

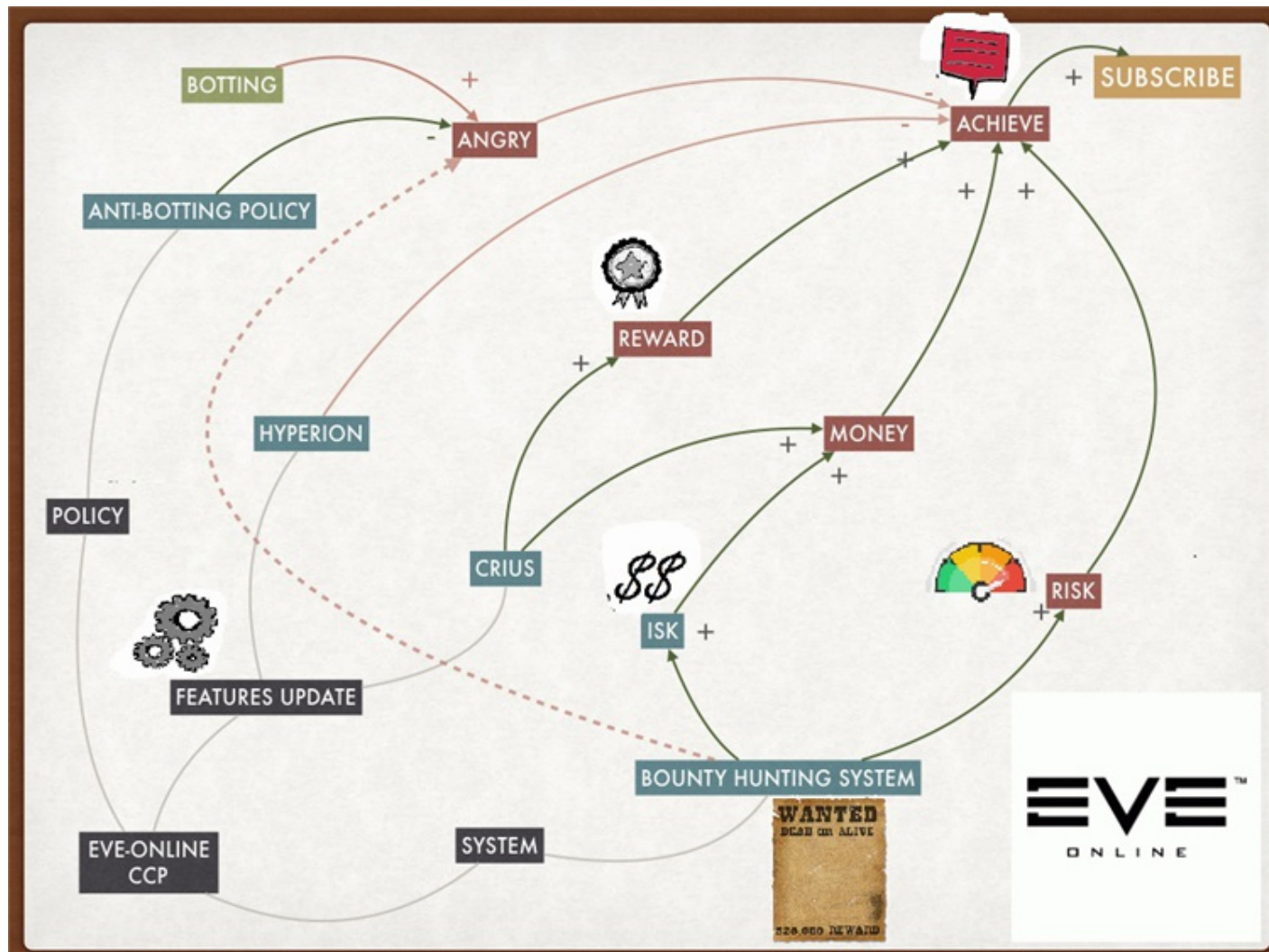
# EVE Online

## Story Pitch

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# Final Project

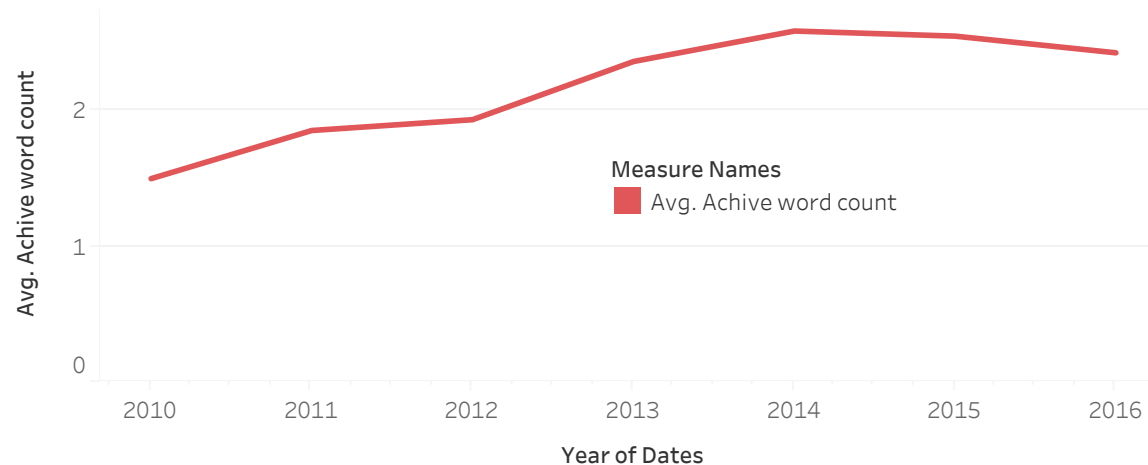
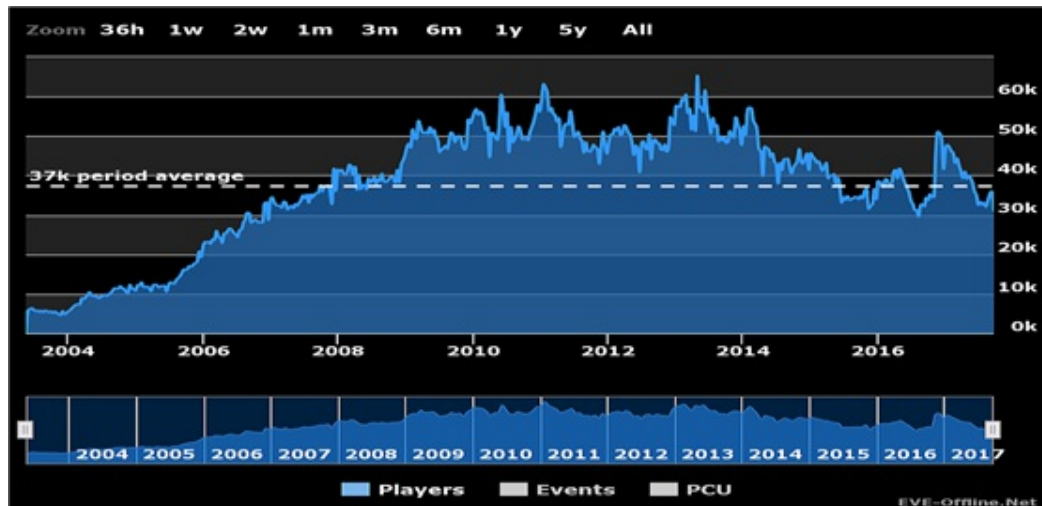
EVE Online	Introduction	Players Analysis	Compare Achieve	Anger Dash	Bounty	Compaision of MMORPG
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# Final Project

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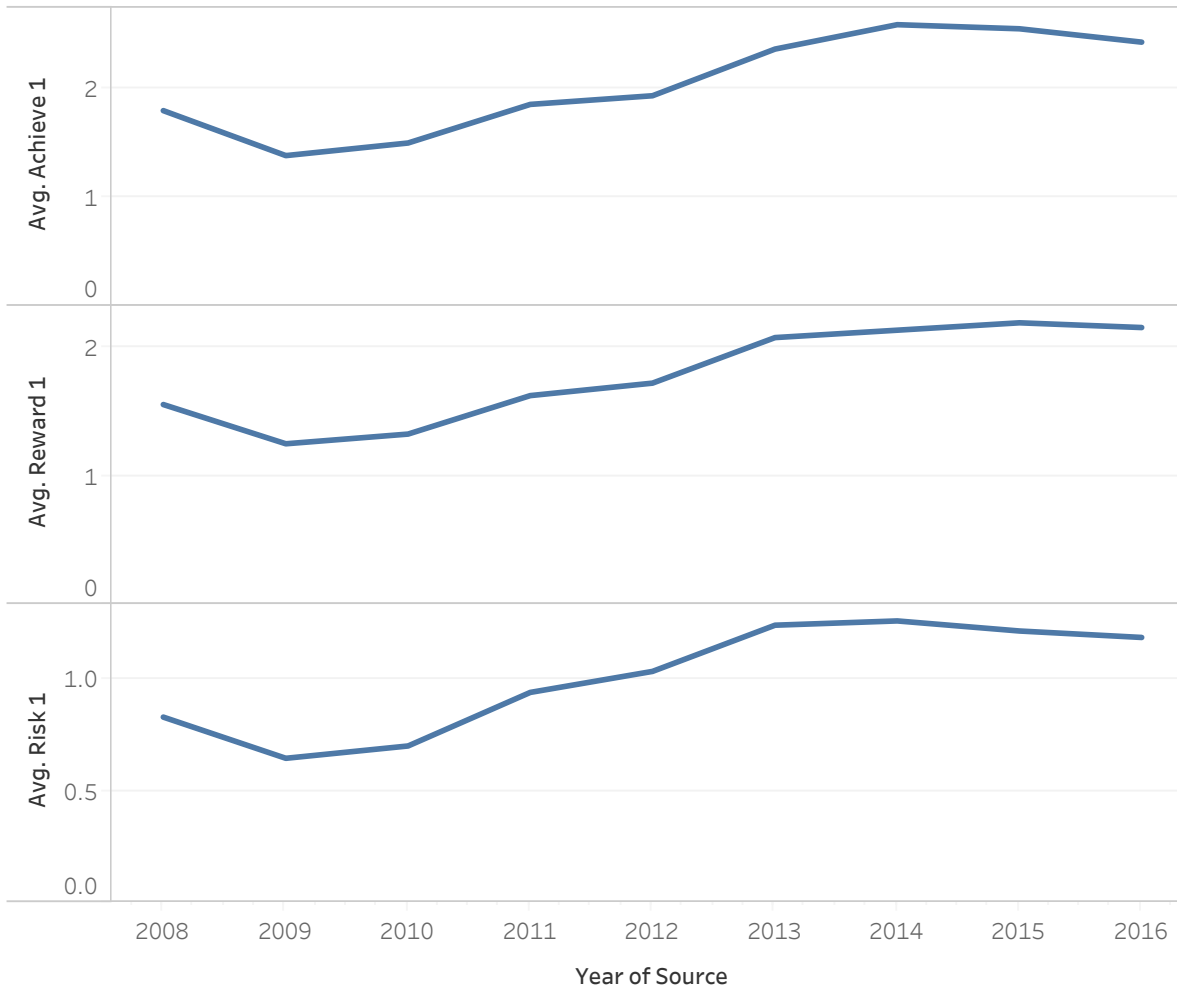
## Trend of the EVE Online users year 2004 - 2017 vs. Achieve word usage trend year 2010-2016



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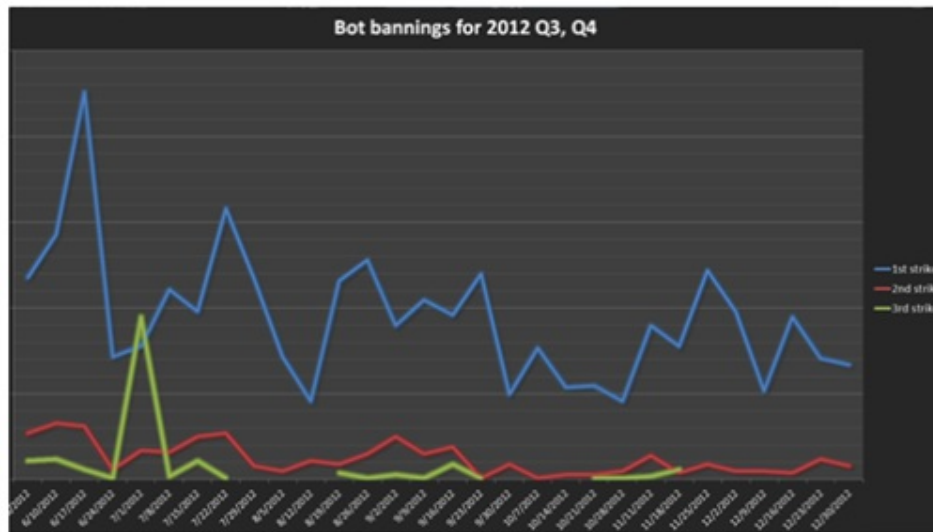
## compare achieve



- Analysed the emotions Reward and Risk with Achieve and all were positively correlated.
- Importance of Achieve emotion was at its peak from July to August 2014 and lowest from August to September 2014.
- The peak was due to the Crius update where the risks involved in Crius was more challenging and more rewards were given which induced a sense of achieve in players that lead to its increase.
- The drop was due to Hyperion update where the risks in wormholes were not challenging and the ISKs provided for running static C4 sites were very low which made the players less competitive and reduce the aim to achieve more.

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Introduction	Players Analysis	Compare Achieve	Anger Dash	Bounty	Compaison of MMORPG	Recommendation
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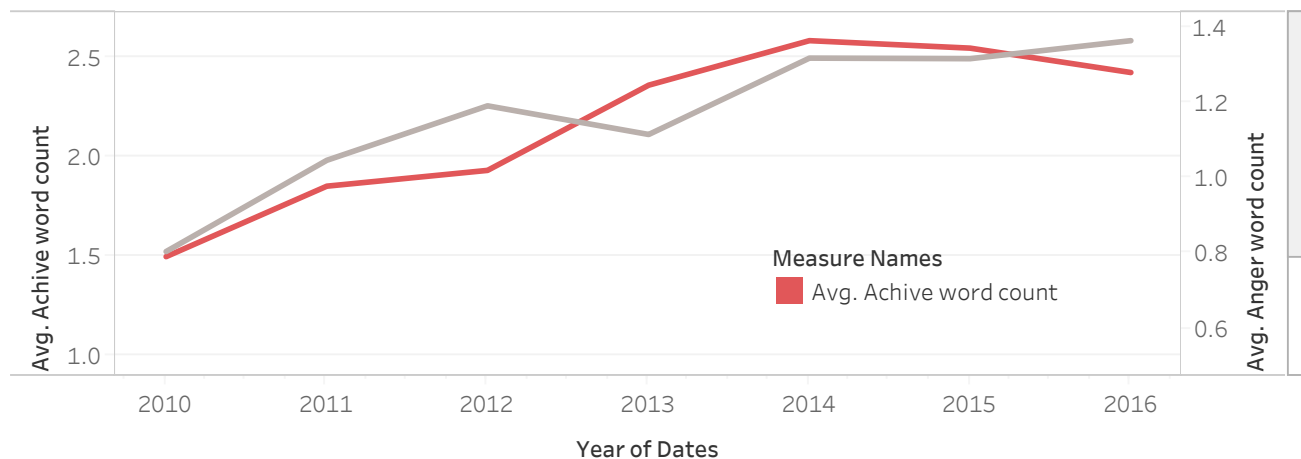
## Botting and anti-botting norm:

- Botting is the automation of the repetitive tasks of collecting resources;
- Giving the player advantage over other players;
- Hurt community's feeling of "Fair-play"

## 2012 - CCP moved to 2-strike suspension policy:

- Botting behavior declined dramatically
- Lowered the anger feeling among the players
- Restored sense of achievement within the community

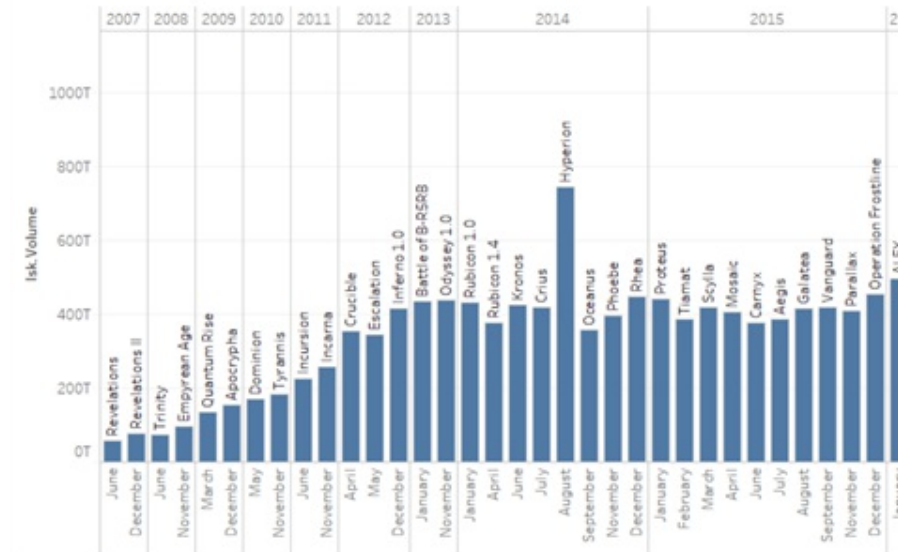
## Achieve vs. Anger



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Players Analysis	Compare Achieve	Anger Dash	Bounty	Compaision of MMORPG	Recommendation	Conclusion
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Isk Volume Analysis

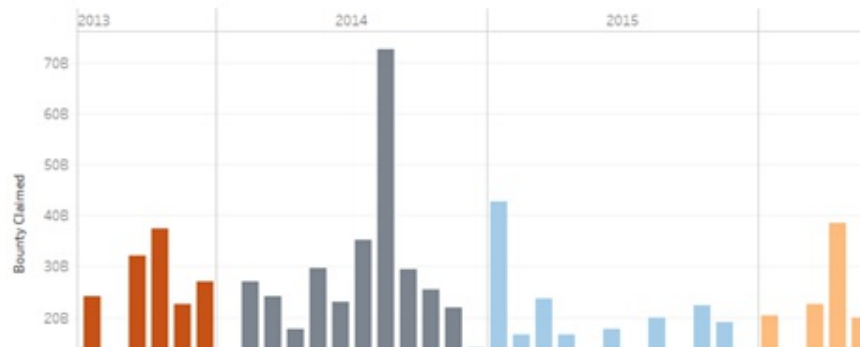


When Reward, Risk and Achieve increase. This gives the players and opportunity to convert this risk to achieve more isk. Since the graph's point out that the bounty claimed amount and ISK volumes were highest during "August 2014"

The bounty claimed amount was around 70B ISK, and ISK volume was around 700T ISK's.

Thus, we started finding about the major updates, events and battles - Hyperion & Crius.

Bounty Claimed Analysis



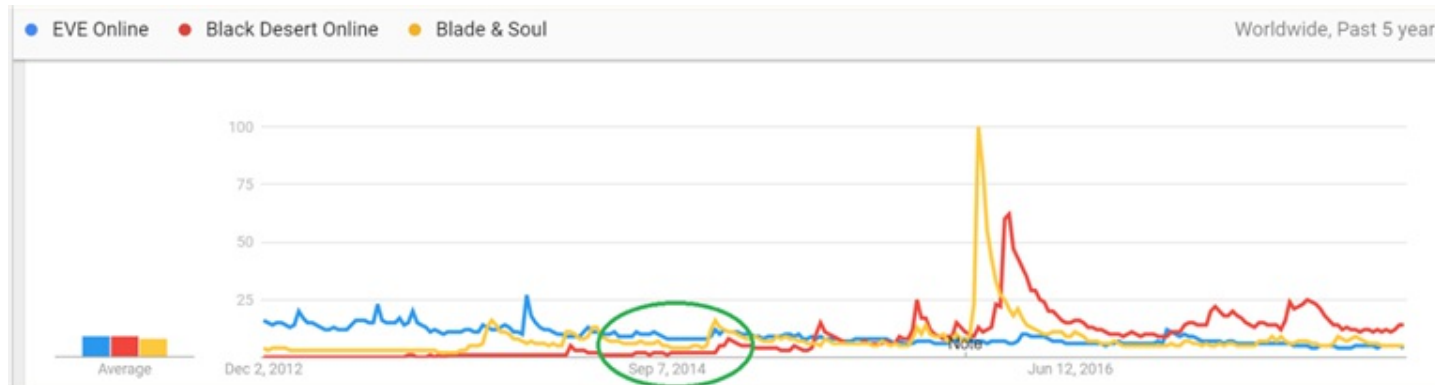
We Observed the highest Bounty was Claimed in August of 2014 due to Crius Release.

We saw that ther was drastic decrease in the bountyv from August

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## Comparison of Eve Online with other MMORPG Games



- On comparing EVE with BLADE & SOUL and BLACK DESERT, till the 3rd quarter of 2014, EVE subscription was more than the other two.
- From 4th quarter of 2014, EVE subscription started to drop and by mid 2015, the players cancelled their subscription with EVE and started joining BLADE & SOUL and BLACK DESERT.
- This subscription analysis is positively correlated to the achievement analysis shown earlier.
- This is because from 4th quarter of 2014, when sense of achievement started to drop among EVE players, they started to look for other MMORPG games which led to rise in subscription of BLADE & SOUL and BLACK DESERT

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## Recommendations

- The new players should be welcomed with good starting bonus and faster growth scheme which creates a sense of achievement among new players.
- Competitive pricing and increase the trial period which brings in new players.
- Eve online should have standardized rules for battles.
- Maintain level based player categorization so that entry level players are given fair battle with the same level players to achieve more.
- Introduction of outfits and customizations of area spaces in terms of color, themes.
- Improved insurance policies which encourages players to take risks to achieve more.



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## Conclusion

- On Studying the keyword achieve, EVE Online can determine the specific features that are liked by players across every updates
- On observing battles and their feedback, this can help EVE Online regulate rules and policies to maintain healthy relationships across the community
- By keeping these insights in mind, EVE Online can strategically analyze on what is important for their further updates and how they can be used to generate tangible benefits towards CCP.