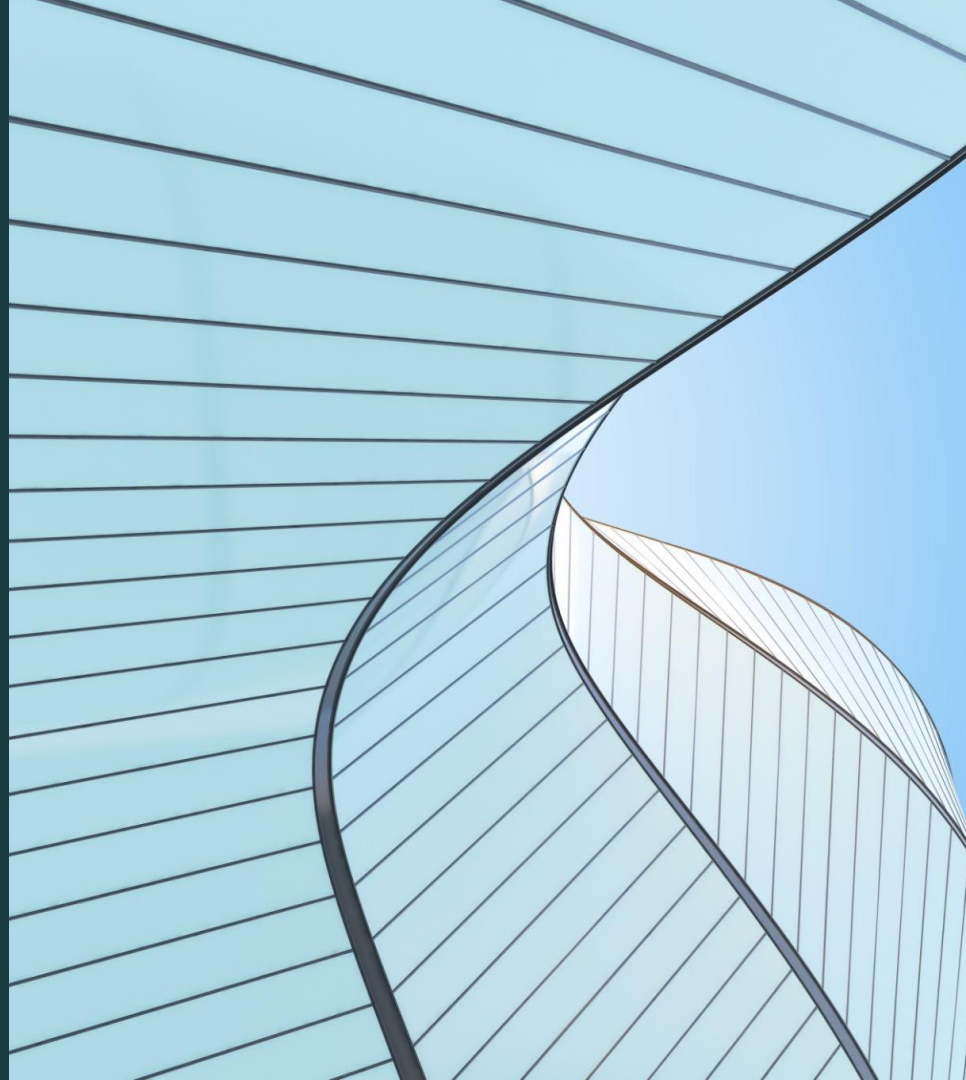
STEAM

Business *Analytics*

Disclaimers :

- This analysis is for educational purposes and does not reflect the actual business metrics of Steam.
- Insights and recommendations are derived from the provided dataset and may not represent real market conditions.
- All insights, dashboards, and metrics should be generated based on personal interpretation and visualization skill.



Business Overview

Analysis the data provided to have strategic decisions including on product development,
marketing strategies, and customer engagement to enhance the company's market share and profitability.

The Tableau Public file can be accessed at :

Tableau Public Link

Business Metrics

Issue	Metric	Graph
Game Release behaviour	Release Trends	Line Chart
User Rating value	Rating Distribution	Side bar chart
Rating variety	Positive Ratio vs. User Reviews	Scatter Plot
Which Region to focus	User Count Review by Country/Region	Fill Map with colour gradation
Popular platform	Platform Availability	Stacked Bar Chart

Data Dictionary

games

Field	Description	Type
app_id	Native product ID on Steam	text
title	Product title	text
date_release	Product release date	date
win	Supports Windows?	boolean
mac	Supports MacOS?	boolean
linux	Supports Linux?	boolean
rating	Product rating category	text
positive_ratio	Product rating category	integer
user_reviews	Number of user reviews availble on the Steam page	integer
price_final	Price in US dollars $ calculated after the discount	numeric
price_original	Price in US dollars $ calculated before the discount	numeric
discount	discount for games (need to divide 100 to become percentage)	integer
steam_deck	Supports steam deck?	boolean

Data Dictionary

recommendations

Field	Description	Type
app_id	Native product ID on Steam	text
helpful	How many users found a recommendation helpful	integer
funny	How many users found a recommendation funny	integer
date	Date of publishing	date
is_recommended	Is the user recommending the product?	boolean
hours	How may hours played by user	integer
user_id	User's anonymized ID	text
review_id	Autogenerated ID	text

Data Dictionary

users

Field	Description	Type
user_id	User's anonymized ID	text
products	Number of games/add-ons purchased by the user	integer
reviews	Number of reviews published	integer
country_code	Country ID from user	geographical text
country	Name of user country	geographical text

Metadata

Field	Description	Type
app_id	Native product ID on Steam	text
game_type	Genre of games	text

The Dashboard – Part 1

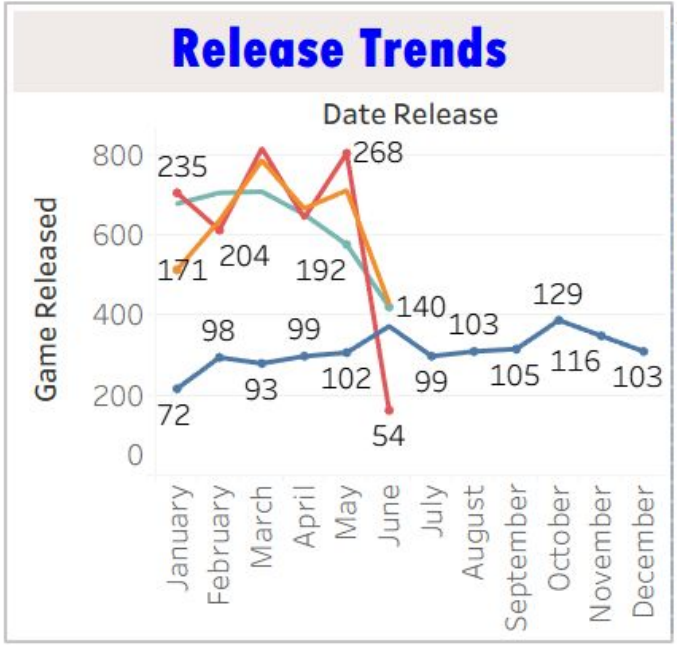
Steam Games Dataset – Exploratory Analysis

TOTAL GAMES	AVERAGE PRICE (USD)	AVG POSITIVE RATIO
4,983	$8.79	81.30%

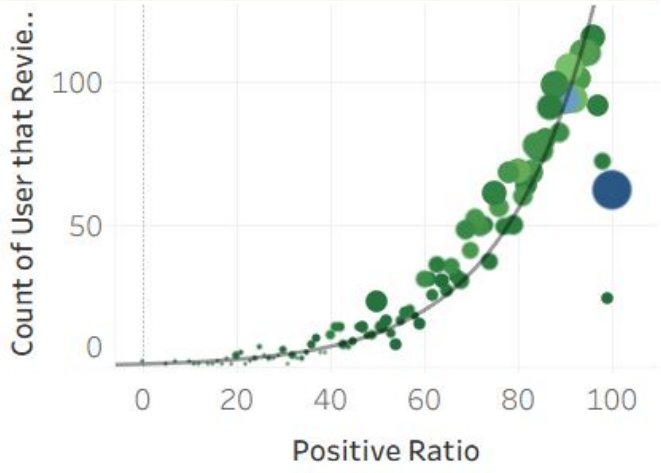
YEAR OF RELEASE

(All)

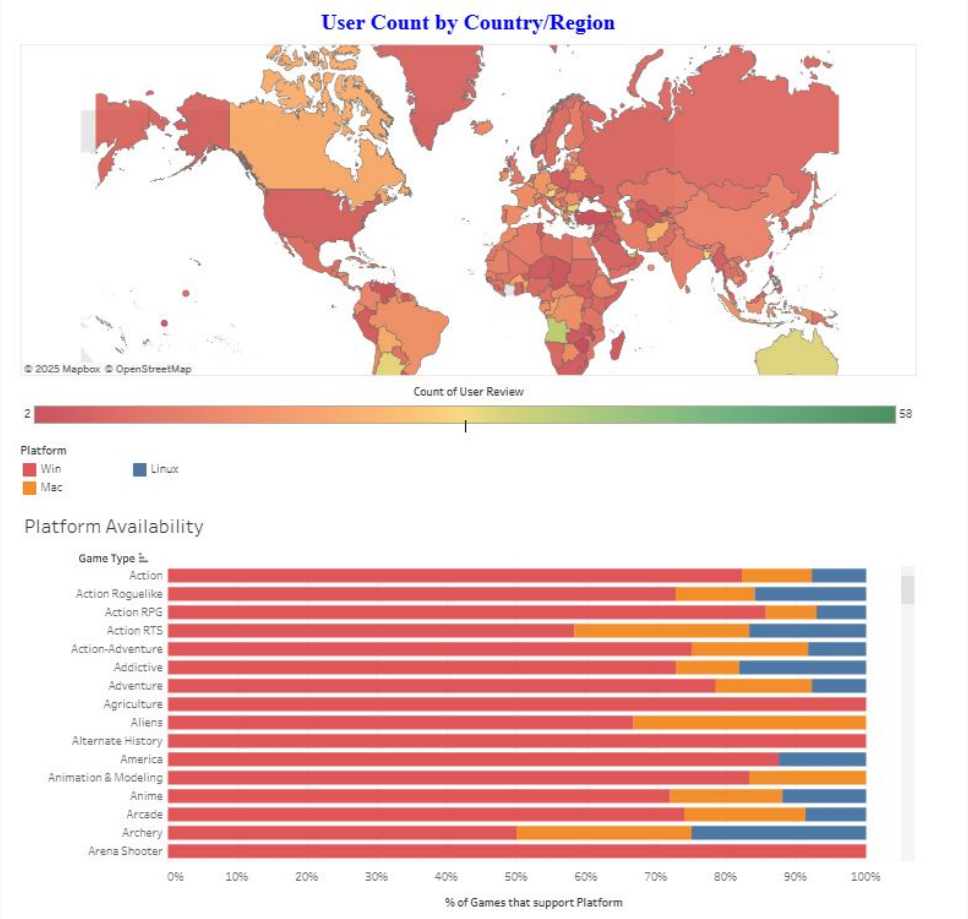
Release Trends



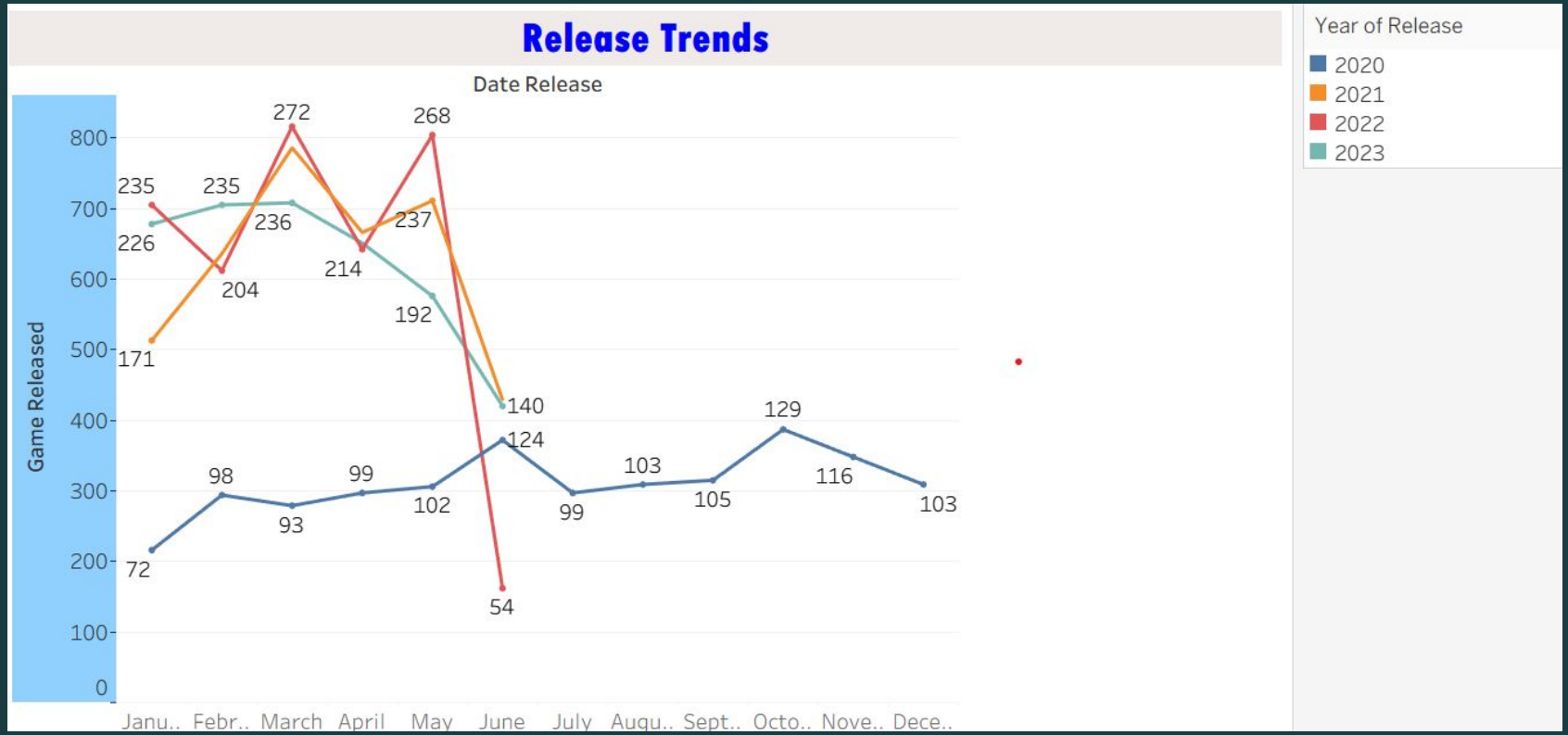
Positive Ratio vs. User Reviews



The Dashboard – Part 2

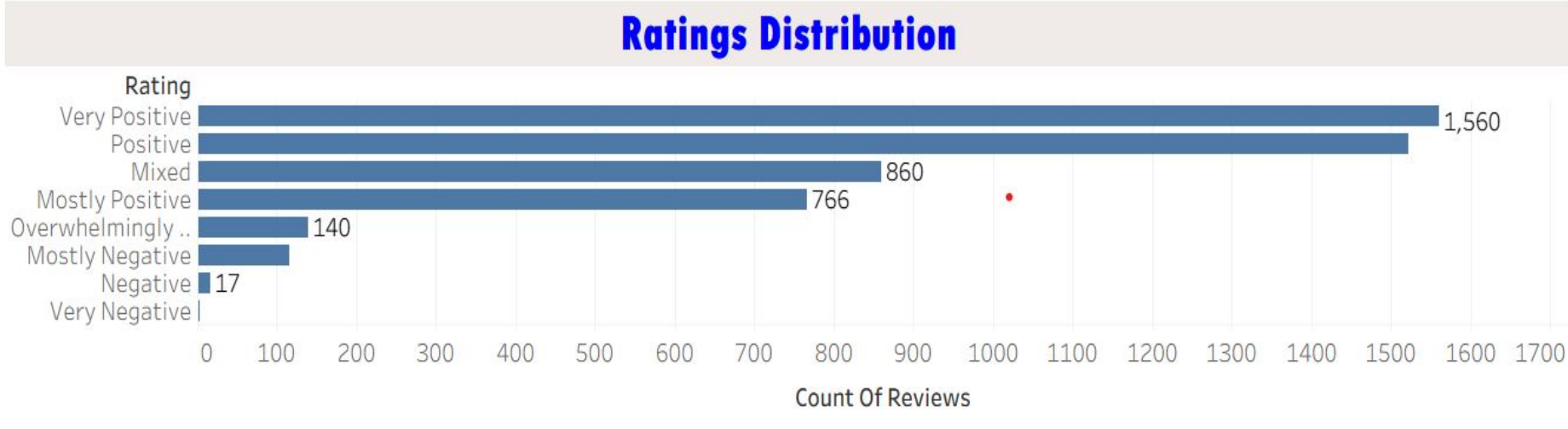


Release Trends



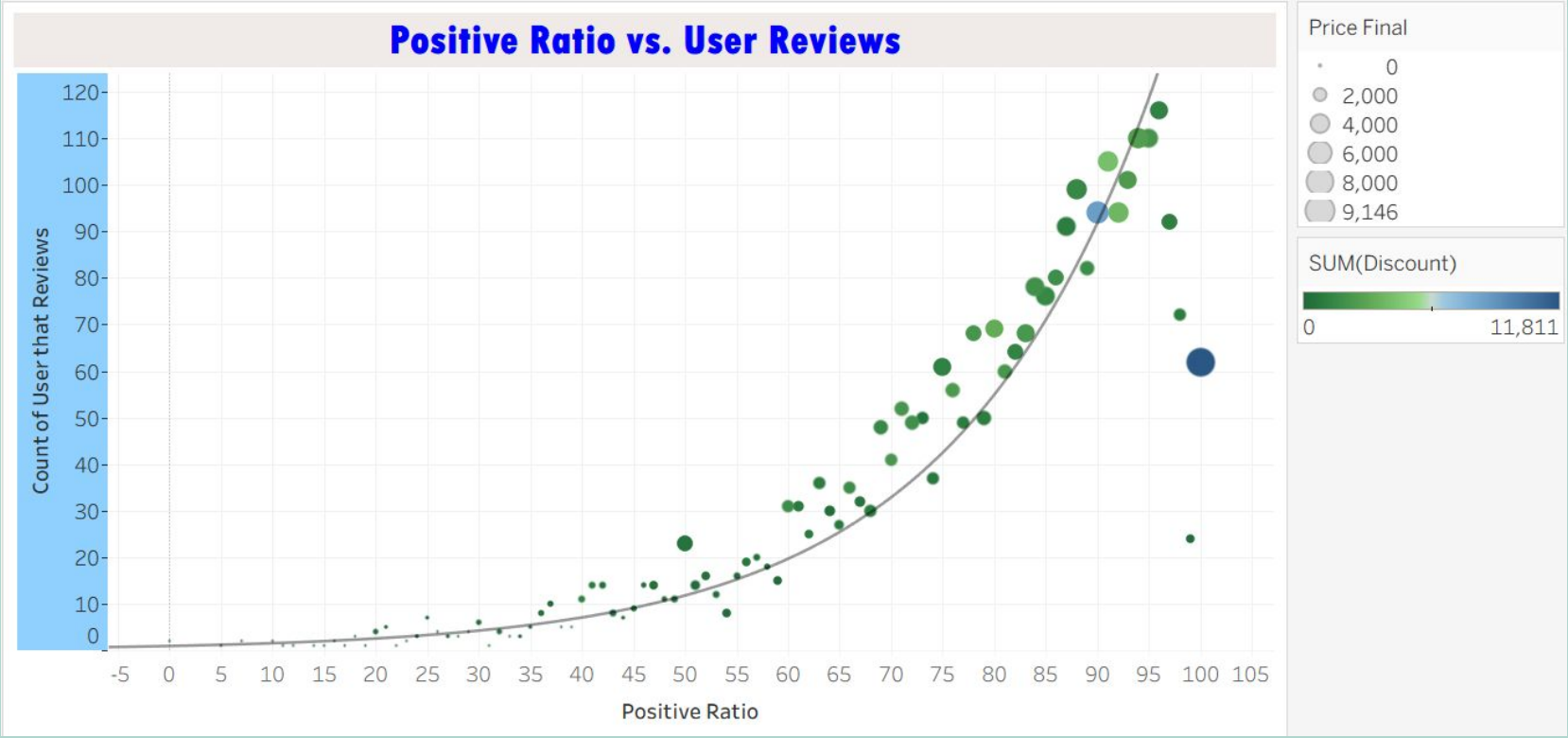
Insight:
Game releases peak in March–May each year, then drop sharply mid-year. 2023 shows fewer releases overall compared to 2021–2022.

Rating Distribution



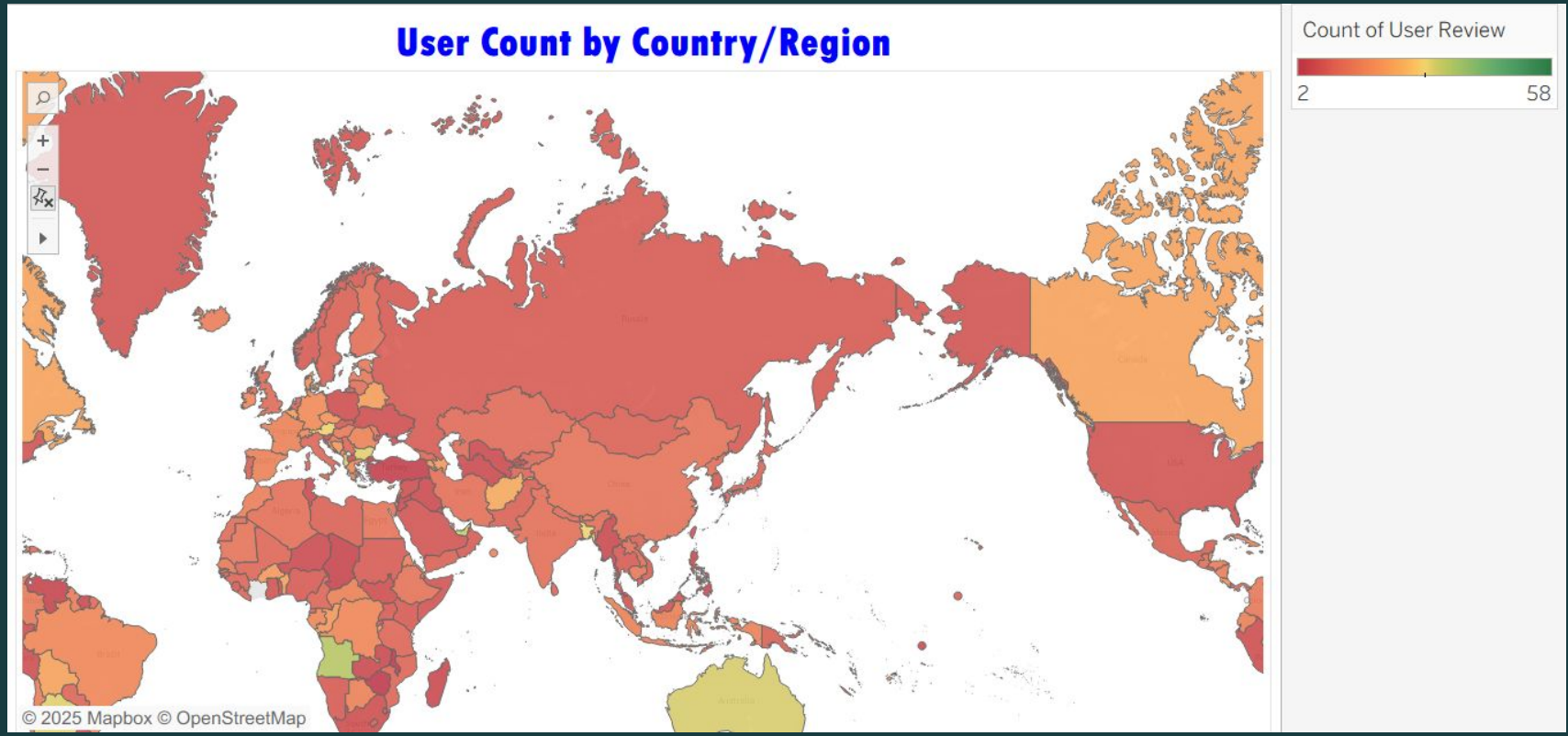
Insight:
Most games are rated Very Positive or Positive, showing generally favorable player feedback.
Negative ratings are rare, with very few titles receiving “Negative” or “Very Negative” scores.

Positive Ratio vs. User Reviews



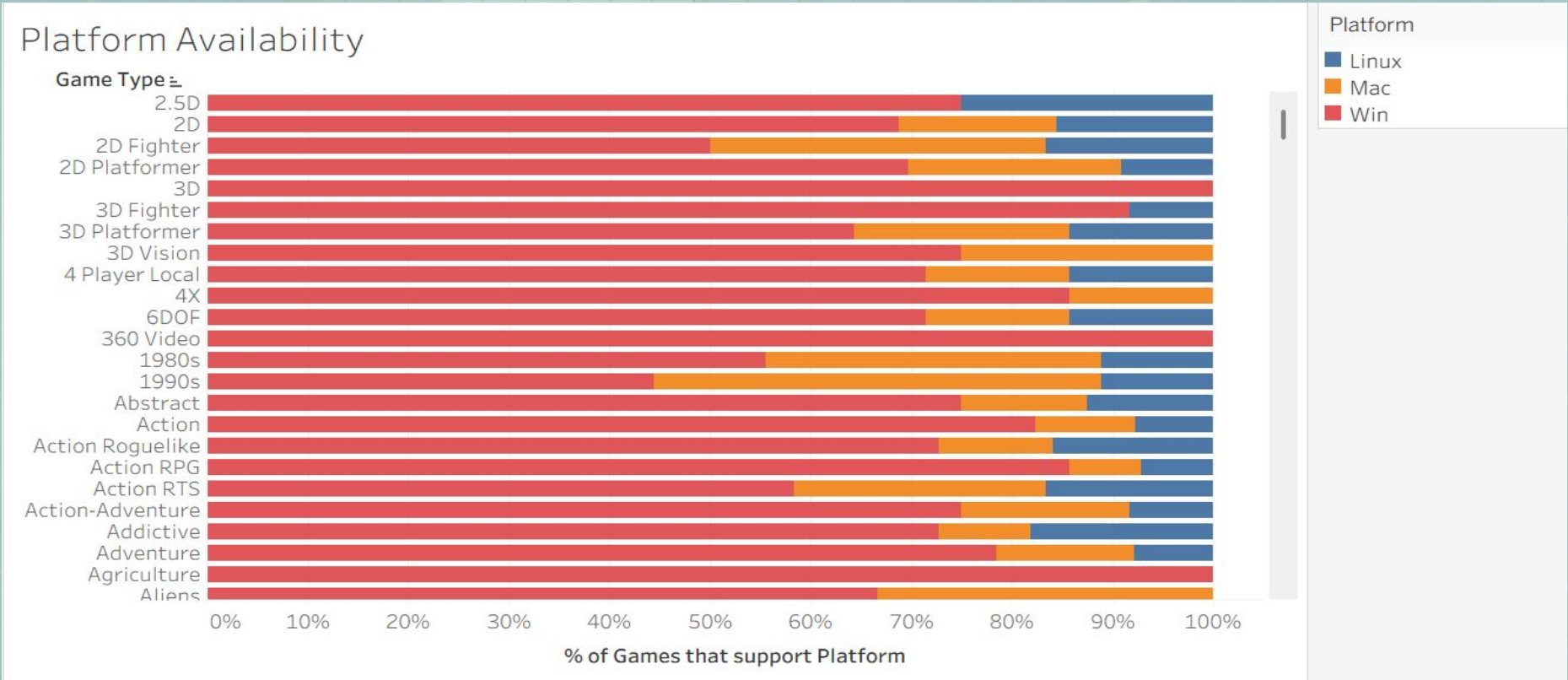
Insight:
Games with higher positive ratios tend to receive more user reviews, showing a strong correlation between satisfaction and engagement. A few high-priced games with deep discounts also attract significant attention despite moderate review counts.

User Count Review by Country/Region



Insight:
User review activity is globally distributed, but only a few countries show high engagement (up to 58 reviews). Most countries have low review counts, indicating that active reviewers are concentrated in specific regions.

Platform Availability



Insight : Windows dominates platform support, while Mac and Linux have significantly smaller market shares. A lot of game type even doesn't support Linux.

Recommendations

- **Promote High-Rating, Low-Review Games**
  - Use Steam front-page promotions or bundle offers to give exposure to hidden gems.
- **Target Regional Preferences**
  - Localize marketing campaigns to match regional trends in ratings and game types.
- **Leverage Platform Expansion**
  - Porting to Mac/Linux could capture under-served but loyal segments.
- **Capitalize on Strong Ratings**
  - Games in “Very Positive” range can support higher pricing and DLC expansions.
- **User Engagement Boost**
  - Encourage reviews from underrepresented regions to balance community sentiment visibility.

thank
you