

# C3

Process and analyze data in such a way that it leads to further learning and professional development

Course 4 - Individual Project  
DA24STO - Hyper Island

# CONTENT

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# FORTNITE BATTLE ROYALE

## ITEM SHOP

**500 MILLION PLAYERS**  
**MORE THAN 85 000 ITEMS**  
**DAILY UPDATED STORE**

### WHAT

An analysis of  
the Item Shop

Economic  
Game Design

### WHY

Common  
practice in the  
industry

### HOW

Scraped data  
from fandom  
websites.

	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

# EXPLORATORY DATA ANALYSIS

**2 148 DAYS SINCE 2017-10-30**

**16 ITEM TYPES (OUTFIT, GLIDER, PICKAXE, EMOTE, BUNDLE, ETC.)**

**15 RARITIES (COMMON, UNCOMMON, RARE, EPIC, LEGENDARY AND IPS)**

**85 508 ITEMS**

**3 386 UNIQUE ITEMS**

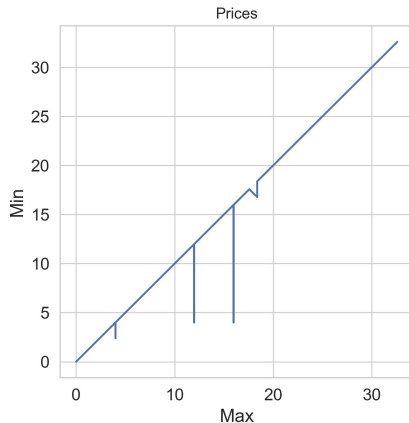
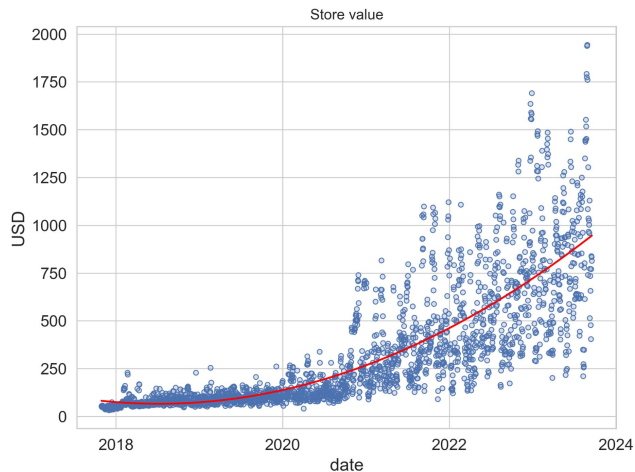
**400 FREE ITEMS (35 UNIQUE), LESS THAN 0,5%**

# OVERVIEW

How much content needs to be done over time?

What is the store daily value?

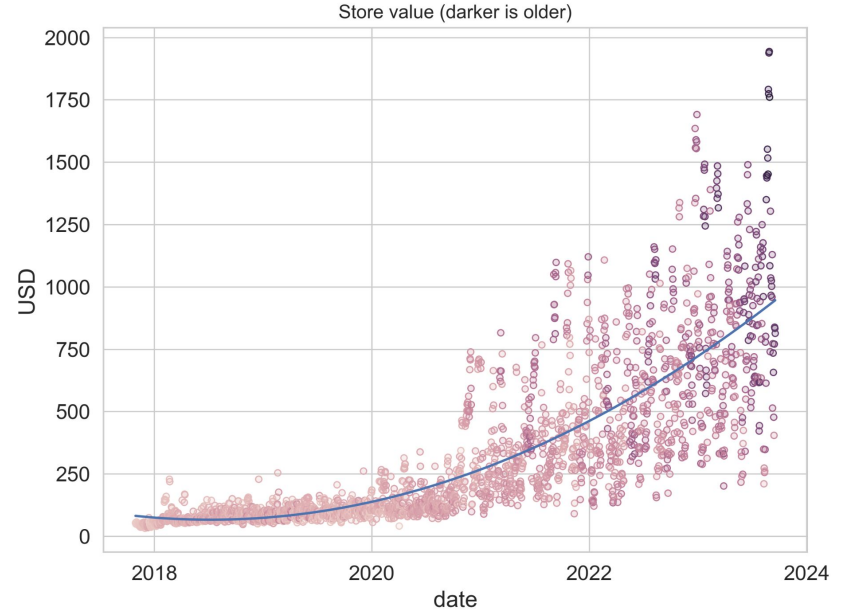
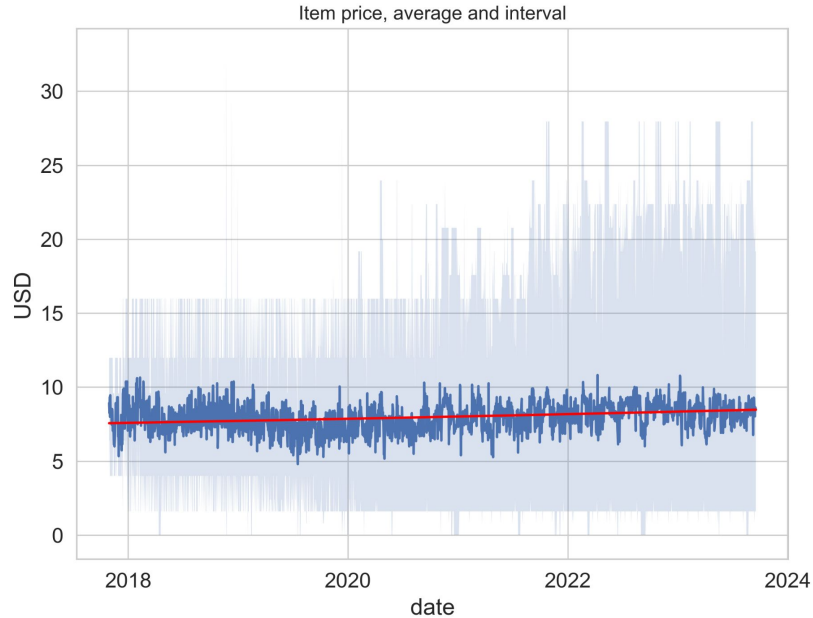
**Hypothesis:** The Item Shop started smaller, with a few items and less variety, and grew over time.



	Mean	Max	Min	delta
name				
Anakin Skywalker (Bundle)	17.166207	18.38	16.78	1.60
Blaze	10.029333	11.98	4.00	7.98
Lucky	3.620339	4.00	2.40	1.60
Raptor	14.010685	15.98	4.00	11.98

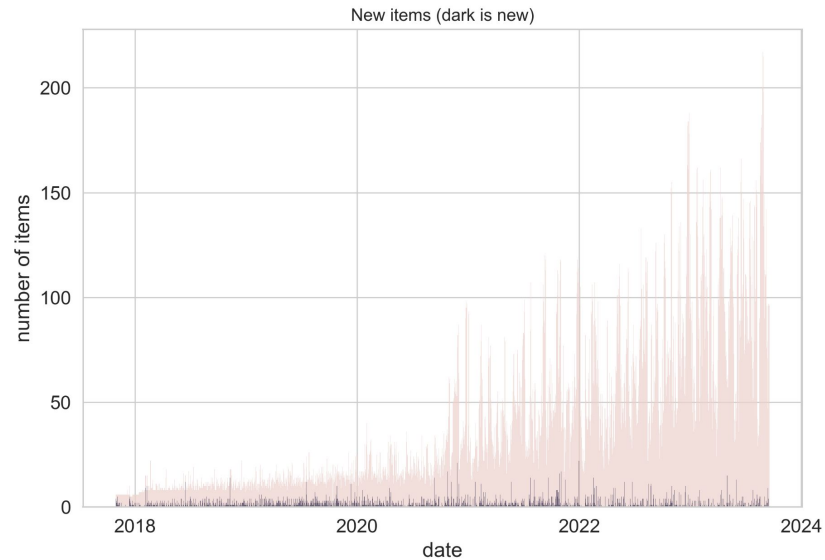
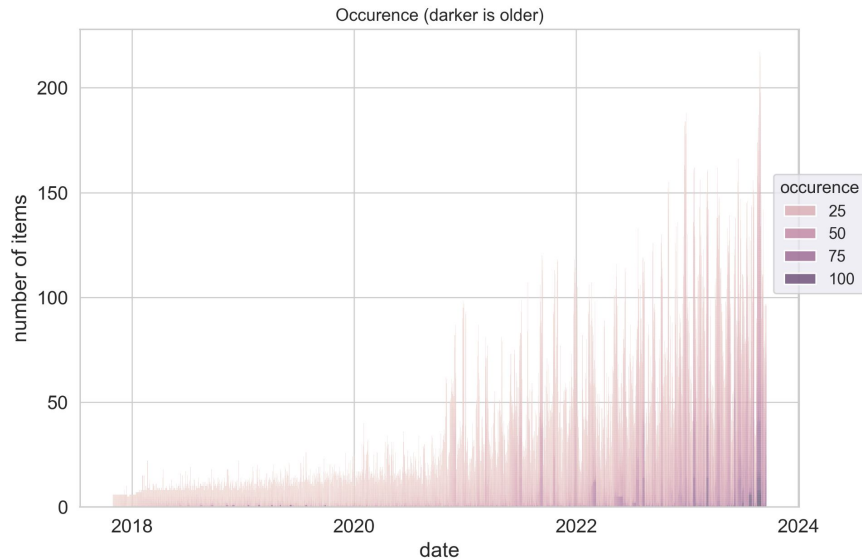
# ANALYSYS

Average item price doesn't change, but store value soars  
Old items are reintroduced



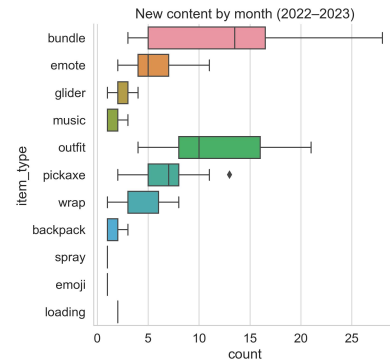
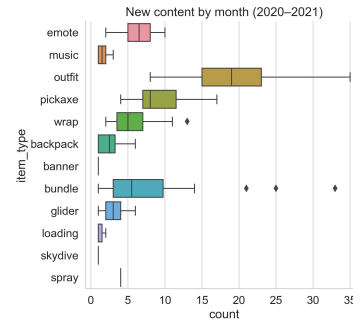
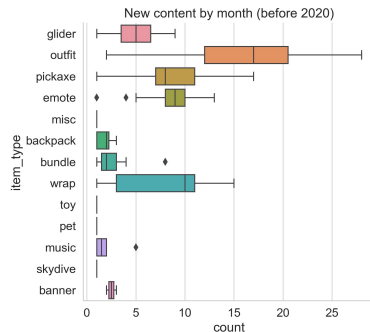
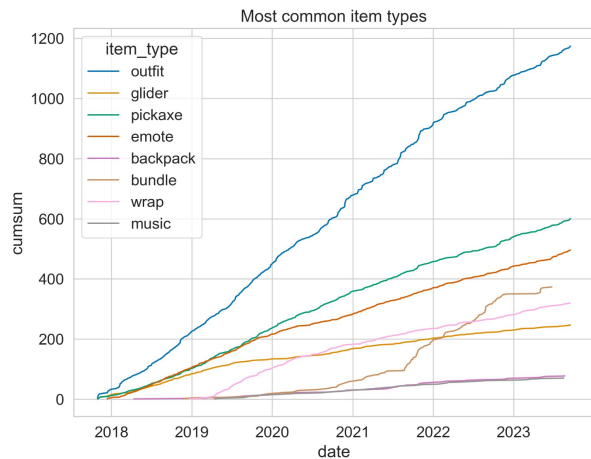
# ANALYSYS

Growth is driven by repeated reintroduction of items



# PRODUCTION

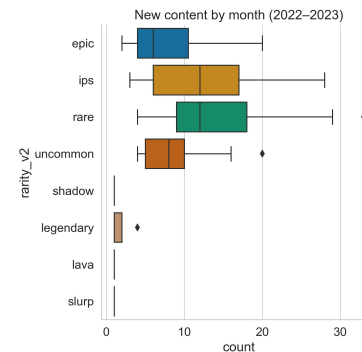
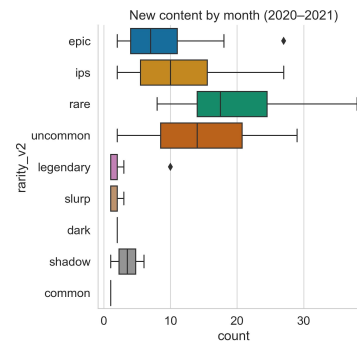
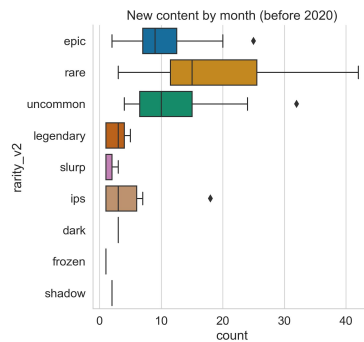
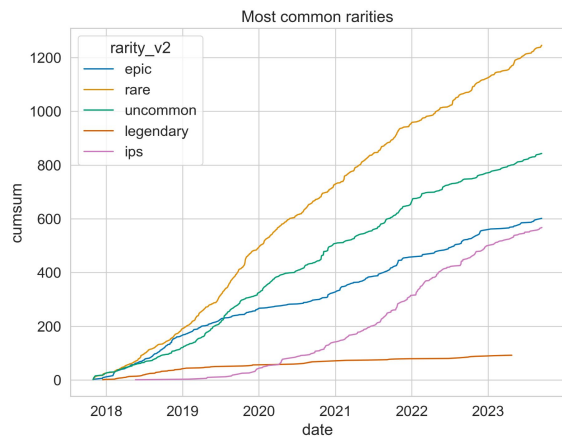
Outfits are the most frequent, but bundles catch up  
Bundles are a good way to reintroduce value without increasing production costs





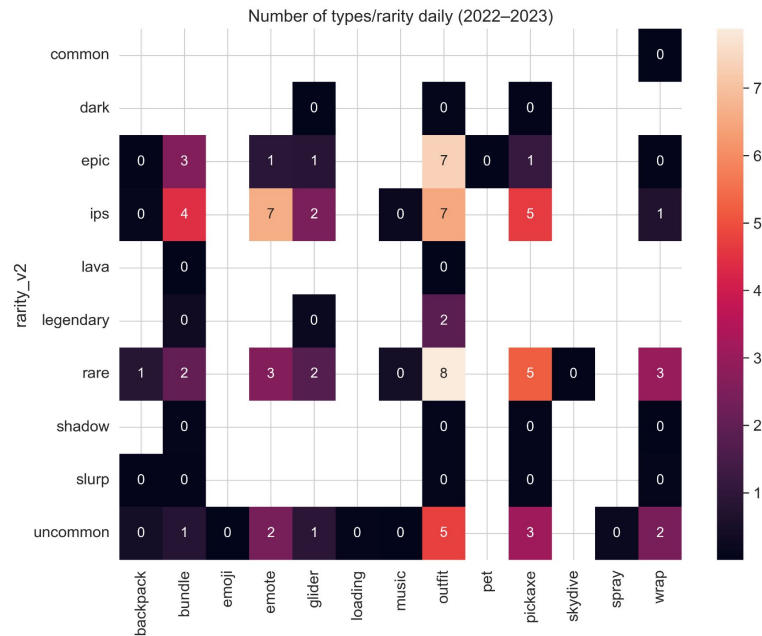
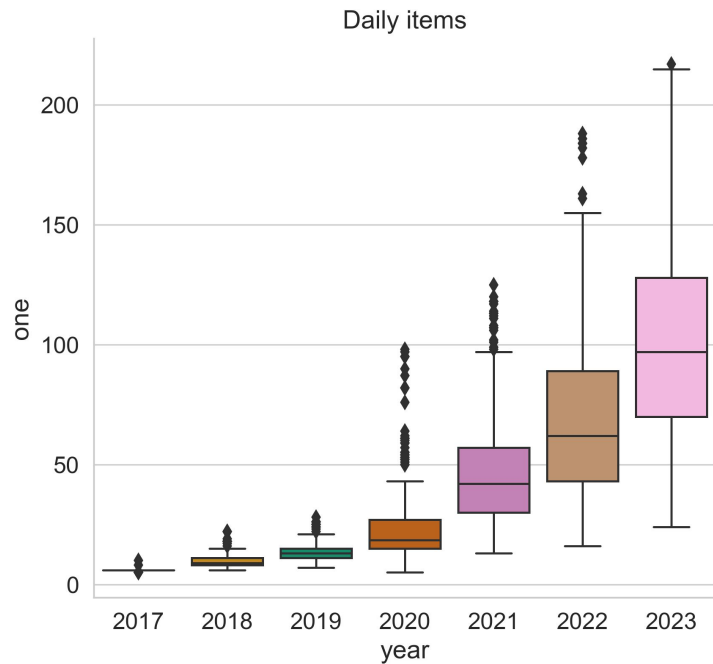
# PRODUCTION

IPs have cultural appeal and help to drive growth



# PACING

Exponential growth  
Around 29 outfits shown daily

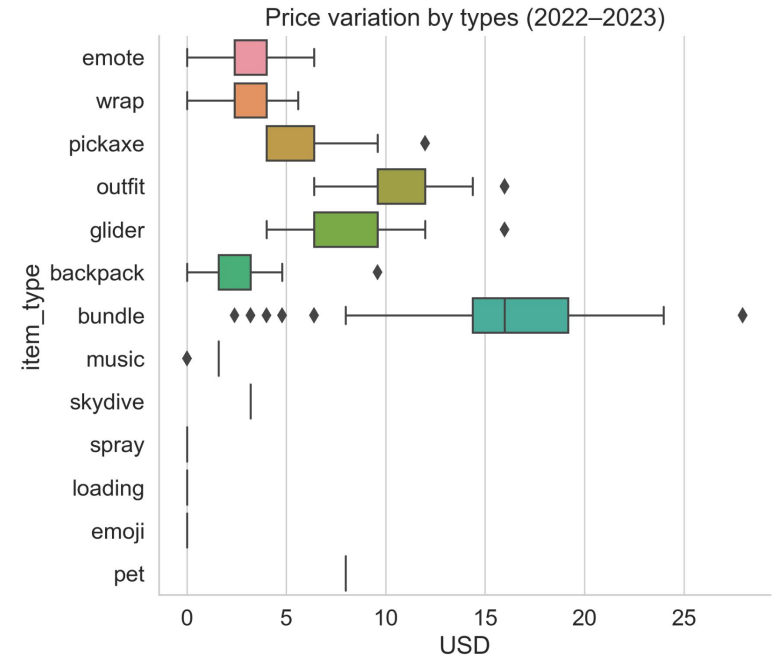
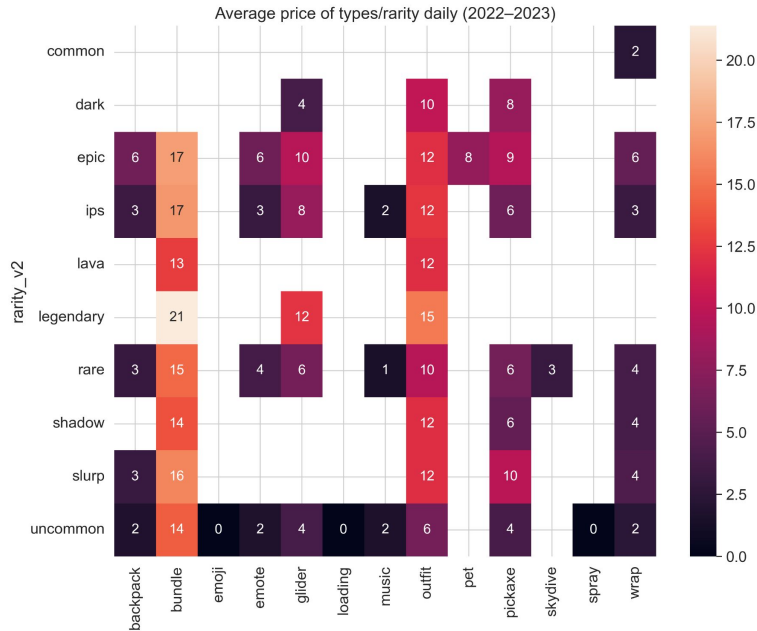


# PRICING

Legendary bundles and outfits are the most expensive items

Outfits are the most expensive individual items

Bundle have the biggest price range, good for offers



# CONCLUSION

## PRODUCTION

## PACING

## PRICING

Significant growth  
Outfits reign  
Shift to new bundles  
Old items largely reused

Daily items high increase  
New value for old items  
Store catalog is always  
changing

Legendary outfits and  
bundles have highest price  
Bundles offer more  
flexibility

Growth 10-fold

Hype and engagement

Attractive as package deal

Item Shop has a dynamic approach to in-game monetization  
Focus on maintaining player engagement

# THANKS

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