



Games strategy on The App Store

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AGENDA

01

Intruduction

02

Tolls

03

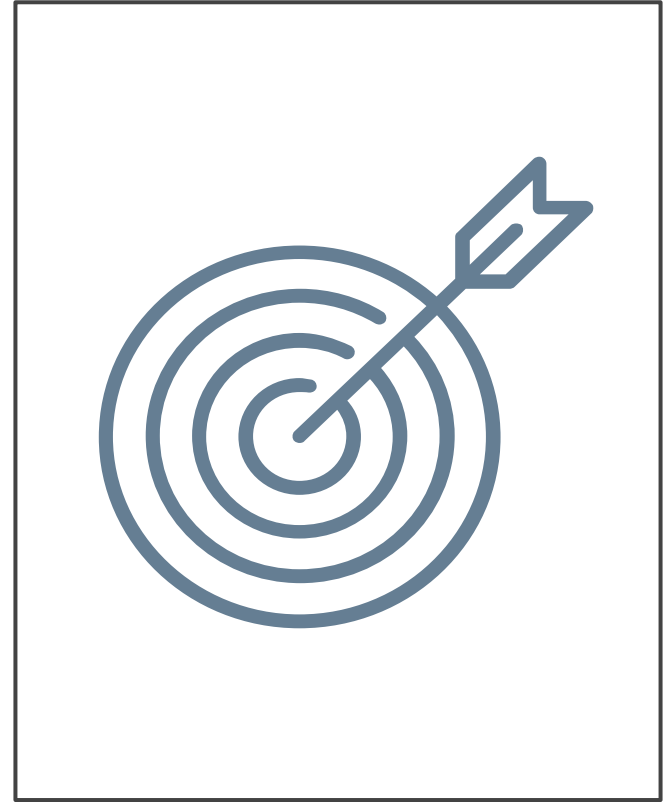
Preprocessing

04

Future Work

Introduction

The Mobile Games 'is worth billions of dollars, with companies spending vast amounts of money on the development and marketing of these games to an equally large market. Using this data set, insights can be gained into a sub-market of this market, strategy games.

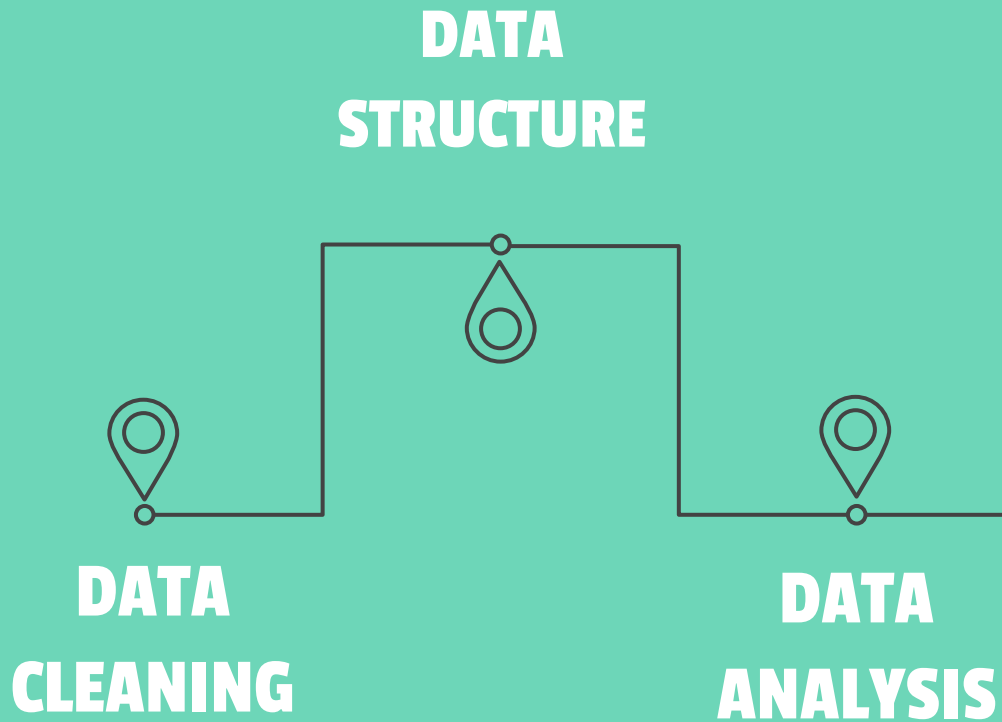


TOOLS

- Jupyter
- Python
- NumPy
- Pandas
- Seaborn
- Matplotlib



Preprocessing



DATA STRUCTURE

- Reading the data for the data from 2010 to 2019 ,
18 Columns, 17007 Row.

| | | | | |
|----|------------------------------|-------|----------|---------|
| 0 | URL | 17007 | non-null | object |
| 1 | ID | 17007 | non-null | float64 |
| 2 | Name | 17007 | non-null | object |
| 3 | Subtitle | 5261 | non-null | object |
| 4 | Icon URL | 17007 | non-null | object |
| 5 | Average User Rating | 7561 | non-null | float64 |
| 6 | User Rating Count | 7561 | non-null | float64 |
| 7 | Price | 16983 | non-null | float64 |
| 8 | In-app Purchases | 7683 | non-null | object |
| 9 | Description | 17007 | non-null | object |
| 10 | Developer | 17007 | non-null | object |
| 11 | Age Rating | 17007 | non-null | object |
| 12 | Languages | 16947 | non-null | object |
| 13 | Size | 17006 | non-null | float64 |
| 14 | Primary Genre | 17007 | non-null | object |
| 15 | Genres | 17007 | non-null | object |
| 16 | Original Release Date | 17007 | non-null | object |
| 17 | Current Version Release Date | 17007 | non-null | object |

DATA CLEANING

- removing null values
- Check duplicates, spaces between word
- redefined columns name for better usages
- column split years

]:

| | name | average_rating | user_rating_count | price | developer | age_rating | genre |
|---|------|----------------|-------------------|-------|-----------|------------|-------|
| 0 | None | NaN | NaN | NaN | None | None | None |
| 1 | None | NaN | NaN | NaN | None | None | None |
| 2 | None | NaN | NaN | NaN | None | None | None |
| 3 | None | NaN | NaN | NaN | None | None | None |
| 4 | None | NaN | NaN | NaN | None | None | None |

```
# remove null values and update the dataframe
```

```
df2 = df2.dropna()  
df2.isnull().sum()
```

]:

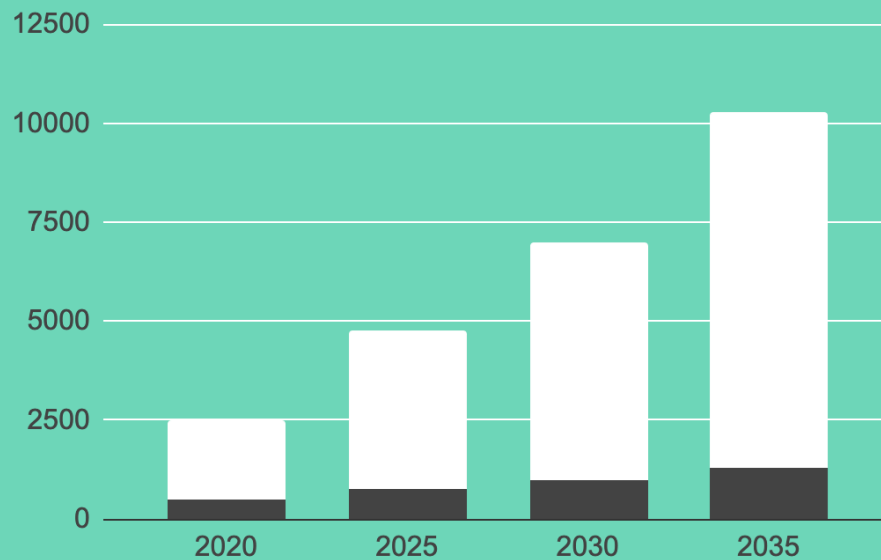
```
name          0  
average_rating 0  
user_rating_count 0  
price         0  
developer     0  
age_rating    0  
genre         0  
dtype: int64
```

```
#remove spaces from columns
```

```
df2.columns=[column.strip() for column in df2.columns]  
df2.columns
```

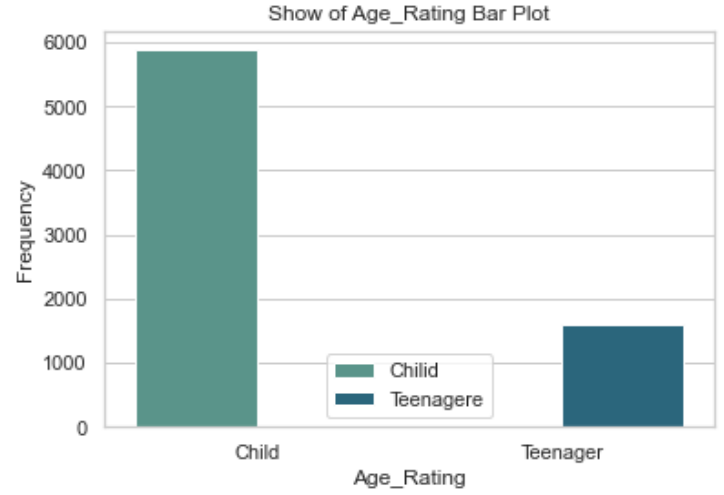
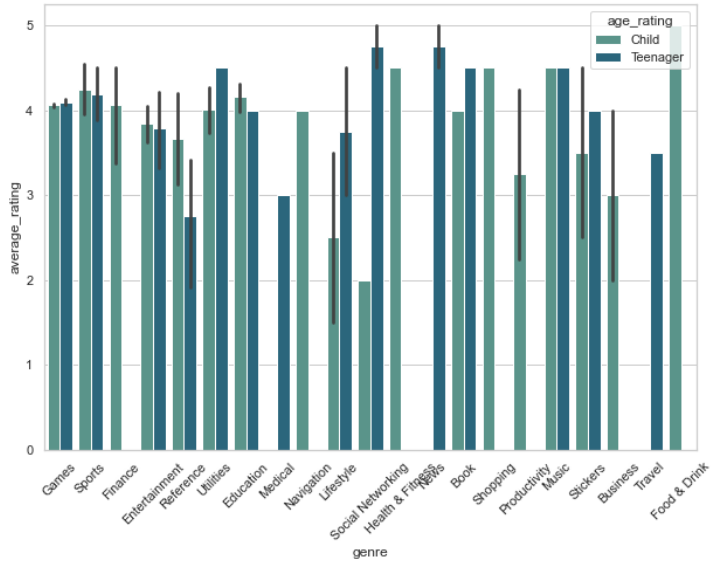
| # | Column | Non-Null | Count | Dtype |
|---|-------------------|----------|----------|---------|
| 0 | name | 7488 | non-null | object |
| 1 | average_rating | 7488 | non-null | float64 |
| 2 | user_rating_count | 7488 | non-null | float64 |
| 3 | price | 7488 | non-null | float64 |
| 4 | developer | 7488 | non-null | object |
| 5 | age_rating | 7488 | non-null | object |
| 6 | genre | 7488 | non-null | object |
| 7 | rank | 7488 | non-null | int64 |

DATA ANALYSIS



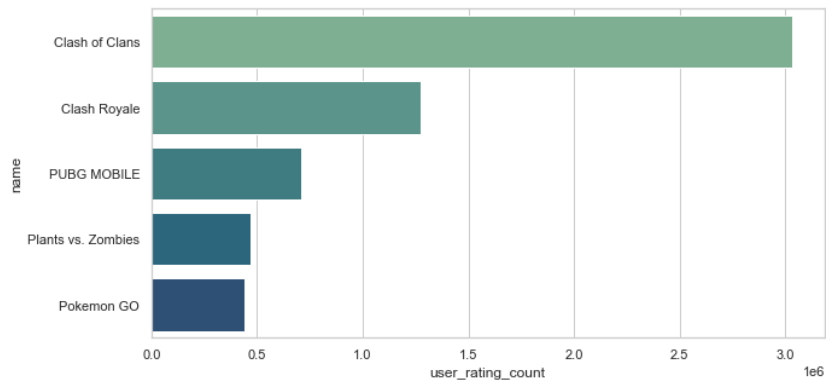
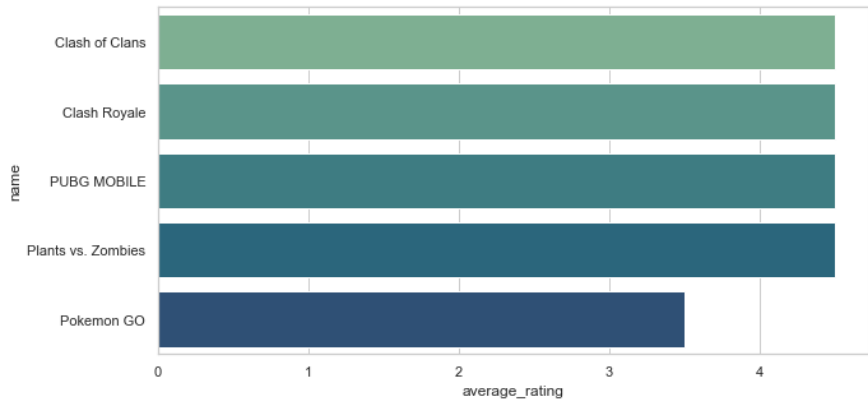
DATA ANALYSIS

Strategic 1



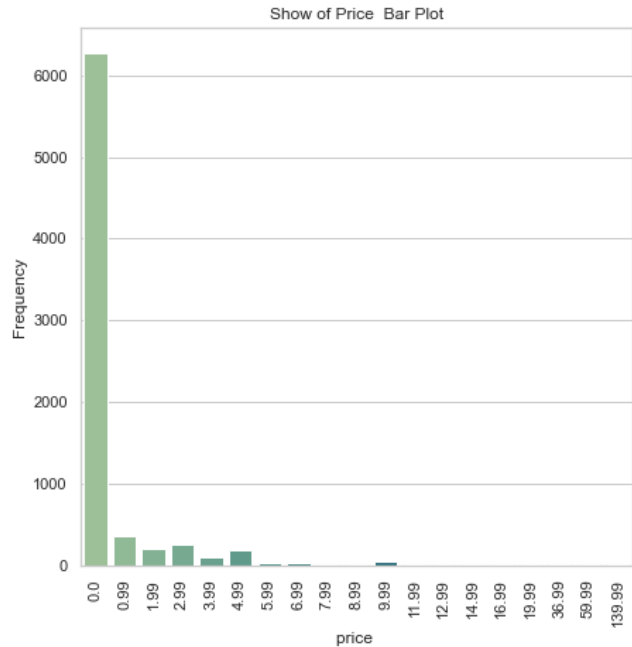
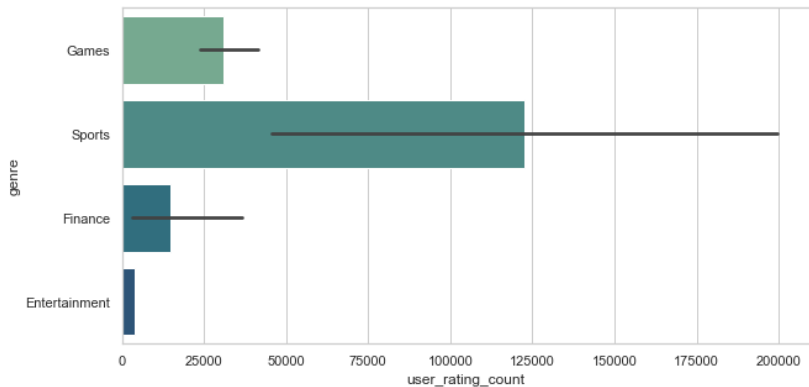
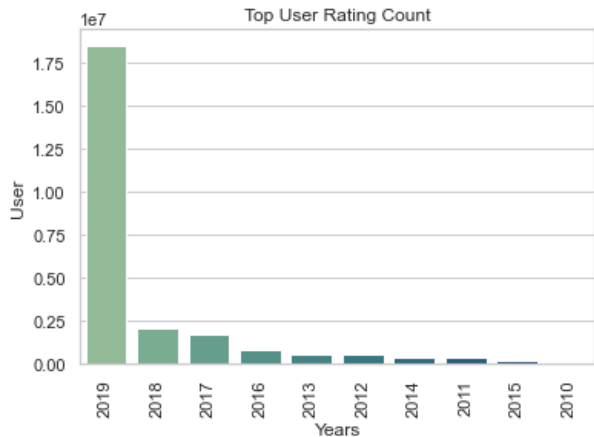
DATA ANALYSIS

Strategic 2

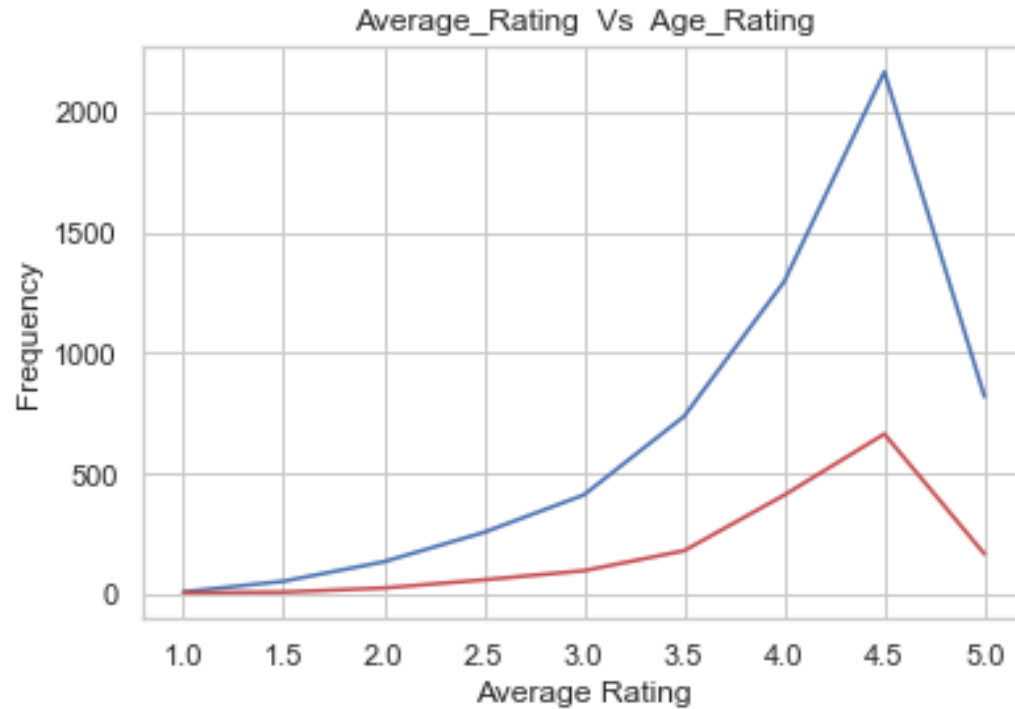


DATA ANALYSIS

Strategic 3



DATA ANALYSIS



COMPARE THE AVERAGE RATING THAT IS DONE BY CHILDREN AND teenagers, RED LIN FOR TEENS AND BLUE LINE FOR CHILDREN

**GAME
OVER**