

A decorative graphic on the left side of the slide consisting of two overlapping parallelograms. The front one is blue and the back one is a light green. They are positioned diagonally, with the blue one partially covering the green one.

# Steam Games Trends

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# Background

- Steam: One of the largest game distributors
  - Large independent (Indie) scene
  - ~ **\$6.26 Billion in 2018**
  - Over 27k titles

The question: How to price/create a game to  
maximize profit and market penetration?

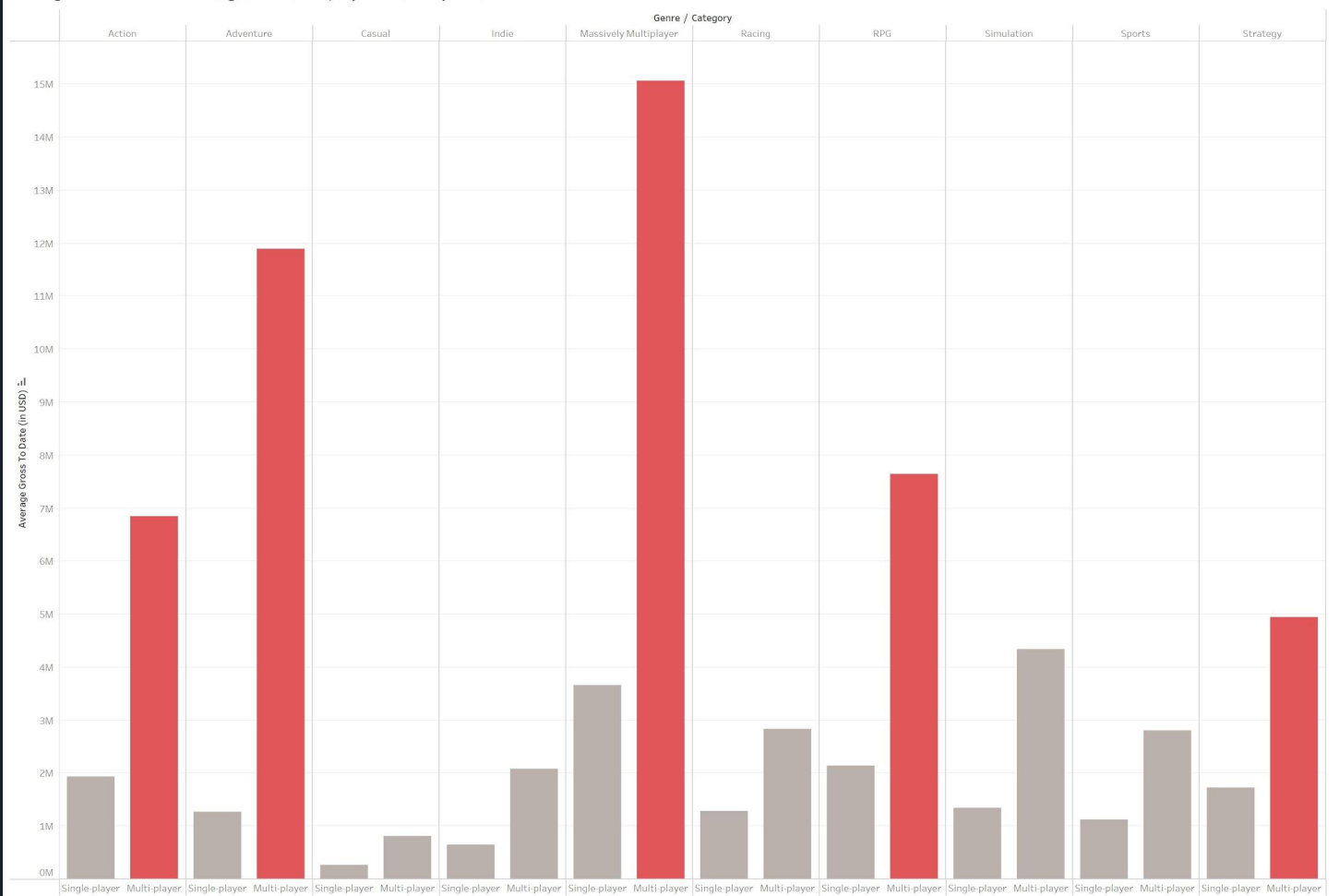


# The Data

- From Kaggle
- Steam Store page info
  - Name
  - Release Date
  - Number of reviews
  - Price
  - Number of owners
- Assumptions:
  - Price is static
  - Owners purchased at full price
  - No in-game purchases



Average Gross to Date for Single and Multi-player Games by Genre





## Singleplayer

Action	\$8.38
Adventure	\$8.31
MMO	\$10.78
RPG	<b>\$9.78</b>
Strategy	\$9.71



## Multiplayer

Action	\$11.67
Adventure	\$12.81
MMO	\$11.10
RPG	<b>\$14.20</b>
Strategy	\$13.36



# Recommendations

- Multiplayer games have overall more profit/market pen
- MMO, Action, Adventure, RPG, and Strategy

# Future work

- Examine the details of each sub-genre
- Investigate the impact of Steam Sales
- Free to Play games/in-game purchases
- Social media impact
- Gather more recent data





# Questions