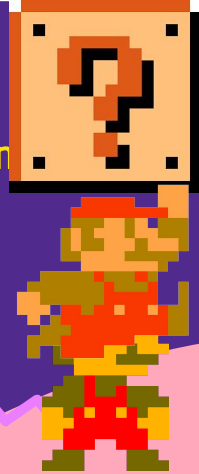


# Video Game Success Model

Rebecca Solomon, Isabel Sy, Mustafa Naeen Araujo &  
Sabrina Fernandez



# A Short History on Video Games



1958

Tennis for Two!, the very first video game, was created!



1990

3D Graphics and home console boom



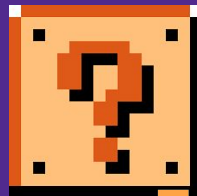
2010

Diversity in genres and mobile game boom



PRESENT

Photorealistic graphics and complex stories



# THE BIG QUESTIONS

1

## DEMOGRAPHICS

Who is playing video games?

2

## CULTURE

What video game genres are popular in different parts of the world?

3

## FUTURE

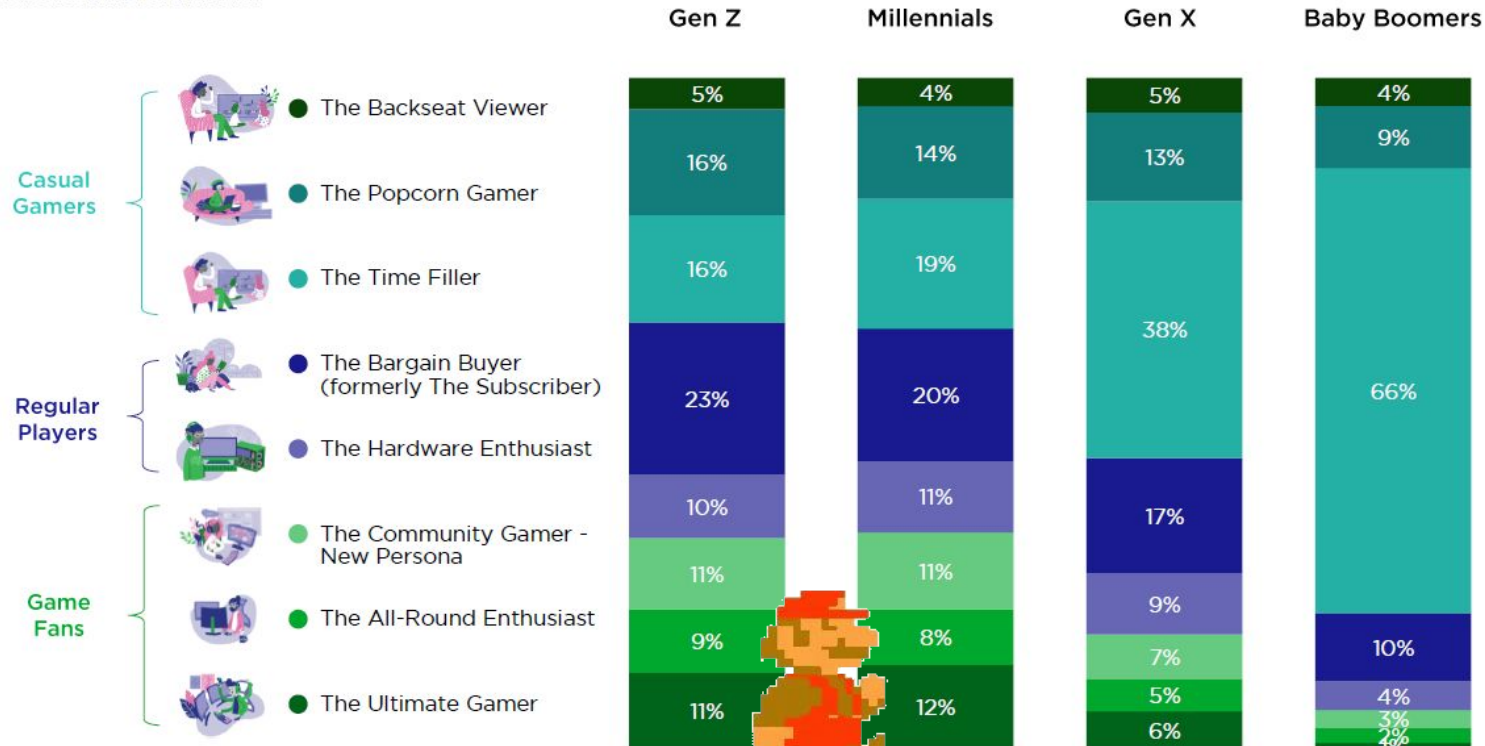
Where is the video game market heading?



# Types of Gamers

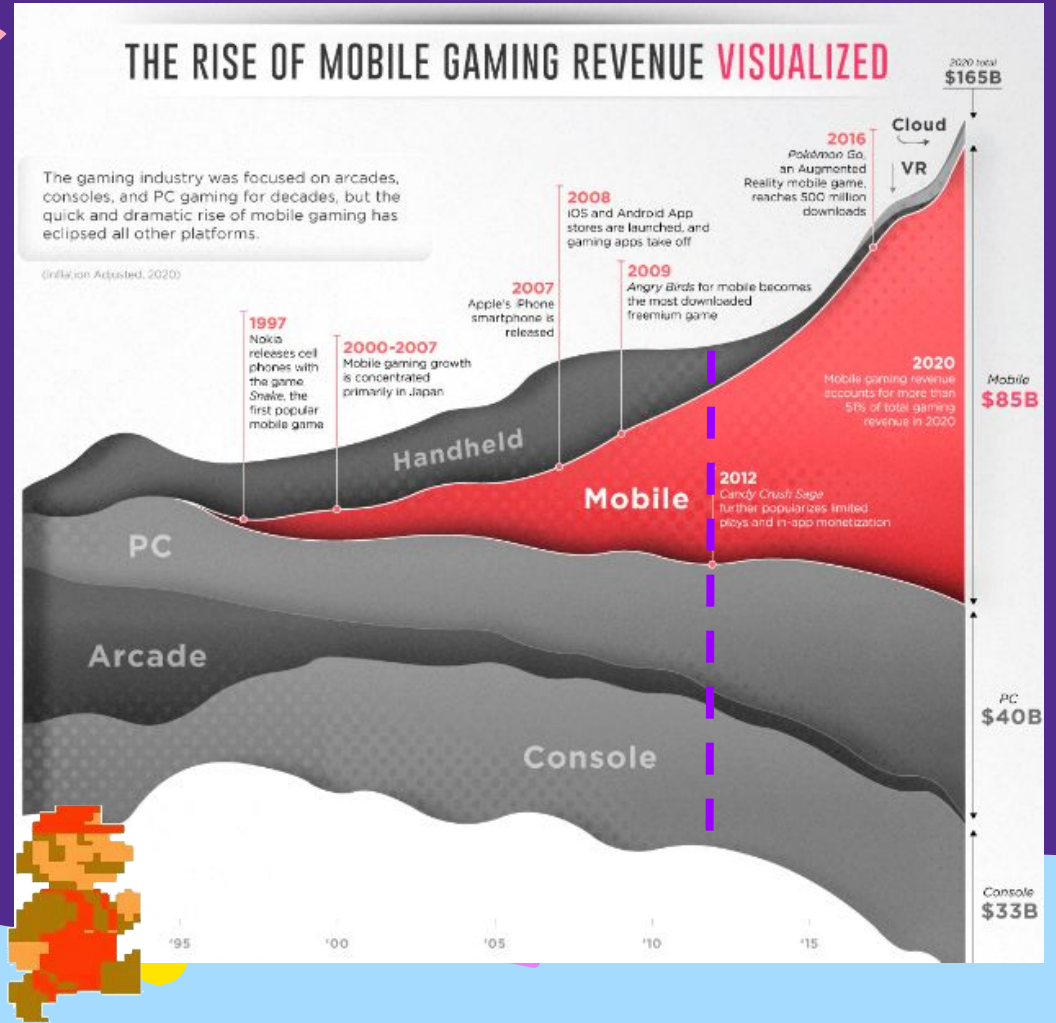
## Share of Each Persona Per Generation

Base: Game Enthusiast



# MOBILE GAMES:

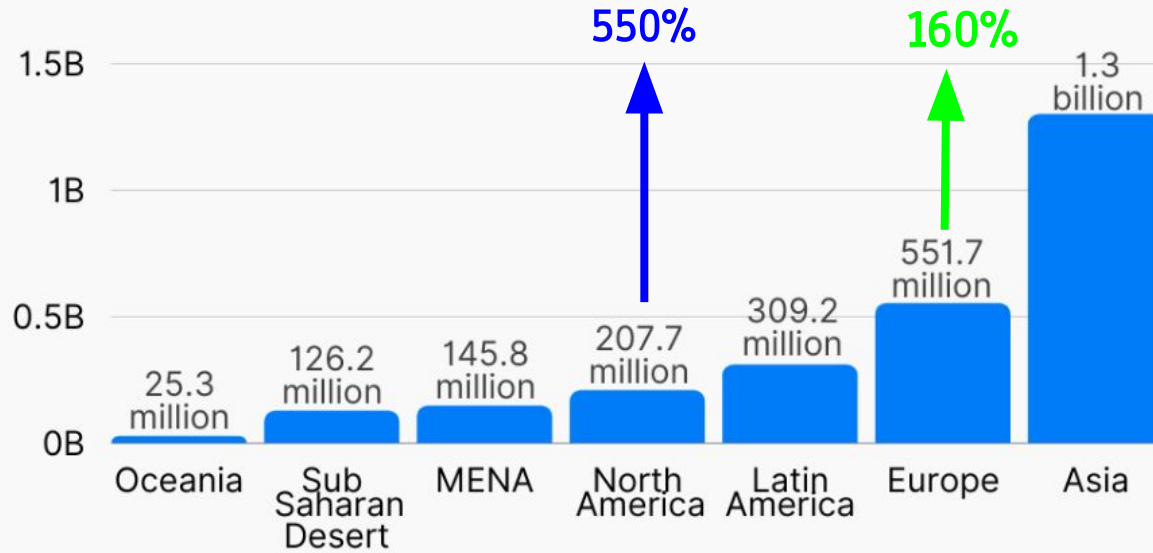
- 1997 - First Mobile Game - SNAKE
- 2020 - Mobile Game Over 51% of total VG Rev



## Global mobile gaming market revenue



## Number of mobile gamers per region



# Mobile Games in Asia

- Largest revenue for Japan is from mobile games. - [source](#)
- 82% of Southeast Asia's population are gamers. - [source](#)
- Free-to-play option is the primary driver for mobile gaming in Asia





# 2014

## Top 5

- 1.) Action
- 2.) Shooter
- 3.) Sport
- 4.) RP
- 5.) Adventure

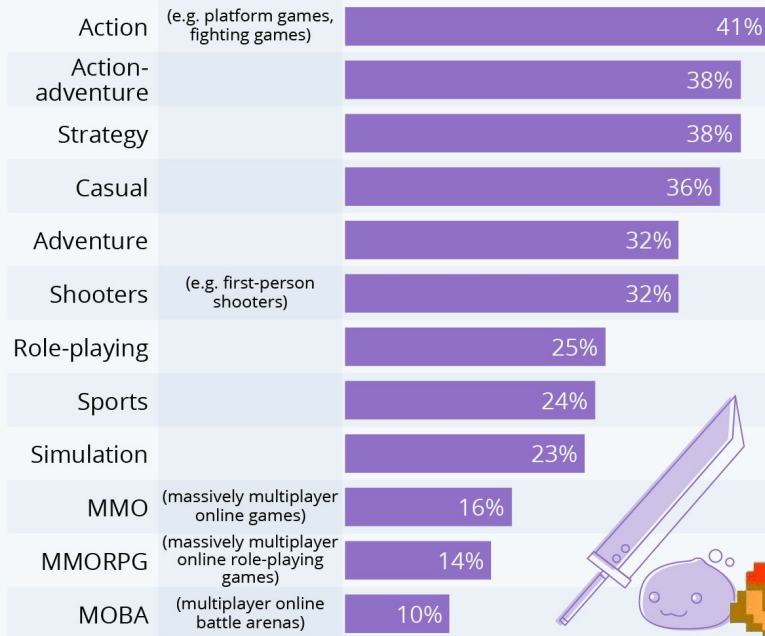
## America's Favorite Video Game Genres

Distribution of all U.S. video game sales by genre in 2014



# Americans' Favorite Video Game Genres

Share of regular gamers who say they preferred the following video game genres in 2020



Source: Statista Global Consumer Survey

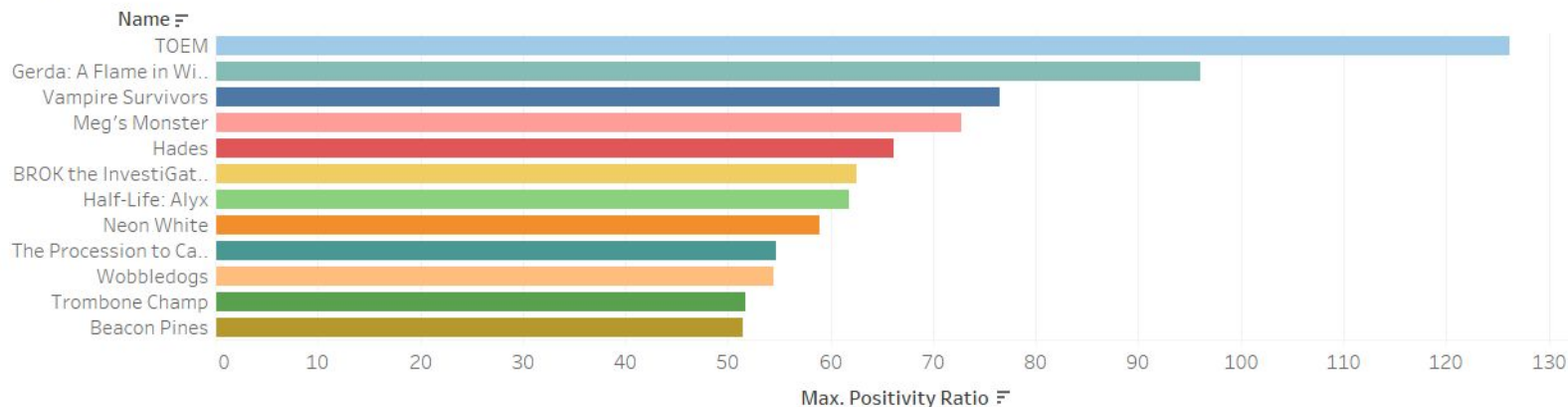
# 2020

## Top 5

- 1.) Action
- 2.) Action-Adventure
- 3.) Strategy
- 4.) Casual
- 5.) Adventure

# Positivity Ratio

Steam



ATTR(Tags)

- Action|Pixel Graphics|...
- Adventure|Nature|So...
- Fast-Paced|First-Pers..
- Horror|Procedural Ge..
- Horror|Rhythm|Story ..
- Horror|Story Rich|Fir..
- Horror|Story Rich|Vis..
- Soundtrack|RPG|Post..
- Story Rich|Historical|..
- Story Rich|Historical|..
- Story Rich|Multiplae..
- Story Rich|Undergrou..



# Model Goal:

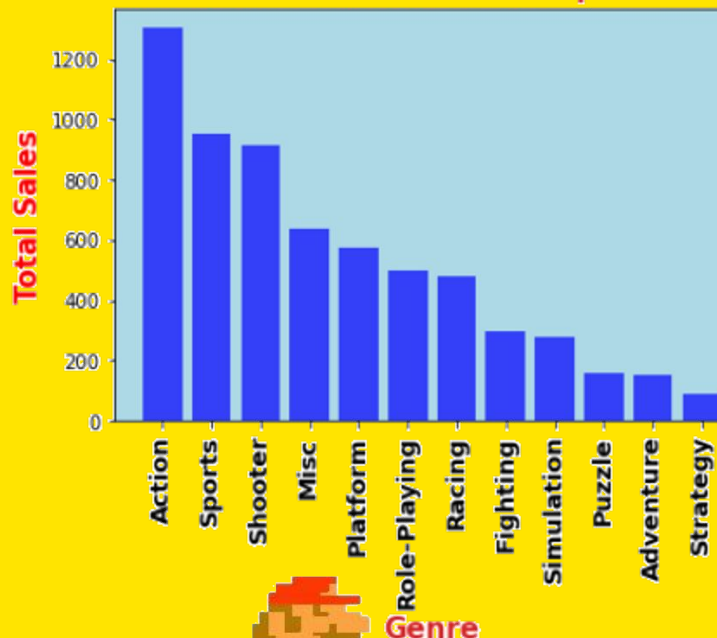
To predict the success of  
different video game  
genres in certain  
regions.

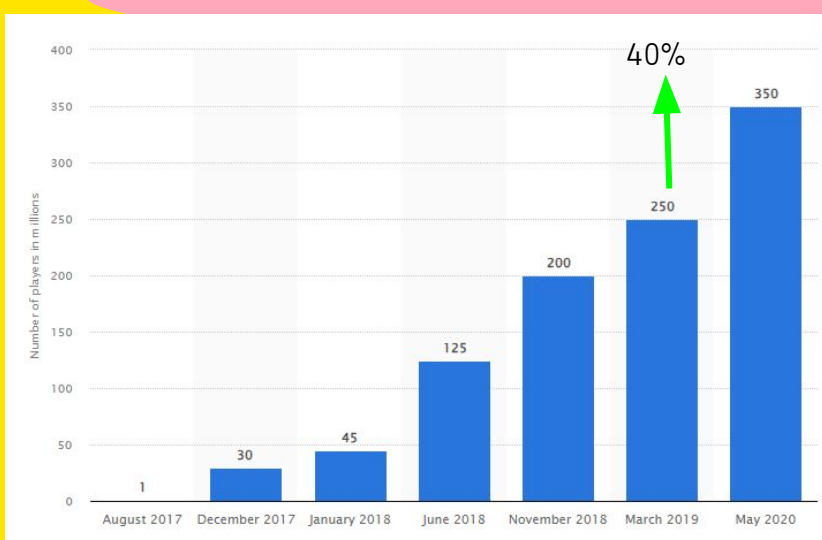


# Best Selling: North America

1. Action
2. Sports
3. Shooters

North America Actual Sales per Genre





## US BEST SELLING SALES IN MAY 2023

1. The Legend of Zelda: Tears of the Kingdom\*
2. Hogwarts Legacy
3. Star Wars Jedi: Survivor
4. Dead Island 2
5. Call of Duty: Modern Warfare 2
6. MLB The Show 23^
7. FIFA 23
8. Mario Kart 8\*
9. Resident Evil 4
10. Far Cry 6

## US BEST SELLING SALES TO DATE

1. Hogwarts Legacy
2. The Legend of Zelda: Tears of the Kingdom\*
3. Call of Duty: Modern Warfare 2
4. Star Wars Jedi: Survivor
5. Resident Evil 4
6. MLB The Show 23^
7. Dead Island 2
8. FIFA 23
9. Dead Space
10. Madden NFL 23

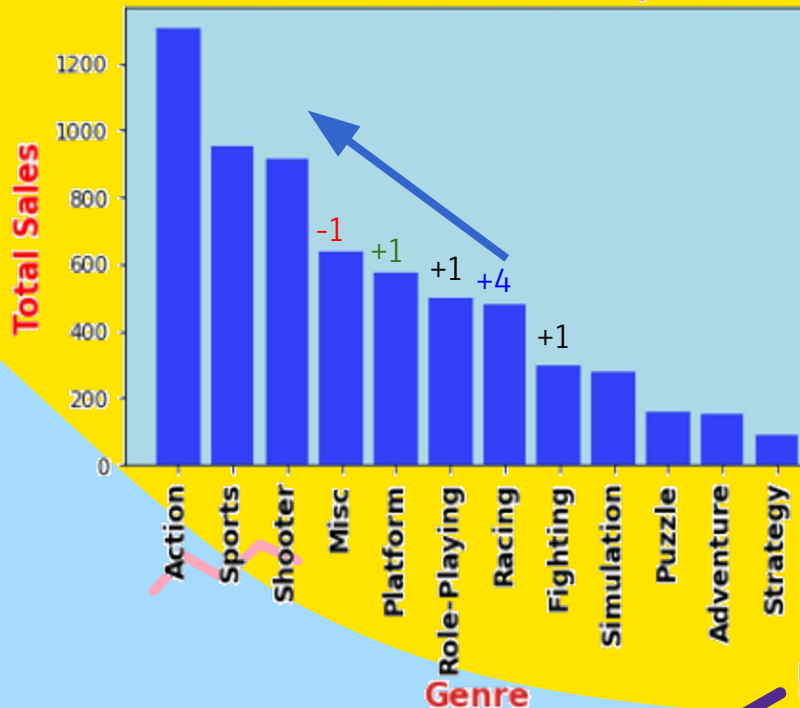


# North America Sales

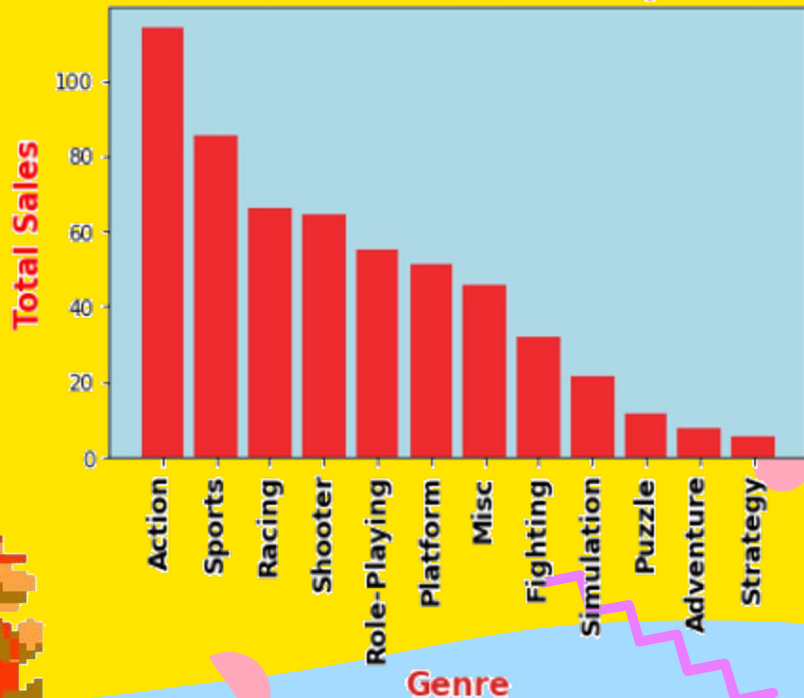
## Actual

## Predicted

North America Actual Sales per Genre



North America Predicted Sales per Genre



# Best Selling: Europe

1. Action
2. Sports
3. Shooter



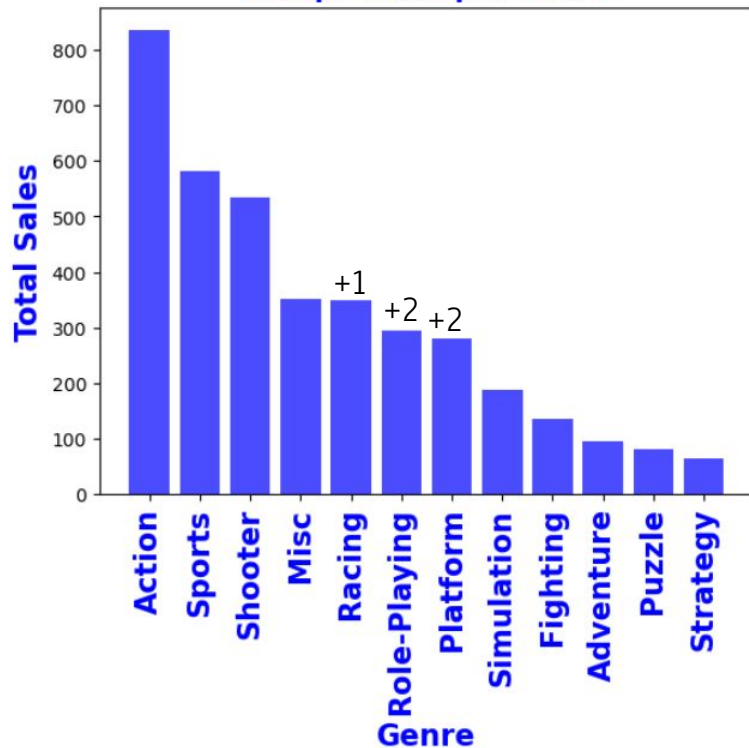


# Europe Sales

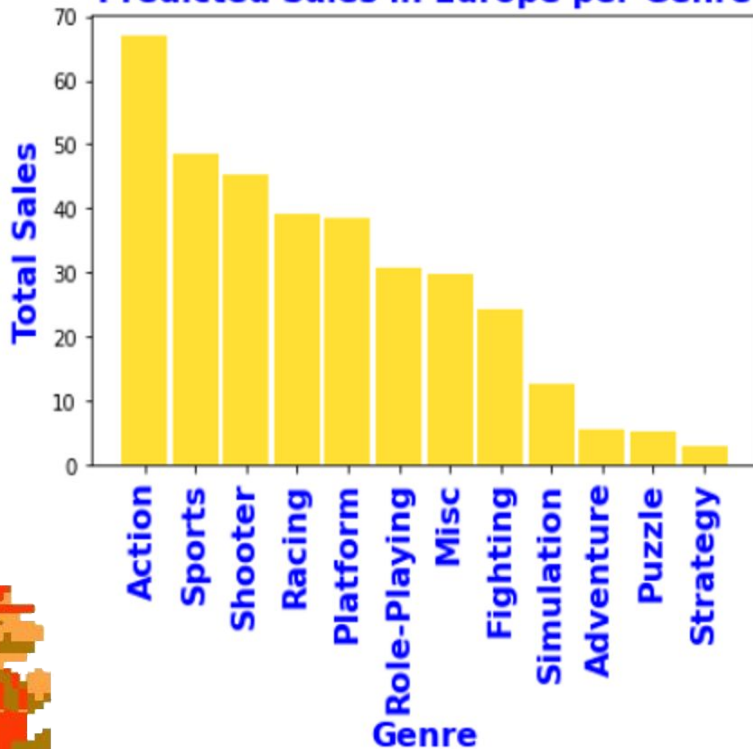
## Actual

## Predicted

Europe Sales per Genre

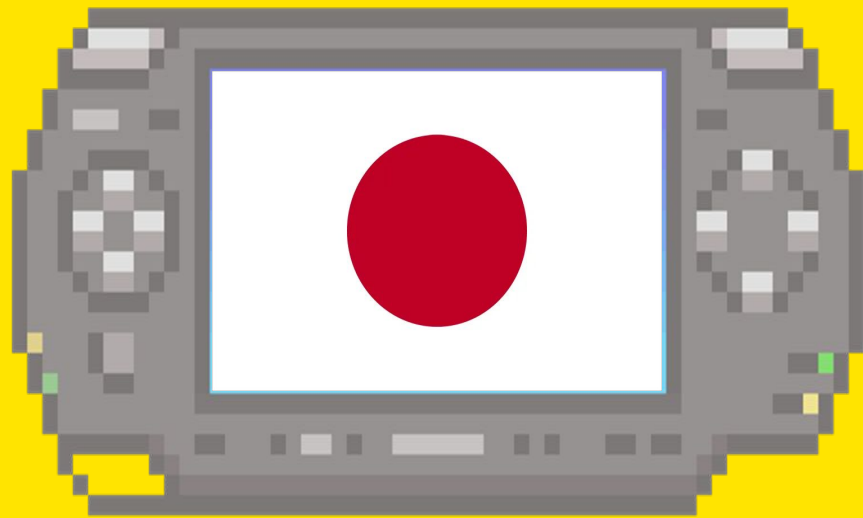


Predicted Sales in Europe per Genre



# Best Selling: Japan

1. Role-Playing
2. Action
3. Platform

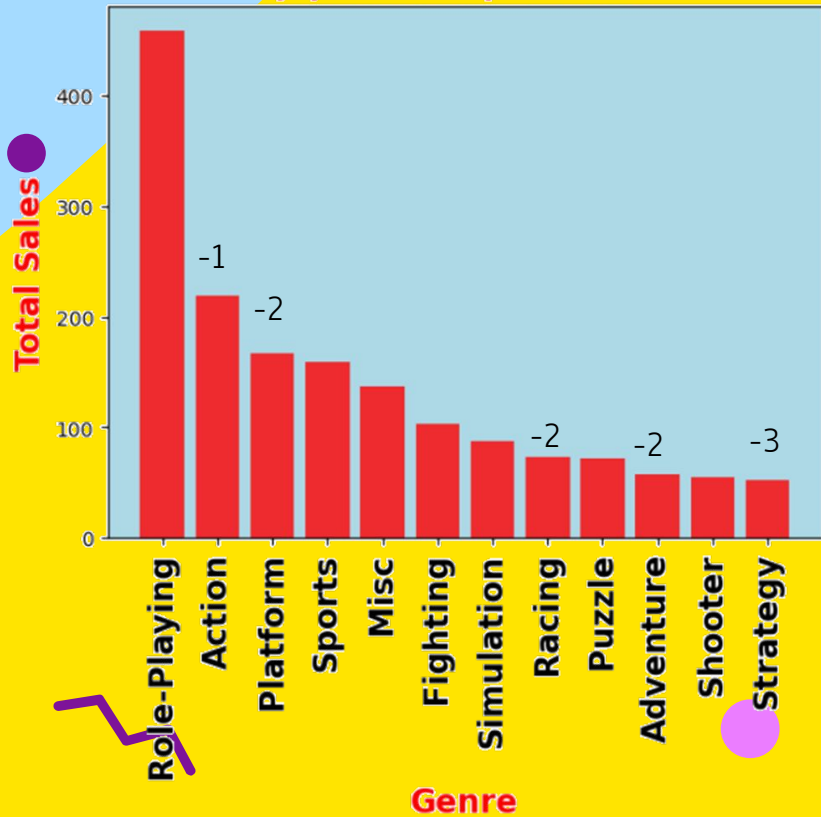


# Japan Sales

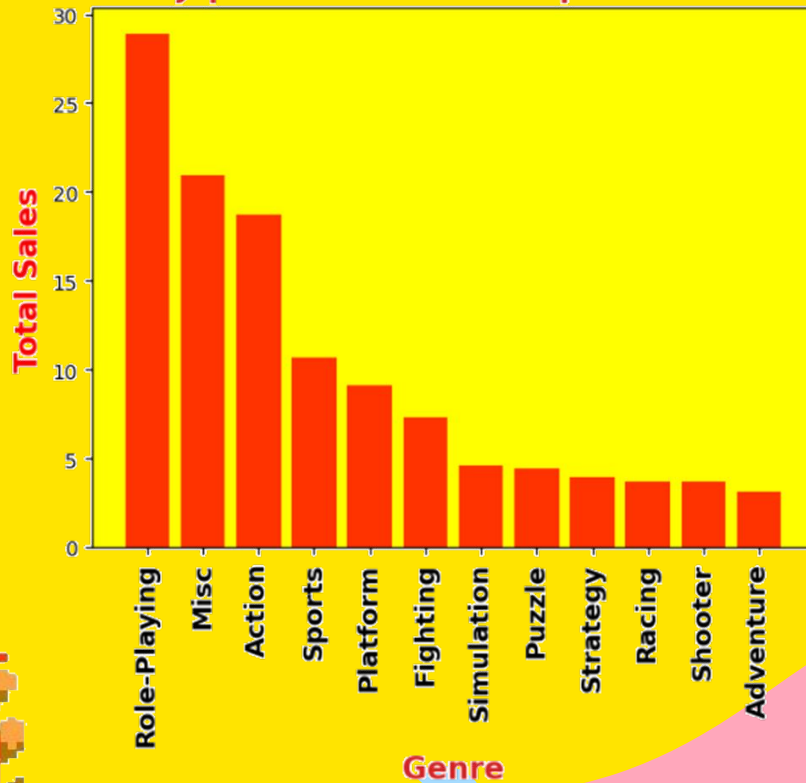
Actual

Predicted

Japan Sales per Genre



Japan Predicted Sales per Genre



## POSSIBLE REASONS:

1.) Japan's history with

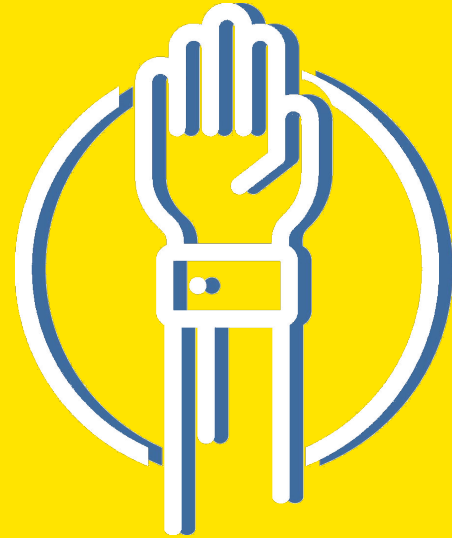
21,881

• RPG games. -

source

2.) Karoshi culture in  
Japan and

escapism. - source

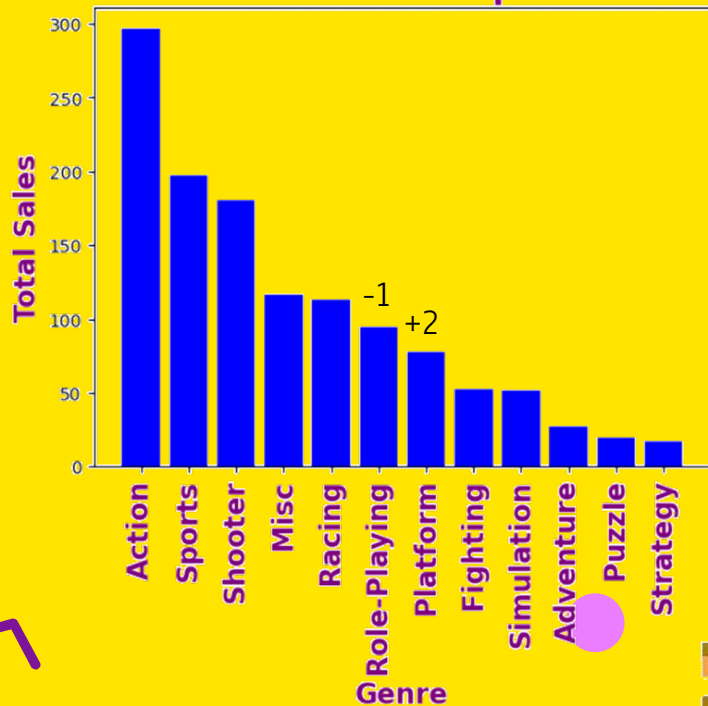


Confirmed suicide cases  
in Japan in 2022. - source

# Rest of the World

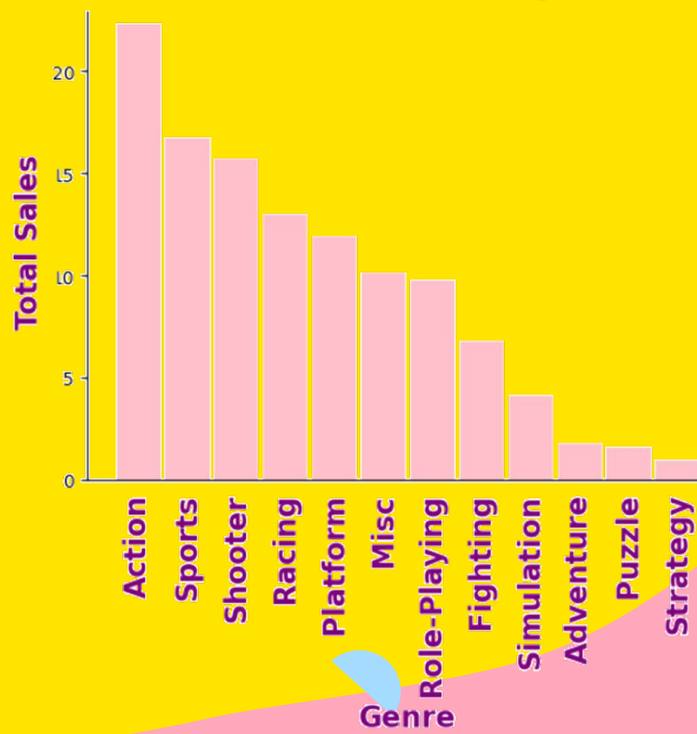
## Actual

Other Actual Sales per Genre



## Predicted

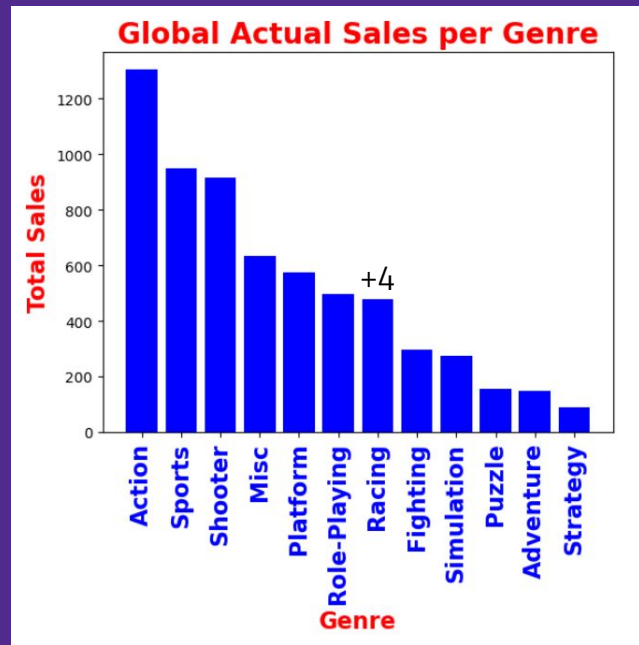
Predicted Sales Other per Genre



# Global Sales

Actual

Predicted



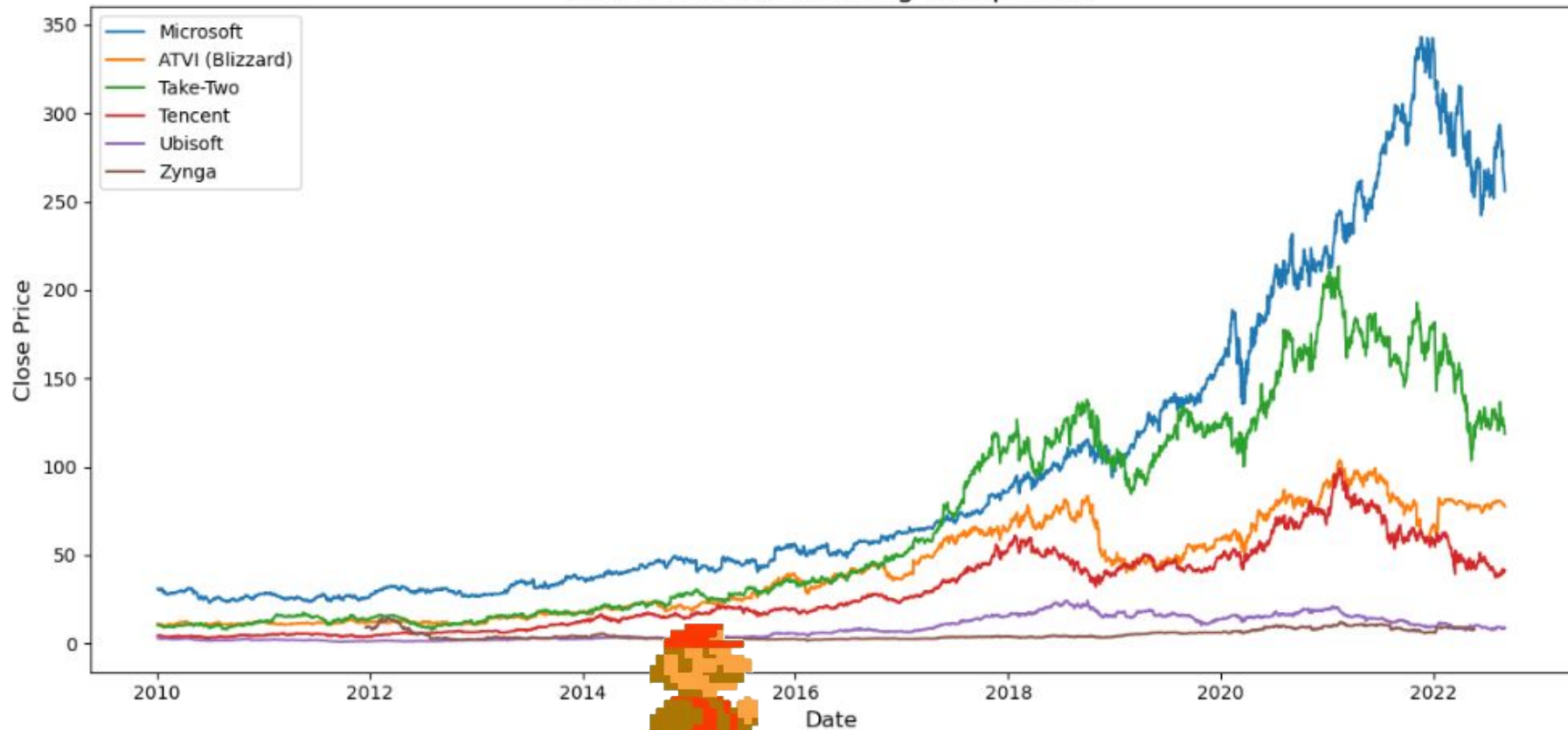
# WHY?

## FOR DEVELOPERS

- ❑ Increased profits and job opportunities
- ❑ Foot-in-the-door for indie developers
- ❑ Better marketing for future games



# Stock Prices of Gaming Companies



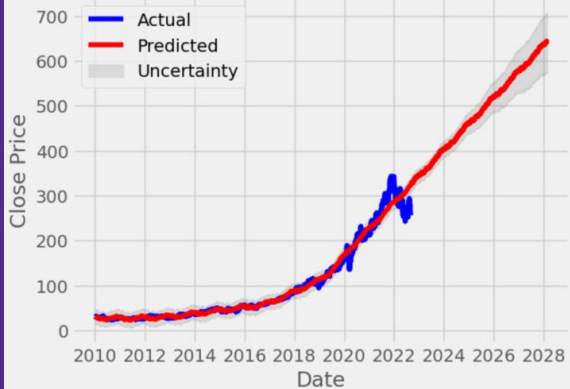




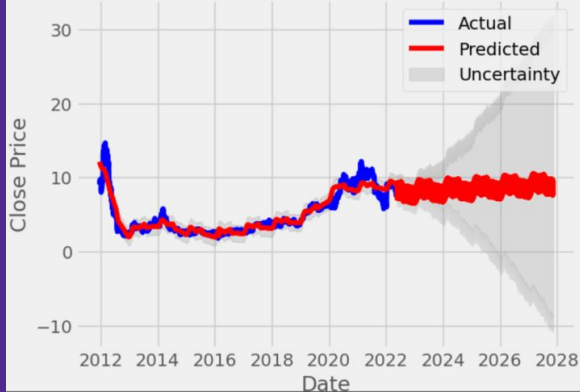
# Game Developers



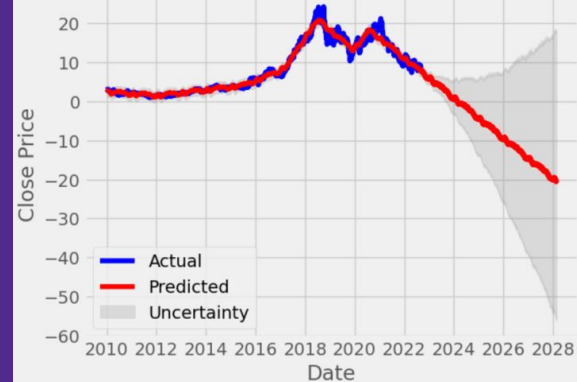
## Stock Price Prediction for Microsoft



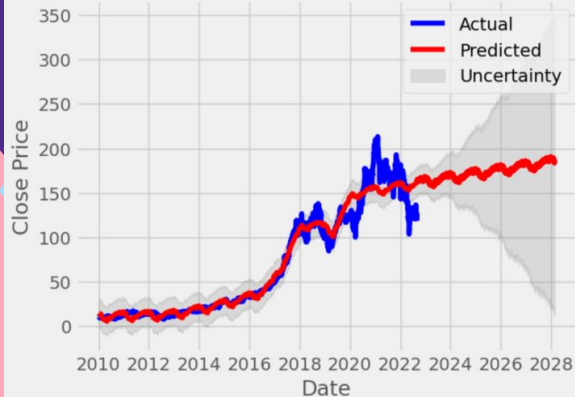
## Stock Price Prediction for Zynga



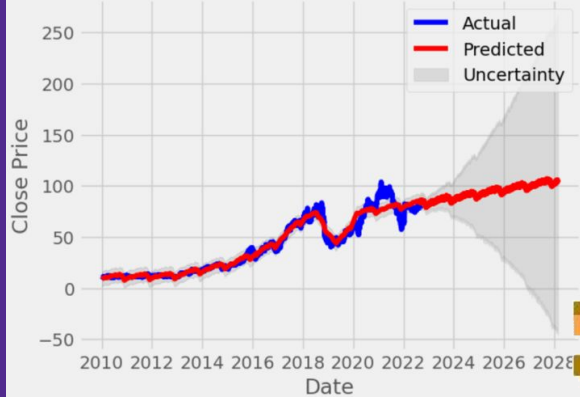
## Stock Price Prediction for Ubisoft



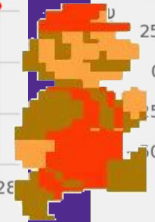
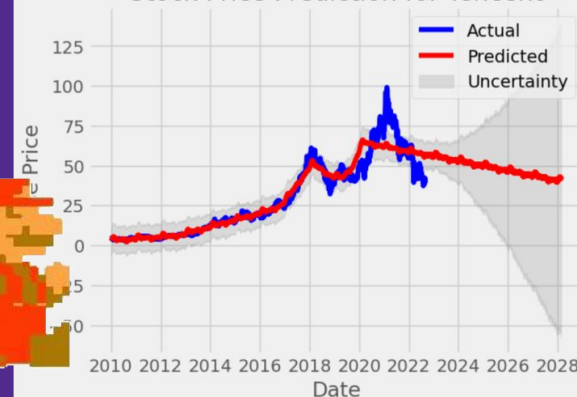
## Stock Price Prediction for Take Two



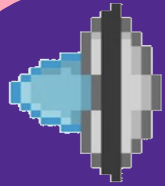
## Stock Price Prediction for Blizzard



## Stock Price Prediction for Tencent



# CONCLUSION:



- OUR AI MODEL IS PROFITABLE FOR **GAME DEVELOPERS.**
- **GRAPHICS, CHARACTER DESIGN, STORYLINE, & DIFFICULTY**
- **ACTION** IS THE LEADING GENRE ACROSS ALL REGIONS.



