



Following the Money: Esports Earnings

IST 421 Information Visualization - Ethan Jose

Esports stands as one of the fastest-growing sectors in the entertainment industry, with players making millions every year. My project aims to reveal correlations between earnings, games, genres, and regions, while also understanding trends over time and how they shape the esports success story.

Motivation: The information within this poster will certainly resonate with those who enjoy esports and videogames, but also with those who are curious about financial growth, and the paper-trail that it leaves behind. In the past two decades esports has gone from a niche passion for cult followers and gamers, to an overwhelming worldwide sensation.

Data Description: The data set is from two different kaggle repositories:

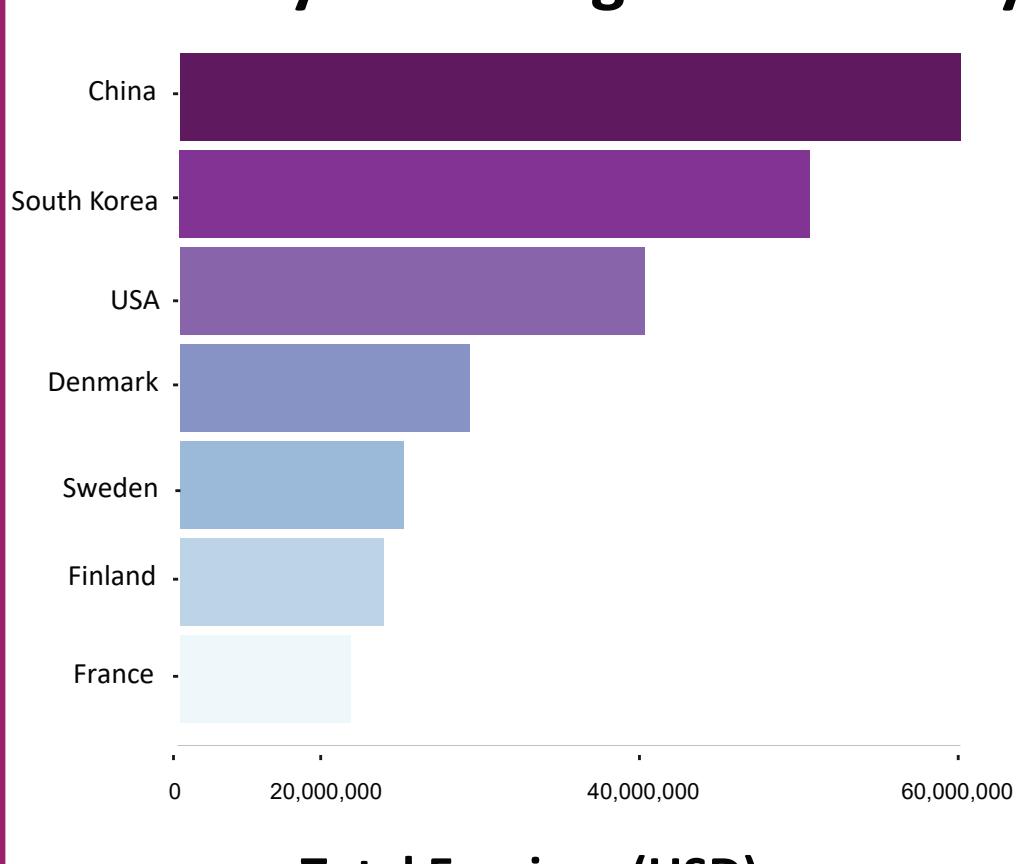
1: contains Historical and game based Esports data. Two csv files: 9224x6 and 650x8.

2: contains specific players and teams data for esports earnings. Two csv files: 1000x8 and 928x6.

Cleaning: lubridate dates, preping for left joins, aggregating using dplyr group by and summarize

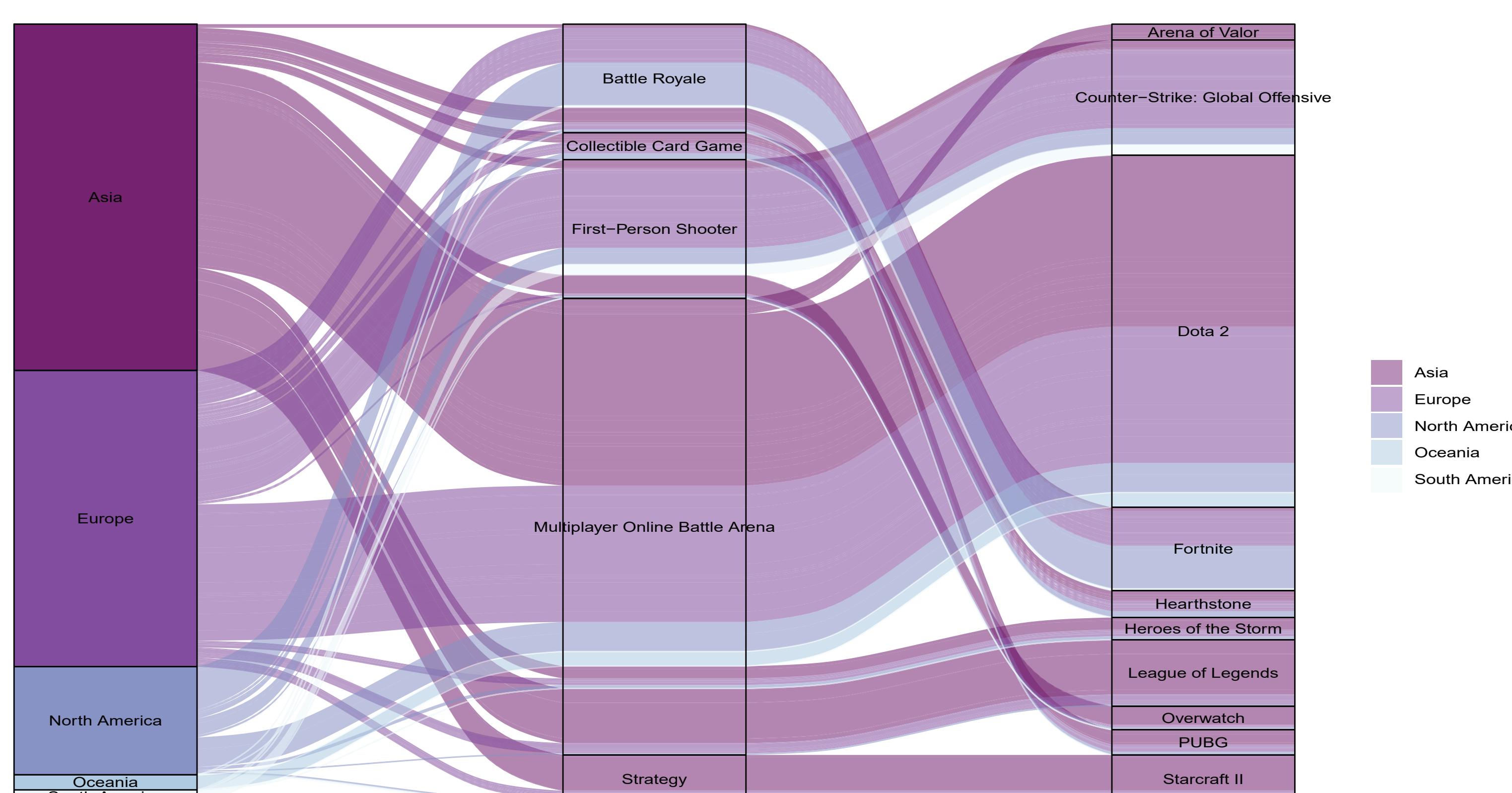
Where is the money being made in Esports?

Total Player Earnings Per Country

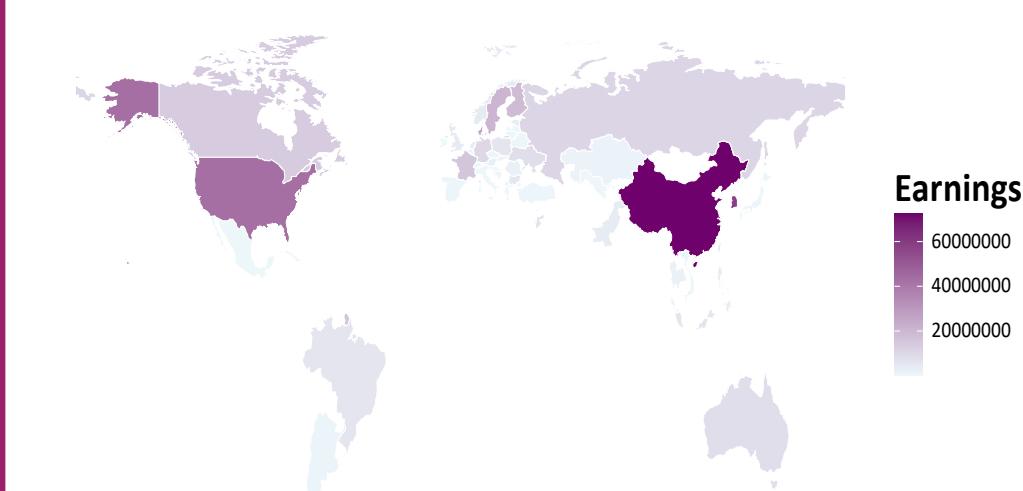


Asia Dominates Multiplayer Arena Games in Earnings, EU and NA focus elsewhere... Shooters and Battle Royales

Flow of Esport Earnings between Region, Genre, and Game



Asia has the highest total earnings by combined player amounts with Europe and North America slightly behind. MOBAs and Battle Royales are where a majority of money is earned in competitive events, and specifically in Dota 2 and Fortnite

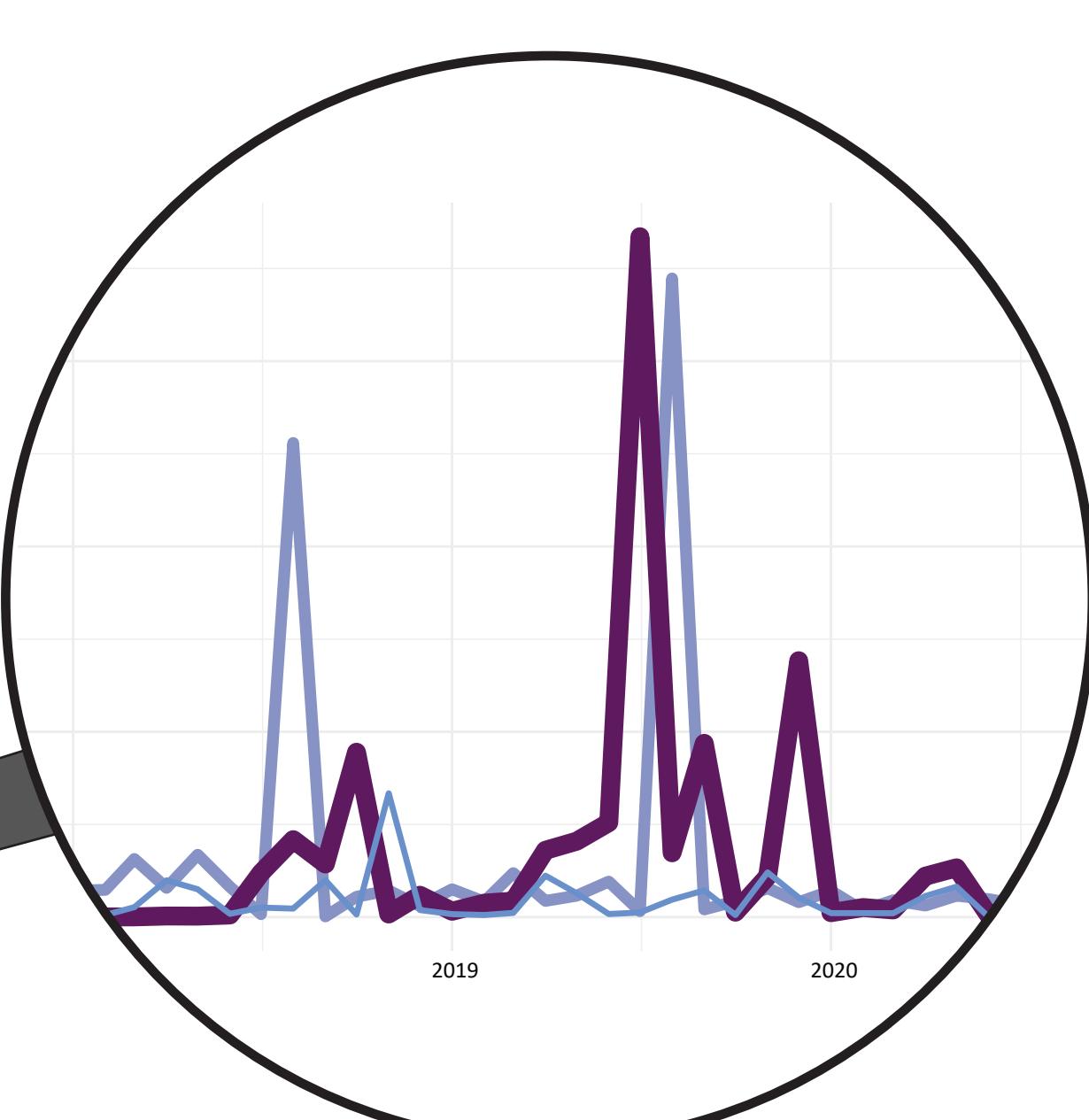
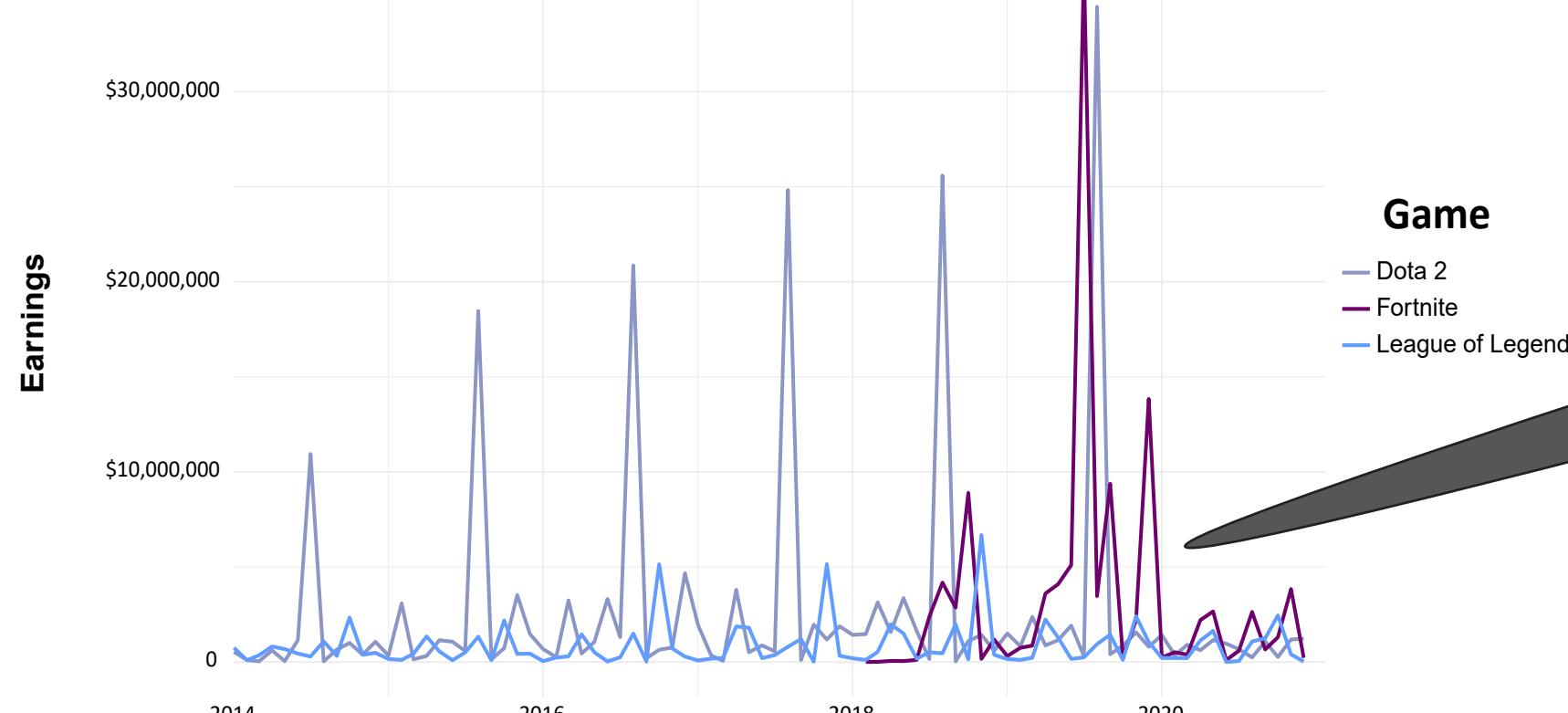


While it may seem obvious that Asia would have the highest earners considering China's massive population, it is surprising to most that South Korea is not far behind. China's population is 27 times larger than that of South Korea meaning that proportionally, South Korea is making esports earnings in a much larger way than China. Similarly, the United States has a much larger population than the Scandinavian countries below it in the rankings, however it is evident that they outperform the states when proportioned

What trends do we see over time in the industry as new games are released?

Over the past 5-10 years Multiplayer Online Battle Arena Games (MOBAs) have seen the most consistent and highest earning players- that is until a new genre surfaced in 2014: the Battle Royale genre. This produced a large shake up in earnings, specifically- with Fortnite, out performing both Dota and League in Earnings in 2020

Prize Money Awarded by Game 2014 - 2020



Fortnite proved that even well established games with massive prize pools could be surpassed by something entirely new. Popularity, playerbases, and viewership all had their role in boosting player earnings.

Links to Data:

- 1: <https://www.kaggle.com/datasets/rankirsh/esports-earnings>
- 2: <https://www.kaggle.com/datasets/jackdaoud/esports-earnings-for-players-teams-by-game>

R Packages: tidyverse, dplyr, ggplot2, RColorBrewer, ggapluv, lubridate, rnaturalearth, rnaturalearthdata, maps, mapdata, sf, grDevices

Other Sources: clip art image: <https://www.vecteezy.com/vector-art/6051282-hand-holding-gaming-controller-joystick>, <https://www.worlddata.info/country-comparison.php?country1=CHN&country2=KOR>