

STEAM PLAYER RETENTION AND REVIEWS ANALYSIS TEAM 4

ALIMA ABDIROVA
I-AN(ANNIE) CHIEN
DHRUV SHAH
GUNJAN SHARMA
JENIL SHAH
SAHASRA KONKALA

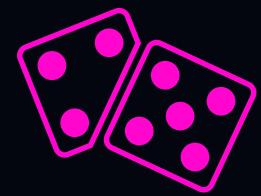
AGENDA

- 1. INTRODUCTION
- 2. DATA DESCRIPTION
- 3. INSIGHTS
- 4. DASHBOARDS
- 5. LIMITATIONS
- 6. CONCLUSION

INTRODUCTION

- RISE OF GAMING INDUSTRY SINCE COVID
- WHAT IS STEAM?

OUR DATA



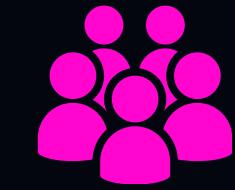
GAMES

50,000 ROWS



RECOMMENDATIONS

38 MILLION ROWS



USERS

13 MILLION ROWS

INSIGHTS

REVIEW CATEGORY	NUMBER OF REVIEWERS	AVG HOURS	AVG PRODUCTS OWNED
CASUAL	4,973,404	110	124
FREQUENT	263	22	1330
REGULAR	1428	26	941
POWER	52	12	2465
VETERAN	29	13	2381

- 162 HOURS, 124 PURCHASED PRODUCTS, PLAYTIME-TO-PURCHASED RATIO IS 1.31, 4 REVIEWS ON AVERAGE.
- 2,849,759 WINDOWS USERS, 423,429 MAC USERS, AND 210,123 LINUX USERS.
- CASUAL TO VETERAN REVIEWERS: THE OVERALL TREND FOR AVERAGE HOURS DECREASED.

INSIGHTS

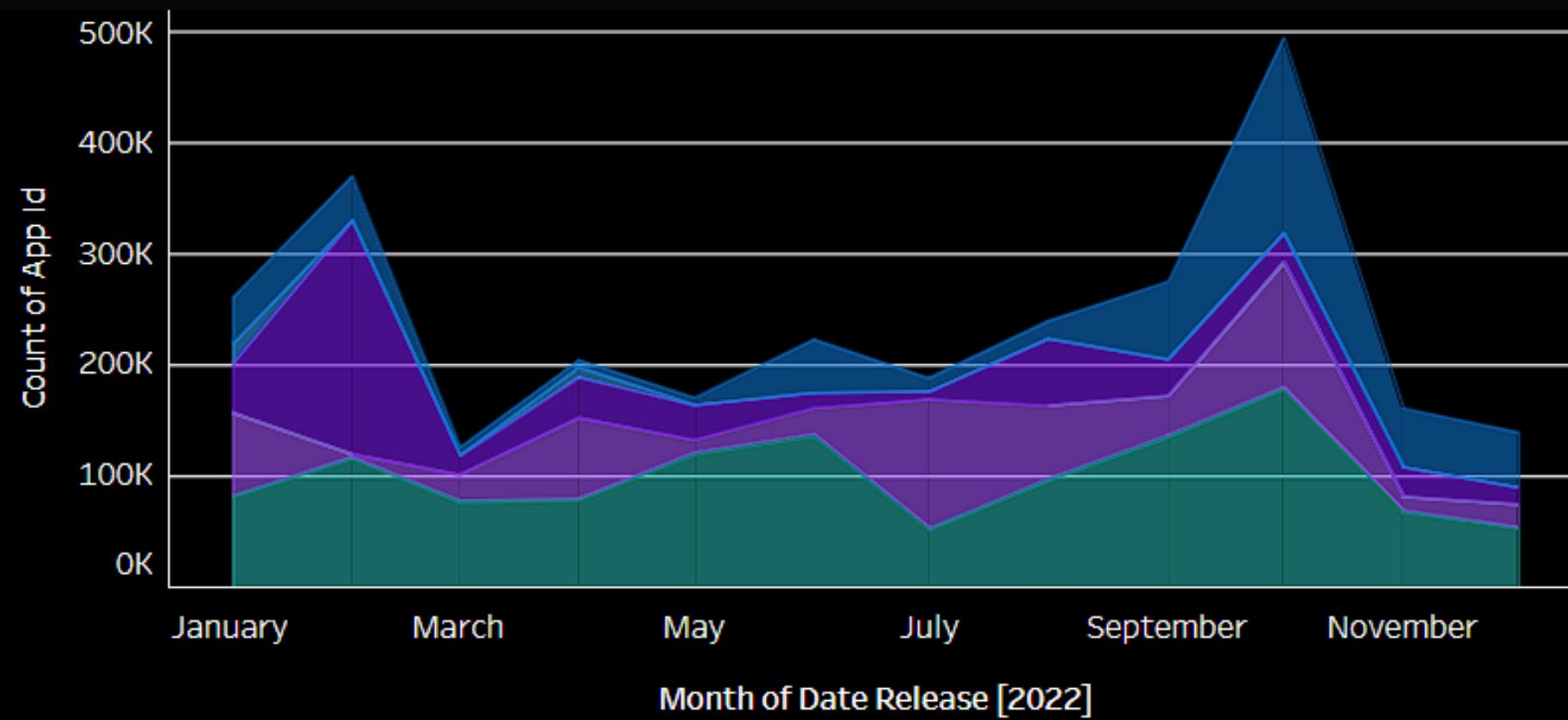


- DISTINCT GROUPS BASED ON THEIR RATINGS: THE HIGHEST AVERAGE PRICE AT USD 16.25, HIGHEST COUNT OF 3,512,408
- DIVIDED ALL USERS INTO FOUR EQUAL GROUPS: LIGHT USERS - HIGHEST AGGREGATE OF TOTAL PRODUCTS OWNED, CONSISTENT AND MODERATE USERS ENGAGE WITH TITLES OVER EXTENDED DURATIONS.

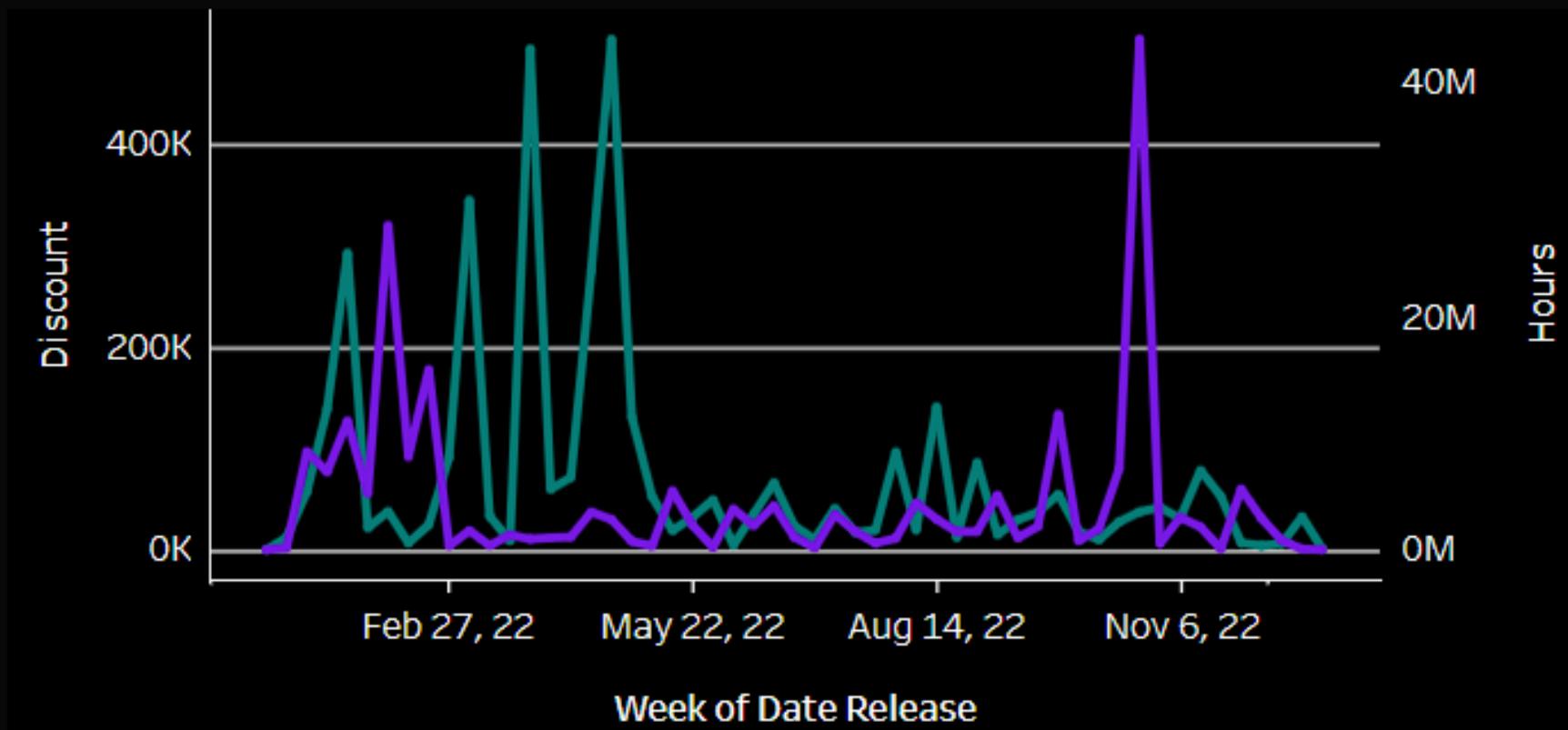
GROUP NAME	AVG TOTAL PLAYTIME	PRODUCTS	REVIEWS
HEAVY	481	30,124	5306
CONSISTENT	118	29,420	2368
MODERATE	39	28,496	1130
LIGHT	8	32,214	3039

DASHBOARD

Monthly Game Release



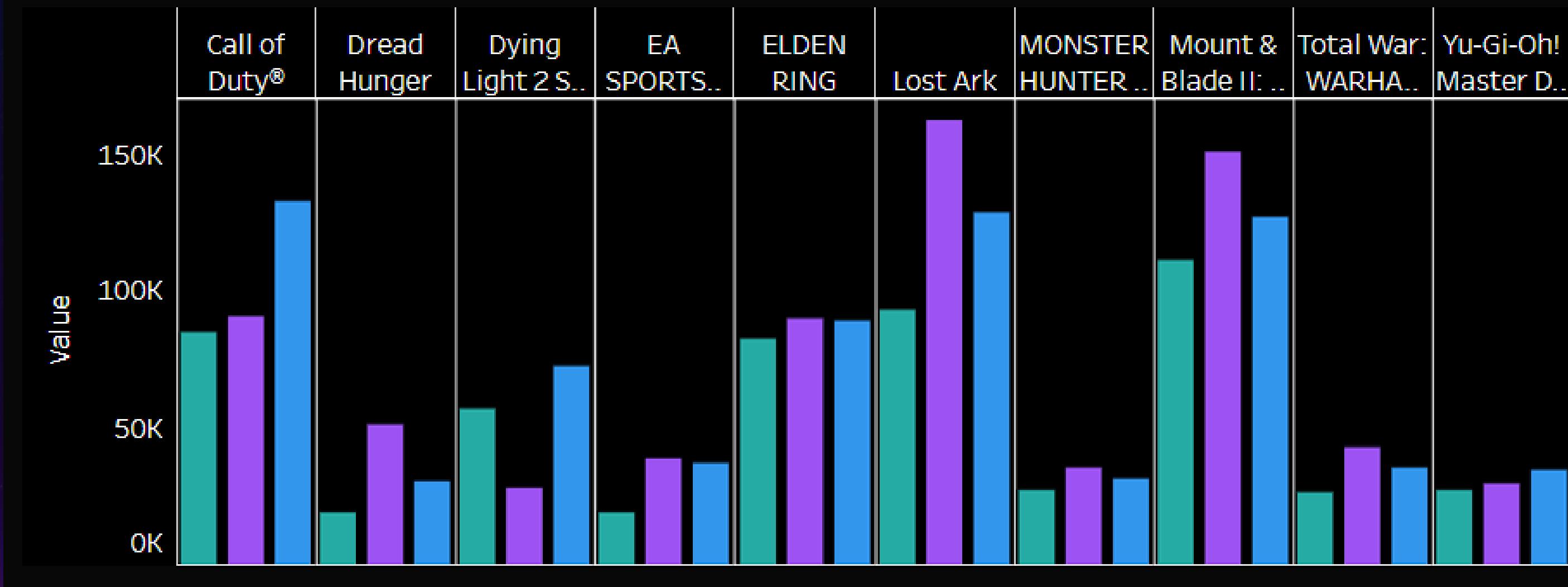
Discount and Playtime



DISCOUNT SEASON AND
RELEASE SEASON ALTERNATE

DASHBOARD

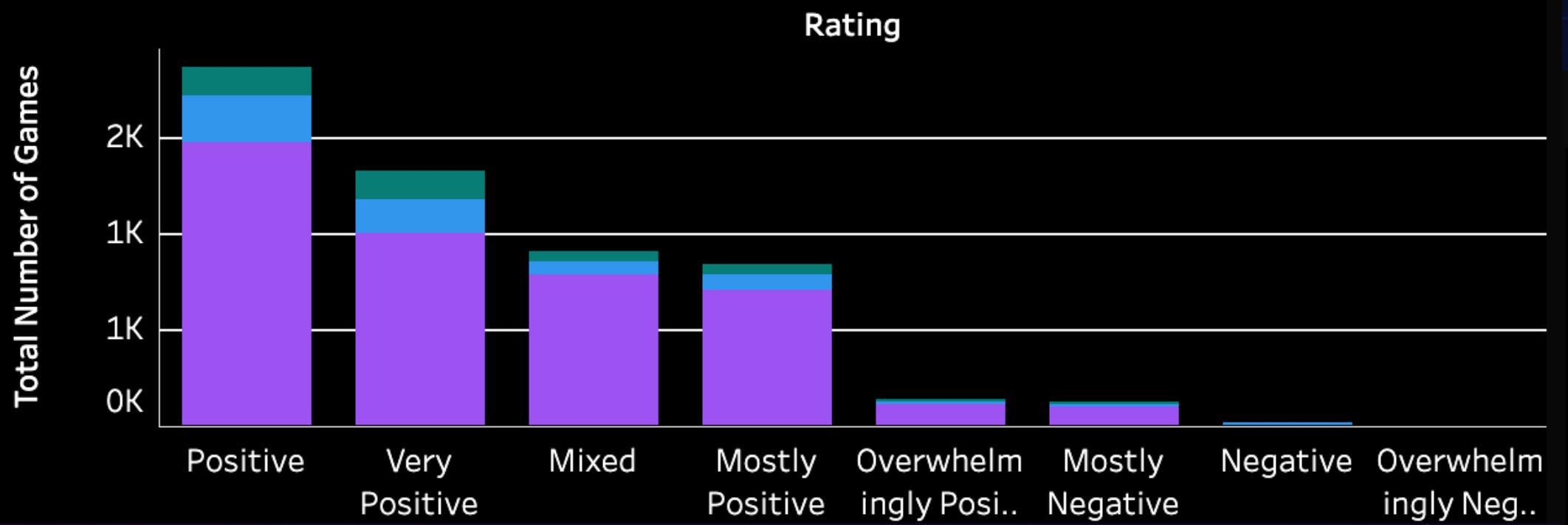
Correlation between playtime and recommendation status



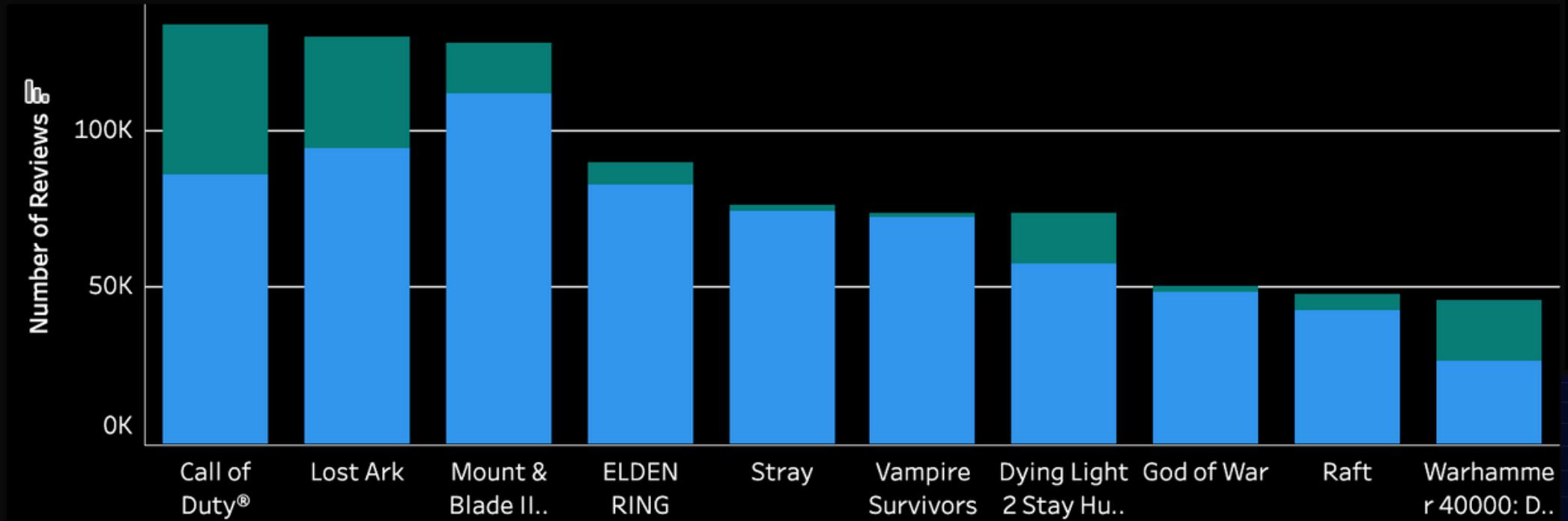
THE GAP BETWEEN TOTAL USERS AND REVIEW COUNTS SHOWS ROOM FOR IMPROVEMENT

REVIEWS, RETENTION, REVELATIONS!!

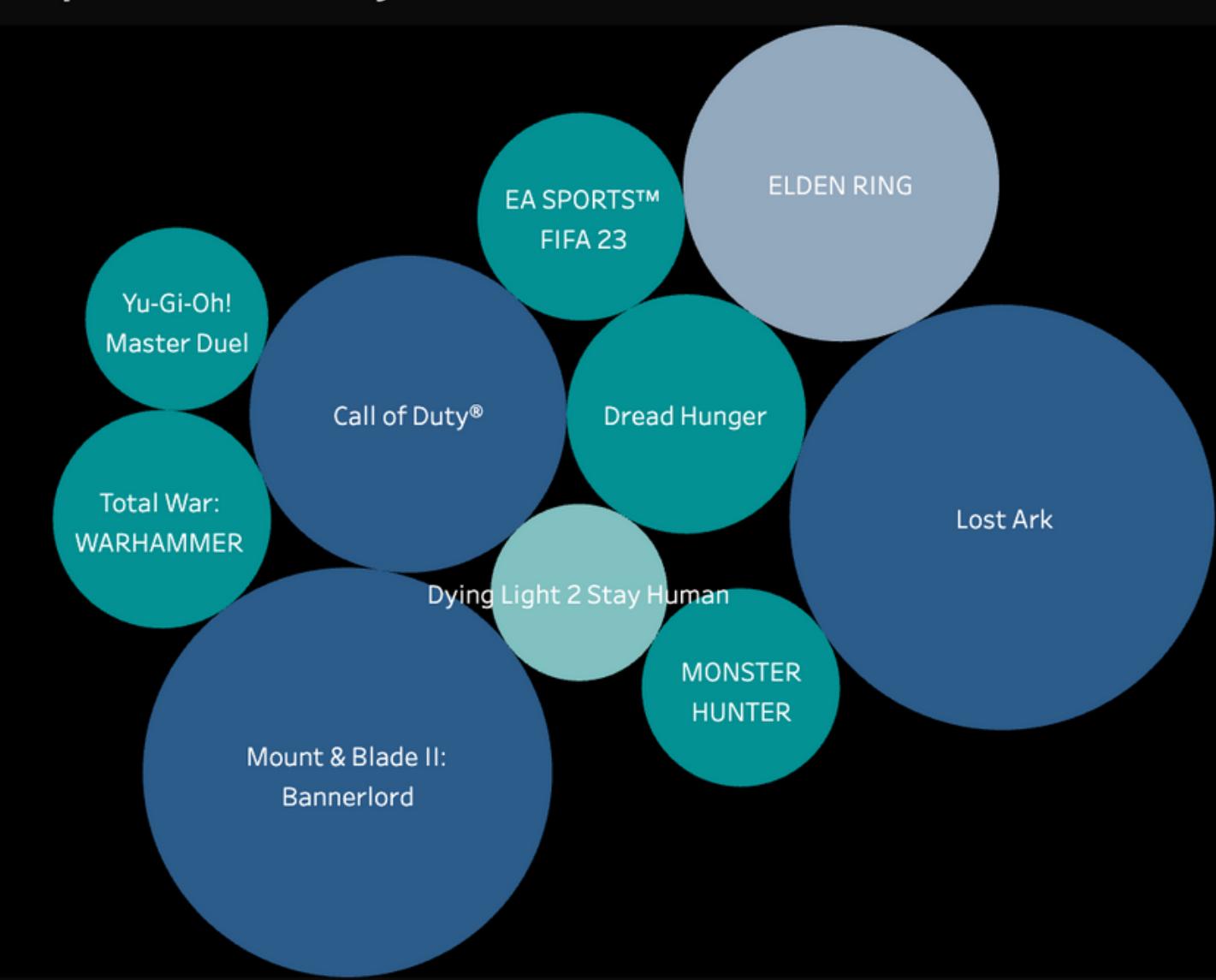
Distribution of Ratings



Top 10 games by number of reviews



Top 10 Most Played Games

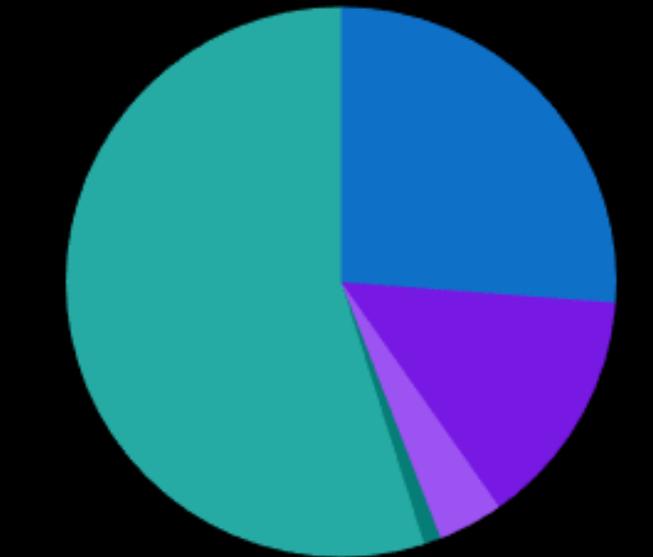


DASHBOARD

Windows Game Ratings and Platform Performance

Title	Review Category / Win		
	Highly Positive True	Mixed or Lower True	Mostly Positive True
Call of Duty®			
Dying Light 2 Stay H..		■	■
ELDEN RING	■		
God of War	■		
Lost Ark			■
Mount & Blade II: Ba..	■		
Raft	■		
Stray	■		
Vampire Survivors	■		
Warhammer 40000: ..		■	

Platform Game Availability and Top User Engagement



Top 10 Users Leaderboard

User Id	rank_review_c..	Number of Revi..	Funny	Helpful
11127160	1	924	2,418	3,994
4914651	2	540	490	7,786
405236	3	344	76	660
11571238	4	339	81	2,287
10216660	5	298	27	515
10976985	6	254	95	3,414
11656086	7	242	651	10,250
6410178	8	241	54	956
12797765	9	236	82	439
4910334	10	212	44	553

- DISTRIBUTION OF GAME RATINGS ON WINDOWS PLATFORM.
- PIE CHART ILLUSTRATING PLATFORM GAME AVAILABILITY.
- LEADERBOARD RANKING OF TOP USERS BY REVIEW ACTIVITY.

LIMITATIONS

1.

LIMITED INSIGHTS
INTO GAME GENRES
AND SALES DATA

2.

DATA VOLUME AND
COMPUTATIONAL
CHALLENGES

3.

CHALLENGES WITH
USER PURCHASE
HISTORY

CONCLUSION

MONTHLY SEASONALITY

MOST GAMES WERE RELEASED IN OCTOBER FOLLOWED BY FEBRUARY.

DIVING DEEPER INTO INSIGHTS

USER REVIEWS HOLDS IMMENSE POTENTIAL TO UNVEIL FURTHER INSIGHTS

IMPACT OF WINDOWS OS DOMINANCE

WINDOWS OS DOMINANCE CONTRIBUTES TO LOWER AVERAGE PRICING FOR EXCLUSIVE GAMES

OPPORTUNITIES FOR DEVELOPERS AND STEAM

SENTIMENTAL ANALYSIS PRESENTS AN EXCITING OPPORTUNITY

THANK YOU!