# DATA ANALYSIS

Based on the provided data

We break down the data to highlight the variables as well as the fields, giving the conclusion

1. **Data overview**

***Overview analysis based on downloads and revenue by country, region***

**Revenue:** We can see that Thailand brings the largest revenue out of 6 regions (40%) and Vietnam brings the lowest revenue with a very small number, only 3%.

**Download:** Through the chart, we see that the download of 4 games from Indonesia is the highest (36%) and leaves behind the second place quite far, which is Thailand (27%) the next three are the Philippines, Vietnam and Malaysia, respectively. In the end, it only accounts for 2% of the total 17,848,647 downloads of 6 regions with a very small number.

Thus, although Singapore has the lowest downloads, but has the second highest revenue, so the number of gamers who recharge in the game (pay users) is high in quantity and quality, it can be seen that this is a potential market. potential market. However, the markets in Vietnam and Indonesia have not yet brought in revenue corresponding to the download rate

***Overview analysis based on downloads and revenue of each game***

**Revenue**: LINEAGE 2 REVOLUTION brought in a lot of revenue, much higher than the other games, accounting for about 49% of the total revenue. Dragon Raja and Genshin Impact are the two lowest grossing games, but not significantly less than Black Desert (less than 6%)

**Download**: The downloads of the 4 games are quite even, the most downloads belong to LINEAGE 2 REVOLUTION accounting for 34%, then 7% lower, Genshin Impact accounts for 27%, and finally Black Desert and Dragon Raja are only 1% difference apart.

So, 4 games have quite a big difference in revenue but the downloads are quite similar. Notably, the revenue and download rates of LINEAGE 2 REVOLUTION are quite different, specifically, the revenue is more than the downloads, which shows that LINEAGE 2 REVOLUTION players have the ability to pay for the game. very high. In contrast, Genshin impact and Dragon Raja did not bring in as much revenue as downloads.

1. **Analysis of each country, region with each game by revenue and downloads**

To get a detailed look, let's analyze each country:

* + 1. Indonesia

We can see that Lineage 2 Revolution is the game that accounts for the highest percentage of the 4 games in terms of downloads as well as revenue, through which it can be said that the game LINEAGE 2 REVOLUTION is thriving in indonesia. In contrast to LINEAGE 2 REVOLUTION, Dragon Raja is having the lowest downloads and revenue of the 4 games in indonesia. Moreover, Genshin Impact and Dragon Raja have a higher download rate than revenue ratio. It can be said that the number of people playing these two games in Indonesia is less paying than the other two games. Thus, LINEAGE 2 REVOLUTION and Black Desert have something to attract players to pay for the game in Indonesia or simply because they are willing to pay for the game.

* + 1. Malaysia

Unlike Indonesia, in Malaysia, the highest revenue and downloads belong to genshin impact games, moreover, genshin impact has a significantly higher revenue rate than downloads, gamers have to pay quite a lot in game. Black Desert has the lowest download and revenue of 4 games in Malaysia, it can be said that this game is not as popular as the other 3 games.

* + 1. Philippines

LINEAGE 2 REVOLUTION has the largest revenue among 4 games in the Philippines market, but LINEAGE 2 REVOLUTION has a low download rate of only about 19% of 4 games, the ability to pay for this game of Filipino gamers is quite high. Genshin Impact has the largest downloads in this market, in contrast to LINEAGE 2 REVOLUTION , although there are many downloads, genshin impact does not bring much revenue for the company, accounting for only 17% of 4game revenue, has As you can see, many f2p in the genshin impact community or have recharged, but quite a few. Dragon Raja has the lowest revenue and downloads, gamers do not like this game compared to the other 3 games.

* + 1. Singapore

In the Singapore market, LINEAGE 2 REVOLUTION accounted for the largest share of both revenue and downloads, LINEAGE 2 REVOLUTION was popular and gamers were willing to top up the game. Genshin impact has a high download rate (8% lower than LINEAGE 2 REVOLUTION) but the revenue is not much, the player it loads into Genshin impact.

* + 1. Thailan

LINEAGE 2 REVOLUTION again accounted for the highest downloads and revenue in the Thailand market in 4games such as indonesia. Genshin impact is not as developed as the other 3 games in the Thailand market, because it has the lowest revenue and download rate.

* + 1. Vietnam

Genshin impact developed strongly in Vietnam, ranked first in terms of revenue and downloads in 3 games, has a significantly high revenue ratio of genshin impact compared to download rate, Vietnamese gamers are ready to top up Genshin impact game with a rather high amount. Unlike other markets, in Vietnam LINEAGE 2 REVOLUTION has a lower revenue rate than download rate, it seems that LINEAGE 2 REVOLUTION does not attract players in Vietnam to recharge games like other markets. Dragon Raja is quite weak compared to the other two games when revenue and downloads are quite low and the lowest in Vietnam.

Thus, LINEAGE 2 REVOLUTION brought the largest revenue in 5 out of 6 analyzed regions, excluding Vietnam, and had the most downloads in 3 out of 6 countries and regions, it can be seen that LINEAGE 2 REVOLUTION is on the rise. in 6 countries as well as in the Southeast Asian market, especially in the Indonesian market. Genshin Impact is an emerging name in the game market, but it is also developing in many markets, especially in the Vietnamese market, but the revenue is not significant. Dragon Raja is losing ground in the game market of 6 countries, downloads and revenue only account for a small part of almost 6 countries, it can be said that the game has not really attracted players from many countries. As for Black Desert, this game only really developed and developed quite strongly in the Philippines, and other countries have not met the needs of players as well as competitors.

1. **Analysis of the game's development through periods since its release**

**Revenue :**

Overall, we see that 3 games, except Genshin Impact, have the highest revenue since the game was first released, it can be seen that this is the time when the game's revenue is highest. And since a month after its release, sales have generally declined.

About LINEAGE 2 REVOLUTION , the revenue at the time of release reached the highest level and then fell sharply until the fourth month, in the 5th month, the revenue increased but not significantly, and continued to decrease, especially the sharp decrease in the 8th month and 9th.

Similar to LINEAGE 2 REVOLUTION , Dragon Raja also achieved the highest sales in the first month of release and fell sharply in the following months.

Starting off with LINEAGE 2 REVOLUTION and Dragon Raja, Black Desert has grown quite steadily since the 7th month.

Unlike the 3 games on Genshin impact, the highest revenue was not in the first month of release but in the 2nd month, it seems from gamers who are not ready to deposit money into this game in the first month. However, after that golden month, in the 3rd month, Genshin impact's revenue dropped sharply, down nearly 77% compared to the previous month. Recently, Genshin impact is regaining form and revenue is on the rise in the Southeast Asia market as well as worldwide.

Thus, the highest revenue of these 4 games was achieved in the first and second months of the game's release.

**Downloads**:

Overall, the 4 games all have similarity in download fluctuations over the months after their release.

Black Desert, Dragon Raja, LINEAGE 2 REVOLUTION and Genshin all achieved the most downloads in the first month and then fell sharply in the second month, however, Genshin impact had a sharp decline that lasted until the end of the second month. 3, the slope is lighter than the other 3 games. From the fourth month onward, the turnover remained at a stable level, increasing and decreasing insignificantly.

It can be said that the first month of release is the time when gamers download a lot to experience the game and then the number of experiences gradually decreases and leads to saturation. a game.

1. **Analysis of game sales by country over periods from release**

In general, we see that the revenue from 6 countries is the most from the first month when the game is released and then drops sharply in the next 3 months, from the 4th month onwards, the revenue decreases slightly and gradually stabilizes. .

It can be seen that Thailand has the highest revenue in the first month, but the following months all drop sharply, by the 12th month, the revenue is not much better than the second country.