

Steam Store Games Exploratory Data Analysis

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Introduction to Data Analysis

I. INTRODUCTION

Steam is a video game digital distribution service by Valve. It was launched as a standalone software client in 2003 as a way for Valve to provide automatic updates for their games and expanded to include games from third-party publishers. Steam has also expanded into an online web-based and mobile digital storefront.

In this paper, we will look into a dataset about different video games with their different attributes like price, owner count, playtime, achievements count etc.

After describing the parameters and data in a comprehensive manner, we will ask a high-level research question and a low-level technical questions. Finally, we will have a description of the methods we intend to use to answer these questions.

II. STEAM DATASET

This dataset is published by Nik Davis on Kaggle. It includes 27075 different video games and 18 different attributes for each of them from Steam. The dataset was last updated in May 2019, so I removed the games that were released in 2019 to prevent them from misleading the year-to-year comparison. After this removing process we have 24862 video games in total. So, let's take a look at some of attributes of dataset.

A. Achievements

Achievements are designed to increase a player's enjoyment of the video game and elicit a sense of satisfaction. When we think about it in this context, can we say that every developer company who tries to be successful has put achievements in its game? Let's see what the situation is.

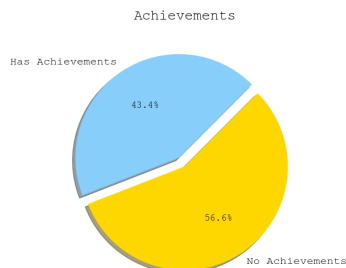


Fig. 1. How many games have achievements?

As we can see from Fig. 1., although the majority of video games prefer to put achievements in their games, the rate of those who do not (43.4%) is not low.

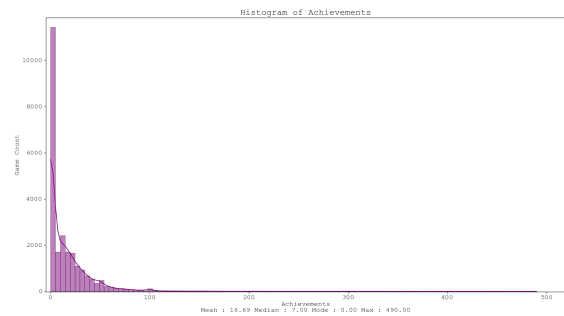


Fig. 2. Histogram of Achievements.

When we look at Fig. 2., we can easily see that video games do not want to increase the number of achievements. As the number of achievements decreases, the number of games belonging to that achievement number increases.

B. Age Rating

Age Rating is a somewhat complex/indirect feature. Video games do not directly choose their age rating. The combination of genre, subject and content of the video games that they created makes that age restriction necessary. That's why developers have 3 options. Reducing adult content and lowering or resetting the age limit. Not reducing adult content and ignoring the high age limit. Those who try to find a way by lowering the adult content and age restriction by a certain degree.

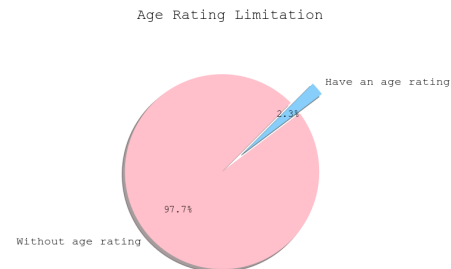


Fig. 3. How many games have age rating?

We can clearly see that the vast majority did not choose to use age-restricted content in their games (Fig. 3.).

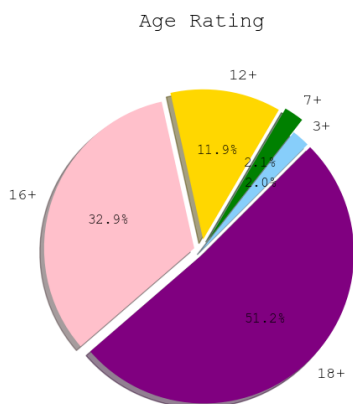


Fig. 4. Age Ratings Pie Chart.

However, we can say that those who choose to use adult content prefer to have more or high-level content and do not care about the age limit (Fig. 4.).

C. Category

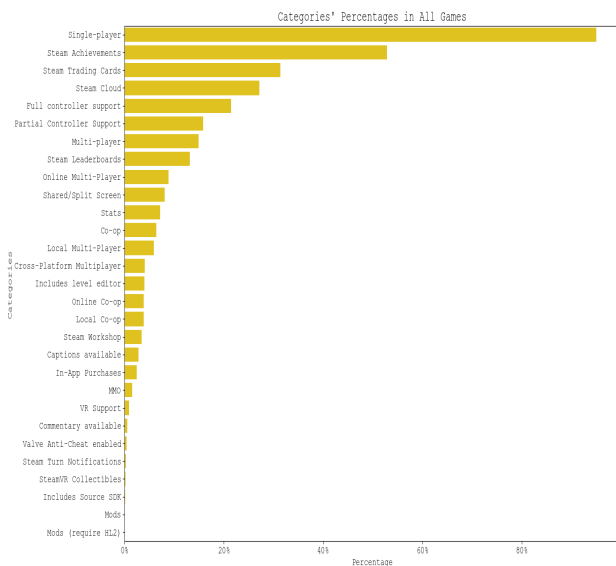


Fig. 5. Categories' percentages of all games.

Fig.5. shows us that the majority of video games are in the single-player category. While multi-player games are in the minority, the single-player category is followed by games with achievements and games where you can win and trade cards.

D. English Support

Supporting the English language, which is the most spoken language in the world, also plays a big role in increasing the number of people you can reach.

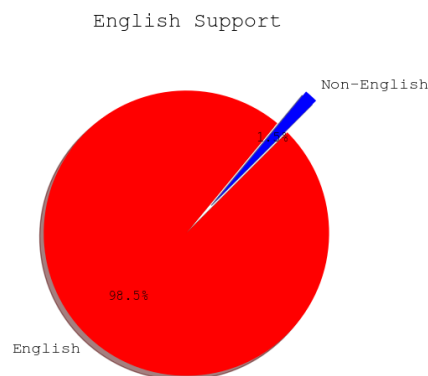


Fig. 6. How many games have English support?

Fig. 6. shows us that 98.5% of 24862 video games, or 24489, support the English language.

E. Genre

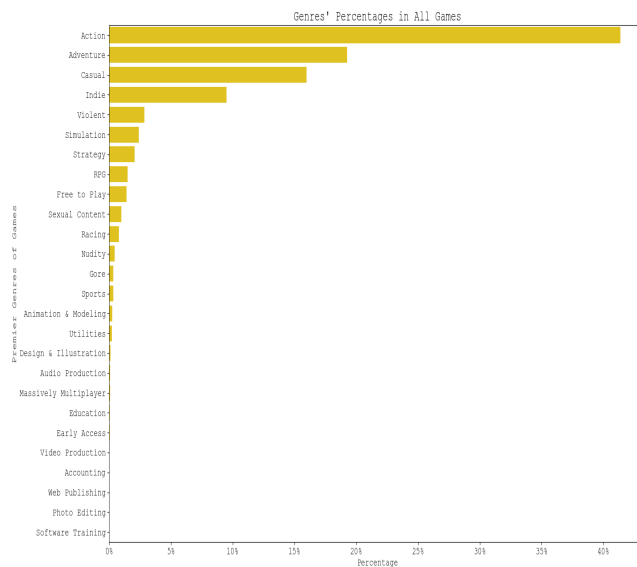


Fig. 7. Genres' percentages of all games.

Fig. 7. shows us that the majority of video games are in the action genre. The action genre is followed by adventure, casual, indie and violent games, respectively.

F. Owner Count

Owner Count is the main attribute of the steam dataset. Naturally, we can easily predict that as the owner count increases, the number of video games belonging to that count will decrease. In this exploratory data analysis, we examine why video games that reach 2M+ owners and 1M-2M owners sell this much.

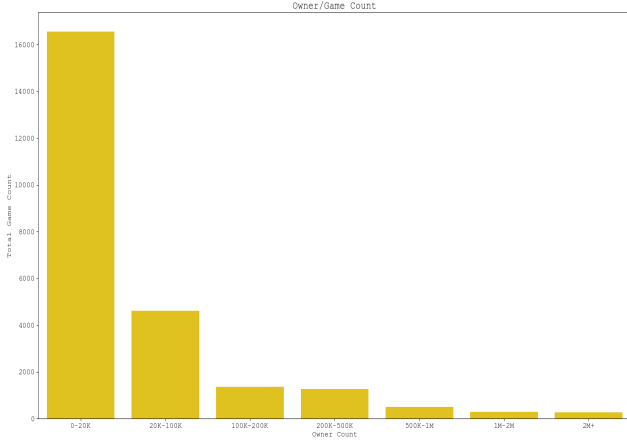


Fig. 8. Distribution of owners count in all games.

G. Platform

The platform on which the video game will be played is very important. While it is known that Windows-supporting machines are the majority today, developing games only for Mac or Linux is a project that will fail as a result. In addition, developing games only for Windows and leaving Mac or Linux users out will cause loss of users up to a certain level, although not as much as the opposite.

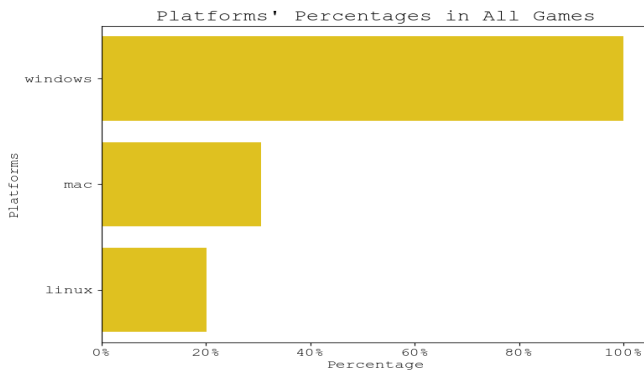


Fig. 9. Platforms' percentages of all games.

As we can easily see from Figure 9, almost 100% of 24862 video games support the Windows platform (99.97%). The Windows platform is followed by Mac with 30.59% and Linux with 20.07%.

H. Positive Rate

The positive rate attribute was synthesized from the existing positive_reviews and negative_reviews columns in the dataset. It is a value between 0 and 1 obtained by dividing the number of positive reviews by the total number of reviews.

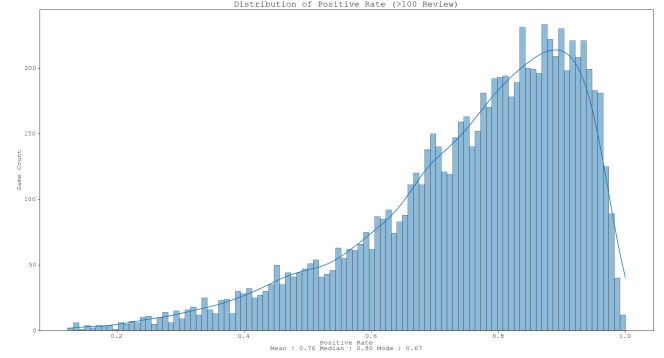


Fig. 10. Histogram of Positive Rate.

The positive rate distribution is concentrated around 0.8, although it does not appear on the histogram due to the fact that bins=100 and a value between 0 and 1, its mode is equal to 0.6667, mean is 0.7583 and median is 0.7959.

I. Price

Perhaps the most important factor that comes to mind when it comes to game sales is price. While some developers try to make the game free to reach more people and generate income with microtransactions, other companies want to remove the costs directly from the sale.

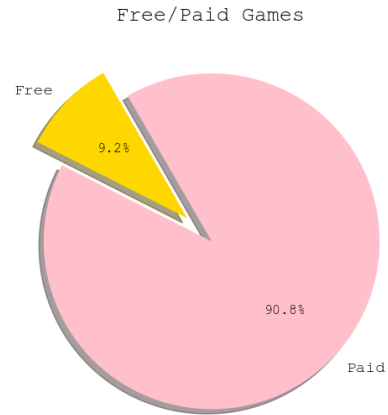


Fig. 11. How many games are paid?

As we can see in Figure 11, the percentage of developers making the game free is only 9.2%.

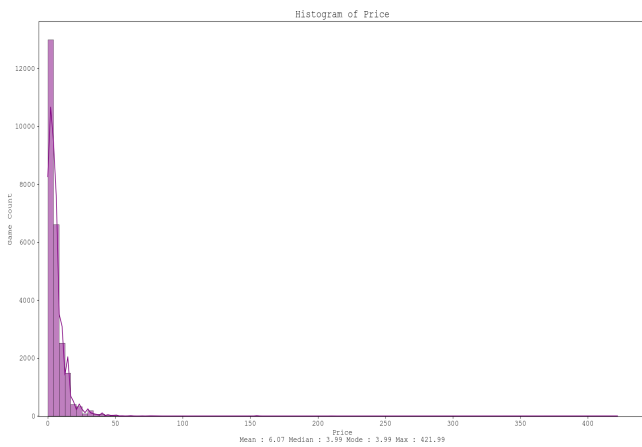


Fig. 12. Histogram of Price.

In the histogram that we can see in Figure 12, the majority of the games are between \$0 and \$50, but the video games that can be called Triple-A with the maximum value of \$421 have extended the histogram to the right in the x-axis.

J. Released Date

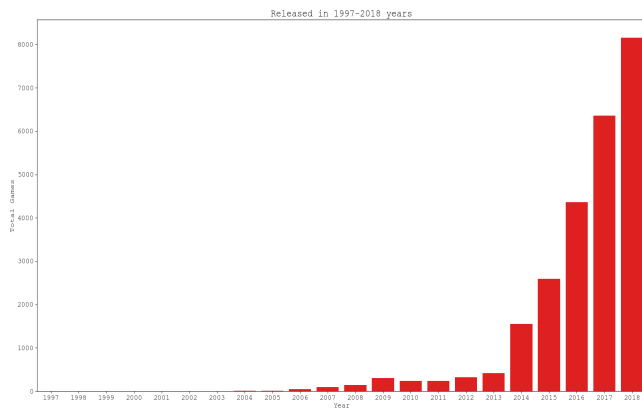


Fig. 13. Video Games Per Year.

From Figure 13, we can clearly see that the number of video games released every year is constantly increasing.

III. QUESTIONS ABOUT THE STEAM DATA

To analyse our data, first we need a high level question. Upon our introduction of the dataset, we have a much clearer picture regarding what we can focus on.

A. The High Level Research Question: What are the attributes that affect game sales the most?

While developing video games, the sales numbers of the game and the income we can generate from it are very important. That's why we want our game to sell well, but it is not certain what are the attributes that make this sale big. There are many factors that will affect game sales. While Flappy Bird with almost no budget makes millions, the game

with a budget of millions of dollars may not be liked at all and may not make a profit. Which brings us to our high-level research question that may reveal the solution to this problem. "What are the attributes that affect game sales the most? Of course, we also need subquestions to answer this question.

B. Low Level Technical Questions

- Does having more achievements affects the game sales positively?
- Do higher age ratings affect the game sales negatively?
- Does having english support affects the game sales positively?
- Do genres affect the game sales?
- Do categories affect the game sales?
- Does developers' name affects the game sales?
- Does having more platform support affects the game sales positively?
- Do higher prices affect the game sales negatively?
- Does publishers' name affects the game sales?
- Do release dates affect the game sales?
- Does having more reviews affects the game sales positively?

IV. HYPOTHESIS TESTS AND THE METHODS

A. Hypothesis Tests

- "Does having more achievements affects the game sales positively?" This question is about a relationship between two different data.
Null Hypothesis: There isn't any relation between achievements and owners count.
Alternate Hypothesis: There is a relation between achievements and owners count.
- "Do higher age ratings affect the game sales negatively?" This question is about a relationship between two different data.
Null Hypothesis: There isn't any relation between age ratings and owners count.
Alternate Hypothesis: There is a relation between age ratings and owners count.
- "Does having english support affects the game sales positively?" This question is about a relationship between two different data.
Null Hypothesis: There isn't any relation between having english support and owners count.
Alternate Hypothesis: There is a relation between having english support and owners count.
- "Do genres affect the game sales?" This question is about a relationship between two different data.
Null Hypothesis: There isn't any relation between genres and owners count.
Alternate Hypothesis: There is a relation between genres and owners count.

- "Do categories affect the game sales?" This question is about a relationship between two different data.
Null Hypothesis: There isn't any relation between categories and owners count.
Alternate Hypothesis: There is a relation between categories and owners count.
- "Does developers' name affects the game sales?" This question is about a relationship between two different data.
Null Hypothesis: There isn't any relation between developers' name and owners count.
Alternate Hypothesis: There is a relation between developers' name and owners count.
- "Does having more platform support affects the game sales positively?" This question is about a relationship between two different data.
Null Hypothesis: There isn't any relation between having more platform support and owners count.
Alternate Hypothesis: There is a relation between having more platform support and owners count.
- "Do higher prices affect the game sales negatively?" This question is about a relationship between two different data.
Null Hypothesis: There isn't any relation between price and owners count.
Alternate Hypothesis: There is a relation between price and owners count.
- "Does publishers' name affects the game sales?" This question is about a relationship between two different data.
Null Hypothesis: There isn't any relation between publishers' name and owners count.
Alternate Hypothesis: There is a relation between publishers' name and owners count.
- "Do release dates affect the game sales?" This question is about a relationship between two different data.
Null Hypothesis: There isn't any relation between released date and owners count.
Alternate Hypothesis: There is a relation between released date and owners count.
- "Does having more reviews affects the game sales positively?" This question is about a relationship between two different data.
Null Hypothesis: There isn't any relation between having more reviews and owners count.
Alternate Hypothesis: There is a relation between having more reviews and owners count.

B. Methods That Will Be Used

- "Does having more achievements affects the game sales positively?"
This question is about a relationship between two different data. That's why, regression and scatter plot can be a good options, as regression can show us if parameters have a correlation or not at all and with scatter plot we can look to densities in certain important areas.
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- "Do higher prices affect the game sales negatively?"

This question is about a relationship between two different data. That's why, regression and scatter plot can be a good options, as regression can show us if parameters have a correlation or not at all and with scatter plot we can look to densities in certain important areas.

- "Does publishers' name affects the game sales?"

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- "Do release dates affect the game sales?"

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