



Understanding Player Preferences

[A Survey Analysis for Rockstar Games' Next Title Development]

In an increasingly competitive gaming industry, understanding players' preferences and expectations is critical for game publishers, such as Rockstar Games, to ensure successful future game releases. This project seeks to gather insights on players' demographics, gaming habits, and preferences, including genre, platform, and pricing willingness, to inform the development of Rockstar Games' next title. This survey will analyze user preferences to identify the most engaging game features, genre appeal, and user feedback on existing titles, helping Rockstar Games align their game design, pricing strategies, and platform support with audience expectations.

The primary goal is to leverage insights from this survey to:

1. **Identify Target Demographics:** Understand the age, gender, geographic distribution, and gaming frequency of Rockstar Games' core audience.
2. **Gauge Platform and Genre Preferences:** Discover players' preferred platforms and genres, enabling Rockstar Games to tailor their next title accordingly.
3. **Establish Pricing Sensitivity:** Determine the average price range players are willing to pay, guiding Rockstar Games in establishing a price point that maximizes sales.
4. **Analyze Gameplay Motivations:** Understand the purposes and motivations behind gameplay, such as entertainment, relaxation, or social engagement.
5. **Assess Features and Feedback on Previous Titles:** Compile user feedback on the features players particularly liked or disliked, helping refine development priorities for the next title.

Link: <https://forms.microsoft.com/r/naLCQvrGja>

This survey includes 15 different questions (text, single and multiple choice, rating). Few are optional, while the rest are required to complete the survey.

1. What is your name?
2. Which continent you belong to?
3. Are you male or female? *
4. What age are you? *
5. Do you play games? (If your answers is no, disregard the rest of this survey.) *
6. Do you buy games? *
7. What are your favorite gaming platforms? *
8. How many hours do you spend playing video games on an average day? *
9. What price per game are you willing to accept? (In Canadian Dollar, 1 CAD = 0.75 USD) *
10. What are your favorite game genres? *
11. Which video game franchise is your all-time favorite? (Name one game title.) *
12. The purpose of your gaming. *
13. How would you rate the game series? *
14. What features did you particularly like about it?
15. What features did you particularly dislike about it?

Question ending with * are required to answer.

It's essential to know that a few questions are not necessary because one could feel insecure answering them. There is no requirement on user to reply. The information obtained from the survey will only be used for this survey; it won't be shared with anyone.

Raw Data

ID	Start time	Completion	Email	Name	What is you	Which cont	Are you ma	What age a	Do you play	Do you buy	What are y	How many	What price	What are y	Which vide	The purpos
8	44889.34084	44889.34265	anonymous		Jason Brody	North America	Male	17 - 24	Yes	Yes	PC	3	I usually only b	Story Driven;FF	Far Cry	Have Fun
9	44889.34557	44889.34863	anonymous		rechel rebello	Asia	Female	17 - 24	Yes	Yes	PC	1	Any cost as lon	Racing;	need for speed	Have Fun
10	44889.34936	44889.35039	anonymous		Kartik Himansh	Asia	Male	17 - 24	Yes	Yes	PlayStation 5	1	< 30 CAD	Sports;	Fifa football	Have Fun
11	44889.34971	44889.35053	anonymous		Harit Maulinku	North America	Male	17 - 24	Yes	No, play only f	PC	1	I usually only b	Story Driven;A	Project IGI	Have Fun
12	44889.34921	44889.35086	anonymous			Asia	Male	35 - 44	Yes	Yes	Xbox Series X	1	< 15 CAD	Strategy ;Sport	Call of duty	Stress Relie
13	44889.34885	44889.35244	anonymous		Sahil patel	Asia	Male	17 - 24	Yes	No, play only f	PlayStation 5	1	Any cost as lon	Racing;Sports;	Epic games	Have Fun
14	44889.34926	44889.35269	anonymous		harsh	Asia	Male	17 - 24	Yes	No, play only f	Xbox Series X	5	I usually only b	FPS;	cs	Stress Relie
15	44889.35542	44889.35622	anonymous		AP	Asia	Female	25 - 34	Yes	Yes	PlayStation 5	3	< 30 CAD	FPS;Adventure	Contra	Kill Time
16	44889.35647	44889.35682	anonymous		Harshil	Asia	Male	17 - 24	No							
17	44889.35602	44889.35708	anonymous		ruchit	Asia	Male	17 - 24	Yes	No, play only f	PlayStation 5	3	< 30 CAD	FPS;	abc	Stress Relie
18	44889.35669	44889.35902	anonymous		Sneha Sabu	Asia	Female	25 - 34	Yes	No, play only f	PC	1	< 15 CAD	Adventure / Ac	Gardenscapes	Have Fun
19	44889.34407	44889.36008	anonymous		Smit Rana	Asia	Male	17 - 24	Yes	Yes	PC	7	Any cost as lon	Story Driven;Ff	Assassin's Cree	Escape Rea
20	44889.3585	44889.3613	anonymous		Akash Gohil	Asia	Male	17 - 24	Yes	No, play only f	PC	1	I usually only b	FPS;Racing;	NFSMW	Have Fun
21	44889.35877	44889.36182	anonymous		Aleena	Asia	Female	17 - 24	Yes	No, play only f	PC	1	< 15 CAD	Sports;	FIFA	Have Fun
22	44889.35966	44889.36226	anonymous		Bhavesh Mishr	North America	Male	17 - 24	Yes	No, play only f	PC	1	< 30 CAD	Story Driven;Ri	GTA V	Have Fun
23	44889.37829	44889.37985	anonymous		Rahul	Asia	Male	25 - 34	Yes	Yes	Xbox Series X	7	< 15 CAD	Racing;	EA sports	Have Fun
24	44889.42961	44889.43041	anonymous		Hola	North America	Male	25 - 34	Yes	Yes	Nintendo Switc	3	< 45 CAD	Story Driven;	EA spo	Have Fun
25	44889.43639	44889.43775	anonymous				Male	17 - 24	No							
26	44889.4531	44889.45399	anonymous		Dhruv	Asia	Male	25 - 34	Yes	Yes	PlayStation 5	1	< 45 CAD	Story Driven;Ri	Red Dead Rede	Kill Time
27	44889.50541	44889.50626	anonymous		Sunil	Asia	Male	25 - 34	Yes	No, play only f	PC	1	Any cost as lon	Story Driven;	Burnout Taked	Kill Time
28	44889.54352	44889.54659	anonymous		Mihir Ambaliya	Asia	Male	17 - 24	Yes	No, play only f	PC	1	< 15 CAD	Sports;Racing;	EA sports	Stress Relie
29	44889.61126	44889.61297	anonymous		Vrajraj	Asia	Male	25 - 34	Yes	No, play only f	PC	1	Any cost as lon	FPS;	Nfs	Stress Relie
30	44891.36443	44891.36507	anonymous		Ajay	Asia	Male	25 - 34	No							
31	44891.36475	44891.36618	anonymous		Parth Rana	Asia	Male	17 - 24	Yes	Yes	PC	1	I usually only b	Strategy ;FPS;	GTA	Have Fun
32	44891.36611	44891.36727	anonymous		Dhruv	Asia	Male	17 - 24	Yes	No, play only f	PC	1	I usually only b	Sports;Adventu	GTA 5	Have Fun
33	44891.36979	44891.372	anonymous		Real Patel	Asia	Male	17 - 24	Yes	Yes	PC	3	< 30 CAD	Racing;Strateg	PUBG	Work in Te
34	44891.37089	44891.37237	anonymous		Charan	Asia	Male	17 - 24	Yes	No, play only f	PC	1	< 45 CAD	Racing;Sports;	Gta Vc	Have Fun
35	44891.37087	44891.37416	anonymous		Jigar	Asia	Male	17 - 24	Yes	No, play only f	PC	1	I usually only b	FPS;Adventure	Ubisoft or Gan	Have Fun
36	44891.37214	44891.37537	anonymous		Deep sinhal	Asia	Male	17 - 24	Yes	Yes	PC	3	< 30 CAD	Adventure / Ac	Call of duty	Have Fun
37	44891.37462	44891.37625	anonymous		Abhay vasava	Asia	Male	17 - 24	Yes	Yes	PC	1	< 15 CAD	Adventure / Ac	PUBG	Have Fun
38	44891.37605	44891.37824	anonymous		Yuvrajsinh H.R.	Asia	Male	17 - 24	Yes	No, play only f	PlayStation 5	3	< 15 CAD	Story Driven;A	God of war	Have Fun
39	44891.37706	44891.37875	anonymous		Bharay	Asia	Male	17 - 24	Yes	No, play only f	PC	1	Any cost as lon	Sports;Racing;	Gta	Have Fun
40	44891.38512	44891.38657	anonymous		Anand	Asia	Male	17 - 24	Yes	No, play only f	Older generati	1	< 15 CAD	Sports;	WWE	Have Fun
41	44891.38451	44891.38669	anonymous		Parth M. Patel	Asia	Male	17 - 24	Yes	No, play only f	PC	4	I usually only b	FPS;	Rockstar	Have Fun

Data Cleaning and Column Removal:

- Removed automatically generated columns: **ID, Start Time, Completion, Email, and Name.**
- These columns were administrative and did not add value to the analysis.

Handling Empty Data Cells:

- Survey design included an early termination question, **“Do you play games?”**
- If respondents answered **“No,”** the survey ended, leaving remaining questions unanswered (i.e., empty cells).
- Retaining these empty cells preserves responses to this critical question, allowing for accurate analysis of respondents who do not play games.

Approach to Missing Data in Analysis:

- Empty cells are not removed, as this would erase entire records of certain respondents.
- Instead, **empty data is selectively hidden** in specific analyses to maintain clarity and focus.

Dashboard Reflection:

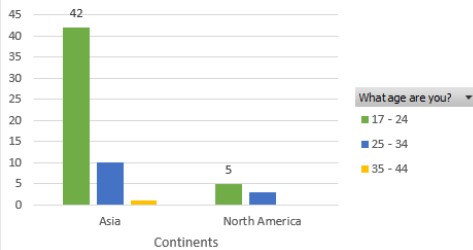
- The dashboard incorporates this strategy, displaying only relevant data points for a more accurate and insightful analysis.

Cleaned Data

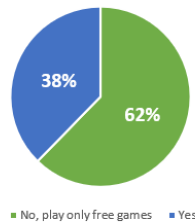
What is your name	Which continent are you from	Are you male	What age are you	Do you play games	Do you buy games	What are your favorite games	How many hours do you play	What price range do you play in	What are your favorite games	Which video game console do you play on	The purpose of playing the game	How would you rate the game	What features do you like	What features did you particularly dislike	
Jason	North America	Male	17 - 24	Yes	Yes	PC	3	I usually only buy games when they are on sale, bundled, or given away.	Story Driven; FF Far Cry	Have Fun	5	Open World or US specific maps			
rechel	Asia	Female	17 - 24	Yes	Yes	PC	1	Any cost as long as the game is worthwhile	Racing; need for speed	Have Fun	3	graphics	speed		
Kartik	Asia	Male	17 - 24	Yes	Yes	PlayStation 5	1	< 30 CAD	Sports; Fifa football	Have Fun	5	Graphics	Nothing		
Harit	North America	Male	17 - 24	Yes	No, play only free games	PC	1	I usually only buy games when they are on sale, bundled, or given away.	Story Driven; AI Project IGI	Have Fun	4				
Bhai	Asia	Male	35 - 44	Yes	Yes	Xbox Series X	1	< 15 CAD	Strategy; Sport Call of duty	Stress Relief	4				
Sahil	Asia	Male	17 - 24	Yes	No, play only free games	PlayStation 5	1	Any cost as long as the game is worthwhile	Racing; Sports; Epic games	Have Fun	5	Story and enjoy	All games need big specifications like more		
harsh	Asia	Male	17 - 24	Yes	No, play only free games	Xbox Series X	5	I usually only buy games when they are on sale, bundled, or given away.	FPS; cs	Stress Relief	4	everything	nothing		
AP	Asia	Female	25 - 34	Yes	Yes	PlayStation 5	3	< 30 CAD	FPS; Adventure	Contra	Kill Time	5			
Harshil	Asia	Male	17 - 24	No											
ruchit	Asia	Male	17 - 24	Yes	No, play only free games	PlayStation 5	3	< 30 CAD	FPS; abc	Stress Relief	5	first	middle		
Sneha	Asia	Female	25 - 34	Yes	No, play only free games	PC	1	< 15 CAD	Adventure / Action	Gardenscapes	Have Fun	4	Nothing	Special Sounds	
Smit	Asia	Male	17 - 24	Yes	Yes	PC	7	Any cost as long as the game is worthwhile	Story Driven; FF Assassin's Creed	Escape Real World	5	Storyline and	none		
Akash	Asia	Male	17 - 24	Yes	No, play only free games	PC	1	I usually only buy games when they are on sale, bundled, or given away.	FPS; Racing; NFSMW	Have Fun	5	Ammunition	Nothing		
Aleena	Asia	Female	17 - 24	Yes	No, play only free games	PC	1	< 15 CAD	Sports; FIFA	Have Fun	4				
Bhavesh	North America	Male	17 - 24	Yes	No, play only free games	PC	1	< 30 CAD	Story Driven; GTA V	Have Fun	5				
Rahul	Asia	Male	25 - 34	Yes	Yes	Xbox Series X	7	< 15 CAD	Racing; EA sports	Have Fun	5				
Hola	North America	Male	25 - 34	Yes	Yes	Nintendo Switch	3	< 45 CAD	Story Driven; EA spo	Have Fun	1	Not like it	Its waste		
Kajal	Asia	Female	17 - 24	No											
Dhruv	Asia	Male	25 - 34	Yes	Yes	PlayStation 5	1	< 45 CAD	Story Driven; R; Red Dead	Kill Time	4				
Sunil	Asia	Male	25 - 34	Yes	No, play only free games	PC	1	Any cost as long as the game is worthwhile	Story Driven; Burnout Taked	Kill Time	5	Open world	Bad servers for multi-player lobbies		
Mihir	Asia	Male	17 - 24	Yes	No, play only free games	PC	1	< 15 CAD	Sports; Racing; EA sports	Stress Relief	4	We can experience	One of the research survey depicts that it		
Vrajraj	Asia	Male	25 - 34	Yes	No, play only free games	PC	1	Any cost as long as the game is worthwhile	FPS; NFS	Stress Relief	5	Killing	Dnt knw		
Ajay	Asia	Male	25 - 34	No											
Parth	Asia	Male	17 - 24	Yes	Yes	PC	1	I usually only buy games when they are on sale, bundled, or given away.	Strategy; FPS; GTA	Have Fun	5				
Dhruv	Asia	Male	17 - 24	Yes	No, play only free games	PC	1	I usually only buy games when they are on sale, bundled, or given away.	Sports; Adventure; GTA 5	Have Fun	5	Graphics	Nothing		
Real	Asia	Male	17 - 24	Yes	Yes	PC	3	< 30 CAD	Racing; Strategy; PUBG	Work in Team	5	To complete	Glitch		
Charan	Asia	Male	17 - 24	Yes	No, play only free games	PC	1	< 45 CAD	Racing; Sports; Gta Vc	Have Fun	4	The graphics	-		
Jigar	Asia	Male	17 - 24	Yes	No, play only free games	PC	1	I usually only buy games when they are on sale, bundled, or given away.	FPS; Adventure; Ubisoft or Gam	Have Fun	5				
Deep	Asia	Male	17 - 24	Yes	Yes	PC	3	< 30 CAD	Adventure / Action; Call of duty	Have Fun	5				
Abhay	Asia	Male	17 - 24	Yes	Yes	PC	1	< 15 CAD	Adventure / Action; PUBG	Have Fun	5	Driving a car	Police		
Yuvrajsinh	Asia	Male	17 - 24	Yes	No, play only free games	PlayStation 5	3	< 15 CAD	Story Driven; AI God of war	Have Fun	4	Open world	co After some time it starts getting bored		
Bharay	Asia	Male	17 - 24	Yes	No, play only free games	PC	1	Any cost as long as the game is worthwhile	Sports; Racing; Gta	Have Fun	5	Just fun	No		
Anand	Asia	Male	17 - 24	Yes	No, play only free games	Older generation consoles	1	< 15 CAD	Sports; WWE	Have Fun	5				
Parth	Asia	Male	17 - 24	Yes	No, play only free games	PC	4	I usually only buy games when they are on sale, bundled, or given away.	FPS; Rockstar	Have Fun	5	To drive whole	There is nothing to dislike it		

GAME QUESTIONNAIRE DASHBOARD

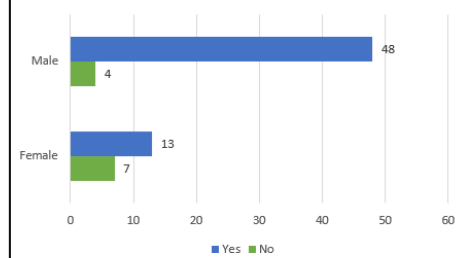
Different age group of gamers around globe



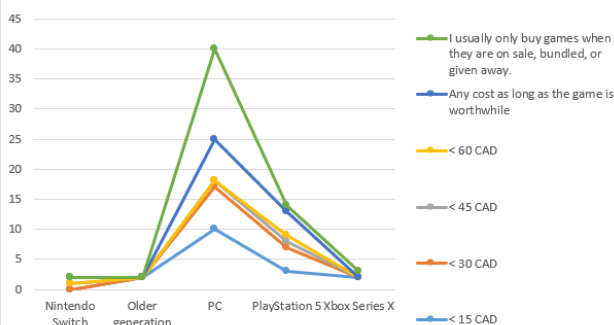
Opinion about purchasing the game



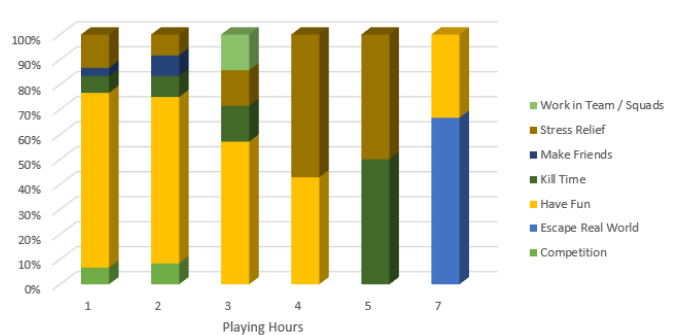
Which Gender prefers to play the game?



Game Platform by spending amount on game



Purpose of playing game by its duration in a day



Insights

Regional and Age Analysis:

- Asia and North America have the largest gaming populations, with the **17–24 age group** being the dominant player demographic on both continents.

Preference for Free vs. Paid Games:

- **72%** of gamers prefer **free games**, while **62%** are willing to purchase games, indicating a trend toward cost-free gaming experiences with a substantial segment still opting to buy.

Gender Insights:

- Data shows that **men play more games than women**, as reflected in the dashboard.

Platform Spending Trends:

- **PC games** attract a broad range of spending, with users showing varied price flexibility. **PlayStation** ranks as the next popular choice for paid games.

Gaming Time and Purpose:

- **Less than 3 hours** of daily gaming is primarily associated with **entertainment and relaxation**.
- Those playing **4 to 5 hours daily** often do so for **stress relief**.
- Gaming sessions extending **over 6 hours daily** suggest a habit of **passing the time** or filling idle hours.

Recommendation

Developing Free-to-Play Models with Paid Enhancements:

- With **72% of players preferring free games**, Rockstar Games should explore free-to-play models, incorporating optional in-game purchases, expansions, or premium features. This approach can attract more players while monetizing through microtransactions for those willing to spend.

Targeting the 17–24 Age Group in Asia and North America:

- Since the **17–24 age bracket dominates the gaming population in Asia and North America**, Rockstar could tailor content, marketing strategies, and in-game events to appeal to the preferences and gaming styles of this group. Partnering with regional influencers and using social media campaigns could help reach this audience effectively.

Platform-Specific Content and Pricing:

- Given the flexibility in spending for **PC games** and strong popularity of **PlayStation**, Rockstar should consider differentiated content for these platforms. Pricing strategies could reflect platform trends, such as offering bundled discounts or early access content for certain platforms.

Game Design for Different Playtime Purposes:

- **Under-3-hour players** seek quick, engaging gameplay, while **4-5-hour players** often view gaming as stress relief. Including short, engaging missions alongside longer, more immersive experiences can meet both casual and dedicated players' needs.
- For players gaming **6+ hours a day**, Rockstar could introduce sandbox or open-world elements that allow for continuous, exploratory gameplay without specific objectives, catering to players looking to "kill time."

Addressing Gender Differences in Gaming:

- Since men currently represent a higher proportion of players, creating gender-inclusive marketing and considering character diversity may broaden the appeal across genders, encouraging more balanced engagement.

Conclusion

This analysis highlights the importance of player demographics, platform preferences, gaming motivations, and spending behaviors in shaping game design and marketing strategies. By recognizing the appeal of free games, the dominance of younger age groups, and varied playtime motivations, Rockstar Games can refine its approach to meet players' evolving expectations. Adapting to these insights will enable Rockstar to not only strengthen its market position but also enhance player satisfaction and engagement with future game titles. These recommendations serve as strategic actions to attract new players and retain existing ones, ultimately driving Rockstar Games' long-term growth in a competitive industry.