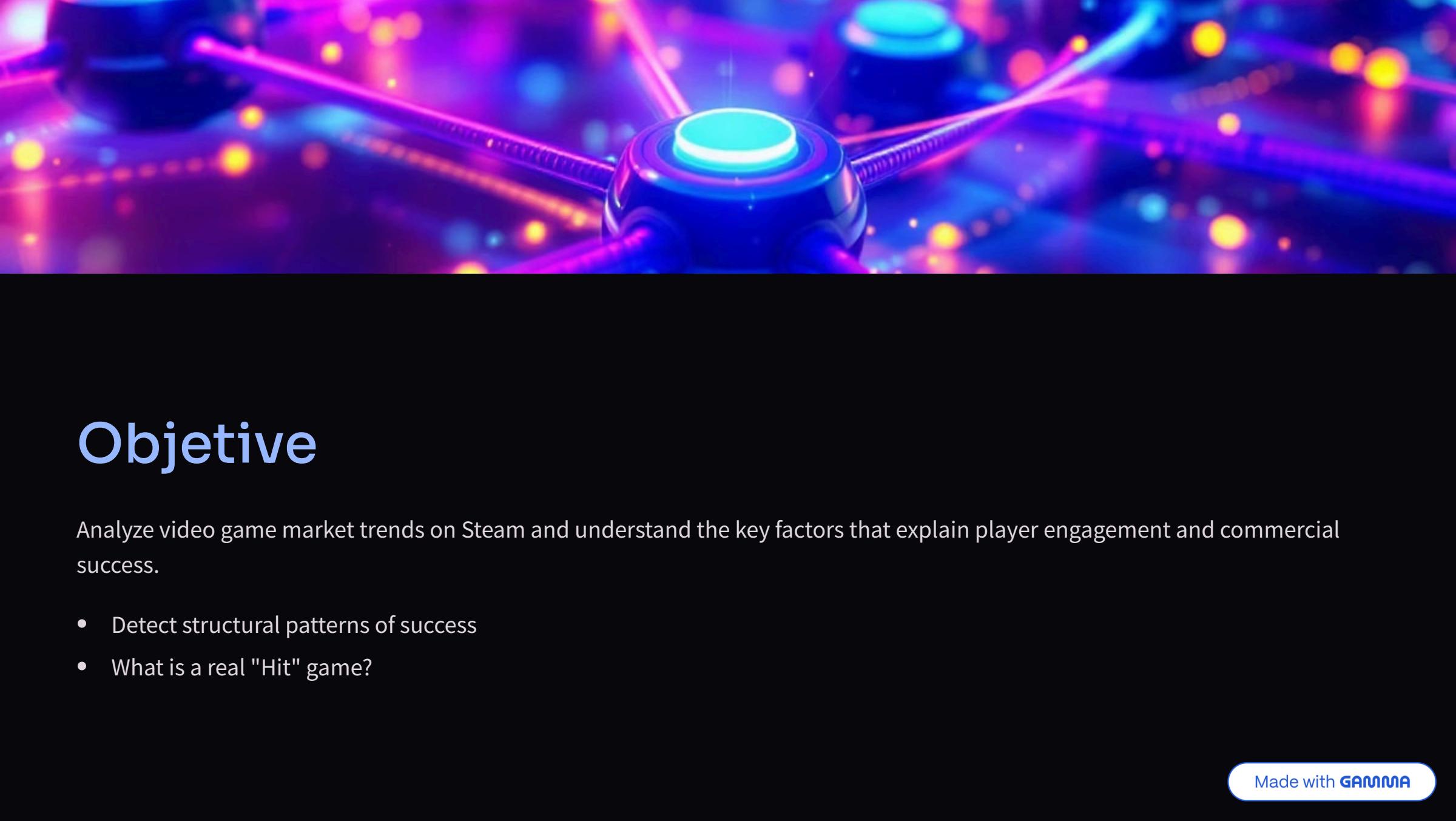


Steam Market Analysis

Understanding player engagement and commercial success through data-driven insights

Author: Martín Paz



The background of the slide features a vibrant, abstract design. It consists of a dark, almost black, space where numerous glowing, semi-transparent spheres of various sizes are scattered. These spheres emit bright, multi-colored light rays in shades of blue, green, red, and yellow. Some rays are sharp and focused, while others are more diffused and create a sense of depth. In the center, there is a prominent, larger sphere with a bright blue glow. It has several thick, metallic-looking wires or cables attached to its surface, which also emit light. The overall effect is futuristic and dynamic, suggesting a complex network or a high-energy environment.

Objective

Analyze video game market trends on Steam and understand the key factors that explain player engagement and commercial success.

- Detect structural patterns of success
- What is a real "Hit" game?



METHODOLOGY

Data Sources & Approach

Integrated Dataset

Combined Steam sales data with RAWG

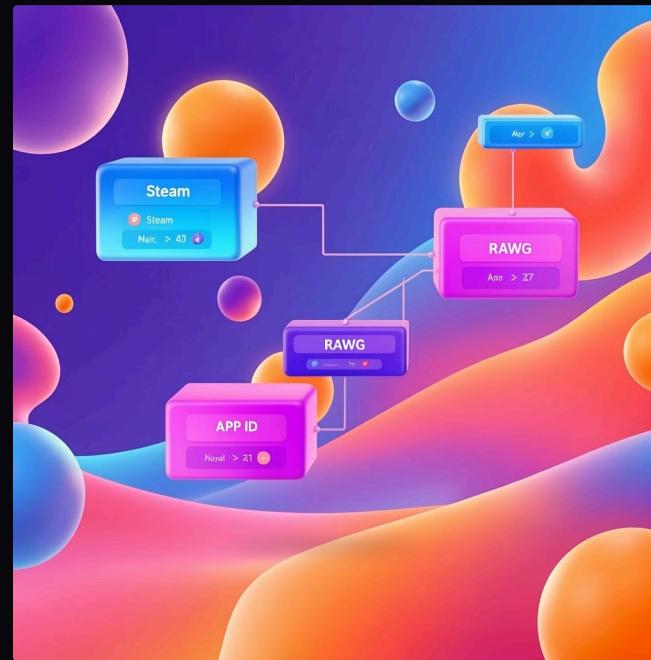
- **Internal performance signals (Steam)** → real ownership, monetization, and gameplay behavior
- **External popularity signals (RAWG)** → hype, community activity, social and cross-platform visibility

Data Pipeline



Data Preparation (Python)

- Exploratory Data Analysis (EDA)
- Data normalization
- Data sample selection
- Data API injection



Data Modeling & Analysis (SQL)

- Relational data modeling
- Analytical queries



Visualization & Insights (Looker)

- Dashboard development



ANALYSIS

Analytical Framework

The analysis moves from high-level market dynamics to detailed structural drivers of success.



Market Overview

- Release evolution
- Saturation trends
- Pricing dynamics

Success Drivers

- Genre performance
- Engagement patterns
- Price positioning

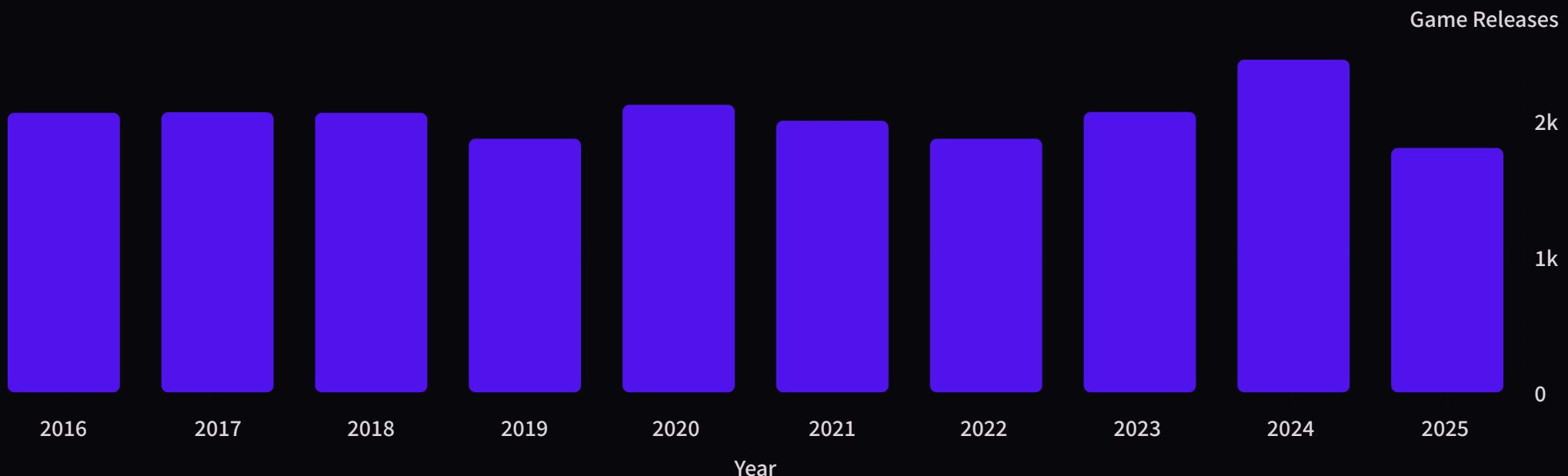
Amplifiers

- Social media impact
- Cross-platform support
- Rating validation

QUICK OVERVIEW

Market Saturation Intensifies

Steam has reached a mature, highly competitive stage with record release volumes and clear seasonal patterns.



2,450

2024 Releases

Highest annual volume

258

October 2024

Peak monthly releases

1,857

October Total

Most competitive month

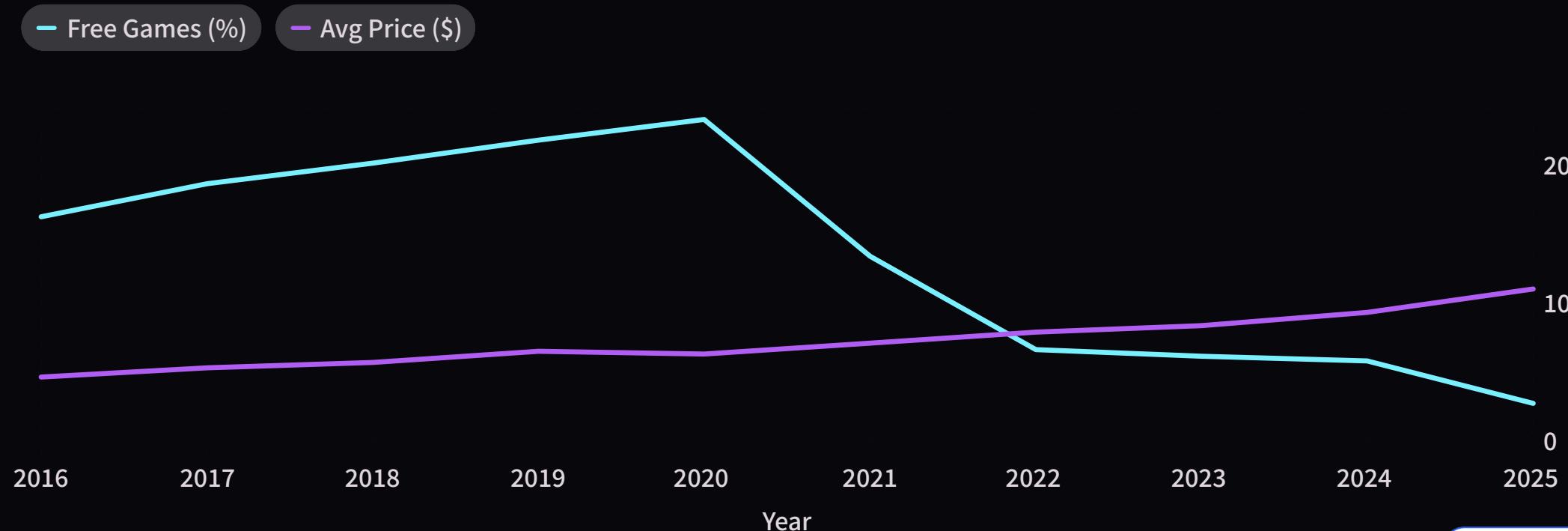
The Premium Shift

Market Transformation

Average paid price increased **+140.75%** (4.54 \$ → 10.93\$), while free-to-play titles declined from 23.23% to 2.63%.

The percentage of free games dropped from 23.23% in 2020 to 2.63% in 2025 **-20.60 percentage points**

Correlation; **As the number of free games decreases, the average price of paid games increases.**



The Economic Sweet Spot

Revenue proxy concentrates in Mid and Premium price segments, with the strongest performance between \$15–\$60.

ⓘ Revenue Proxy = Estimated Owners × Average Listed Price

Price Segment



Premium Dominance

\$30–\$60 segment generates \$46.37B in revenue proxy

Strongest Bucket

Premium Budget + Moderate Game Success = \$17.40B
Volume is key and generate more than AAA



GENRE ANALYSIS

Genre Dynamics

Indie

13,748 games

Most saturated
genre by supply
volume

"Oversupply"

Action

**7,249
reviews/game**

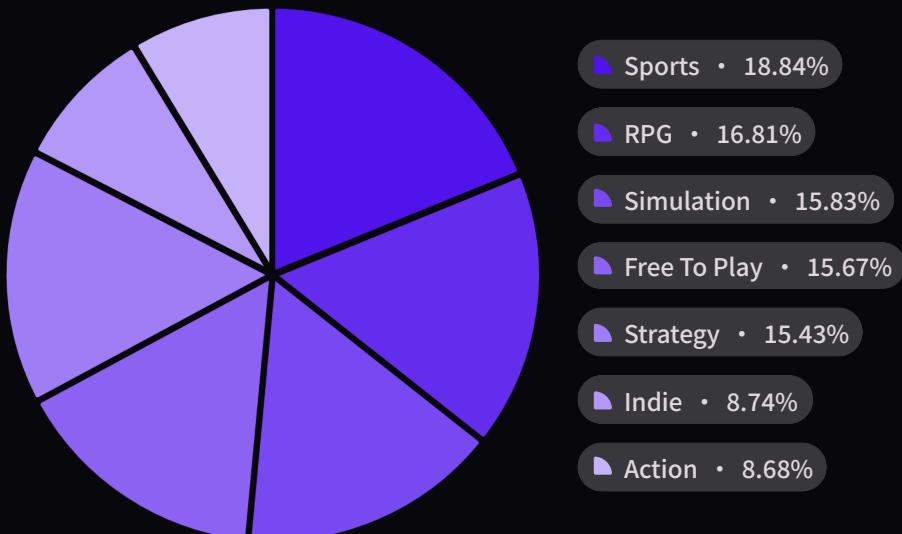
Strongest mass
traction among
major genres

Sports

1,099 avg hours

Highest depth of
engagement

Avg hours per Genre



Source: Avg Hours

Supply concentration does not automatically translate into demand efficiency. Action generates the highest average engagement per game despite a lower production volume.



ENGAGEMENT DRIVERS

Cross-Platform as a Structural Advantage

- Multi-platform games have higher ownership, more reviews, and stronger presence in top success tiers.
- Single-platform titles dominate in volume but underperform on average.
- Triple-platform support is associated with higher success probability and stronger retention.

Cross-platform does not guarantee success, but it provides a clear structural distribution advantage in competitive markets.

Content Impact

DLC Drives Retention

Additional content strongly correlates with higher engagement, though diminishing returns appear at higher levels.

- **0 DLC:** 580 h avg playtime | **81.8** avg review score
- **3-5 DLC:** 1,203 h avg playtime | **80.79** avg review score
- **10+ DLC:** 2,162 h avg playtime | **79.87** avg review score



Achievements & Engagement

Achievement depth correlates with higher engagement and scale, especially at higher ranges.

- **1-10 Achievements:** 393 h avg playtime | **80.09** avg review score
- **11-20 Achievements:** 595 h avg playtime | **81.83** avg review score
- **51-100 Achievements:** 1,208 h avg playtime | **81.82** avg review score
- **100+ Achievements:** 1,467 h avg playtime | **79.68** avg review score

External Visibility Amplifies Success



Twitch

Strongest relationship with peak concurrent users and sustained engagement.



YouTube

More strongly associated with initial reach and discovery dynamics



Reddit

Community presence correlates with higher ownership and review volume

Good in owners but not Avg Hours or Reviews

Reddit alone doesn't work on its own

Twitch + Reddit

Reddit + Twitch is the most powerful combination for retention 2640 hours

Channels	Avg hours	Owners
Twitch+YouTube	1516.1	2936412
Twitch only	1146.3	1373539
Reddit+Twitch+YouTube	2564.5	8910947
YouTube only	1846.7	1493666
Reddit+Twitch	2640.1	2045322
Reddit+YouTube	1862.2	2601660
Reddit only	1403.5	2132905



Decoding "Hit" Success

What structurally increases the probability of a Hit or Mega Hit?

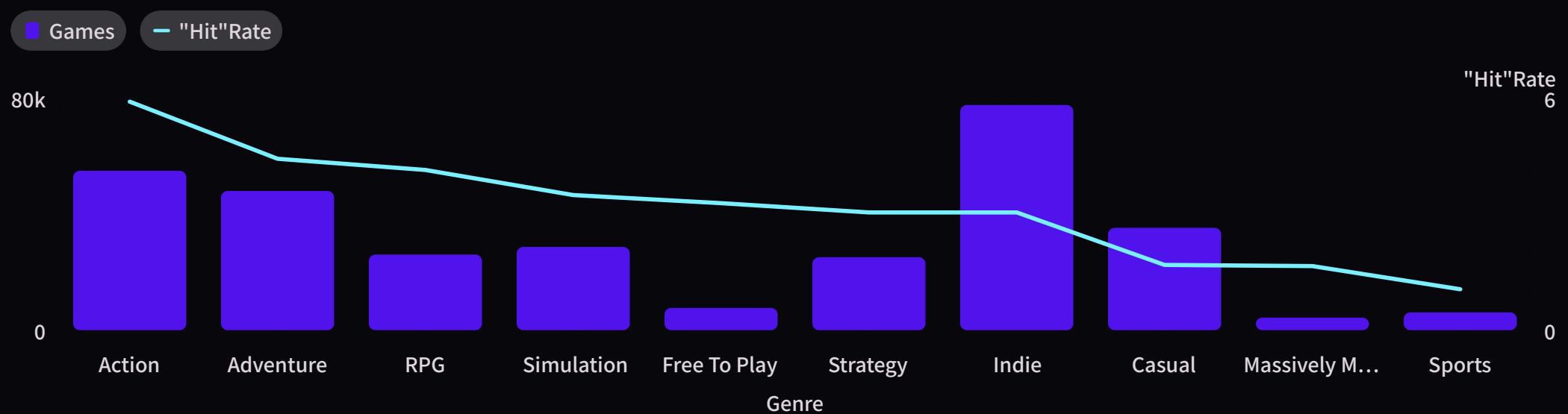
ⓘ Here is a clean, concise definition suitable for a footer note:

Hit: Game with $\geq 2M$ estimated owners and review score ≥ 80 .

Mega Hit: Game with $\geq 5M$ estimated owners and review score ≥ 85 .

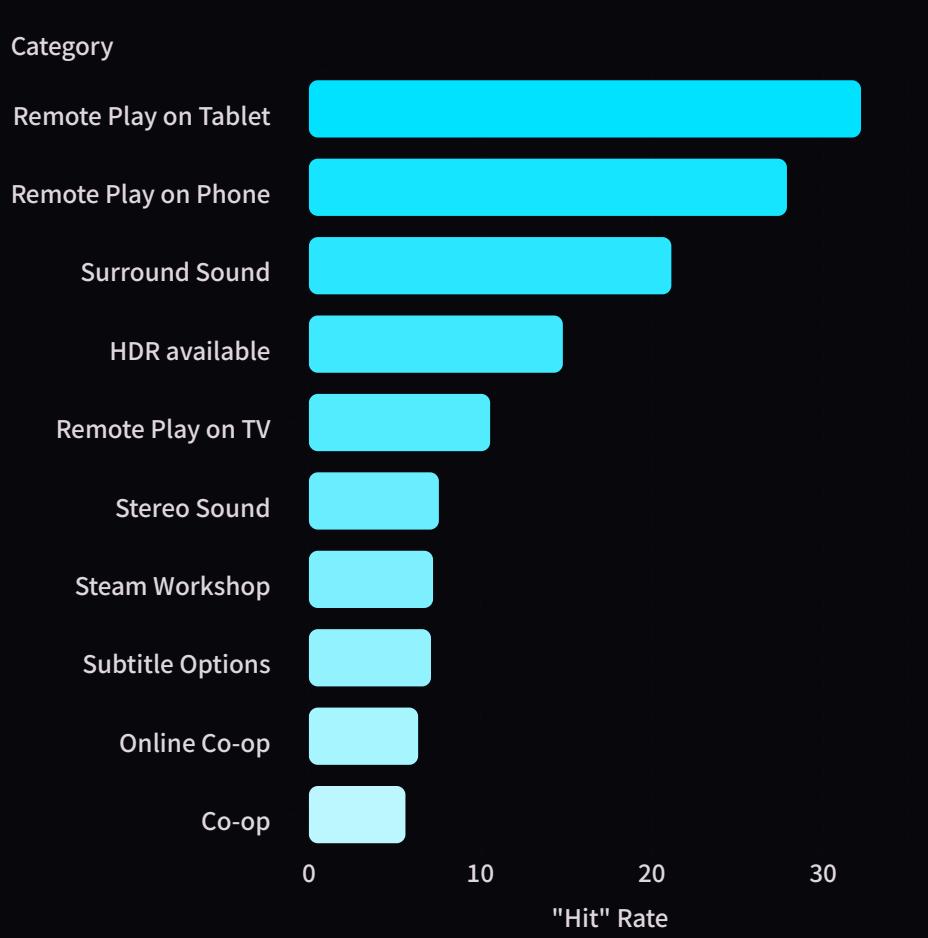
Genre Impact

- Overall Hit rate: 3.57% of the total games
- Action Genre leads with 5.9% hit rate
- Adventure and RPG show moderate uplift



Category Impact

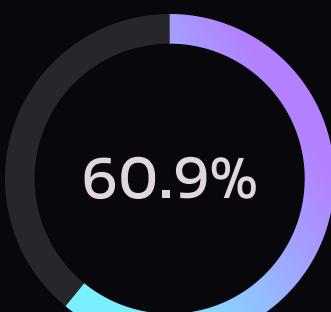
- Some categories have a much higher share of hits than average
- Remote Play features show hit rates around 28%, and advanced audio features reach up to 21%, far above the average.
- Co-op mechanics show a more moderate uplift, with hit rates around 6%
- Most of these categories likely reflect higher production scale rather than directly causing success.



Other "Structural Drivers"



Review Score



Multiplayer

4.6M

Avg Owners

5.6

DLC Count

2371h

Avg Playtime Hours

9\$

Avg Price

Strategic Takeaways



Market Reality

Saturation is structural.
Differentiation and
visibility are critical.



Pricing Strategy

Sweet spot for revenue:
\$30–\$60.

Hit achievement is
different



Success Pattern

Multiplayer + DLC +
Achievement = Retention
and Engagement



Growth Levers

Additional content and
social visibility amplify
engagement



Genre & Categories

Action leads in hit rate, followed by Adventure and RPG — but genre alone doesn't guarantee success.

Features like remote play, strong audio, and mod support are strongly linked to higher hit probability.

Success on Steam emerges from alignment of strong product fundamentals, strategic pricing, multiplayer dynamics, sustained content expansion, and external visibility amplification.

THANKS!

Author: Martín Paz

Dashboard link: <https://lookerstudio.google.com/reporting/717b5616-1c57-44ae-96a2-eecf9f6df685>

