

	Data Story	
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is a

Q	How to add diversity to the gaming community?
Q	How to make a video game that is both artistically and commercially successful?
Q	Any example game that is currently in the market that we could learn from?

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Distribution of video gamers in the United States from 2006 to 2020, by gender

Year	Male (%)	Female (%)
2006	62%	38%
2007	62%	38%
2008	60%	40%
2009	60%	40%
2010	60%	40%
2011	58%	42%
2012	53%	47%
2013	55%	45%
2014	52%	48%
2015	56%	44%
2016	59%	41%
2017	59%	42%
2018	55%	45%
2019	54%	46%
2020	59%	41%

Source: Entertainment Software Association © Statista 2021

Additional Information: United States; Ipsos; 2006 to 2020; 4,000 respondents; nationally representative households

Source
Entertainment Software Association
© Statista 2021

Additional Information:
United States; Ipsos; 2006 to 2020; 4,000 respondents; nationally representative households

	Works Cited	
<p>https://business.yougov.com/content/36220-most-popular-categories-mobile-games YouGov.com Differences in mobile gaming consumption between males and females in the US</p> <p>https://www.theesa.com/wp-content/uploads/2020/07/2020-ESA_Essential_facts_070820_Final_lowres.pdf 2020 essential facts about the video game industry</p>		

Most played genres of mobile games according to adults in the United States as of May 2021, by gender

Genre	Female (%)	Male (%)
Puzzle/breakout games	22%	12%
Word/number/brain games	14%	8%
Action games	6%	10%
Adventure games	5%	8%

Source: YouGov
© Statista 2021

Additional Information:
United States, May 2021; 18 years and older; Online survey

Source
YouGov
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Additional Information:
United States; May 2021; 18 years and older; Online survey



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

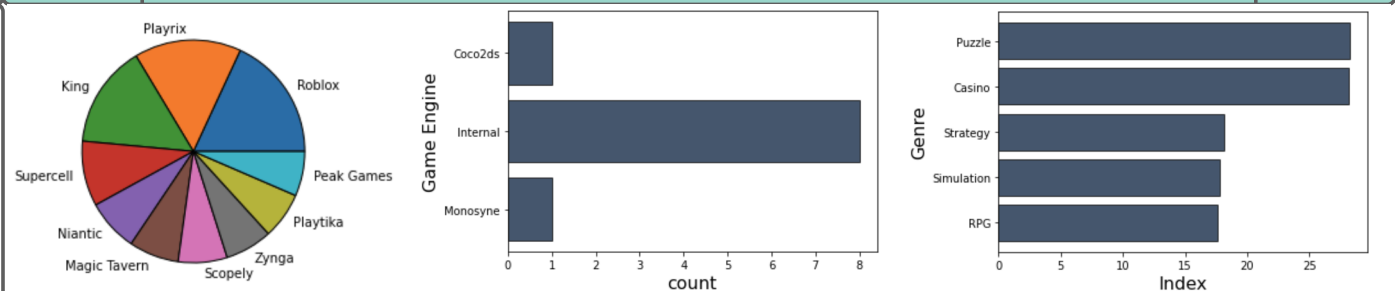
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Theory and Methods of Digital Humanities

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	Dataset Description	
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1. companies_by_market_share: the top 10 publishers in the apple app store by market share percentage in the 1st quarter of 2021.
2. companies_with_engines: 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 States 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 existing gamers.
7. monetization_new_gamers: The preference of monetization by new gamers.
8. monetization_existing_gamers: The preference of monetization by existing gamers

	Methods and Tools(Data Visualization and Classification)	
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In conclusion, the next highest grossing game would use its own internal engine, be a puzzle/casino game, be a single player game 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 mobile game in the US would be a combination of Puzzle/Casino

	Questions of EDA	
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With the rising popularity of mobile games since the start of the pandemic, new and existing gamers alike wonders what 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	
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<https://www.gamerefinery.com/q1-2021-market-snapshot-report/>
Game Refinery, April 2021, Game Refinery Q1 2021 Snapshot Report, Page 6-9

	Confounding Factors	
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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.

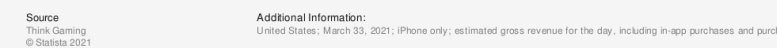
	<p>Case Study Prediction: Which of the following game has a higher chance of being the highest grossing one?</p>	
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Top grossing iPhone mobile gaming apps in the United States as of March 2021, ranked by daily revenue (in U.S. dollars)

App	Daily revenue (in U.S. dollars)
Roblox	3 093 504
Candy Crush Saga	2 026 652
Coin Master	1 095 882
State of Survival: Zombie War	940 076
Homescapes	776 355
PUBG MOBILE 3RD ANNIVERSARY	477 918
Pokemon GO	463 580
Clash of Clans	456 715
Project Makeover	399 406
Gardenscapes	257 467

Source: Think Gaming © Statista 2021

Additional information: United States; March 33, 2021; iPhone only; estimated gross revenue for the day, including in-app purchases and in-app advertising.



We will take the top grossing games and make a prediction based on our conclusion above, we will also take into consideration that whether the game is female friendly and add diversity.

We will rank them according to 1. their base revenue
2. their game genre 3. their monetization model 4.
their gender diversity

Let's make an index called gender diversity index, which is the absolute difference between male and female gamers' percentages.

1. For Candy Crush, we can see that female minus male would be 28

2. For Pokemon Go, we can see that male minus female would be 12

3. For Roblox, we can see that male minus female would be 7.

Distribution of Candy Crush Saga mobile users in the United States as of February 2019, by gender

Gender	Share of users
Male	36%
Female	64%

Additional information:
United States · Day: Feb · February 2019 · active users only · Android users

App: Candy Crush
© Statista 2021



Distribution of Pokémon GO users in the United States as of February 2019, by gender

Gender	Share of users
Male	56.4%
Female	43.6%



Gender	Share of games
Female	44%
Male	51%
Unknown	9%

Source:
 Statista
 © Statista 2021

Additional information:
 Worldwide, Roblox - September 2020



Our current prediction puts Roblox at the most possible candidate for the highest grossing game, due to its high base revenue, its good gaming genre, reasonable monetization model and very diversified playerbase.