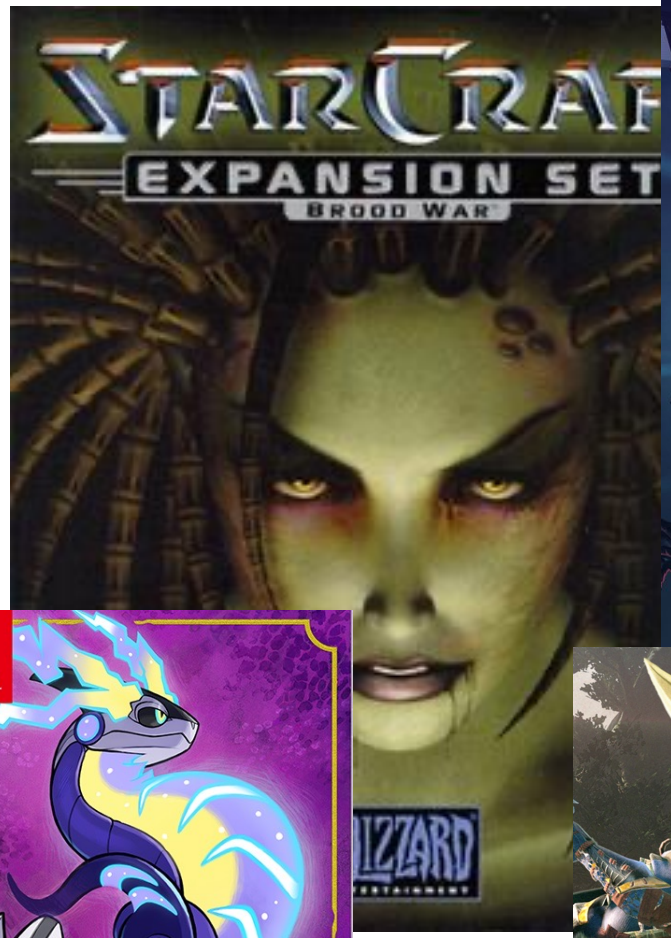
COMP 2501 Presentation

Nayoung Lim - 3036086098

MapleStory


EXPANSION SET
BROOD WAR

NINTENDO SWITCH
Pokémon
SCARLET
RATING PENDING
AÚN SIN CALIFICAR
RP
ESRB

NINTENDO SWITCH
Pokémon
VIOLET
RATING PENDING
AÚN SIN CALIFICAR
RP
ESRB

MONSTER HUNTER
RISE

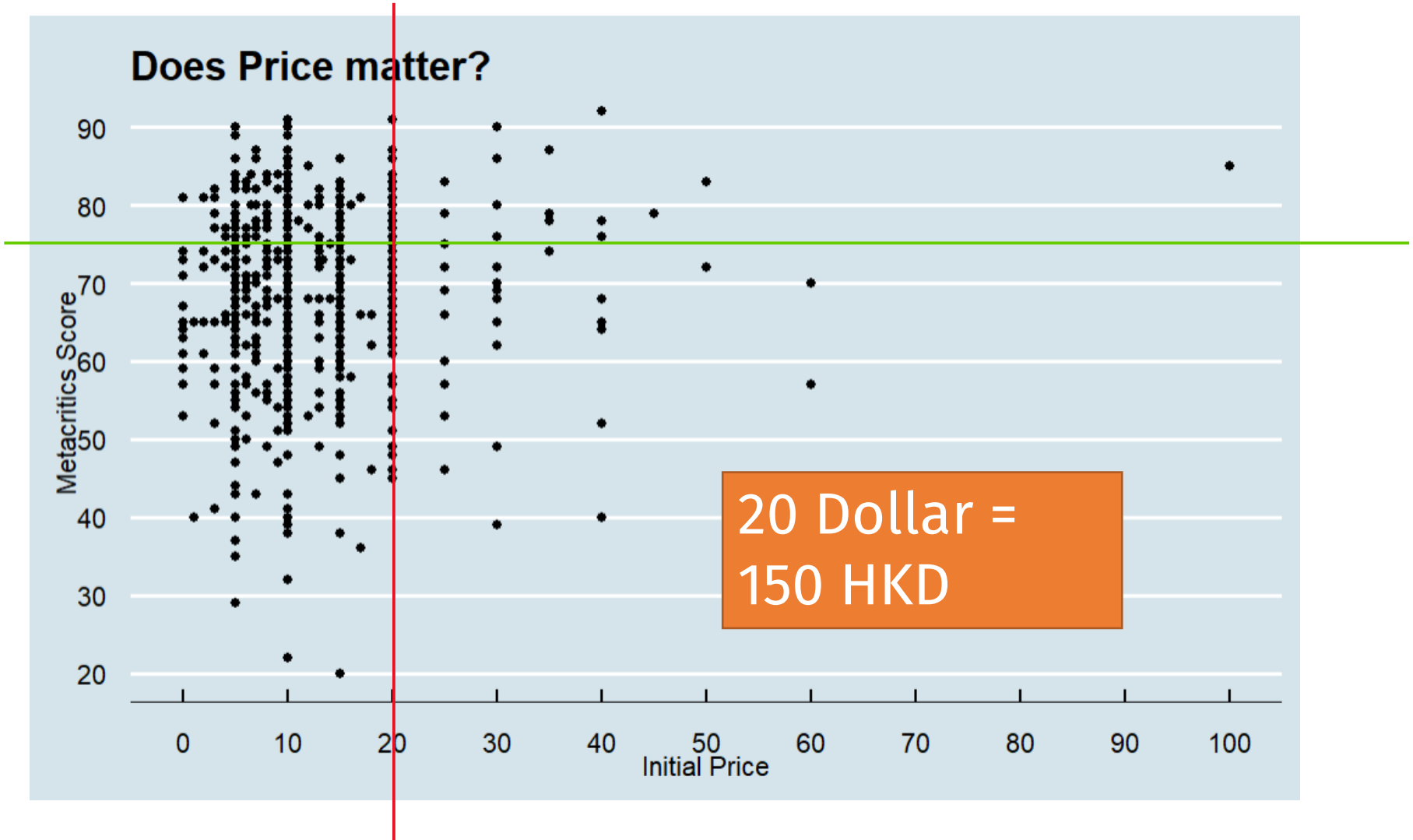
What are the components of successful games?

What is a successful game?

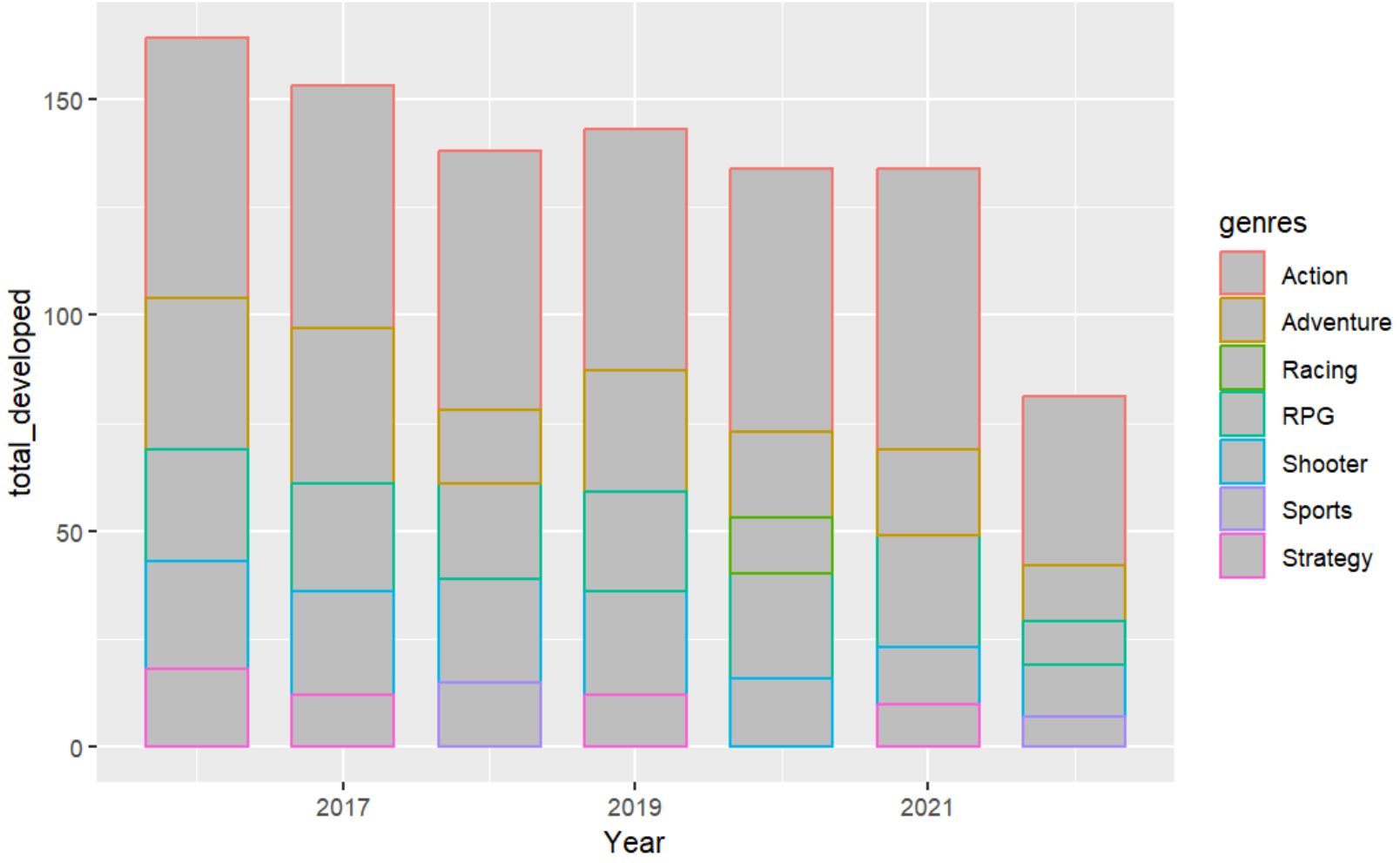
Metacritic score above 7.5

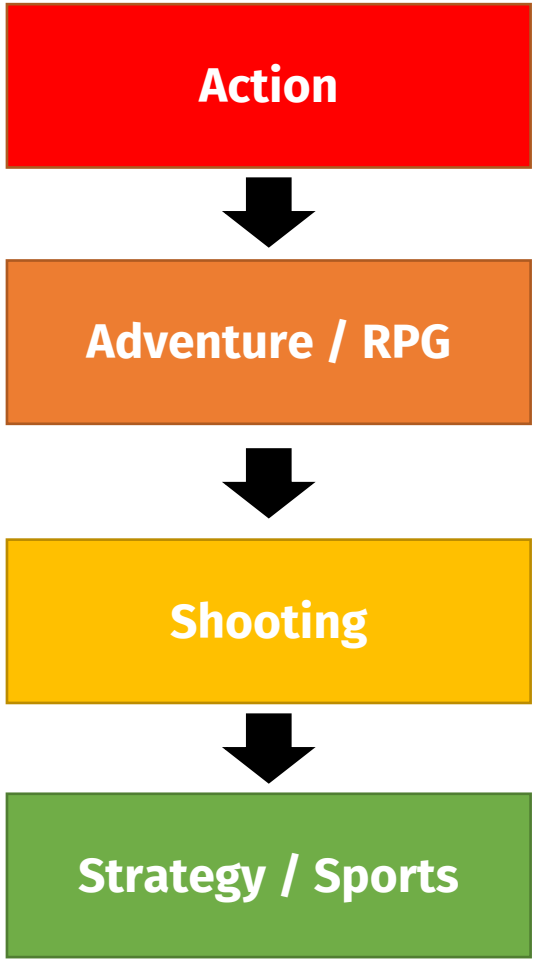
Selling above 10,000 copies

Does Price Matter? ; Metacritics



Does Genre Matter?





Does Genre Matter?

Action

↓

Adventure / RPG

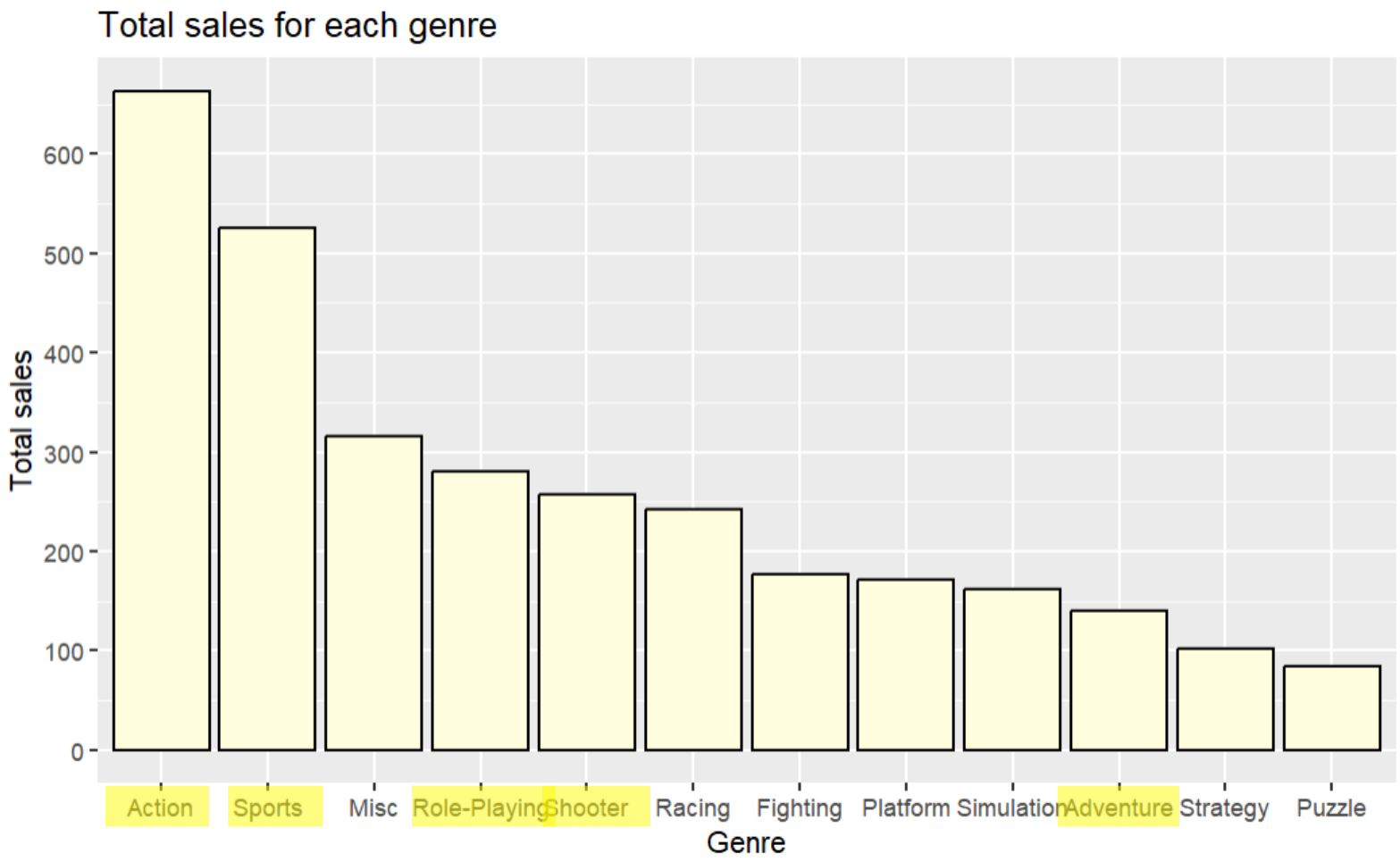
↓

Shooting

↓

Strategy / Sports

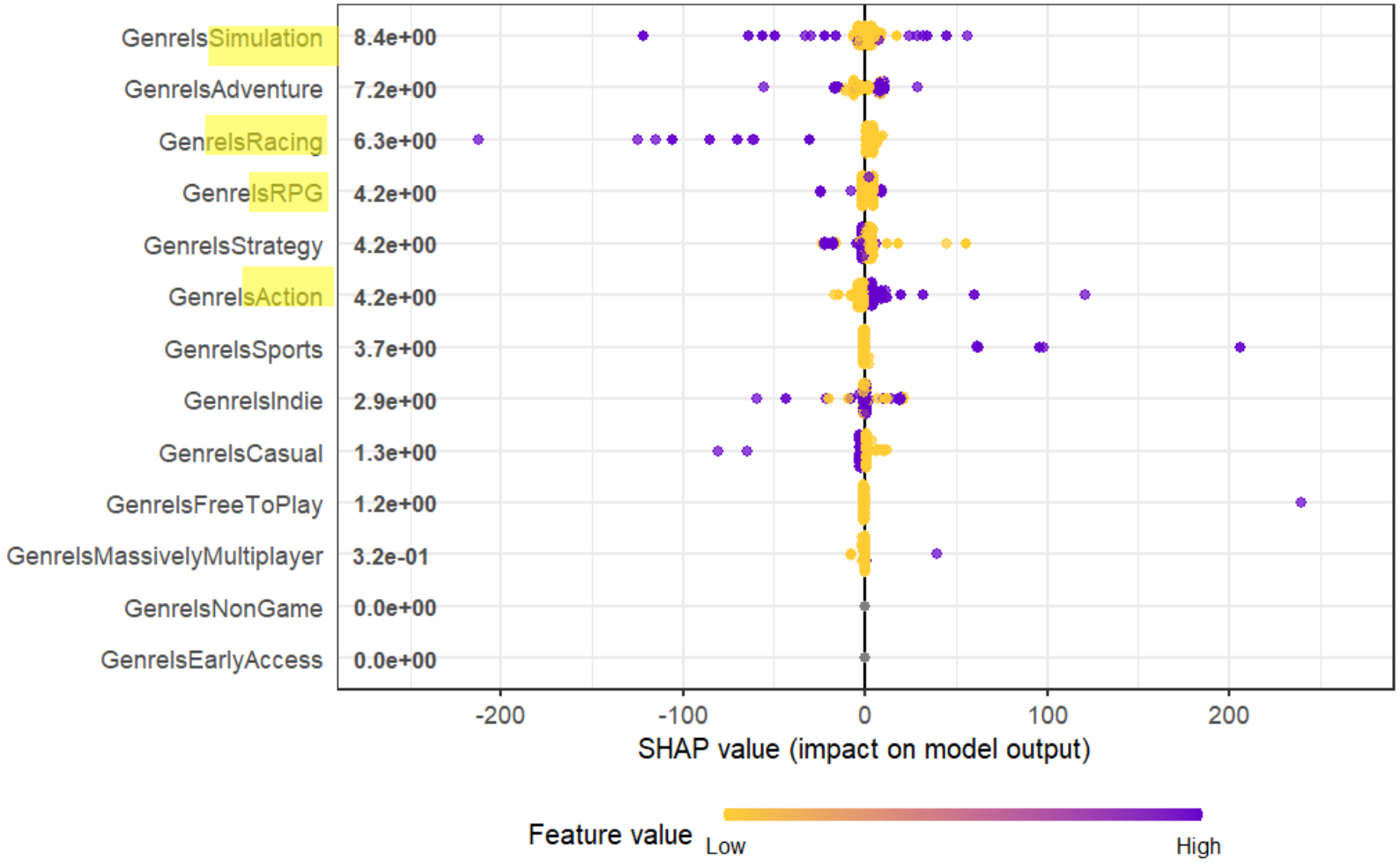
Does Genre Matter? ; Sales



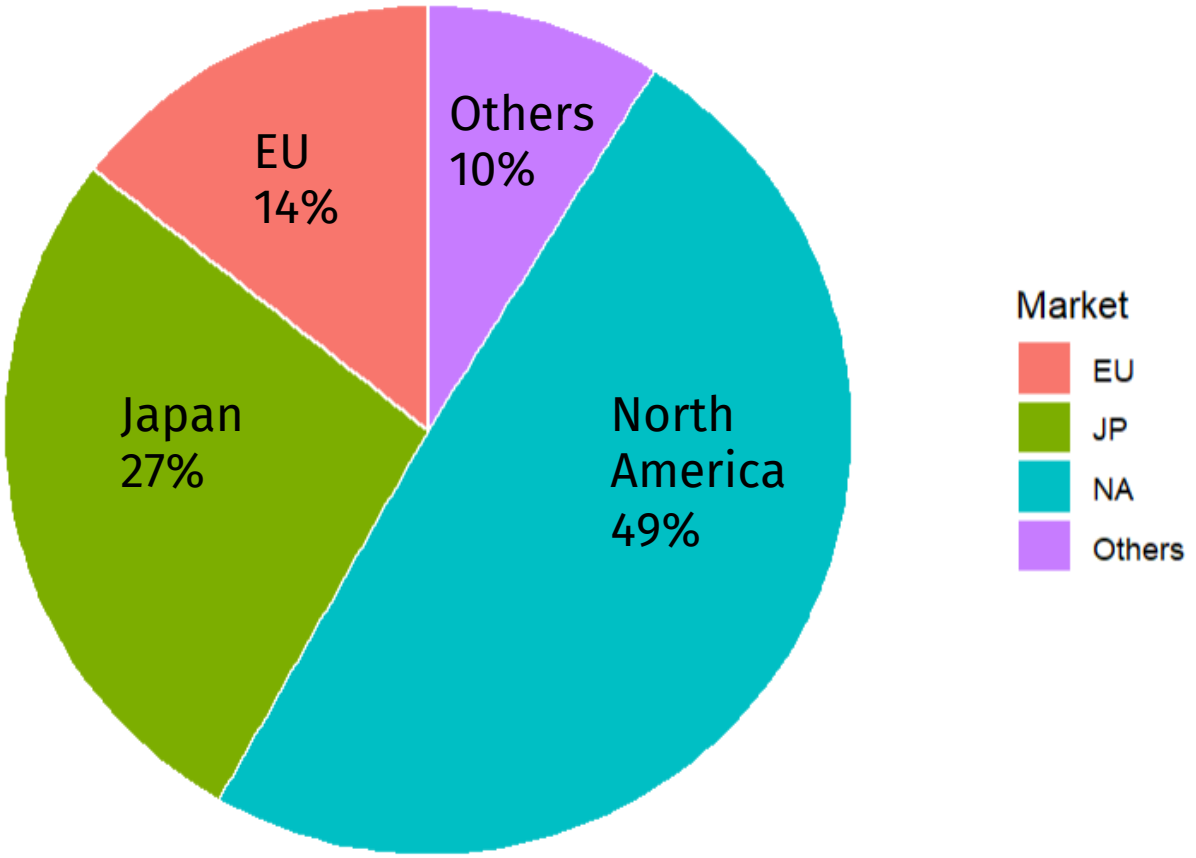
Action and Sports games has the biggest market share

Despite being the second most produced, adventure games record low market share

Does genre matter? ; Metacritics



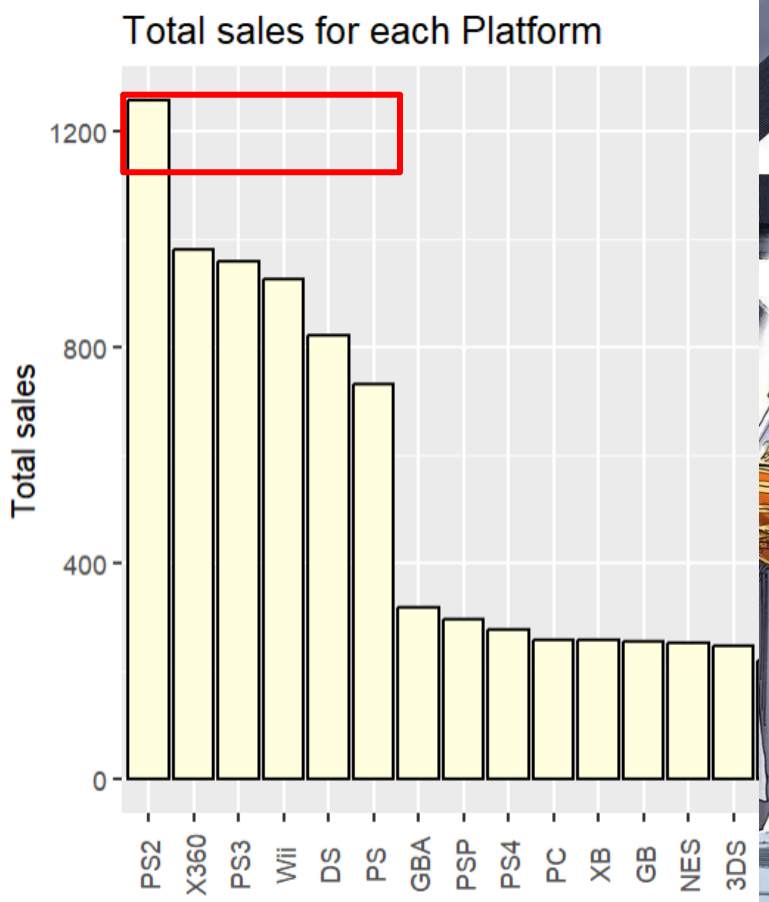
Does the market matter?; Sales

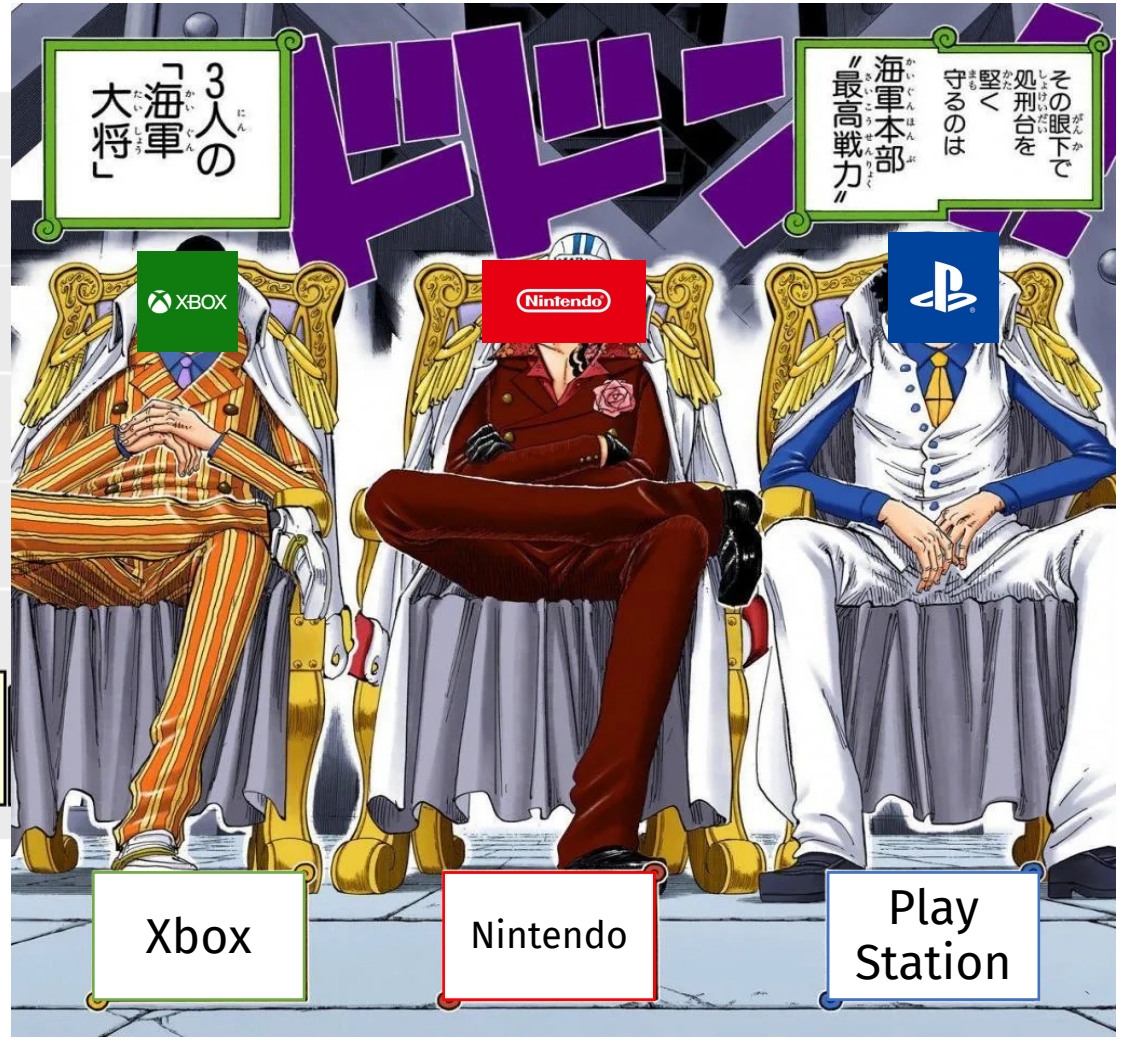


Does the franchise matter? ; Metacritics

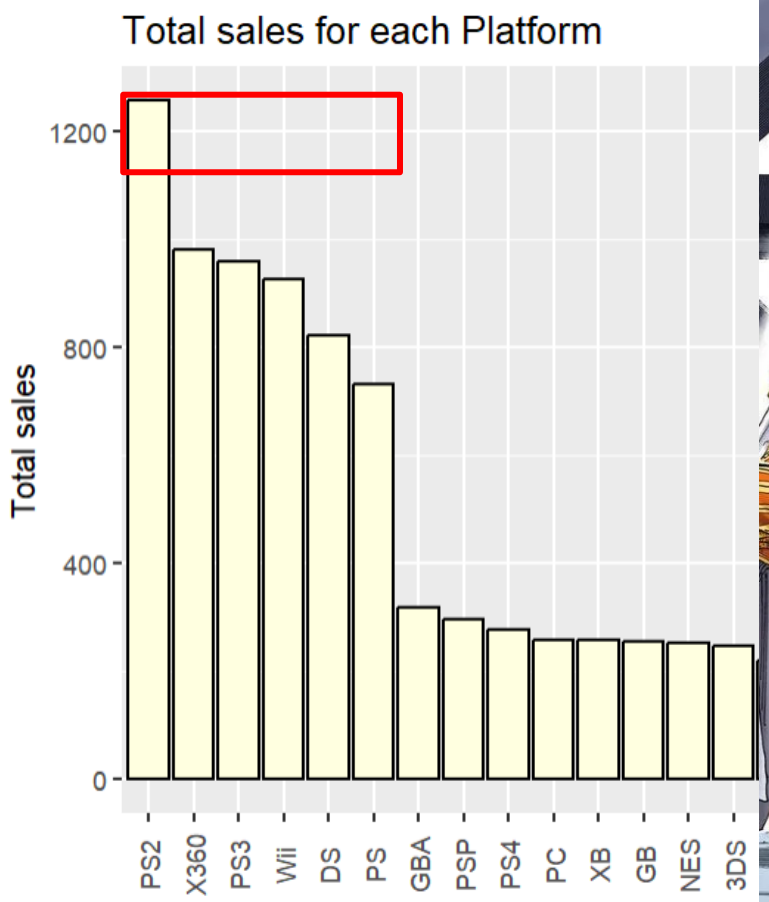
```
        Pearson's product-moment correlation

data:  df3$Is_franchise and df3$score
t = 24.874, df = 11317, p-value < 2.2e-16
alternative hypothesis: true correlation is not equal to 0
95 percent confidence interval:
 0.2101328 0.2450689
sample estimates:
      cor
0.2276741
```

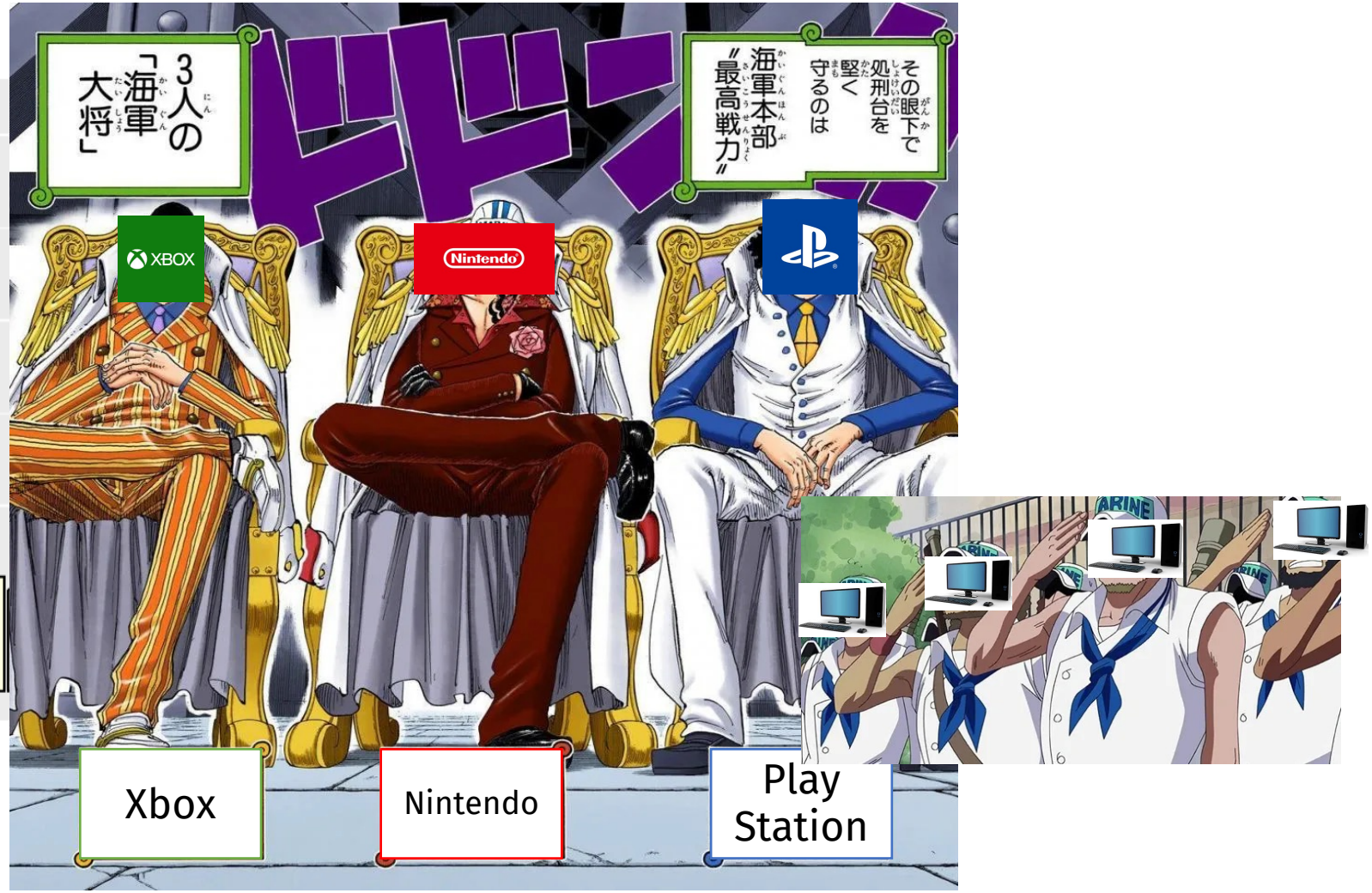
Does the platform matter? ; Sales





Does the platform matter? ; Sales

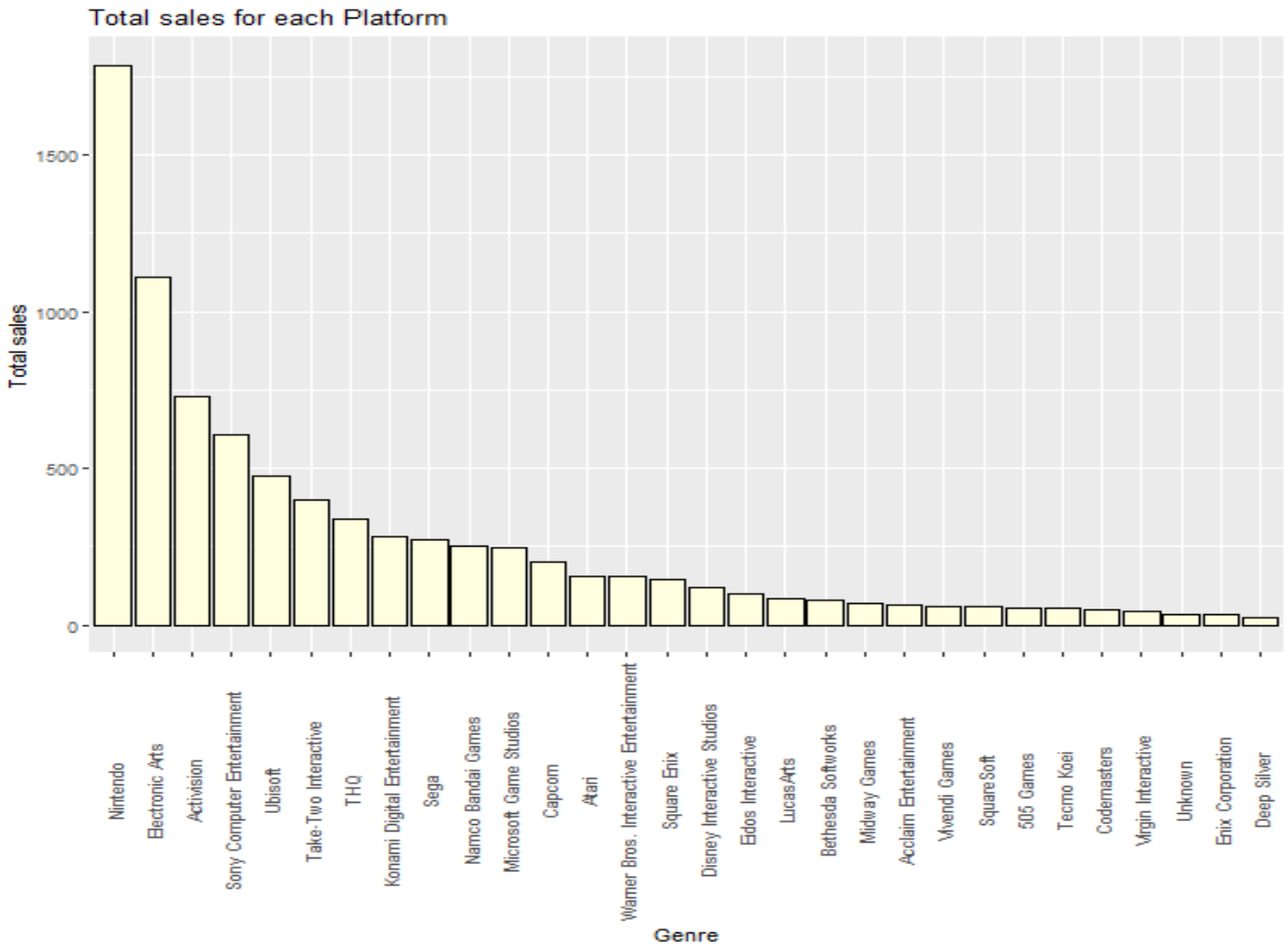




Does the Platform Matter? ;Metacritics

platform <chr>	average <dbl>
Wii U	7.708607
Xbox Series X|S	7.650602
Luna	7.625000
Stadia	7.623256
Android	7.549682
PlayStation 4	7.468085
PlayStation Vita	7.434906
Game Boy	7.375000
Windows Phone	7.352632
Arcade	7.280000

Does the Publisher Matter?; Sales



Nintendo	Pokemon, Mario
Electronic Arts(EA)	FIFA, SIMS 4, APEX
Activision	StarCraft OverWatch
Sony computer Entertainment	God of War, Horizon, Uncharted
Ubisoft	Far Cry
Take-two interactive	Sid Meier's civilization

Does the Publisher matter? ; Metacritics

Slick Entertainment	7.500000
Spyn Doctor Games	7.500000
Straandlooper	7.500000
SurvivorSoft	7.500000
Thunder Game Works	7.500000
Tiger Games	7.500000
Tomy Corporation	7.500000
Uncanny Games	7.500000
Unfold Games	7.500000
United Soft Media	7.500000
ProRattaFactor	7.500000
Prope	7.500000
Red Barrels	7.500000
Remedy	7.500000
Renegade Kid	7.500000
ScrewAttack Entertainment	7.500000
Sidebar Games	7.500000
Sigma Team	7.500000
Simple Machine	7.500000
Sir-Tech Software	7.500000

Activision Blizzard	10.000000
Thekla Inc.	10.000000
TobyFox	10.000000
ZA/UM	9.800000
2D Boy	9.500000
Chunsoft	9.500000
ConcernedApe	9.500000
Hyperbolic Magnetism	9.500000
Intelligent Systems	9.500000
Krafton	9.500000

Conclusion

Does the price matter?

metacritic

< 150 HKD

Does the genre matter?

metacritic

Simulation, Action, RPG

Action, Sports, RPG

Does the market matter?

North America market
Japan market

Conclusion

Does the franchise matter?

metacritic

Yes

Does the platform matter?

metacritic

Greatly (Nintendo, PS, Xbox)

Yes

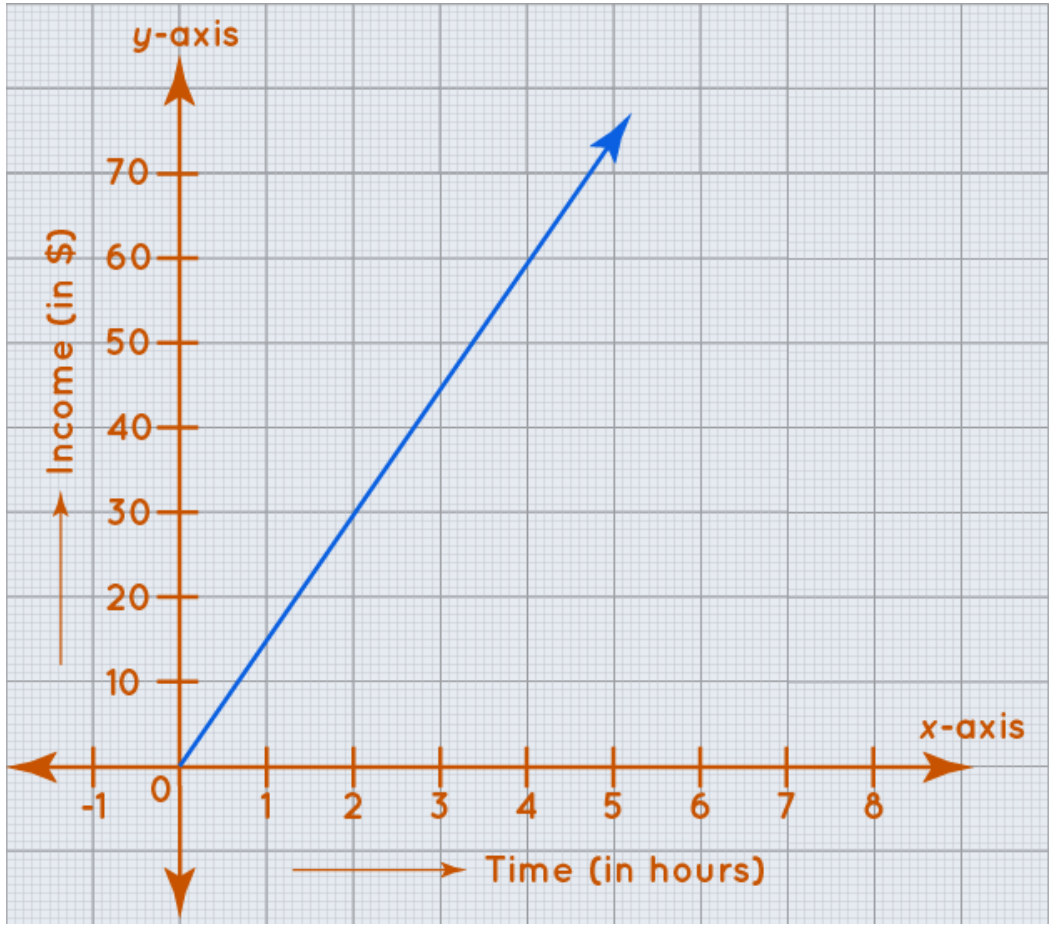
Does the publisher matter?

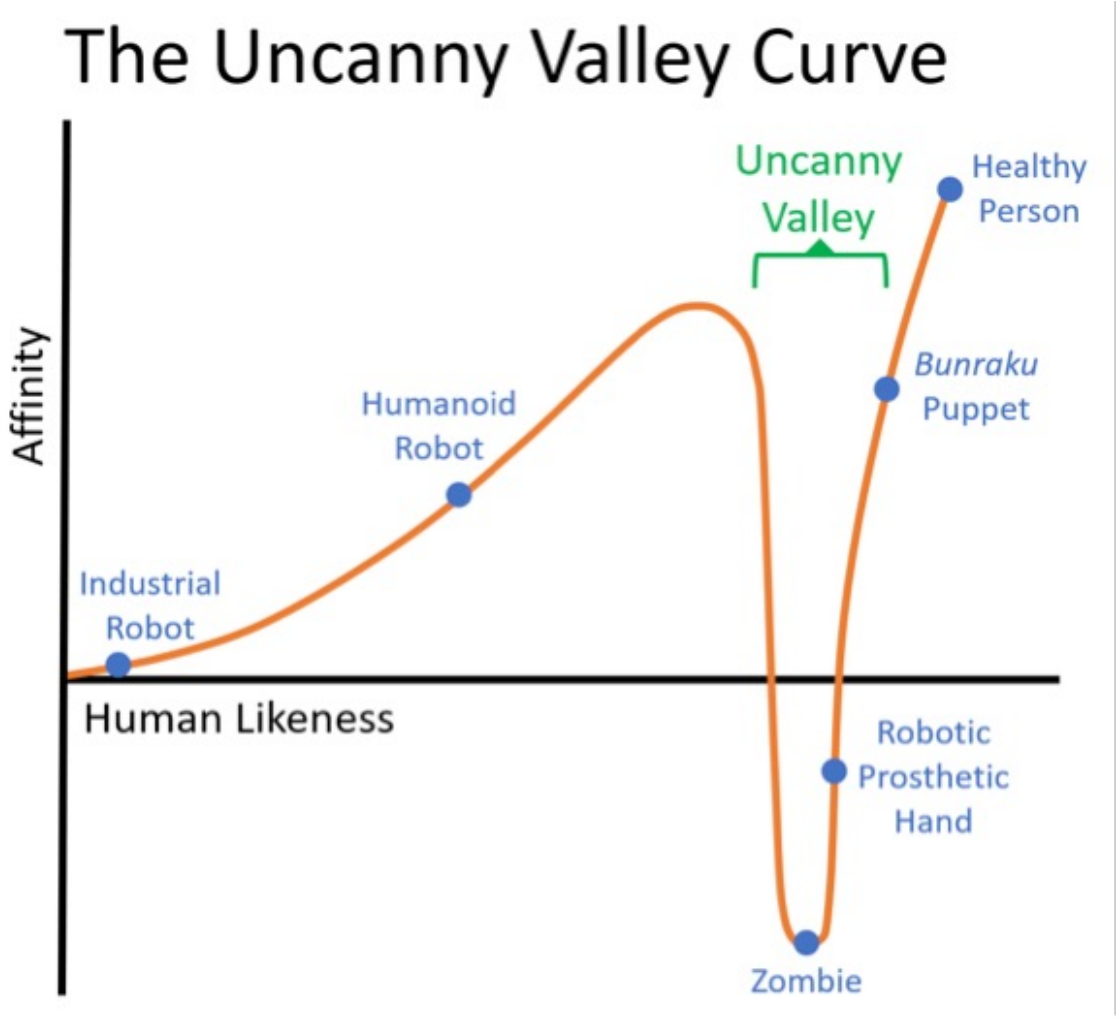
metacritic

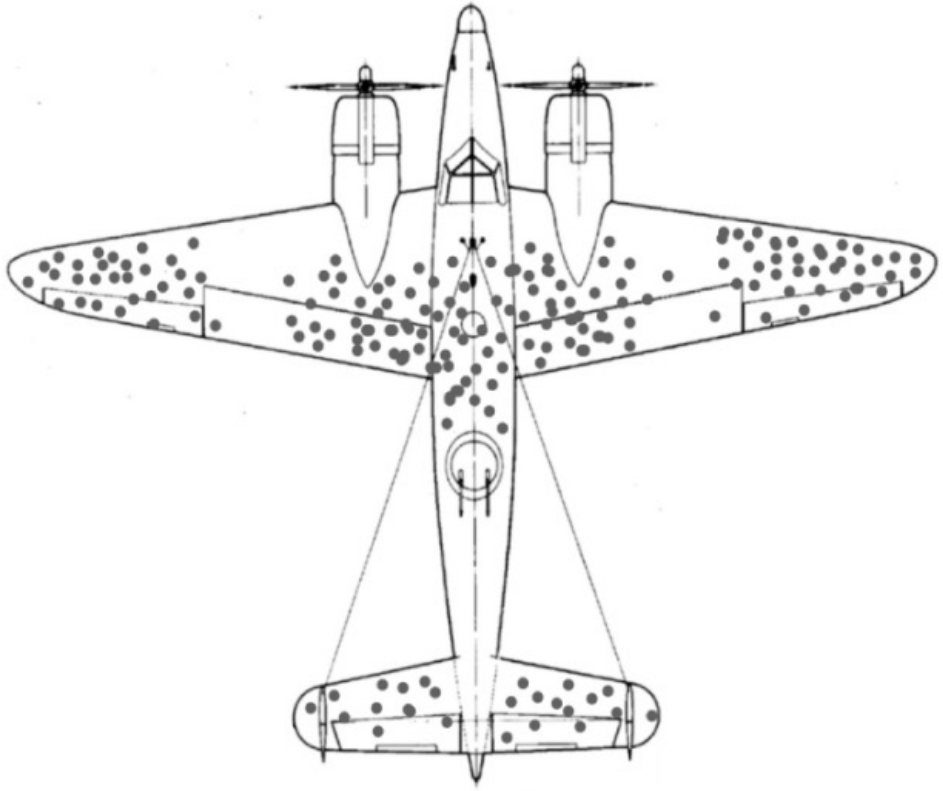
Greatly

Not really

Limitation:
The relationship is not always linear!





Limitation: Pitfall of Data Science

This is the airplane returned with bullet holes.
If you were general, which parts of the plane would you reinforce?