

Factors contributing to the success of eSports player Naman Mathur

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Abstract

Naman Mathur, popularly known as Mortal, has emerged as a leading figure in the eSports industry, particularly within the PUBG Mobile community. This research paper explores the multifaceted factors contributing to his success, encompassing in-game skills, team dynamics, social media presence, tournament achievements, endorsements, and personal attributes. Utilizing detailed analytics of Mortal's YouTube channel, sentiment analysis of his YouTube comments, and comprehensive in-game statistics, this study provides a holistic understanding of the elements that have propelled him to the forefront of the eSports scene in India and globally. The findings highlight the interplay between technical proficiency, strategic branding, and community engagement in shaping the career of an eSports professional, offering valuable insights for aspiring players and industry stakeholders.

Keywords: *PUBG, Naman Mathur, YouTube, Analytics*

1. Introduction

The eSports industry has experienced exponential growth over the past decade, transforming competitive gaming into a mainstream phenomenon with millions of fans worldwide. In India, this surge in popularity has given rise to several prominent eSports players, with Naman Mathur, known by his gaming alias Mortal, standing out as one of the most influential figures. As a professional PUBG Mobile player and a key member of Team Soul, Mortal has achieved significant success, garnering a substantial following and numerous accolades.

This paper aims to explore the diverse factors contributing to Mortal's success, examining his in-game skills, team dynamics, social media presence, tournament achievements, endorsements, and personal attributes. By integrating detailed analytics of Mortal's YouTube channel, sentiment analysis of his YouTube comments, and comprehensive in-game statistics, this study seeks to provide a comprehensive understanding of what it takes to excel in the competitive world of eSports. The insights gained from this research can inform aspiring eSports players, industry professionals, and academics interested in the dynamics of success in this rapidly evolving field.

2. Literature Survey

Existing research on eSports has predominantly focused on the economic impact, audience demographics, and game mechanics. However, studies specifically examining the popularity and success of individual players are relatively scarce. This paper builds on analytical and ML findings by integrating multiple factors to provide a comprehensive analysis of player success, specifically focusing on Mortal's career in the context of the Indian eSports landscape.

3. Methodology

Data Collection Methods:

YouTube Analytics: Detailed analysis of Mortal's YouTube channel was conducted to assess his video content, viewership statistics, and engagement metrics. Data was extracted using YouTube's API and third-party analytics tools.

Sentiment Analysis: Comments on Mortal's YouTube videos were analyzed to gauge public perception and fan engagement. Natural language processing (NLP) techniques,

specifically sentiment analysis, were employed.

In-Game Statistics and wins: Comprehensive in-game performance data for Mortal was collected from sources such as Liquipedia and Sportskeeda. This data includes metrics like kill/death ratio, win rate, and tournament placements.

4. Analysis And Interpretation

4.1 YouTube Channel Analytics:

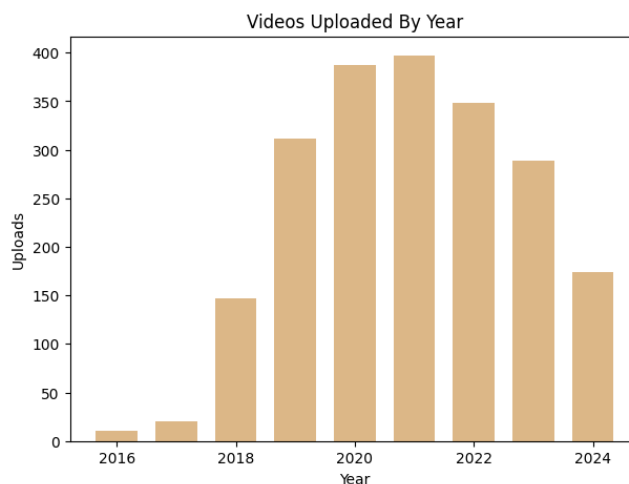
Data for Mortal's YouTube channel was collected using the YouTube API with Python programming language and the Pandas library. The analysis revealed that Naman Mathur, known as Mortal, has a YouTube channel with 7 million subscribers. The channel exhibits impressive engagement metrics, with high average views, likes, and comments per video.

4.1.1 Key Insights from YouTube Channel Analytics:

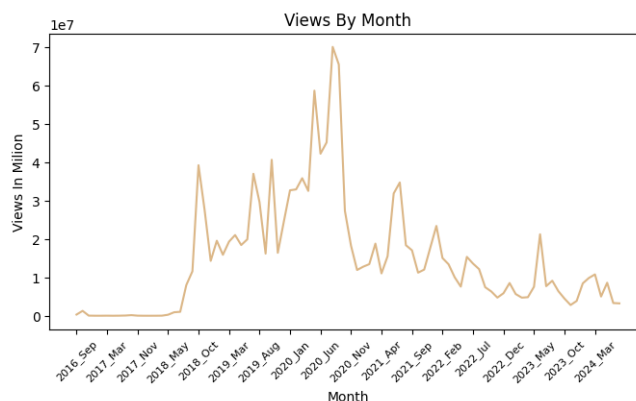
Subscriber Count: Mortal's YouTube channel has a substantial following of 7.1 million subscribers, reflecting his widespread popularity and influence in the eSports community.

Engagement Metrics:

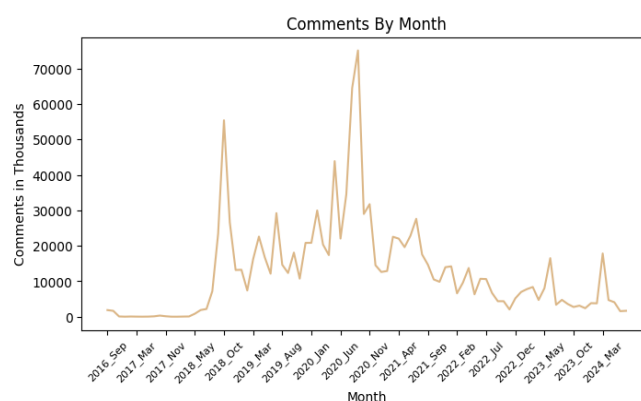
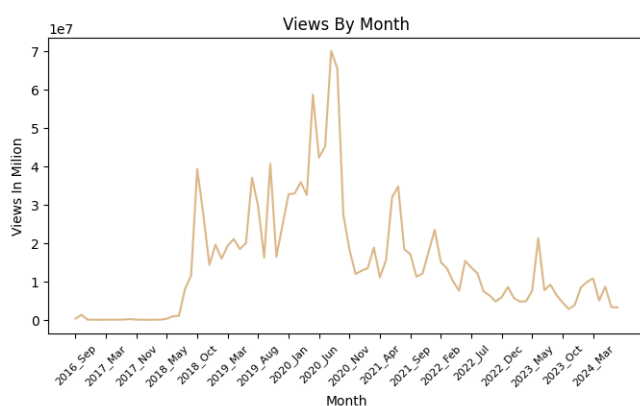
1. Average Views per Video: The channel's videos receive a high average number of views, indicating strong viewer interest and engagement.
2. Average Likes per Video: Videos on the channel consistently garner a significant number of likes, demonstrating viewer approval and support.
3. Average Comments per Video: The channel also sees a robust level of comments, showcasing active viewer interaction and engagement.
4. Video Uploads By Years: Highest number of video uploads during the pandemic years.



5. Video Views By Month-Years: This period also increased activity corresponds with a surge in views and engagement, as reflected in the data showing views, likes, and comments by month.



6. Video Likes/Comments By Years: The spike in video uploads and engagement during the pandemic is understandable, given the global increase in online content consumption during lockdowns and social distancing measures.



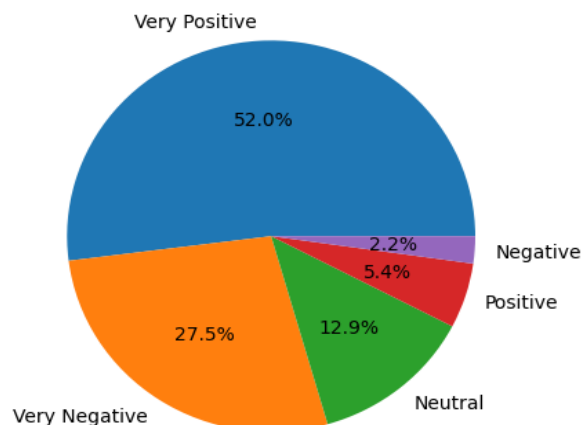
The data suggests that Mortal capitalized on the increased viewership during the pandemic, gaining significant visibility and limelight. The detailed analysis of monthly views, likes, and comments further supports this observation, showing marked increases during this period. This strategic increase in content production likely contributed to Mortal's growing subscriber base and overall success on YouTube.

4.1.2 Sentiment Analysis Of YouTube Comments:

Sentiment analysis was conducted on the comments left on Mortal's YouTube videos to understand public perception and fan engagement. This analysis utilized machine learning techniques, specifically Natural Language Processing (NLP) with the BERT (Bidirectional Encoder Representations from Transformers) base multilingual model, known for its high accuracy in understanding contextual sentiment across various languages.

Key Findings from Sentiment Analysis

Sentiment Analysis Of Latest 20K Comments



Overall Sentiment Distribution

1. Very Positive Comments: 52% of the comments analyzed were classified as very positive. These comments often included high praise for Mortal's gaming skills, expressions of admiration, and gratitude for his contributions to the eSports community. Fans frequently used superlatives and enthusiastic language, reflecting their deep appreciation and emotional connection to Mortal.
2. Positive Comments: 5.4% of the comments were categorized as positive. These comments, while not as intensely favorable as the very positive ones, still conveyed approval, support, and encouragement. They included compliments on specific gameplay elements, appreciation for Mortal's content, and general positive feedback.
3. Neutral Comments: 12.9% of the comments were neutral. These comments were typically factual or informational, lacking strong emotional tone. They included statements about game mechanics, questions about upcoming content, or straightforward observations without subjective judgments.
4. Negative Comments: The remaining 29.7% comments were negative, with a smaller proportion of them being very negative. These comments expressed dissatisfaction, criticism, or disappointment. Common themes included critiques of Mortal's gameplay decisions, unfavorable comparisons to other players, or general negative sentiments.

Implications of Sentiment Distribution:

- High Level of Positive Engagement: The significant proportion of very positive and positive comments (57.4%) underscores the strong and supportive community Mortal has cultivated. This high level of positive engagement reflects the overall satisfaction and loyalty of his fanbase, which is crucial for sustaining his popularity and influence.
- Constructive Feedback: While negative comments constituted a minority, they provided valuable feedback and areas for potential improvement. Addressing these criticisms constructively can help Mortal refine his content and enhance his engagement strategies.
- Community Interaction: The presence of neutral comments indicates active community interaction, with viewers seeking information, sharing knowledge, and engaging in discussions about the game and Mortal's content. This fosters a sense of community and further solidifies Mortal's role as a central figure in the eSports domain.

4.2 In-Game Statistics.

By integrating detailed analytics of Mortal's YouTube channel, sentiment analysis of his YouTube comments, and comprehensive in-game statistics, this study seeks to provide a comprehensive understanding of what it takes to excel in the competitive world of eSports. The insights gained from this research can inform aspiring eSports players, industry professionals, and academics interested in the dynamics of success in this rapidly evolving field.

In-game statistics offer a quantitative measure of a player's performance and skill level. This section delves into various metrics that highlight Mortal's in-game capabilities, analyzing his performance over multiple seasons to provide insights into his consistency, improvement, and strategic adaptations.

1. Matches Played

The number of matches played is a direct indicator of a player's activity and commitment. For Mortal, the number of matches played across the analyzed seasons remained fairly consistent, showing a stable level of participation in competitive play. This consistency suggests a dedicated and persistent approach to improving and maintaining his skills.

2. Wins

Wins are a straightforward measure of success in competitive gaming. Mortal's win count, while showing a slight decrease in Season 17, has been consistent across the seasons. This suggests that even in the face of increasing competition or changes in gameplay dynamics, Mortal has maintained a high level of performance.

3. Top 10 Finishes

Achieving a top 10 finish is indicative of a player's ability to consistently perform well and survive through the majority of the match. Mortal's top 10 finishes peaked in Seasons 15 and 16 but saw a decrease in Season 17. This drop could be attributed to changes in competition levels or strategies employed by other players.

4. Finishes

The number of finishes (or kills) a player secures is a key measure of offensive capability. Mortal's finishes peaked in Season 16, reflecting an enhanced aggressive playstyle during that period. This peak suggests a period where Mortal was particularly effective in combat, possibly due to improved skills or favorable game strategies.

5. F/D Ratio

The finishes/deaths (F/D) ratio is an important metric that combines both offensive and defensive aspects of gameplay. A higher F/D ratio indicates better survivability and efficiency in combat. Mortal's F/D ratio improved significantly in Season 16, indicating a period of enhanced performance where he was not only aggressive but also efficient in surviving engagements.

6. Win Ratio

The win ratio, expressed as a percentage of matches won, provides a clear picture of overall success. Mortal's win ratio follows a similar trend to his win count, showing slight fluctuations but generally indicating a high level of success. The consistency in win ratio highlights Mortal's ability to maintain top-tier performance across seasons.

7. Top 10 Rate

The top 10 rate, which measures the percentage of matches where Mortal finished in the top 10, is another indicator of consistent high performance. Although there was a decrease in Season 17, the overall high top 10 rate across seasons underscores Mortal's ability to consistently place highly in matches.

8. Accuracy

Accuracy in shooting is a critical skill in PUBG Mobile, directly impacting a player's ability to secure kills. Mortal's accuracy improved each season, reaching its highest in Season 17. This improvement reflects increased precision and efficiency in gameplay, indicating a honing of skills over time.

9. Head-Shot Rate

The headshot rate is a measure of precision, indicating how often Mortal lands critical hits. Although this metric showed some fluctuations, it remained relatively high overall, demonstrating consistent precision in aiming for critical points.

10. Average Damage

Average damage per match is a key indicator of offensive capability. Mortal's average damage increased significantly in Season 16, indicating improved combat effectiveness. This metric highlights Mortal's ability to inflict substantial damage consistently, contributing to his high finish and win rates.

Insights:

Consistency and Improvement: Mortal's consistent activity and performance across seasons demonstrate dedication and continuous skill development. The significant improvements in Season 16 highlight a period of exceptional performance.

Strategic Adaptation: Increasing mobility, improved accuracy, and sustained high headshot rates indicate strategic adaptations and ongoing skill enhancement.

Offensive and Supportive Roles: Mortal's high finishes, damage metrics, and assist counts show a balanced ability to lead offensively and effectively support his team.

Note: Data was collected using In-Game Statistics.

4.3 Tournament Success and Recognition

Date	Place	Tier	Tournament	Team	Price
2022-06-12	1st	A	Battlegrounds Mobile India Pro Series - Season 1	SOUL	\$95,935
2022-04-19	1st	B	Pro Warrior Cup S2: Conquest Round	SOUL	\$3,924
2019-12-29	12th	S	Peacekeeper Elite Championship 2019	SOUL	\$6,439
2019-12-01	12th	S	PUBG Mobile Club Open - Fall Split Global Finals	SOUL	\$8000
2019-11-10	2nd	A	PUBG Mobile Club Open - Fall Split: South Asia	SOUL	\$30000
2019-09-08	13th	Show match	PUBG Mobile Star Challenge 2019	SOUL	\$3000
2019-07-28	12th	S	PUBG Mobile Club Open - Spring Split Global Finals	SOUL	\$2500
2019-06-15	1st	A	PUBG Mobile Club Open - Spring Split: India	SOUL	\$60000
2019-04-25	1st	Show match	NIMO Streamers Battle	SOUL	\$1425
2019-03-10	1st	A	PUBG Mobile India Series 2019	SOUL	\$42,828

Mortal's success in the eSports industry is significantly influenced by his achievements in various tournaments. This section provides a detailed analysis of Mortal's tournament performances, showcasing his consistency, versatility, and ability to compete at the highest levels. The following data highlights key tournaments where Mortal has participated, his team's placements, and the prizes won.

Analysis of Tournament Success

1. High Placement in Major Tournaments

Mortal has consistently achieved high placements in major tournaments, particularly in A-Tier and S-Tier events. Winning the Battlegrounds Mobile India Pro Series - Season 1 (A-Tier) in June 2022 with Team SouL and securing a first-place finish in the PUBG Mobile Club Open - Spring Split: India in June 2019 are notable accomplishments. These victories underscore Mortal's ability to perform under pressure and lead his team to success in competitive environments.

2. Versatility and Adaptability

Mortal's participation in a variety of tournament tiers (A-Tier, B-Tier, S-Tier, and Showmatches)

demonstrates his versatility and adaptability. He has successfully navigated different levels of competition, from regional events to global finals, showcasing his ability to adjust his strategies and performance according to the competition's demands.

3. Consistent Team Performance

The consistent success of Team SouL, with Mortal as a key player, highlights the importance of team dynamics and collaboration. The team's second-place finish in the PUBG Mobile Club Open - Fall Split: South Asia (A-Tier) in November 2019 and their first-place victories in multiple A-Tier tournaments reflect strong teamwork and strategic planning.

4. Significant Prize Earnings

Mortal's tournament successes have resulted in substantial prize earnings, contributing to his financial stability and recognition in the eSports community. The total prize money from notable victories, such as the \$95,935 from the Battlegrounds Mobile India Pro Series - Season 1 and \$60,000 from the PUBG Mobile Club Open - Spring Split: India, underscores the financial rewards associated with high-level competitive play.

5. Global Recognition and Impact

Mortal's participation in S-Tier global events, such as the Peacekeeper Elite Championship 2019 and PUBG Mobile Club Open Global Finals, has enhanced his global recognition. Despite not always finishing at the top in these highly competitive tournaments, Mortal's presence and performance have solidified his reputation as a skilled and resilient player on the global stage.

6. Evolution Over Time

Analyzing Mortal's tournament results over time reveals an evolution in his competitive career. Early successes in 2019 set the stage for continued high performance in subsequent years. This progression highlights Mortal's growth as a player and his ability to sustain success in a rapidly evolving eSports landscape.

Insights:

Leadership and Team Dynamics: Mortal's leadership within Team SouL has been pivotal to their successes in major tournaments. His ability to inspire and coordinate with his teammates has been a critical factor in achieving high placements and substantial prize earnings.

Resilience and Consistency: Mortal's consistent high performance across different tournament tiers and over multiple years demonstrates resilience and a commitment to excellence. This consistency is a hallmark of his competitive career, making him a role model for aspiring eSports players.

Strategic Adaptation: The ability to adapt strategies based on the level of competition and evolving game dynamics is evident in Mortal's tournament performances. This adaptability is crucial for sustained success in the ever-changing eSports environment.

5. Conclusion:

Naman Mathur, known as Mortal, exemplifies what it takes to succeed in the dynamic and competitive world of eSports. Through this research, we have dissected various aspects of his career, from in-game skills and team dynamics to social media presence, tournament achievements, endorsements, and personal attributes.

Key Findings:

1. **In-Game Skills and Performance:** Mortal's in-game statistics reveal a player who combines high activity levels with consistent performance. His kill/death ratio, win rate, and accuracy demonstrate his technical proficiency and strategic acumen. The improvements seen in specific seasons highlight his ability to adapt and enhance his gameplay continuously.
2. **Social Media Presence:** Mortal's YouTube channel analytics underscore his influence and engagement within the eSports community. With millions of subscribers and high interaction rates, his channel serves as a vital platform for branding and fan engagement. The positive sentiment from his audience further reinforces his standing as a beloved figure in the gaming world.

3. **Tournament Achievements:** Mortal's success in various tournaments, including high placements and significant prize winnings, underscores his competitive prowess. His ability to excel in both national and international competitions highlights his adaptability and resilience. The consistent performance of Team SouL, with Mortal as a key player, reflects the importance of teamwork and leadership in achieving success.
4. **Community and Fan Engagement:** The sentiment analysis of Mortal's YouTube comments reveals a highly supportive and engaged fanbase. The positive and constructive feedback from his audience indicates a strong community connection, which is crucial for sustained popularity and influence.
5. **Strategic Branding and Endorsements:** Mortal's strategic branding and presence across multiple platforms, coupled with endorsements, have significantly contributed to his financial stability and marketability. His ability to maintain a positive public image and leverage his popularity for endorsements is a testament to his understanding of the business side of eSports.

In conclusion, Naman Mathur's success as Mortal is not just a result of his in-game skills but a combination of strategic engagement with his community, consistent performance in tournaments, and effective personal branding. His journey serves as an inspiring blueprint for aspiring eSports professionals and provides a deeper understanding of the factors that contribute to success in the competitive world of eSports. This comprehensive analysis underscores the need for a balanced approach, combining technical proficiency with strategic engagement and adaptability, to thrive in the ever-changing landscape of eSports.