ER Games
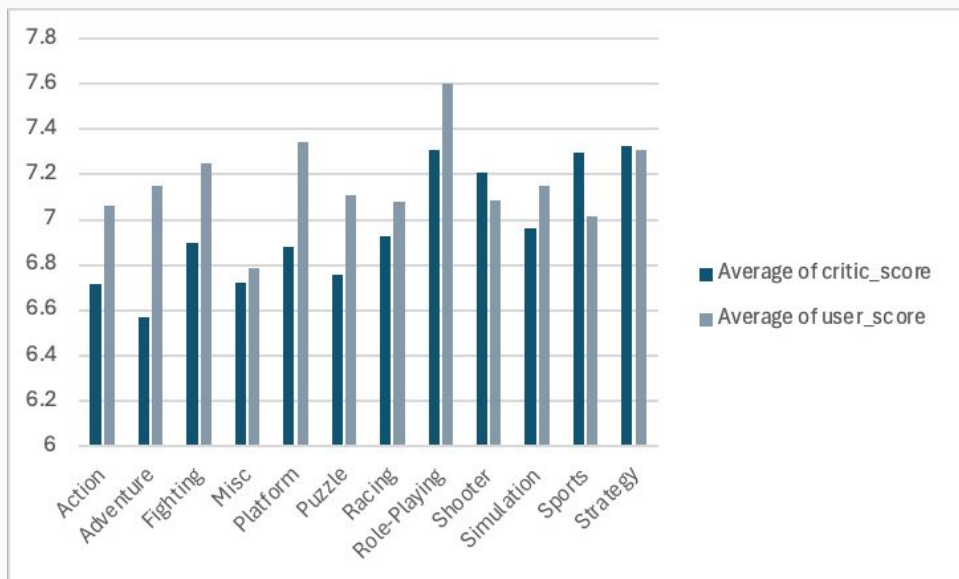
Insights and Analysis

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Are ER Games in Line with the Trends?

Average User and Critic Scores

- Role-Playing games has the highest user score

- Misc and Sports games have the lowest user score

- Strategy and Role-Playing games have the highest critic score

- Adventure games have the lowest critic score

Are ER Games in Line with the Trends?

Current Situation

➔ Puzzle Games have a higher user score (7.1/10) than critic score (6.8/10)

➔ Role-Playing Games have a higher user score (7.6/10) than critic score (7.3/10)

➔ Overall scores for Role-Playing Games is higher than Puzzle Games

Therefore…

➔ ER Games are in line with the trends since Role-Playing games have the highest user and critic scores

➔ However, it does not seem that Puzzle games do as well as role-playing games
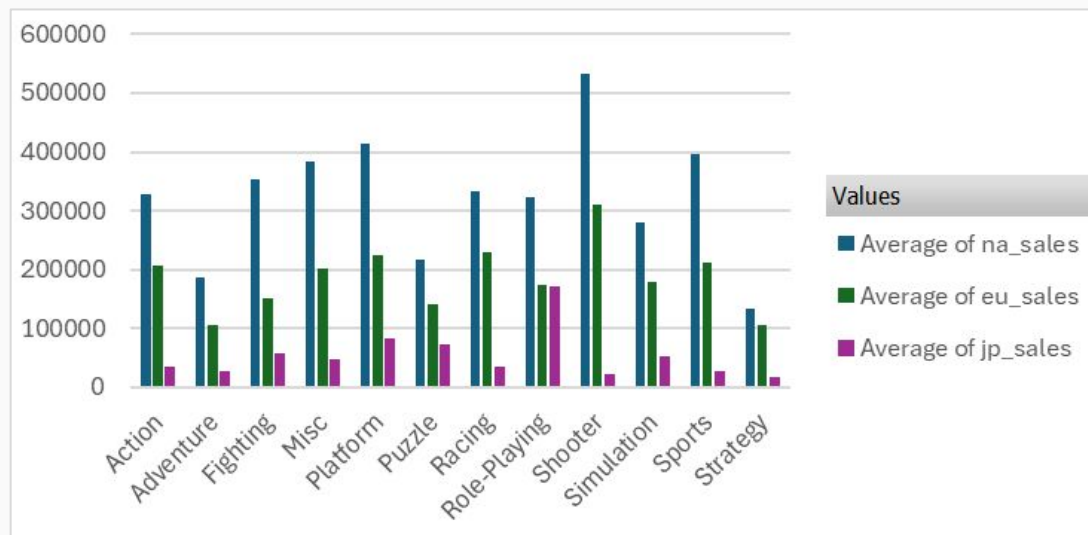
Suggestions and Solutions

- **We suggest that ER Games should focus on developing Role-Playing games because they are doing better than Puzzle games in user and critic trends**
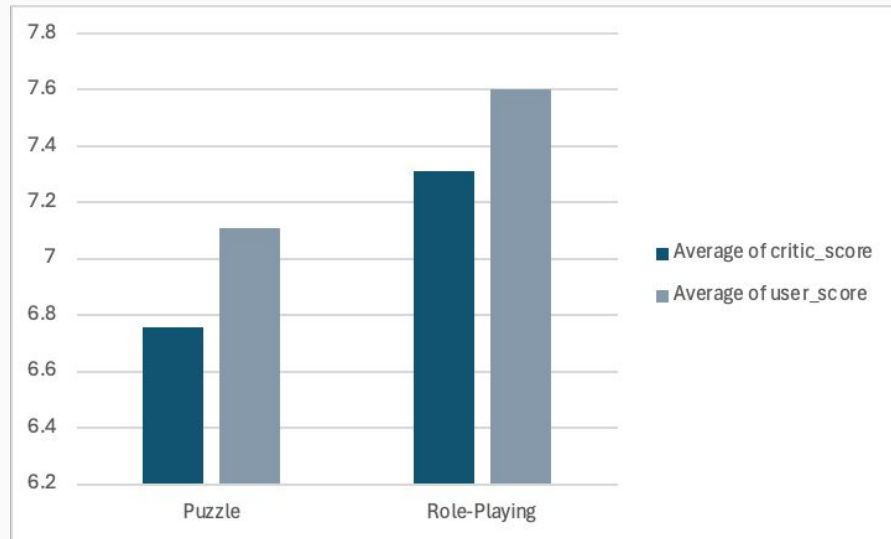
Which Markets Should ER Games Target?

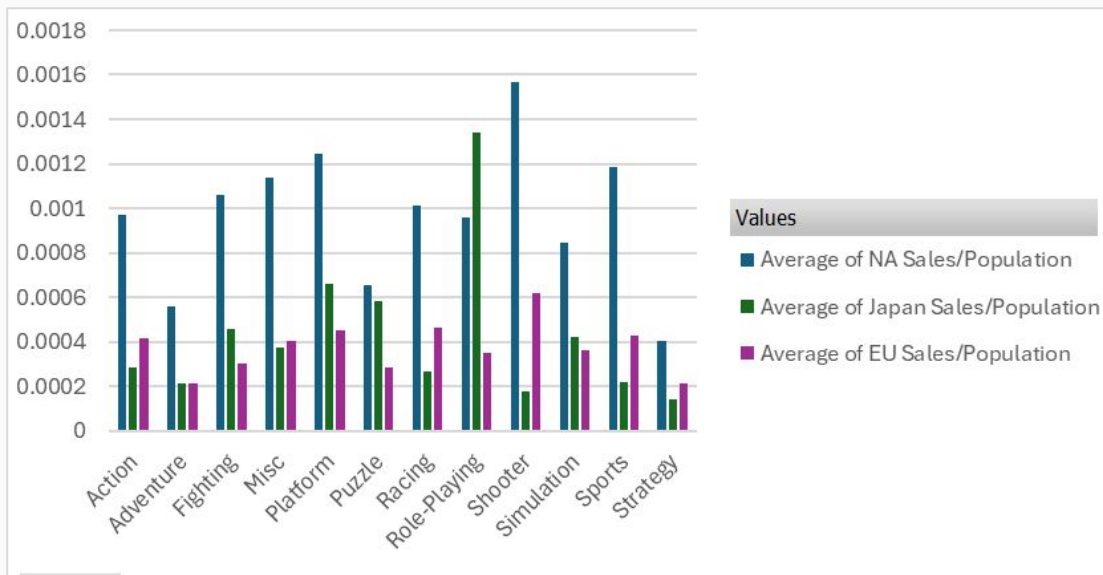**1** | **Average Sales of NA, Japan, and EU**

- NA has the highest average sales overall, followed by EU, and then Japan

- Japan sales for role-playing games are much higher than the other genres

Which Markets Should ER Games Target?

2 | **Average Sales / Population of NA, Japan, and EU**

- Japan has the highest proportion of sales for role-playing games

- NA typically has the largest proportion for the other genres, while Japan and EU has generally low proportions

A/B Testing

Role-Playing	Puzzle

JPN Sales/Pop:

P-value: 0.60%   P-value: 62.12%

➜ Suggests that focusing on a Japanese market is better for role-playing games.

EU Sales/Pop:

P-value: 100%   P-value: 99.98%

➜ Suggests that sticking with North America is better for both role-playing and puzzle games.

NA Sales/ Population vs.

Suggestions and Solutions

- **ER Games should target Japan since Role-playing games have the highest average sales**
- **ER Games should not target Europe as their proportion of sales are not significant**

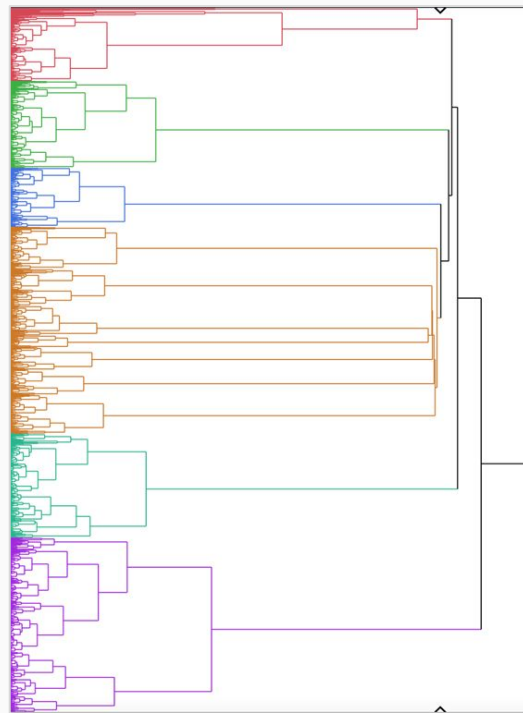| NA vs. Japan	NA vs. EU
P-value = 0.60%	P-value = 100%
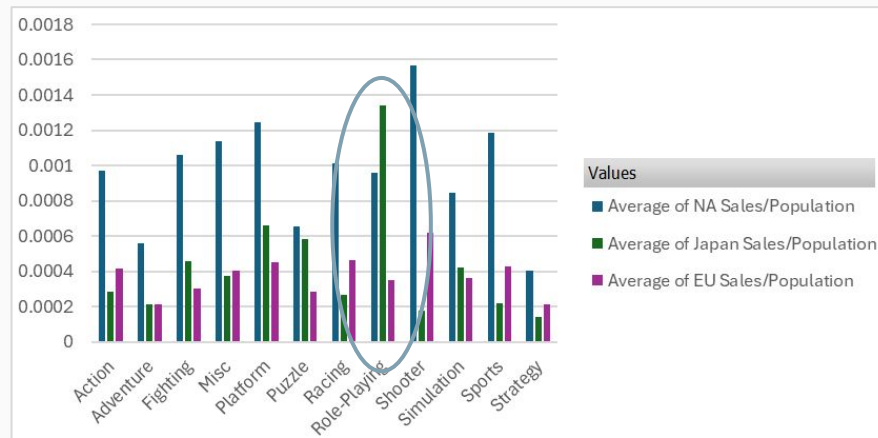
Changes of Typical Consumer

Clustering

- Explore how different genres performed in NA, Japan, and EU markets

- Found that 6 clusters best fit our data and the question we were trying to answer

Changes of the Typical Consumer

Preferences & Demographics

- Clusters were largely split based on genre
- Role-playing cluster has the highest proportion of sales overall for NA, Japan, and EU
- NA typically has the largest proportion of sales for video games in general
- Shooter games also do well in NA

	Role-Playing	Shooter	Racing	Other	Sports	Action
Column Labels ▼						
Values	**1**	**2**	**3**	**4**	**5**	**6**
Average of NA Sales/Population	0.25%	0.15%	0.10%	0.10%	0.12%	0.10%
Average of Japan Sales/Population	0.23%	0.02%	0.02%	0.04%	0.02%	0.03%
Average of EU Sales/Population	0.12%	0.06%	0.05%	0.04%	0.04%	0.04%

Suggestions and Solutions

- **ER Games should focus on the NA market for games in general due to the higher proportion of sales**

- **For role-playing games, ER Games should include Japan as Japanese consumers are most interested in role-playing games**

- **For future games, the Shooter genre would be a good area to dive into due to NA's high interest**

Thank You!