What Will The Next Highest Grossing Mobile Game Look Like in the US?

Name: Sage(Shijie)Ren, Instructor: Adam Anderson, DIGIHUM 100, Summer 2021
Theory and Methods of Digital Humanities

Dataset Description

1. companies_by_market_share: the top 10 publishers in the apple app store by market share percecntage in the 1st quarter of 2021.
2. companies_with_enginues: the game engine the top 10 publishers uses in the apple app store by market share in the 1st quarter of 2021.
3. revenue_by_genre: The distribution of mobile gaming revenue in the United States as of 1st quarter by genre.
4. growth_by_genre: The Growth Rate of mobile gaming revenue in the United Satates as of 1st quarter by genre.
5. daily_revenue_game: The daily revenue of the top 10 grossing mobile game in dollars.
6. weekly_activity: The preference of activities by new and exisiting gamers.
7. monetization_new_gamers: The preference of monetization by new gamers.
8. monetization_existing_gamers: The preference of monetization by exising gamers

Questions of EDA

With the rising popularity of mobile games since the start of the pandemic, new and existing gamers alike wonders wha will be the next highest grossing mobile game look like?

This study focuses on the US market due to the constraint of dataset.
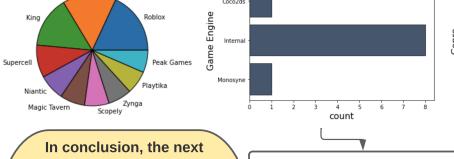
Works Cited

https://www.gamerefinery.com/q1-2021-market-snapshot-report/
Game Refinery, April 2021, Game Refinery Q1 2021 Snapshot Report, Page 6-9
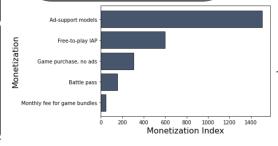
Confounding Factors

The dataset only focuses on the first quarter of 2021. With the pandemic and many political factors, alongside with a short time frame, the data could be not as accurate as if the dataset is spanned along a longer timeframe.

Methods and Tools(Data Visualization and Classification)

In conclusion, the next highest grossing game would use its own internal engine, be a puzzle/casino game, be a single player gamer with limited pvp feature, and is free to play with in app purchase, with ads, and with battle pass.

As we can see that most of the popular publisher uses their internal engine, it is obvious that in order to create the next highest grossing mobile game, one would need to use their internal engine.

We can see in clear details that Puzzle Game and Casino Game are tied, so the next highest grossing moble game in the US would be a combination of Puzzle/Casino

It is obvious that the ad-support models is the crowd's favorite, next would be free to play in app purchase, since game purchase with no ads contradict with the previous 2 models, we eliminate the 3rd category. Battle Pass would also be a nice way to monetize one's game.

Surprising, contrary to popular beliefs that player versus player is the dominant grossing genre, the top reason for players to play game is actually playing single players or by oneself.

✎ Add

New Gamers(%) sum
Existing Gamers(%) sum