

HYPER ISLAND

DA24STO

INDIVIDUAL PROJECT

INDEPENDENTLY BE ABLE TO WORK METHODICALLY AND FLEXIBLY IN VARIOUS PROCESSES

C4



AKA THE REAL BATTLE

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PRESS TO START



THE GOOD THE BAD AND THE UGLY

Did I like it? Yes!

Was it easy?

Oh, boy... □





FORTNITE

Annual Gross Revenue

6 Bn USD

Registered Users

500 MILLION

Peak Concurrent users
on Epic Games store

13,2 MILLION

Items displayed

85 500

THE ITEM SHOP

A monetization system based on the sale of cosmetic items, such as outfits, pickaxes, gliders, emotes, backpacks, musics, toy, pets, bundles and many others.

Those items have different rarities, like common, uncommon, rare, epic and legendary (or content like Star Wars, Marvel, DC), which influence price and availability.

THE PROJECT

Fortnite Battle Royale Item Shop analysis

WHAT

An analysis of the Item Shop from an economic design perspective.

WHY

It's a common practice in the industry to better understand what is needed during development and adoption.

HOW

By scraping data available on a fandom website and exploring availability, seasonality, price range, spending depth, etc. over time.

THE STRUGGLE



No official
historical
data
available
about the
store.



Game studios are
not willing to
share their gold.



Resort to fandom
websites. Learned how to
scrape/parse.

Very clean and thorough
dataset!

REROUTING

Time to rework planning
because the 4th week was
around the corner.

Python was the way to go and
a notebook allowed for
structured work and testing.

Tried to keep up with the PDP.



CUE THE STAKEHOLDERS

Basic hypothesis: the item shop started smaller, with a few items and less variety, and grew over time to reach profitability — but is that so?

Guidance was required. The right questions needed to be asked. What do game designers need in order to develop something like that?

Some of the questions:

- How much content needs to be done over time?
- What is the spend depth (or store value) per day?
- How much content is actually new?



PLOT TWIST



MORE LEARNING

Different visualizations. Groupings, slicing and different methods for filtering data.

NEW HYPOTHESIS

Size is not everything. Reintroducing items and making bundles added a renewed value.

DAILY STORE

Creates hype (and some FOMO), pulling back the players.

OTHER FACTORS

Economic design is not just the store, but battlepasses, rewards, gameplay, challenges.

WHAT CAN BE ANSWERED

How much content is necessary and the store value — what can be spent daily.

TAKEAWAYS

THE BAD

The struggle was real.
Data was hard to get.
Too frustrating at times.

THE GOOD

Got way better at Python.
Learned some cool tricks to
process and slice data. Good
training on how to build
structure while working.

THE BETTER

Ended up with a cool case for
my portfolio. Good amount of
stuff for future reference.



ANXIETY

Project tasks

Board Tasks

Not Started 0

+ New

In Progress 4

analysis

storytelling

course goals

presentation

+ New

Done 7

data collection

data preparation

exploratory analysis

define main question

mid-way presentation

include season dates

stakeholder quiz

+ New

Diary

Week 1

Doing an analysis with a gaming dataset might be difficult, because there are not many official data out there. Datasets on Kaggle are flimsy and usually about leaderboards, matches and championships, player data basically. That's not the analysis I'm interested in.

After talking to some game designers, it seems that an analysis of the Fortnite Battle Royale Item Shop is a viable option and it's a relevant study from the economic design perspective. No official public data too though.

Time to draft that PDP...

Week 2

Still no good dataset available, but there are some good fandom websites:

- <https://fnbr.co/shop>
- <https://fortnitetracker.com/site-api>
- <https://fortnite-api.com/>
- <https://fortnite.fandom.com>



HI

DA24STO - Individual Project

Status

Backlog

Owner

Gui Bracco

Completion

100%

Dates

Empty

Blocked By

Empty

Is Blocking

Empty

Priority

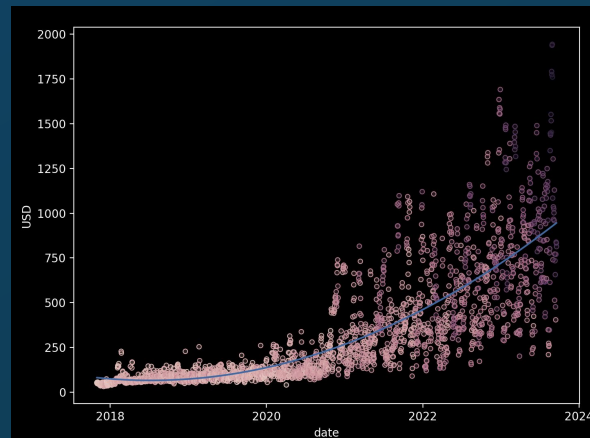
Empty

Summary

An analysis of the Fortnite Battle Royale Item Shop from the perspective of economic game design.

	date	rarity	item_type	name	cost
0	2022-06-15	rare	outfit	Jellie	1200
1	2022-06-15	rare	outfit	Scimitar	1200
2	2022-06-15	rare	wrap	Emblem	500
3	2022-06-15	common	wrap	Rainbow Bubblegum	300
4	2022-06-15	uncommon	pickaxe	Fit Stick	500
...
85516	2023-07-04	uncommon	outfit	Crustina	800
85517	2023-07-04	epic	glider	Flying Saucer	1200
85518	2023-07-04	rare	glider	Flappy Flyer	800
85519	2023-07-04	rare	glider	Ice Cream Cruiser	800
85520	2023-07-04	rare	emote	Drippin' Flavor	500

85521 rows × 5 columns



THANKS

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All the supporting files can be found at the repository,
in the pdp folder.

<https://github.com/guibracco/fortnite-store-analysis>

