



STEAM REK SYSTEM

# SHINY INC.



CHRIS O'MALLEY

# AGENDA

- 1 BUSINESS UNDERSTANDING
- 2 DATA
- 3 MODELING
- 4 RECOMMENDATIONS
- 5 FUTURE RESEARCH



# BUSINESS UNDERSTANDING



# GOAL

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Create a personalized  
Recommendation System based on  
what a User plays most.

# RECOMMENDATION SYSTEMS

## DISCOVERY QUE

- Previously Purchased
- New and Popular

## STEAM INTERACTIVE RECOMMENDER

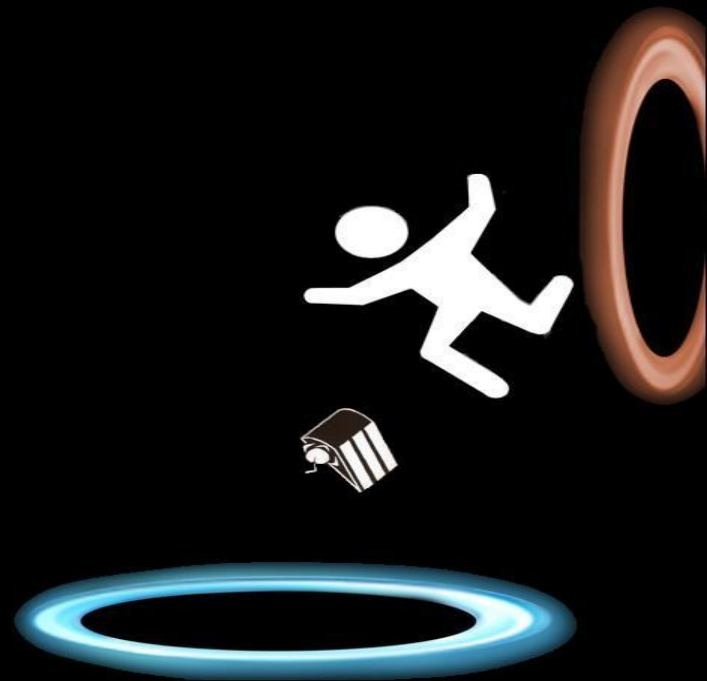
- Machine Learning
- Games Played
- Similar Users
- Tag, Popularity, and Date filtering

## SHINY INC. RECOMMENDER

- Machine Learning
- Hours-by-tag personalized rating system
- Similar User Library Recommendations

BUSINESS

# DATA





# GAME DATA

## STEAMSPY.COM

- 1,000 Most Relevant Games from Steam
  - App ids



## STEAM API

- Game details from 1,000 Most Relevant Games
  - Game tags



DATA



# USER LIBRARIES

STEAMDB.COM

- 1,000 Top Rated Game IDs
- 1,000 Most Followed Game IDs

STEAMPOWERED.COM

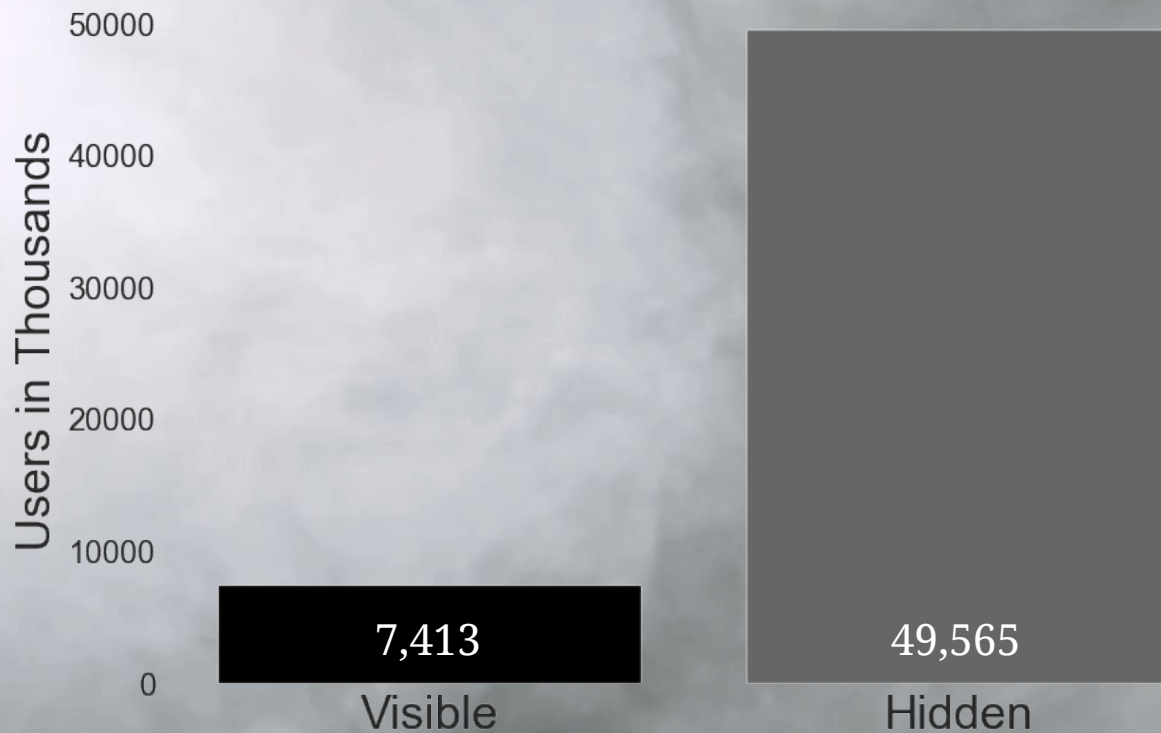
- 60,000 Steam Ids
- 100 from each Game

STEAM API

- 60,000 User Libraries
  - Hours played per game

DATA

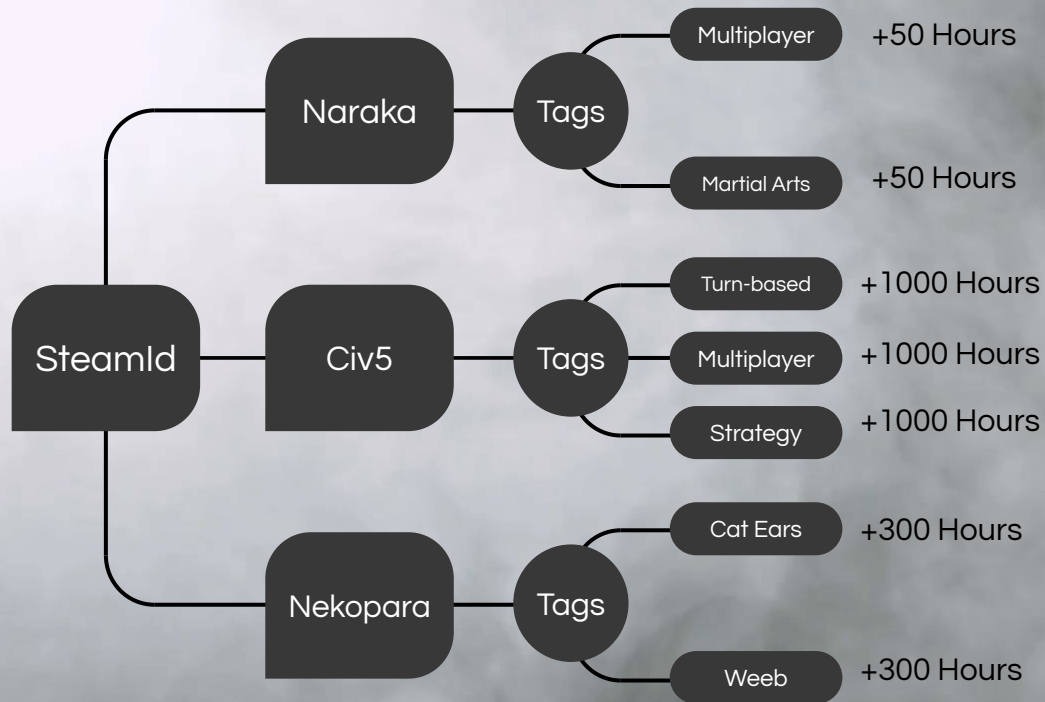
# User Game Libraries



# MODELING



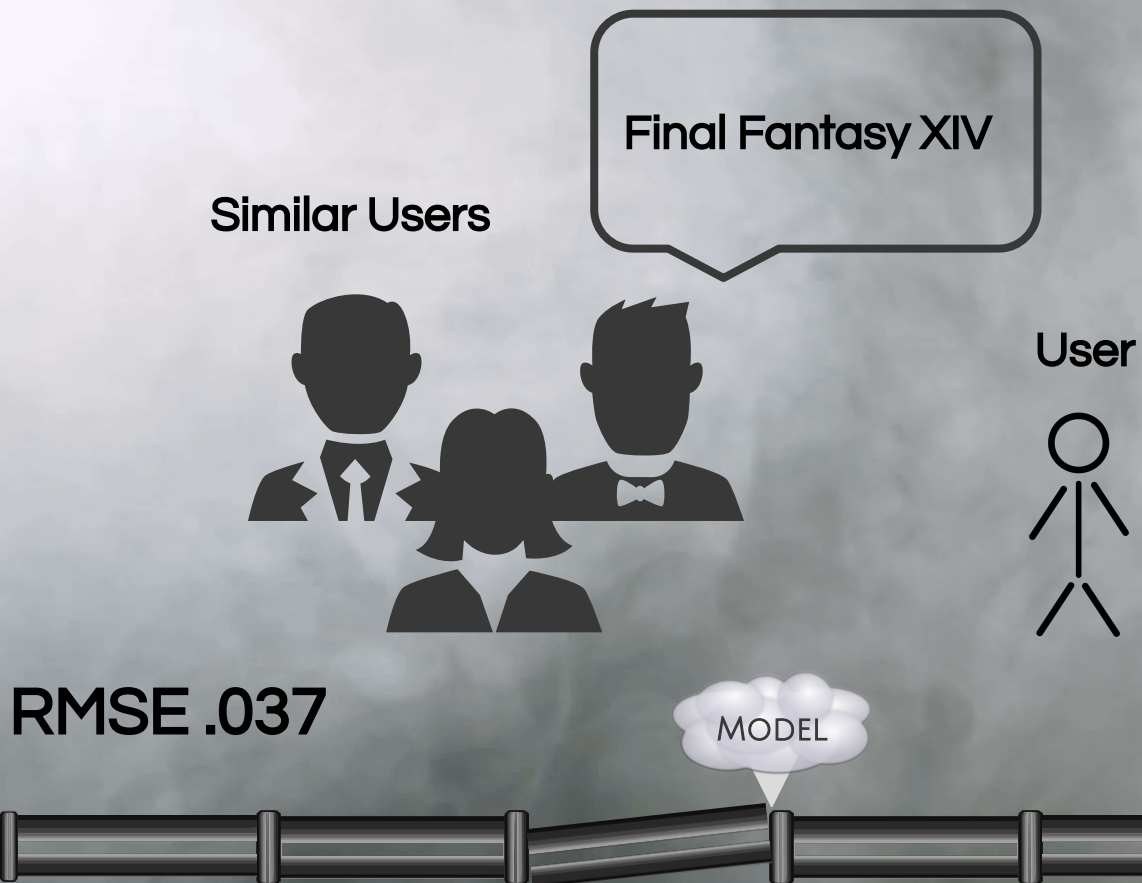
# RATING SYSTEM



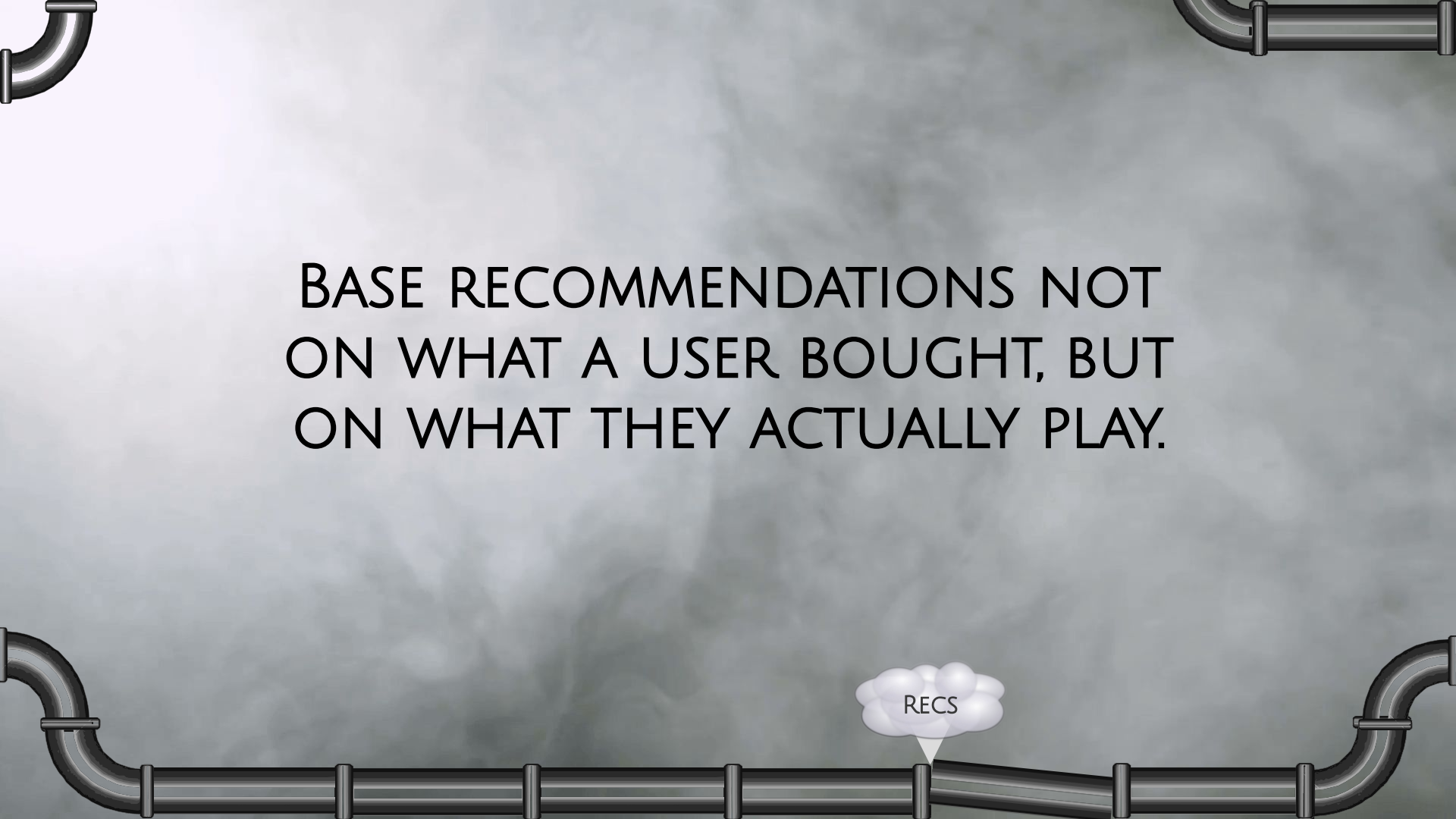
MODEL

Tag	Hours	%	Score
Multiplayer	1050	28%	.28
Turn-based	1000	27%	.27
Strategy	1000	27%	.27
Cat Ears	300	8%	.8
Weeb	300	8%	.8
Martial Arts	50	2%	.2

# USER RECOMMENDATIONS







BASE RECOMMENDATIONS NOT  
ON WHAT A USER BOUGHT, BUT  
ON WHAT THEY ACTUALLY PLAY.

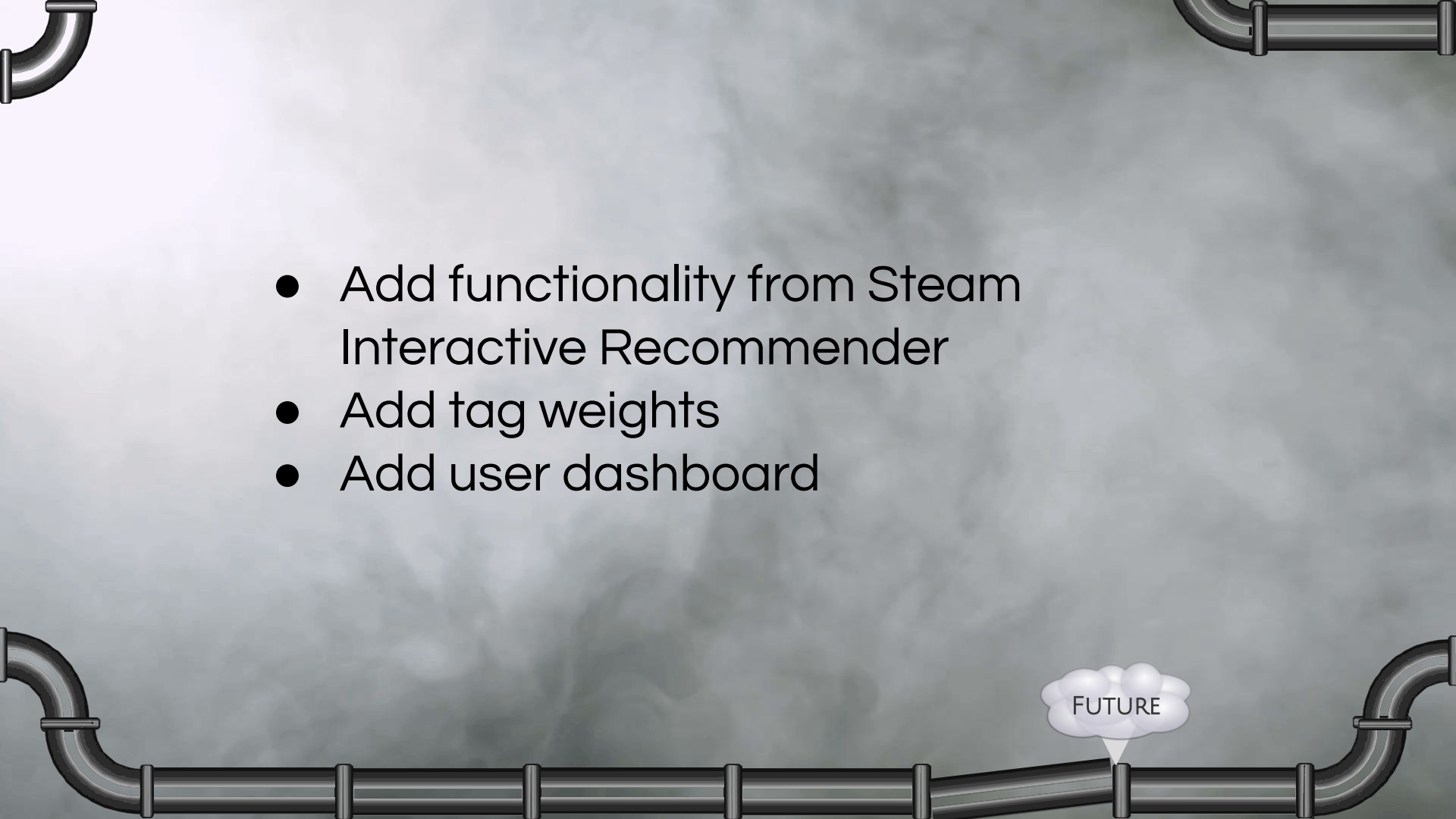


RECS



# FUTURE



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- A decorative graphic consisting of thick, dark grey pipes with metallic flanges. The pipes are arranged in a frame-like structure, with a 90-degree elbow in the top-left corner, a horizontal section at the top, and a more complex arrangement at the bottom that includes a long horizontal segment and two 90-degree elbows on the left and right sides. The background is a light grey, textured surface.
- Add functionality from Steam Interactive Recommender
  - Add tag weights
  - Add user dashboard

FUTURE

# THANK YOU



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QUESTIONS?