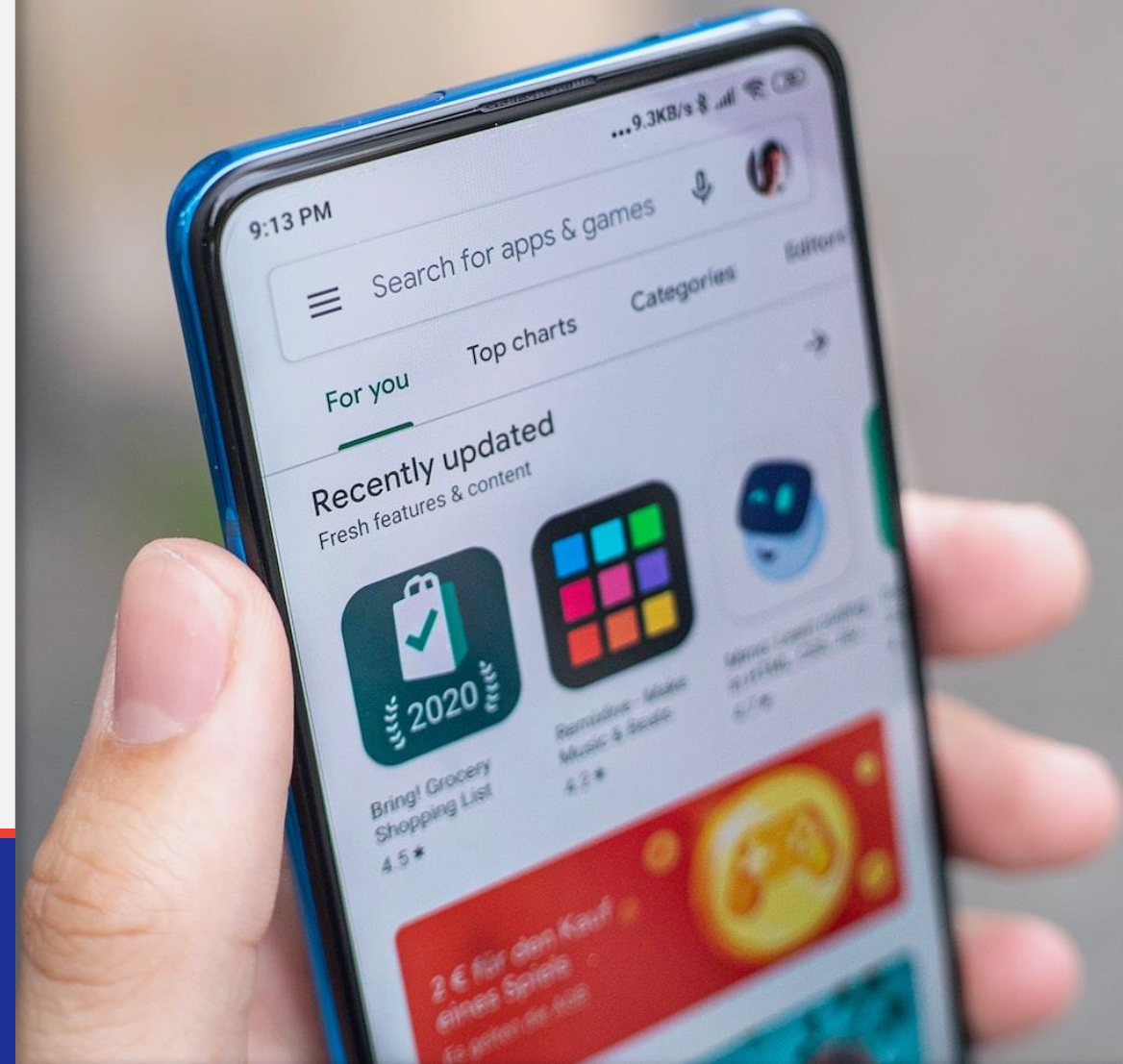


# Which game **GENRES** are **potential** on Google Play?

**Target Audience:** R&D Dept. of ABC gaming company

**Presenter:** Le Nhat Duy



# Dataset Introduction

**Google Play Store Apps** dataset | **Author:** Lavanya | **Description:** Web scraped data of 10k Google Play Store apps

Uploaded in 2018

Source: [www.kaggle.com/datasets/lava18/google-play-store-apps?select=googleplaystore.csv](https://www.kaggle.com/datasets/lava18/google-play-store-apps?select=googleplaystore.csv)



Google Play is an online store on **Android** supplying millions of apps, **games**, books & more for over **2.5 billion monthly users** across **190+ countries** worldwide.

gps_games		
variable	description	observations: 963
App	The application name	
Category	The category the app belongs to	
Rating	Overall user rating of the app	
Installs	Number of user installs for the app	
Genres	Possibly multiple genres the app belongs to	

game_reviews		
variable	description	observations: 6678
App	The application name	
Translated_Review	User review (translated to English)	
Sentiment	The sentiment of the user - Positive/Negative/Neutral	
Sentiment_Polarity	The sentiment polarity score	
Sentiment_Subjectivity	The sentiment subjectivity score	

# Big Question:

Which game **genres** are **potential** on Google Play?

## ► Definition of “Genre”

A genre is a category of games characterized by a particular set of challenges, regardless of setting or game-world content.

*Source: Fundamentals of Game Design | page 70*

## ► Criteria of “Potential” genre determination

High Installs, Good Ratings, and Low Demand are the three main criteria to determine whether genres have potential.

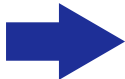
The criteria indicate whether those genres are in-demand, competitive, and satisfying.

## ► Strategy in Game Design & Development

Market Analysis is the suitable strategy pursued in the project between common ones.

## ► Flow of Market Analysis

- Installs
- Rating
- Reviews



Market  
Trends



**Potential  
Genres**

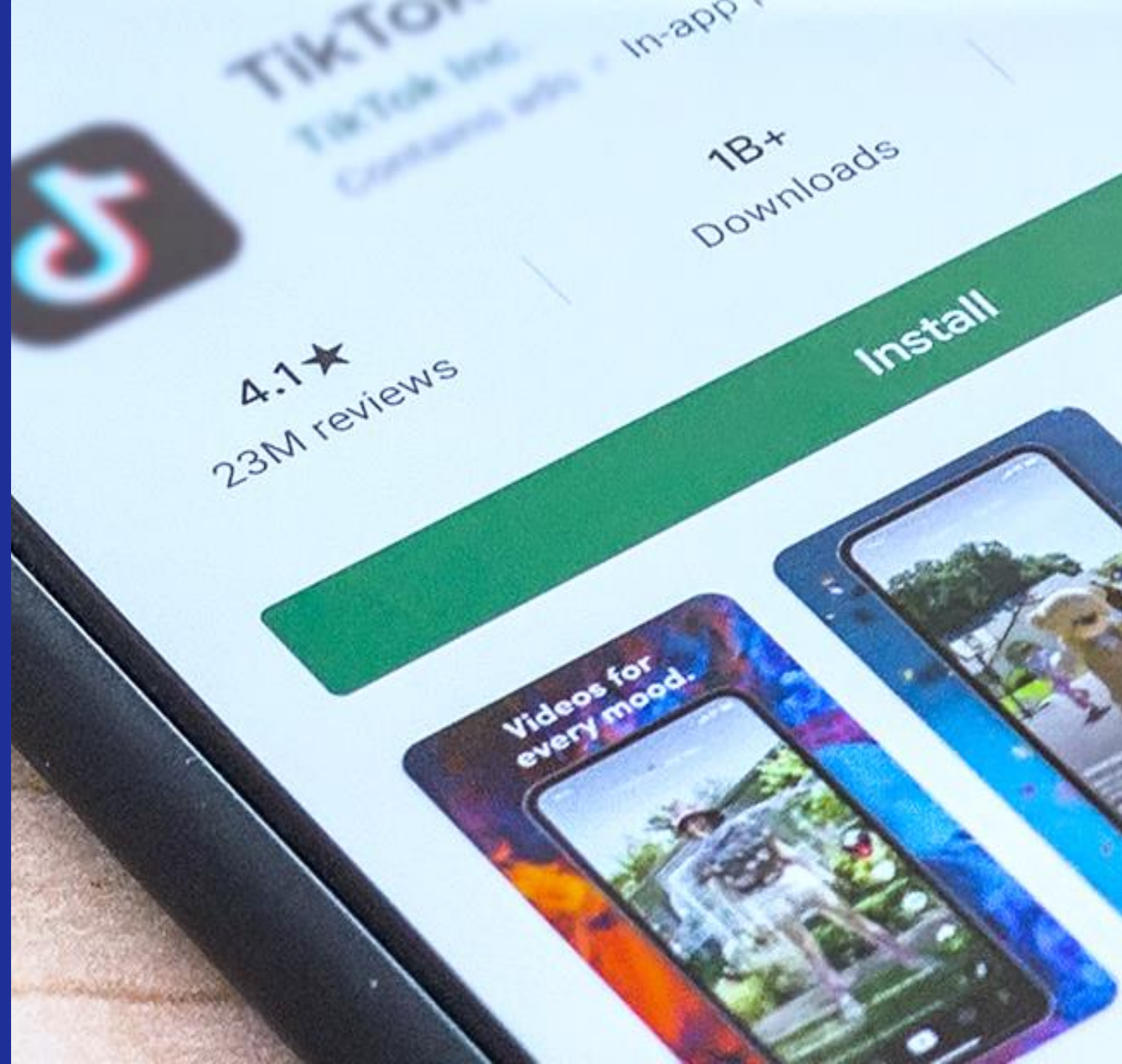






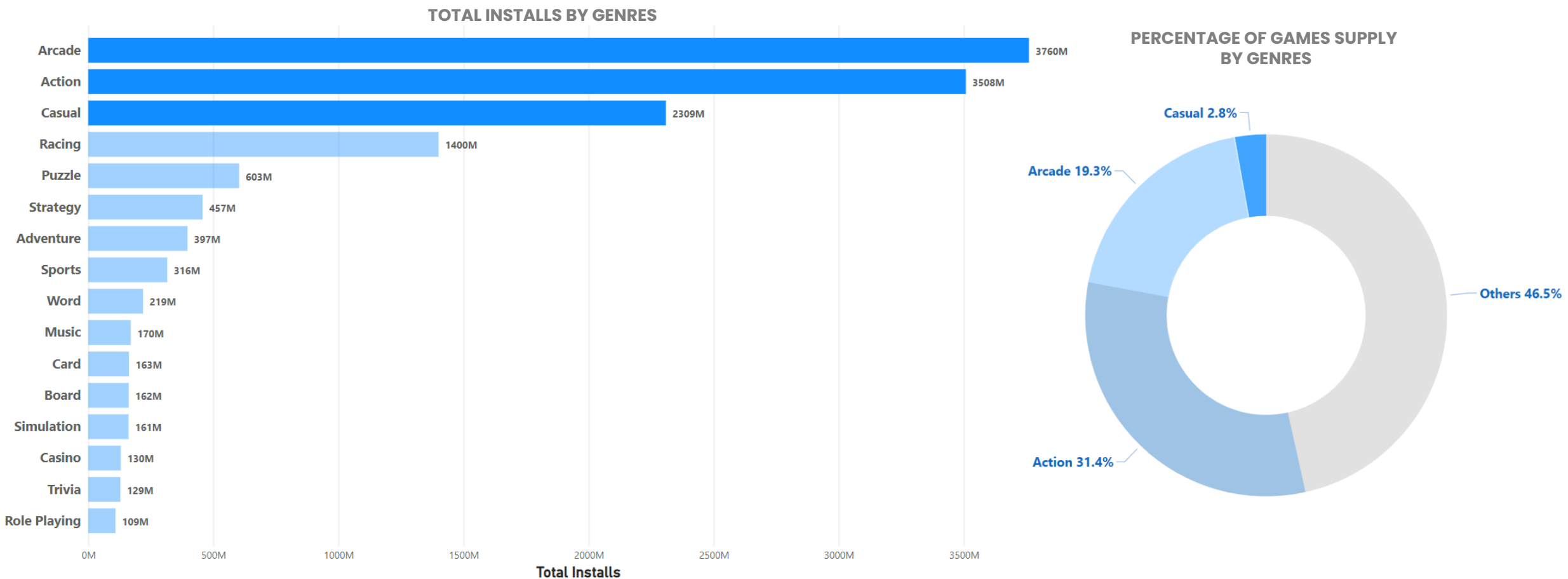
# INSTALLS by genres

The number of installs suggests how large the genre's **user base** and **audience reach** are.



# INSTALLS BY GENRES

**Casual** is one of the Top 3 most **extensive total installs** genres while accounting for **only 2.8%** of the full games.



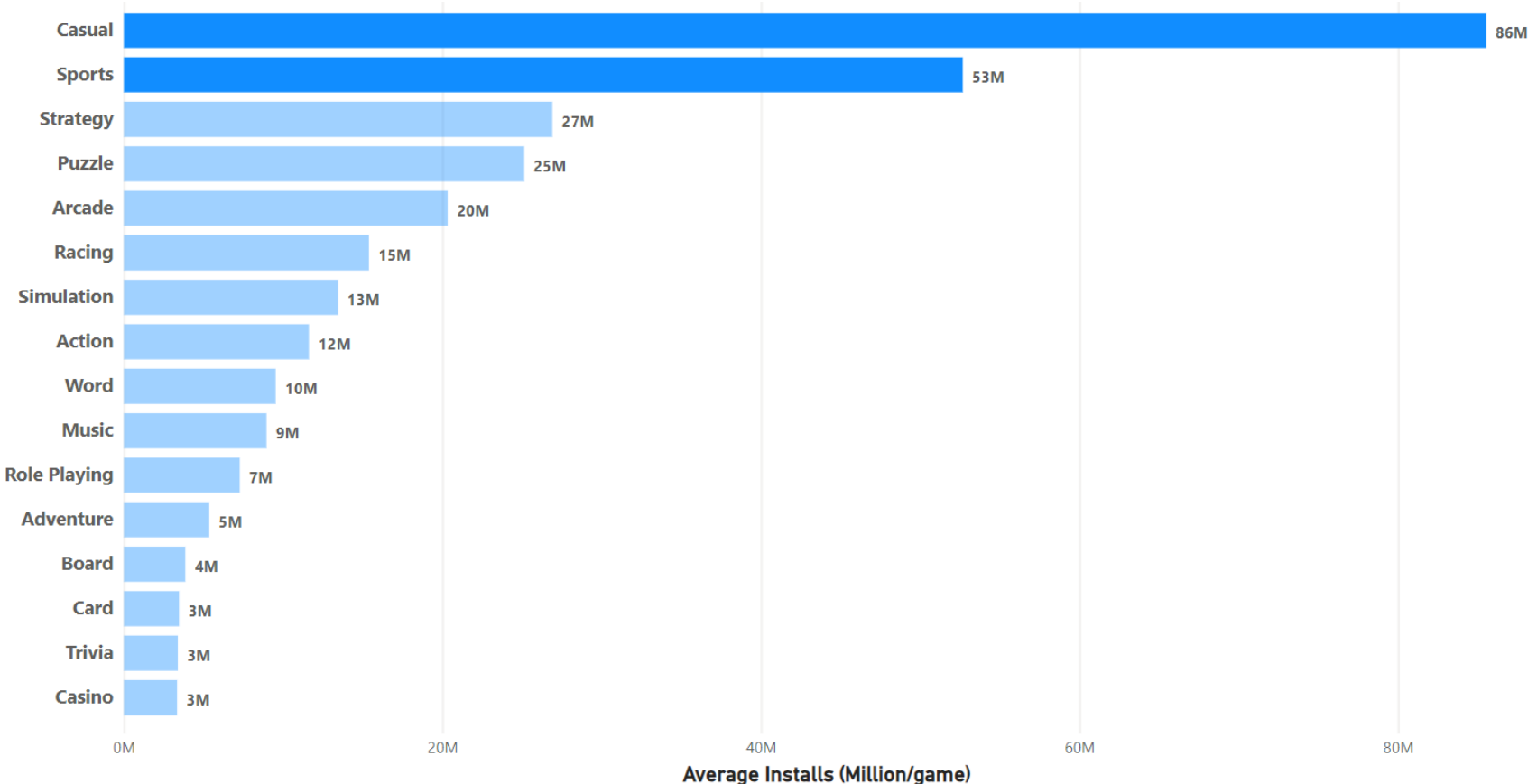
# INSTALLS BY GENRES

**Casual** achieve impressive figures for both the total installs and the average installs.

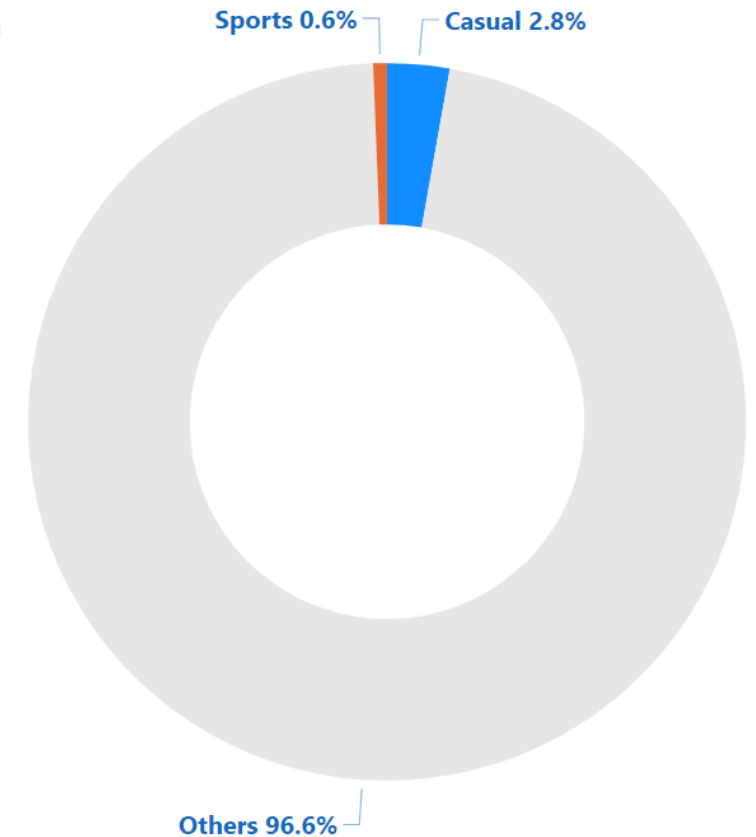
Unlike Casual, **Sports** is more likely an **emerging genre** in the marketplace.

Despite effectively appealing to users, both comprise **a small percentage** of total games.

AVERAGE INSTALLS BY GENRES



PERCENTAGE OF GAMES SUPPLY BY GENRES





# RATINGS by genres

The value ratings indicate the **overall satisfaction** of users.

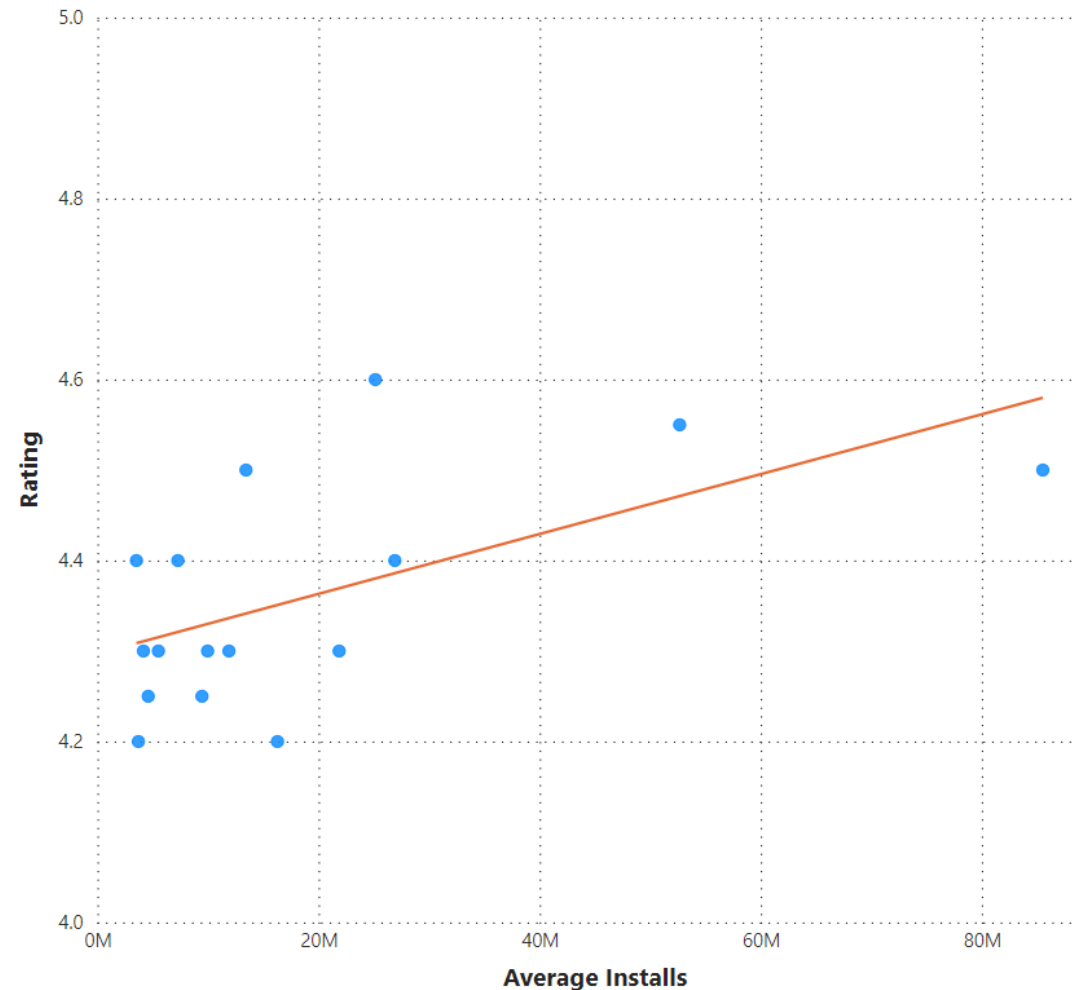


## RATINGS BY GENRES

There is a **moderate positive relationship** between the **rating value** and the **average installs** among genres.

(Correlation Coefficient = **0.58**)

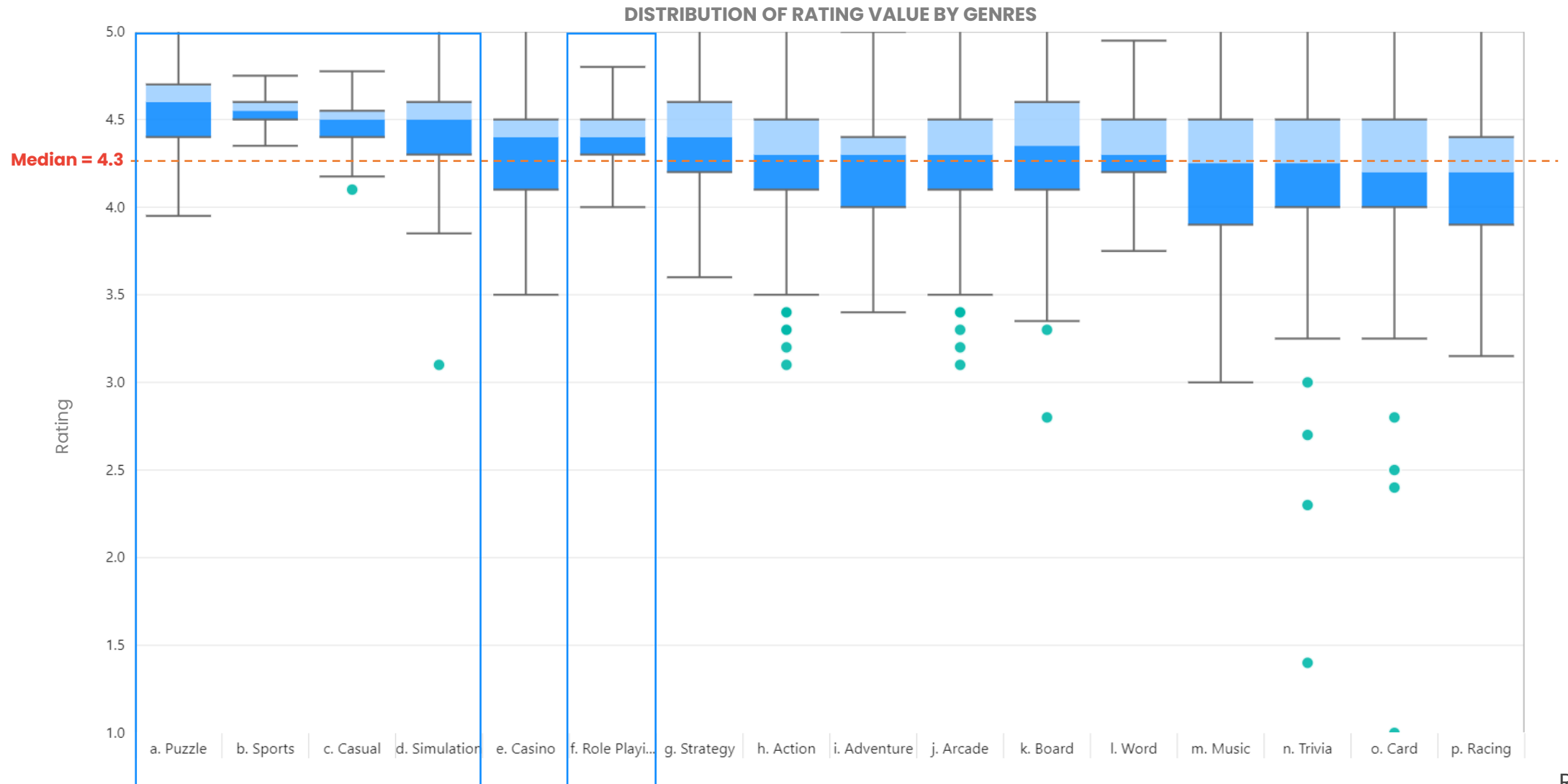
It shows that genres with **high-value ratings** tend to obtain **large average installs** as well.





# RATING BY GENRES

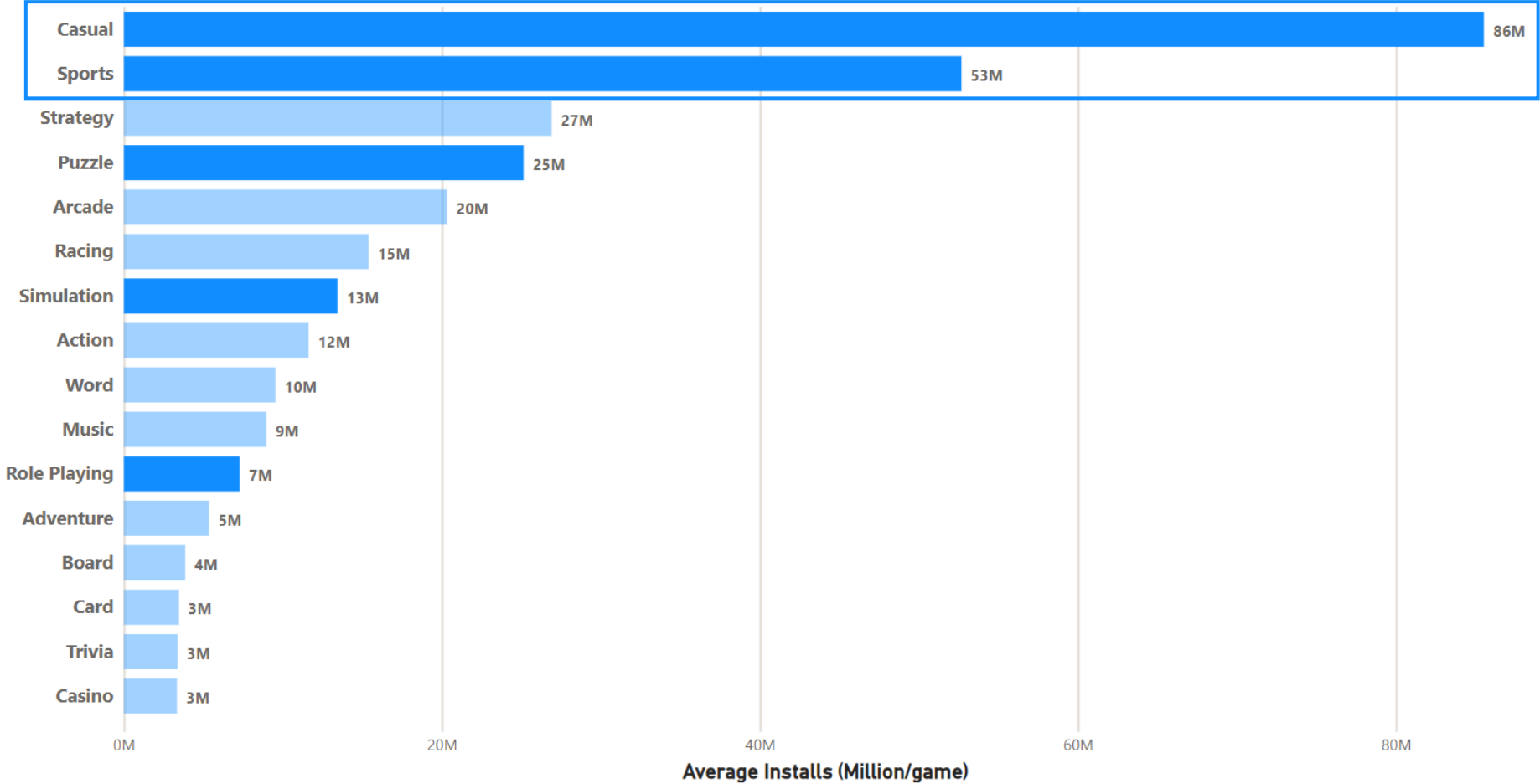
**Puzzle**, **Casual**, **Sports**, **Simulation**, and **Role-Playing** are five genres with **over 75%** of their value ratings **greater than** the median rating of all games.



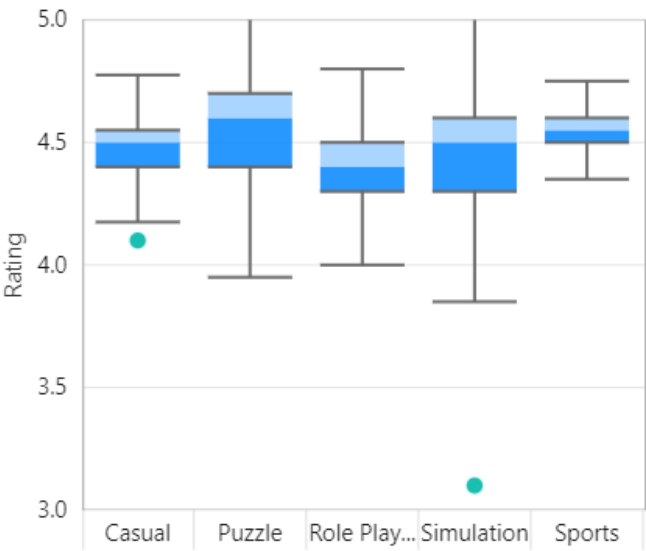
# RATING BY GENRES

When putting them all in criteria, **Casual** and **Sports** have much more potential than others.

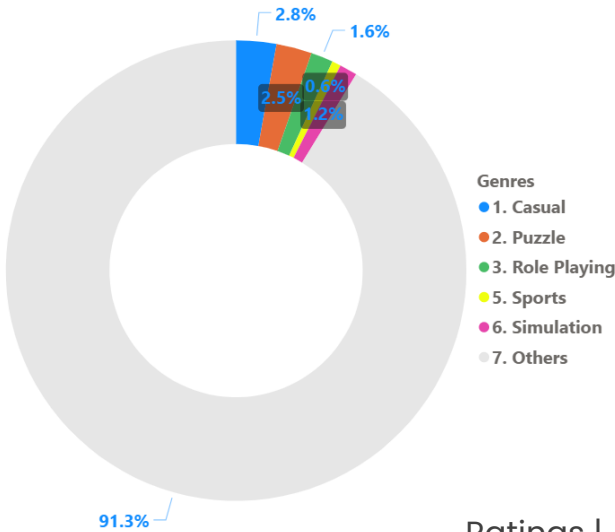
AVERAGE INSTALLS BY GENRES



DISTRIBUTION OF RATING



PERCENTAGE OF GAMES SUPPLY BY GENRES

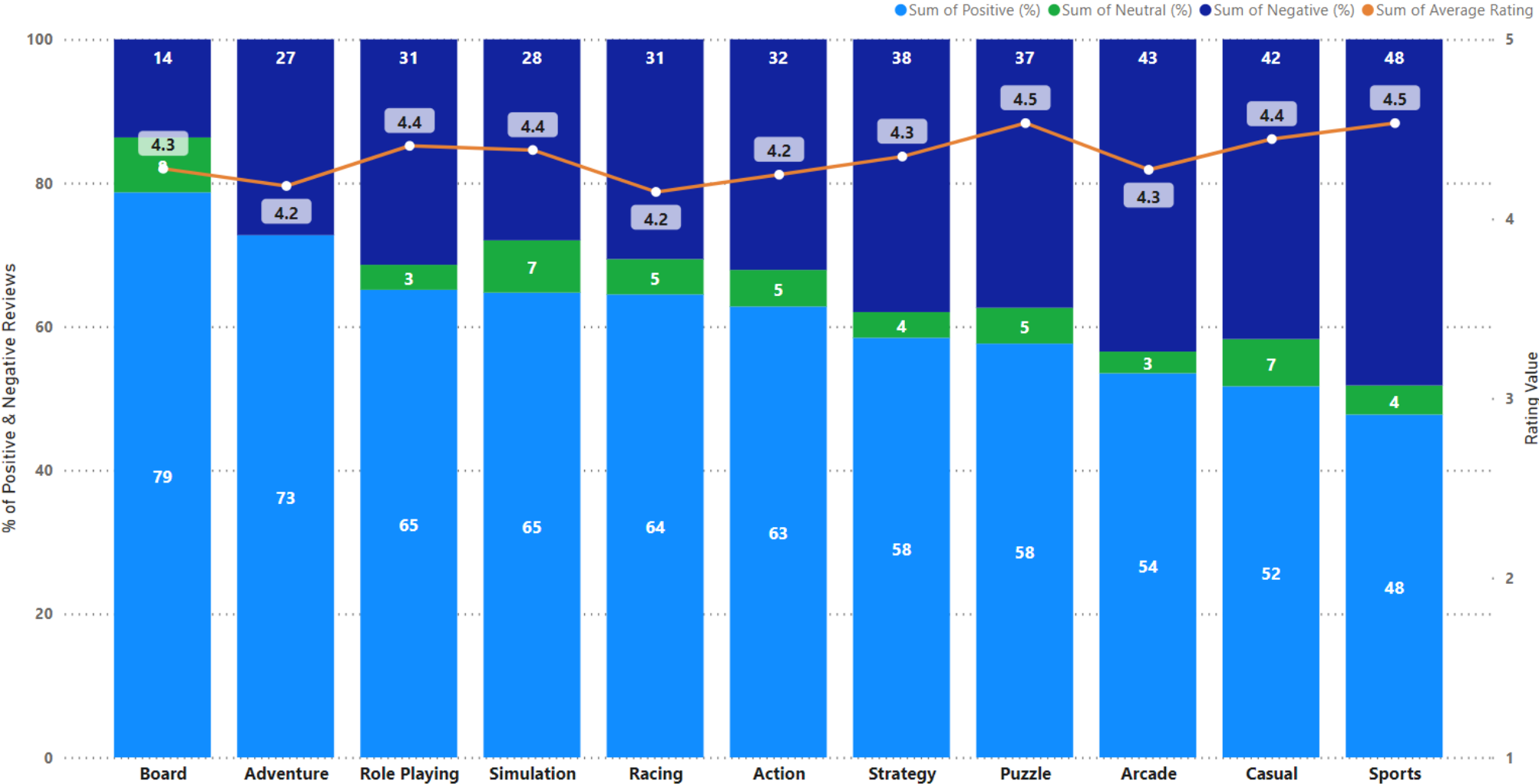




**REVIEWS BY GENRES**

# REVIEWS BY GENRES

Despite receiving high-value ratings, **Casual** and **Sports** negative reviews account for nearly **50% of** total user reviews. However, user reviews are **biased**. The high percentage of negative reviews did not mean that users dislike these games. It indicated that there were **a lot of opportunities and challenges** for gaming companies joining these genres.





# CONCLUSION



# CONCLUSION

On Google Play Store, **Casual** and **Sports** are **two most potential genres** for gaming companies. Casual has a large existing user base, which will continue to expand. In contrast, the Sports genre became trending in the marketplace, although its total installs only reached the median of entire genres.

Furthermore, Casual and Sports received significantly high rating values, which indicated that users were satisfied with those genres and had more chances to continue to play and try new games as well.

Last but not least, game investors should pay more attention to those genres, and it will be a good opportunity for newcomers to jump into the marketplace or any gaming companies to launch games in new genres.

3 CRITERIA	CASUAL	SPORTS	PUZZLE	ROLE PLAYING	SIMULATION
High Installs	✓	✓			
High Rating	✓	✓	✓	✓	✓
Low Game Supply	✓	✓	✓	✓	✓
	POTENTIAL	POTENTIAL	FURTHER CONSIDERATION	FURTHER CONSIDERATION	FURTHER CONSIDERATION





**THANK YOU!**



## REFERENCE SOURCES

1. <https://imagination.net/blog/how-to-start-designing-game-app/>
2. <https://www.linkedin.com/advice/0/how-do-you-choose-right-genre-your-game-skills-gaming-industry>
3. <https://medium.com/@comboapp/how-to-improve-your-app-s-ranking-with-positive-reviews-and-a-higher-rating-5-simple-steps-5cf244d64aaa>
4. *Fundamentals of Game Design 2<sup>nd</sup> Edition*

