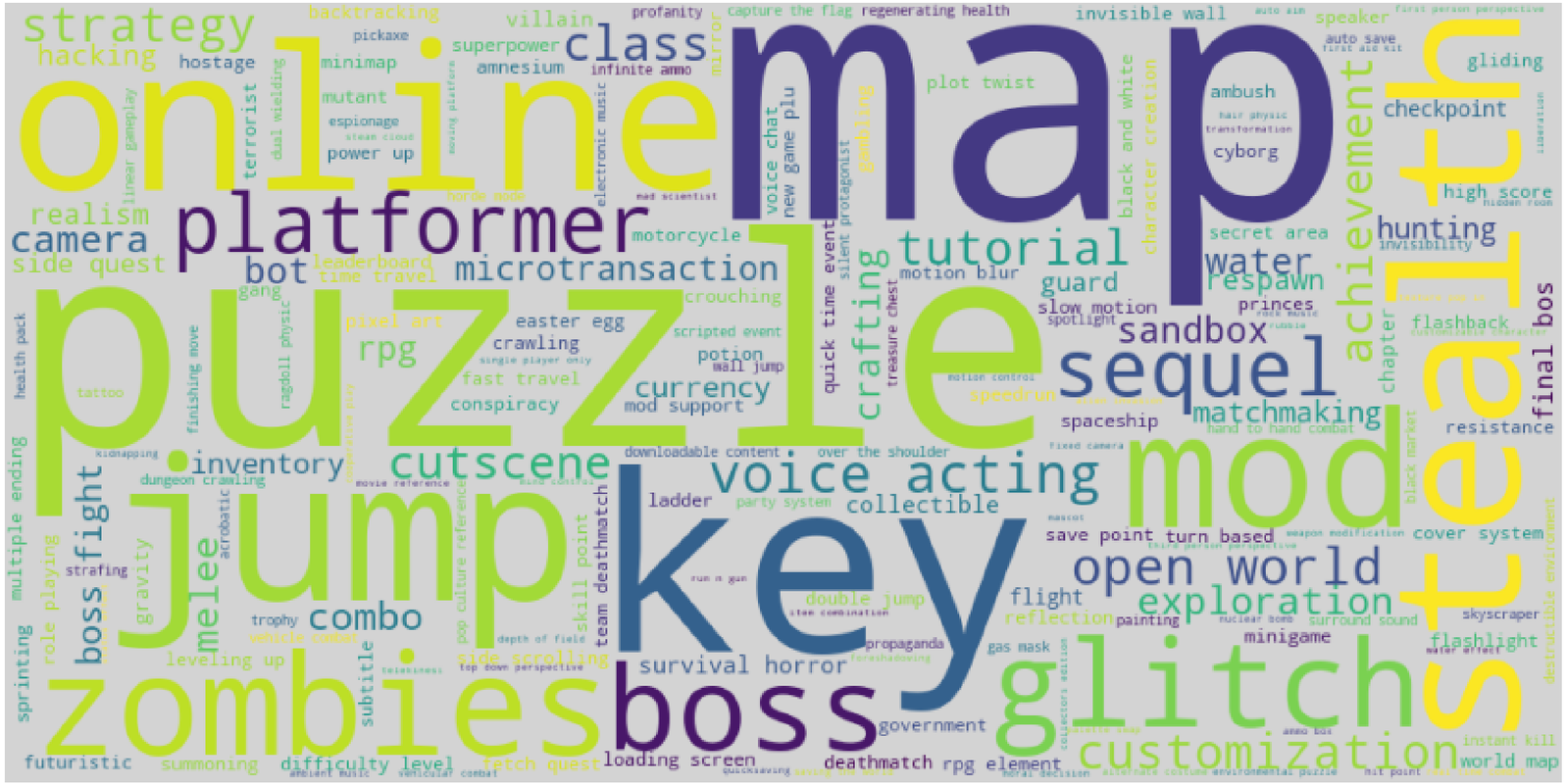
We exploited the IGDB API to retrieve a list of 900 keywords that we manually **voted** in order to obtain **a final dictionary** of **306 words**.

Filter the reviews with the dictionary

We selected only the reviews that contained at least one dictionary's keyword and, for each of them, we kept the array of keywords that appeared in the review.

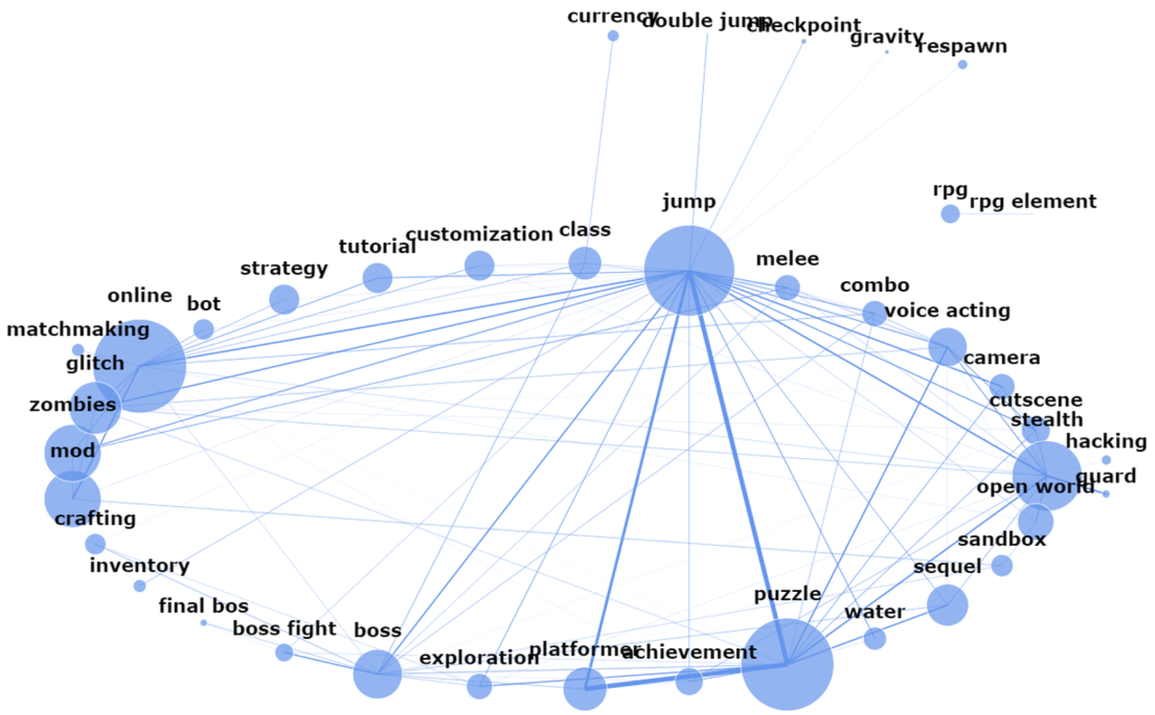
We singularized the words in order to avoid duplicates and find all the occurencies.

Results: WordCloud



The bigger the word the more frequent it is

Results:
Word graph



Each keyword is represented by a node,
each edge represents the times that two keywords appeared together

Results

Validity

The results we obtained seems to be coherent with the real videogame industry, this suggest that this approach could be extended and actually used by a real software house

Utility

A real software house can use this approach to find the crucial points in which the developers should focus in order to produce a videogame that the community will enjoy

Thanks for the attention