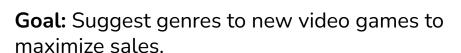


Overview



Stakeholders: Games Developers and Game Investors



Best Model Accuracy: 77.08%

Best Genres Overall: Adventure, RPG, Indie

Suggested Genres: Puzzle and Strategy











Business Understanding

High Demand: 26% increase in demand 2019 - 2021

> Projected to increase

Relevance: 145 Billions Gaming vs 42 Billions Box Office

Most Lucrative Industry



Low Success Rate: 20% of Video Success Rate

> 34 Games produced daily (Steam)









Rank	Top Average Rating	Most Common
1	Turn Based Strategy	Adventure
2	Visual Novel	RPG
3	Tactical	Indie
4	RPG	Shooter
5	Adventure	Platform

First Impressions:
Safest Options RPG
Adventure

Not Enough Data for other Top Rated Genres















Method



Source 1: Kaggle

16,598 titles

Feature: <u>Global_Sales</u>



Combined

7,593 Overlapped Titles Dups, Multiple Platforms

1st Dataset

Second Dataset

Third Dataset

Final Dataset



Source 2: Backloggd

60,000 titles

Features: <u>Genres</u>



Cleaned

4,488 Unique Titles 24 Genre Features









Metrics



Amount of Sale Needed for Profit Larger Developers $\Rightarrow 1,000,000$



Indie Developers ⇒ 100,000















Accuracy: 59.18%

Suggestion: Puzzle and Simulator

Rank	Genres	
1	RPG	
2	Brawler	
3	Adventure	
4	Puzzle	
5 Simulator		









Recommendations - Indie



Accuracy: 78.51%

Suggestion: **Strategy** and **Arcade**

Rank	Genres	
1	RPG	
2	Platformers	
3	Adventure	
4	Strategy	
5	Arcade	









Recommendations





Safe	Experiment
Adventure	Simulator
RPG	Puzzle



Indie Developers

Safe	Experiment
Adventure	Strategy
RPG	Arcade











> Limited by matches

More features

> **Developer**, budget, platform

Identify Trends:

> Audience genres trends - MOBA, Arcade, etc.













New Modeling Technique: Light GBM

> Potential Reduce Error during modeling

Possible Benefit:

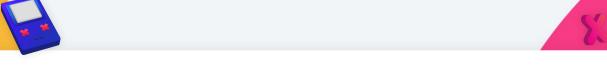
> Predict number of sales rather than profitability

Example: Average Error (RMSE) = **3.03 Million**

Predicted Number of Sales	Actual Number of Sales	Difference in Sales
3.83 Million	2.66 Million	1.17 Million









Questions?

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Notebook: https://github.com/Tommyphung1/Project









