

PLAYER 1



HIGHSCORE 2500



PLAYER 2

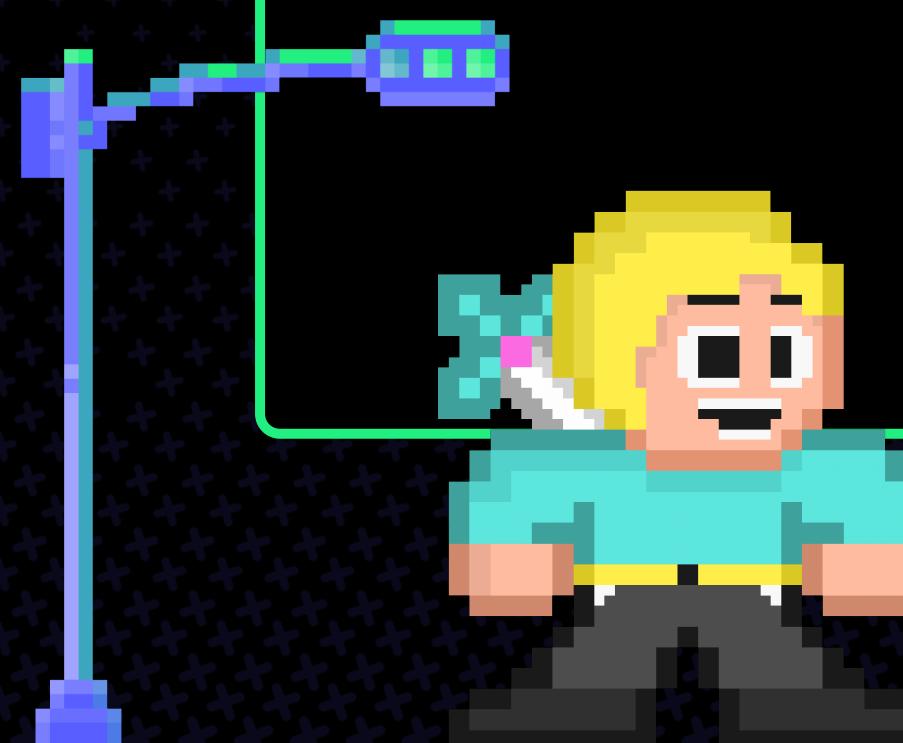
DEVELOPER'S CHOICE

◆ A DATA-DRIVEN EXPLORATION OF STEAM GAMES

START

MENU

SIGN IN



TEAM

DATA DUCKLINGS



◆ FERNANDA RIVERA

BS Management Information Systems

◆ REGINA SANTOS

MS Management Information Systems

◆ VICTORIA TRAN

MS Management Information Systems

MENU

➡ 01

♦ 07

★ 12



AGENDA

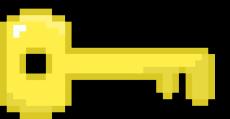
◆ DISCUSSION INCLUDES:



OVERVIEW



TRENDS ANALYSIS



INSIGHTS



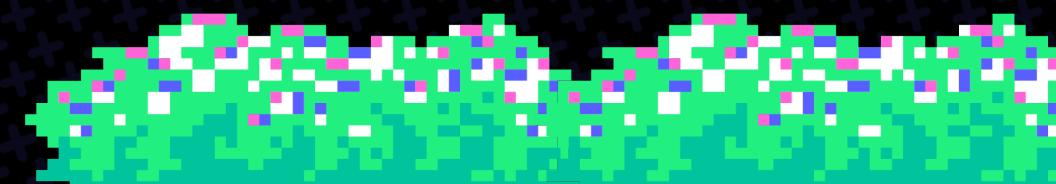
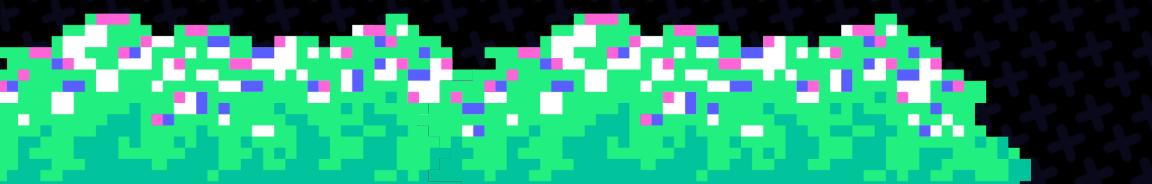
RECOMMENDATIONS



MENU



OVERVIEW



→ 01 ⚪ 07 ★ 12



DIVE INTO THE WORLD OF STEAM GAMES



IDENTIFYING POPULAR GENRES AND EMERGING SUBGENRES.



PRICE FORECASTING FOR GAME GENRES.



USED PYTHON TO PREPROCESS AND CLEAN DATA.



UTILIZED TABLEAU FOR DATA VISUALIZATION.

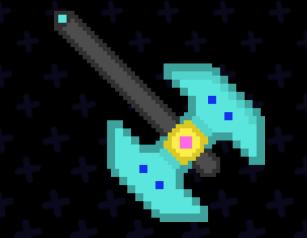
MENU



TRENOS ANALÍSIS



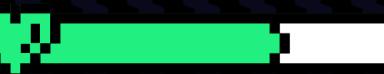
BIGBEN





★★★★★

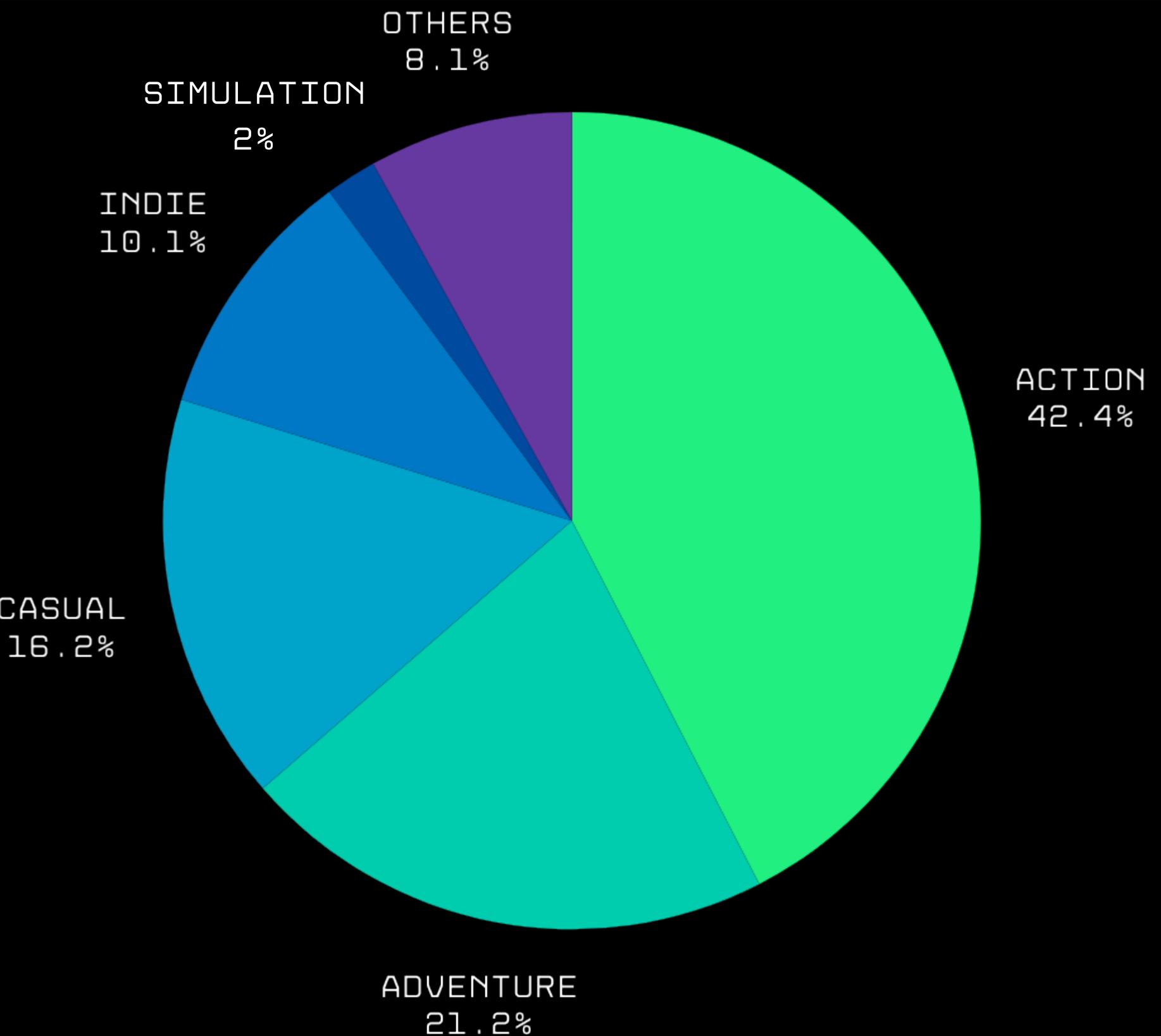
HIGHSCORE 2500



PLAYER 2

TOP 5 GAME GENRES

◆ MAJORITY OF THE GAMES ON STEAM
FALL UNDER THESE GENRES





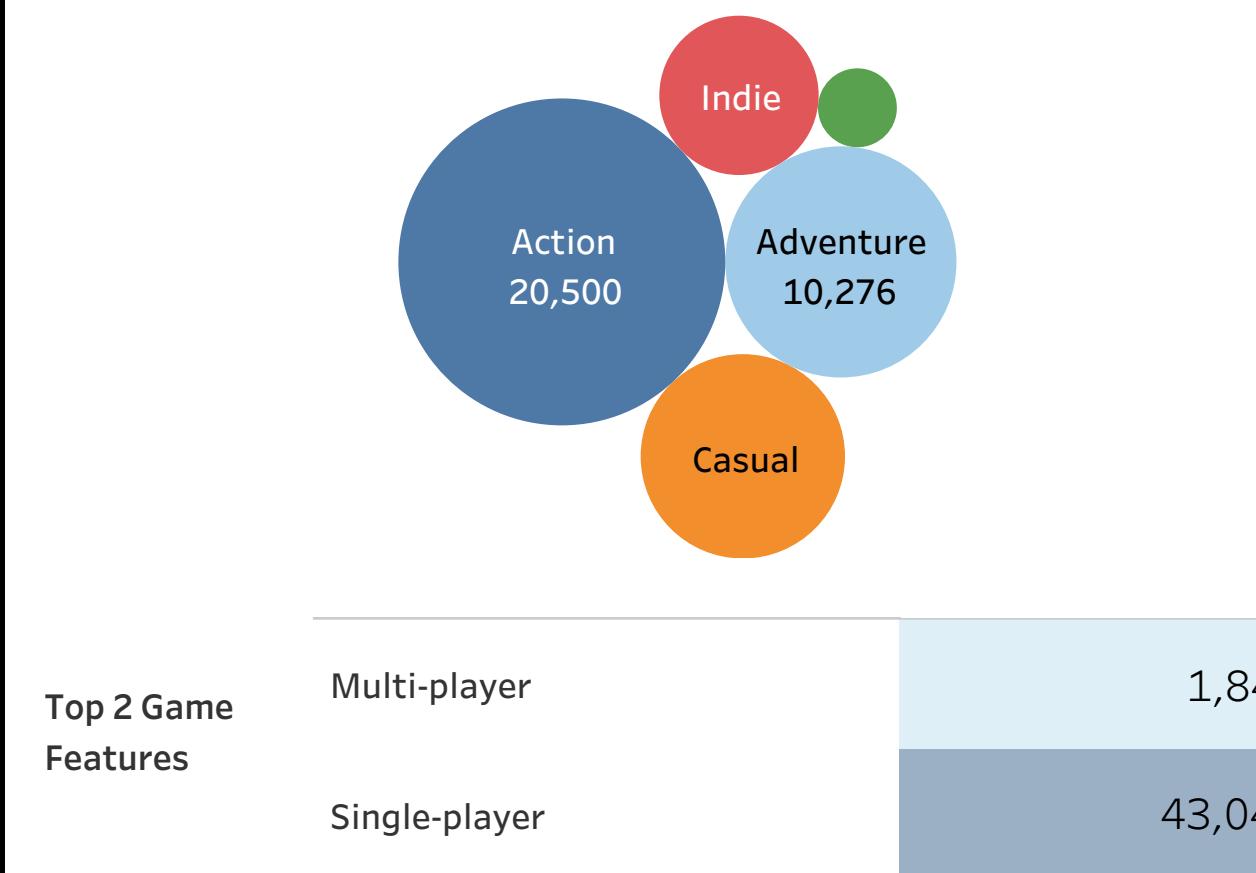
Developer Choice



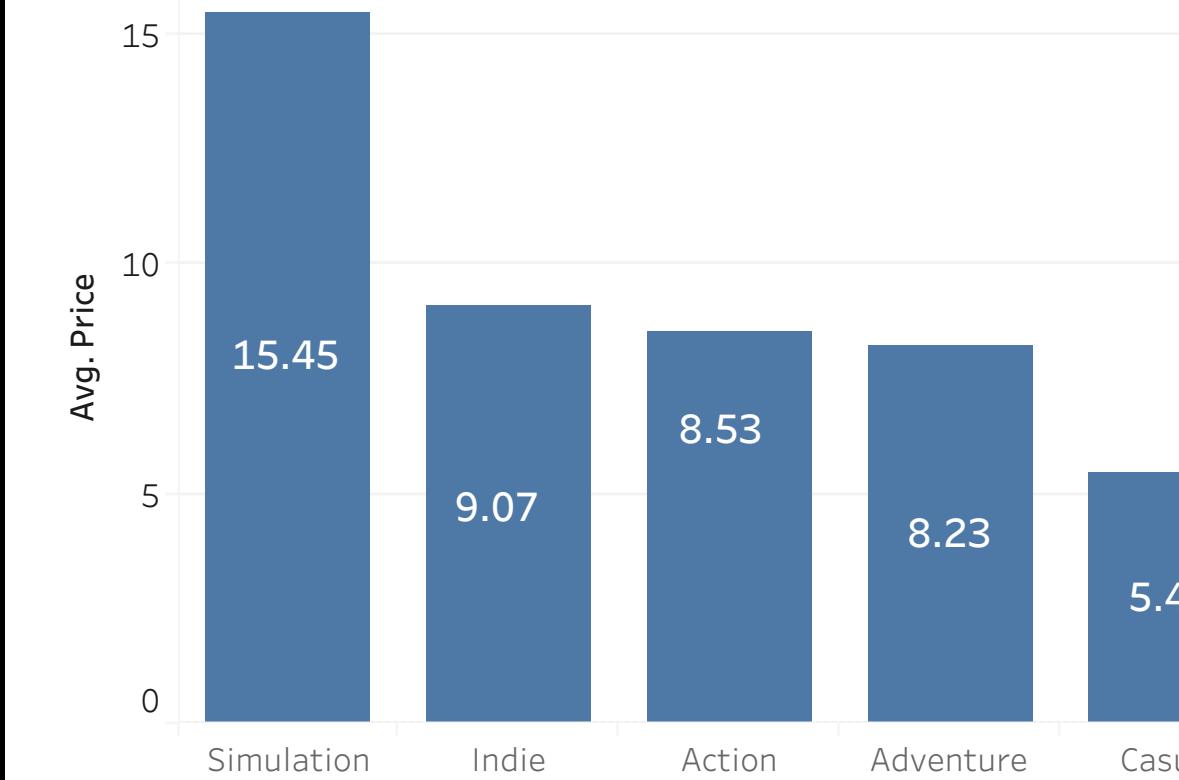
TREND
ANALYSIS



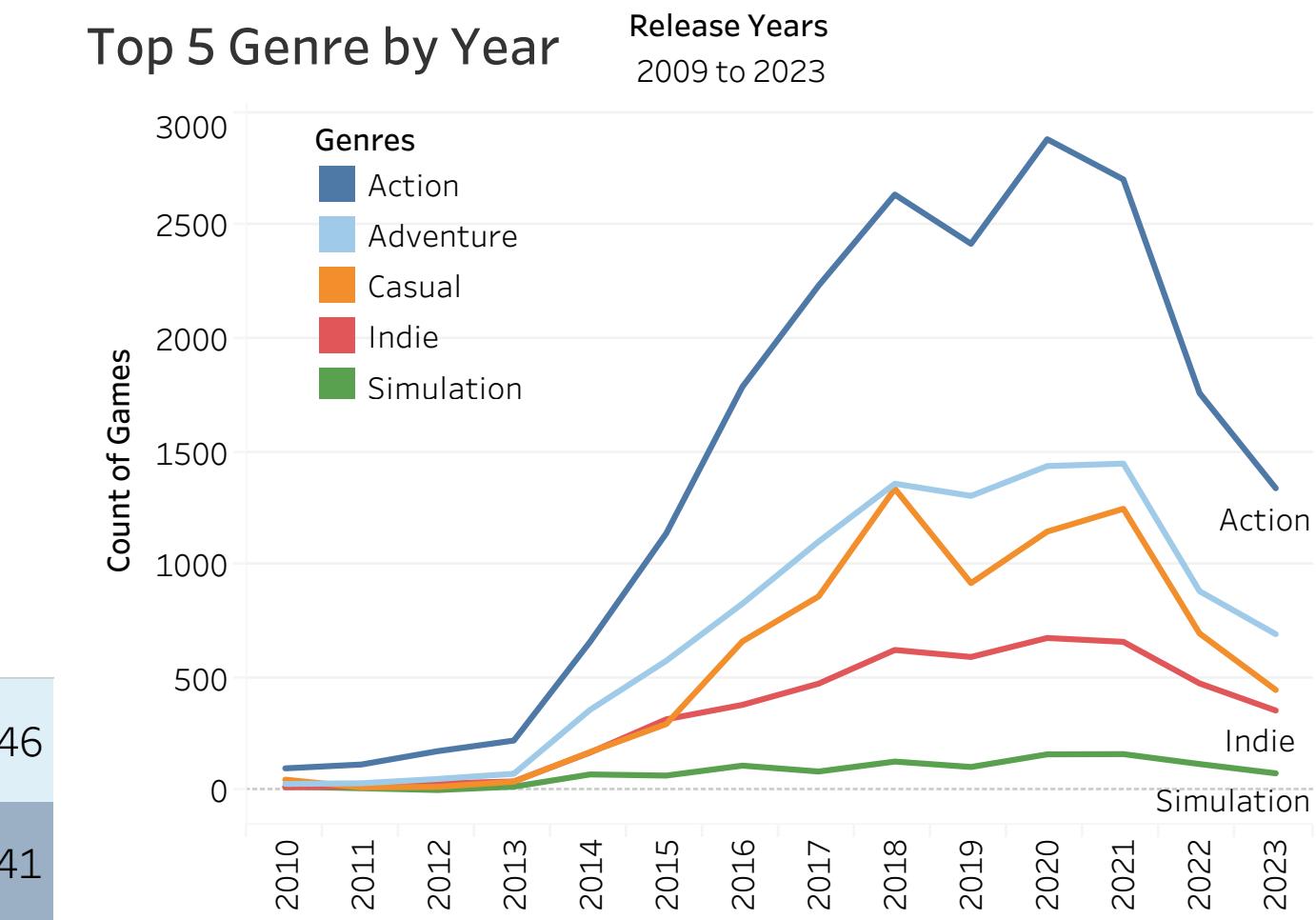
Top 5 Popular Games



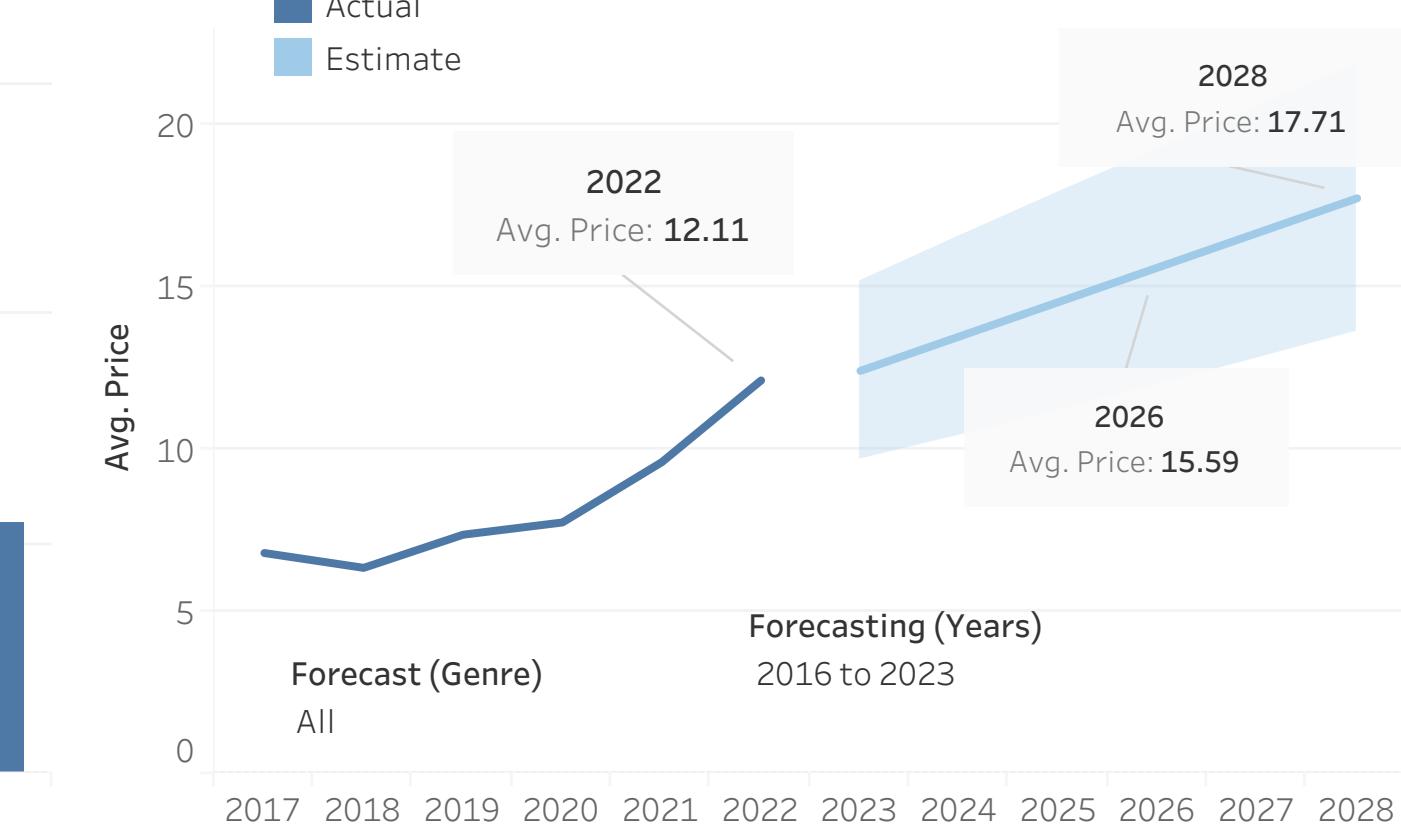
Avg. Price of Top 5 Genres



Top 5 Genre by Year



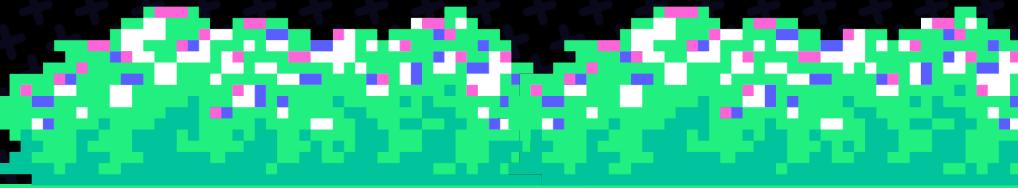
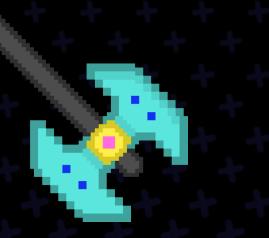
5-Year Avg. Pricing Forecast



MENU



INSIGHTS



KEY FINDINGS



01

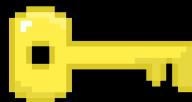


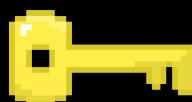
07

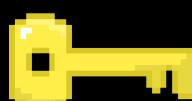


12



 CONSISTENT PRICE INCREASE ACROSS VARIOUS GAME GENRES.

 ACTION GENRE EMERGED AS A FRONTRUNNER IN THE GAMING INDUSTRY.

 UNCOVERED EMERGING SUB-GENRES WITHIN THE ACTION CATEGORY.

KEY FINDINGS

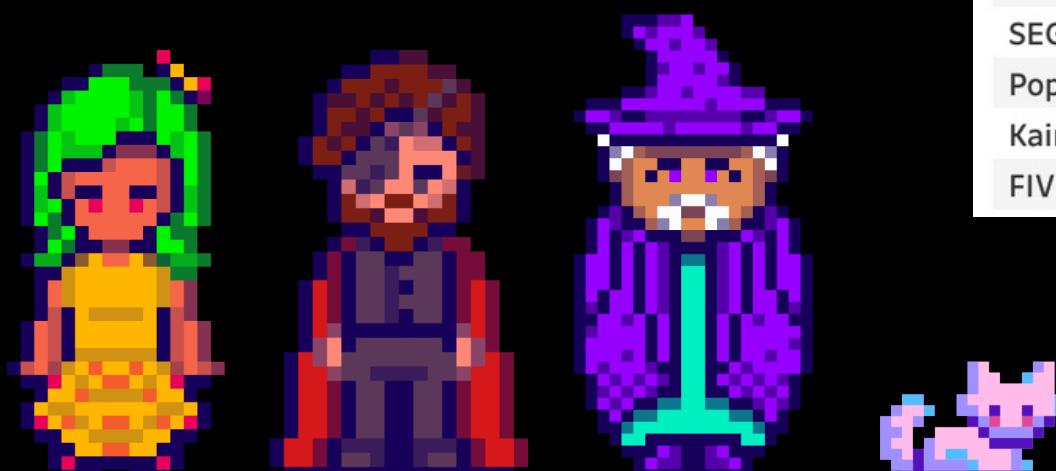
🗡️ 01

💎 07

⭐ 12



TOP DEVELOPERS RANKING



Developer score

Developers	Negative	Positive	Avg. Ratio score	Ranking along Table (Down)
Innocent Grey	102	3,199	199	48
Choice of Games	1,097	6,777	6	34
Valve	450,698	4,485,026	22	30
Randumb Studios	831	30,616	34	30
上海アリス幻樂團	285	10,393	50	26
Frontwing	569	6,615	23	25
Hosted Games	510	3,184	8	25
Laush Dmitriy Sergeevich	866	2,350	6	23
Sokpop Collective	596	3,024	6	22
KOEI TECMO GAMES CO., ..	50,291	147,920	5	22
VisualArts/Key	293	14,138	48	21
Zeekerss	1,347	110,953	176	21
Humongous Entertainment	485	5,689	14	21
Quiet River	3,641	65,732	18	18
Falcon Development	84	2,730	216	17
Dnovel	203	920	8	16
Zachtronics	1,490	23,061	24	15
scriptwelder	30	1,933	126	15
07th Expansion	404	9,165	29	15
CAPCOM Co., Ltd.	101,817	836,139	12	15
SEGA	20,670	141,358	8	15
PopCap Games, Inc.	3,542	104,205	16	15
Kairossoft Co.,Ltd	171	1,863	15	14
FIVE-BN GAMES	1,503	12,125	13	13

KEY FINDINGS

🗡️ 01 ⚖️ 07 ⭐ 12



TOP GAMES SCORE



Game score							
Name	Genre..	Developers	Negative	Positive	Avg. Ratio score	Z-score along Table (Do..	
Counter-Strike: Global Off..	Action	Valve,Hidden Path Entert..	766,677	5,764,420	7.52	0	⬅
Tom Clancy's Rainbow Six..	Action	Ubisoft Montreal	395,207	2,179,536	5.24	2	⬅
Dota 2	Action	Valve	300,437	1,477,153	4.92	0	⬅
Grand Theft Auto V	Action	Rockstar North	210,154	1,171,197	5.57	0	⬅
PUBG: BATTLEGROUNDS	Action	KRAFTON, Inc.	895,978	1,154,655	1.29	0	⬅
Terraria	Action	Re-Logic	21,044	964,983	45.86	3	⬅
Team Fortress 2	Action	Valve	56,683	823,693	14.53	1	⬅
Garry's Mod	Indie	Facepunch Studios	29,004	822,326	28.35	2	⬅
Rust	Action	Facepunch Studios	108,223	703,687	6.50	0	⬅
Left 4 Dead 2	Action	Valve	16,204	619,457	38.23	3	⬅
Among Us	Casual	Innersloth	51,069	577,656	11.31	0	⬅
Euro Truck Simulator 2	Indie	SCS Software	15,109	548,047	36.27	3	⬅
Wallpaper Engine	Casual	Wallpaper Engine Team	10,368	522,889	50.43	4	⬅
PAYDAY 2	Action	OVERKILL - a Starbreeze S..	62,574	520,826	8.32	0	⬅
Dead by Daylight	Action	Behaviour Interactive Inc.	112,924	494,648	4.38	0	⬅
Rocket League®	Action	Psyonix LLC	62,447	493,188	7.90	0	⬅
Stardew Valley	Indie	ConcernedApe	8,983	475,785	52.97	4	⬅
ARK: Survival Evolved	Action	Studio Wildcard,Instinct ..	98,701	461,567	4.68	0	⬅
ELDEN RING	Action	FromSoftware Inc.	51,238	460,812	8.99	0	⬅
Portal 2	Action	Valve	5,697	451,681	78.24	13	⬅
Unturned	Action	Smartly Dressed Games	41,385	443,320	10.71	0	⬅
Warframe	Action	Digital Extremes	48,241	442,724	9.18	0	⬅
Phasmophobia	Action	Kinetic Games	13,579	441,220	32.49	2	⬅
Apex Legends™	Action	Respawn Entertainment	66,608	415,524	6.24	0	⬅
Destiny 2	Action	Bungie	77,006	403,109	5.23	0	⬅
Fall Guys	Action	Mediatonic	86,643	375,317	4.33	0	⬅
The Forest	Action	Endnight Games Ltd	18,577	368,986	19.86	1	⬅

MENU



RECOMMENDATIONS



TO THE DEVELOPERS...



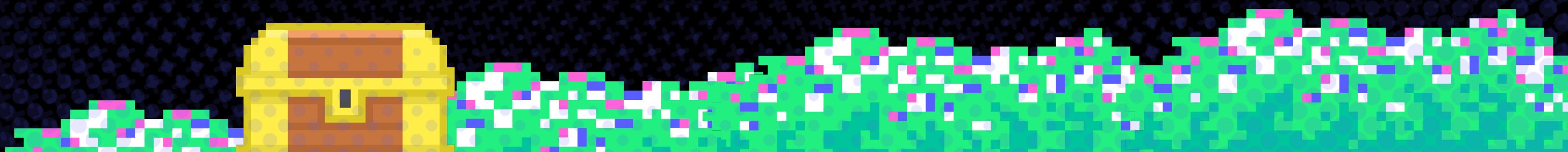
DEVELOP PRICING STRATEGIES.



ANTICIPATE GAME DEVELOPMENT TRENDS.



CREATE UNIQUE AND COMPETITIVE GAME EXPERIENCE.



PLAYER 1

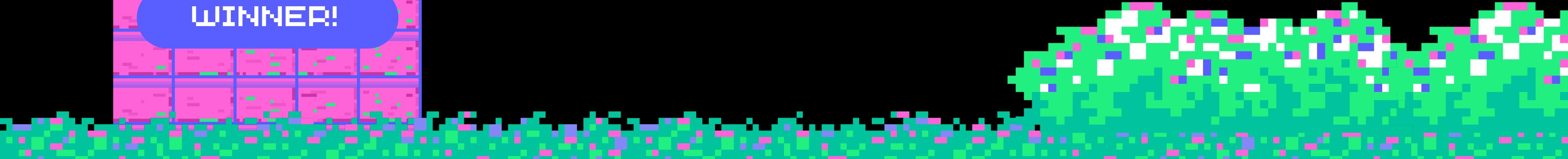


THANK YOU!

LET US CELEBRATE THE
DISCOVERIES MADE, THE
HYPOTHESES TESTED, AND THE
OUTLIERS EMBRACED!



WINNER!



RESOURCE PAGE

- ➡ <https://www.kaggle.com/datasets/frongames/steam-games-dataset/data>
- ➡ <https://public.tableau.com/app/profile/viktoria.tran6504/viz/DeveloperChoice2/Dashboard12>
- ➡ <https://gamerant.com/valve-video-game-success-half-life-portal-team-fortress-left-4-dead-steam-values/>



GAME OVER