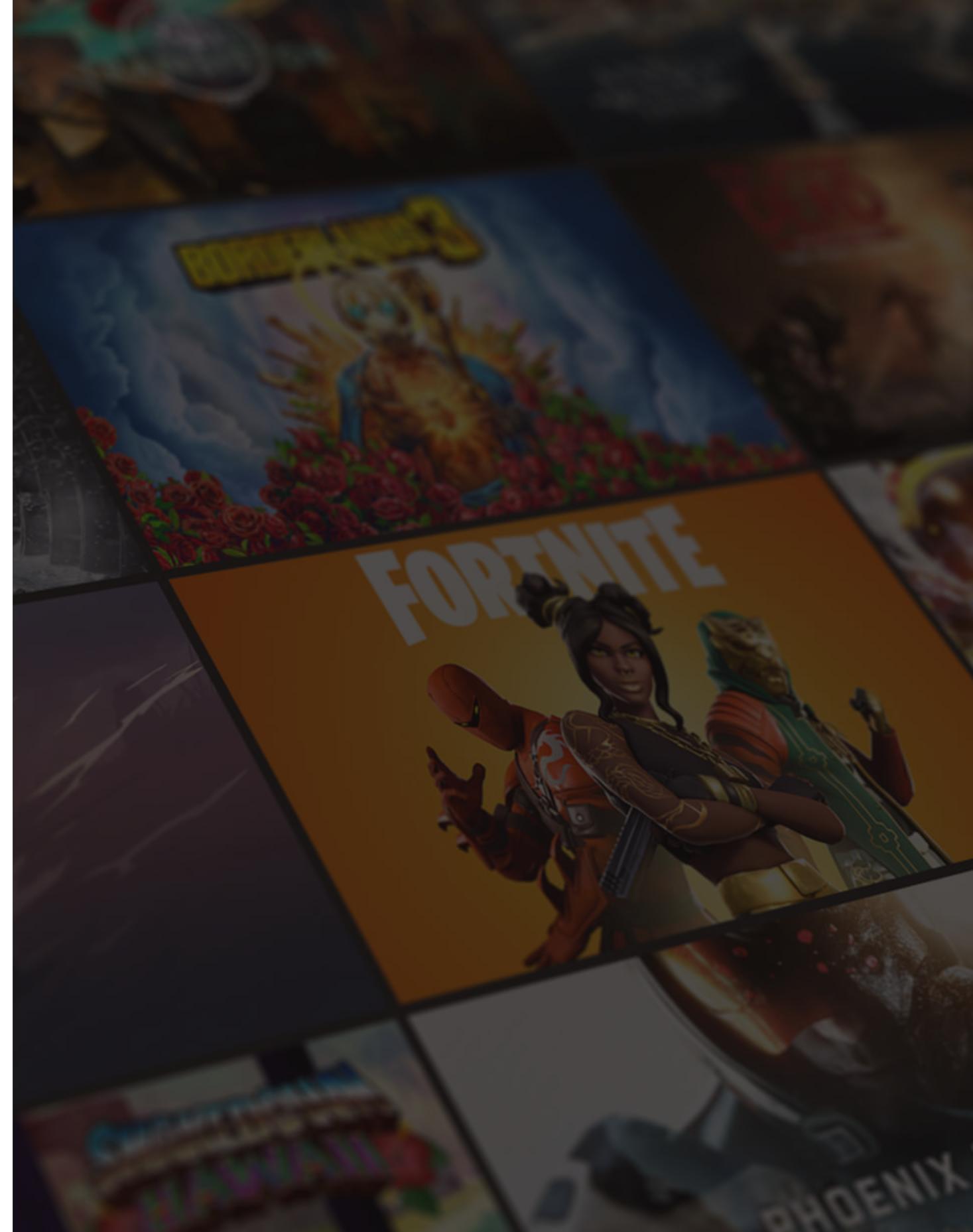


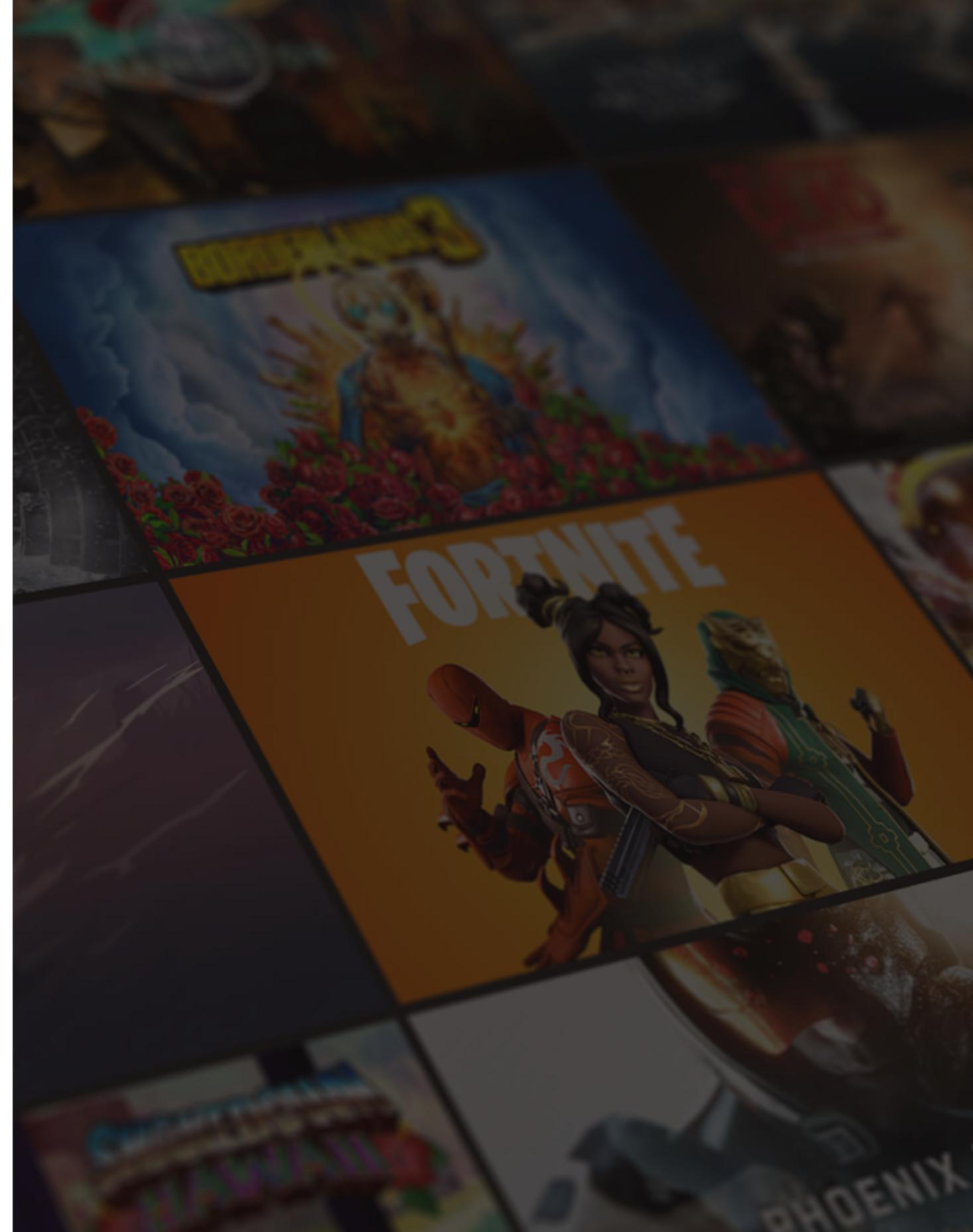
Epic Games Store

Game Selection Strategy



Epic Games Store

Game Selection Strategy





Motivation

Aggressive Pursuit is Unsustainable

Monthly Active Users



Epic Games Store

56 Million



Steam Store (Target)

120 Million

Exclusive Games Roadmap

Planned number of exclusive games for the next 4 years.

2021

52
Exclusives

2022

36
Exclusives

2023

34
Exclusives

2024

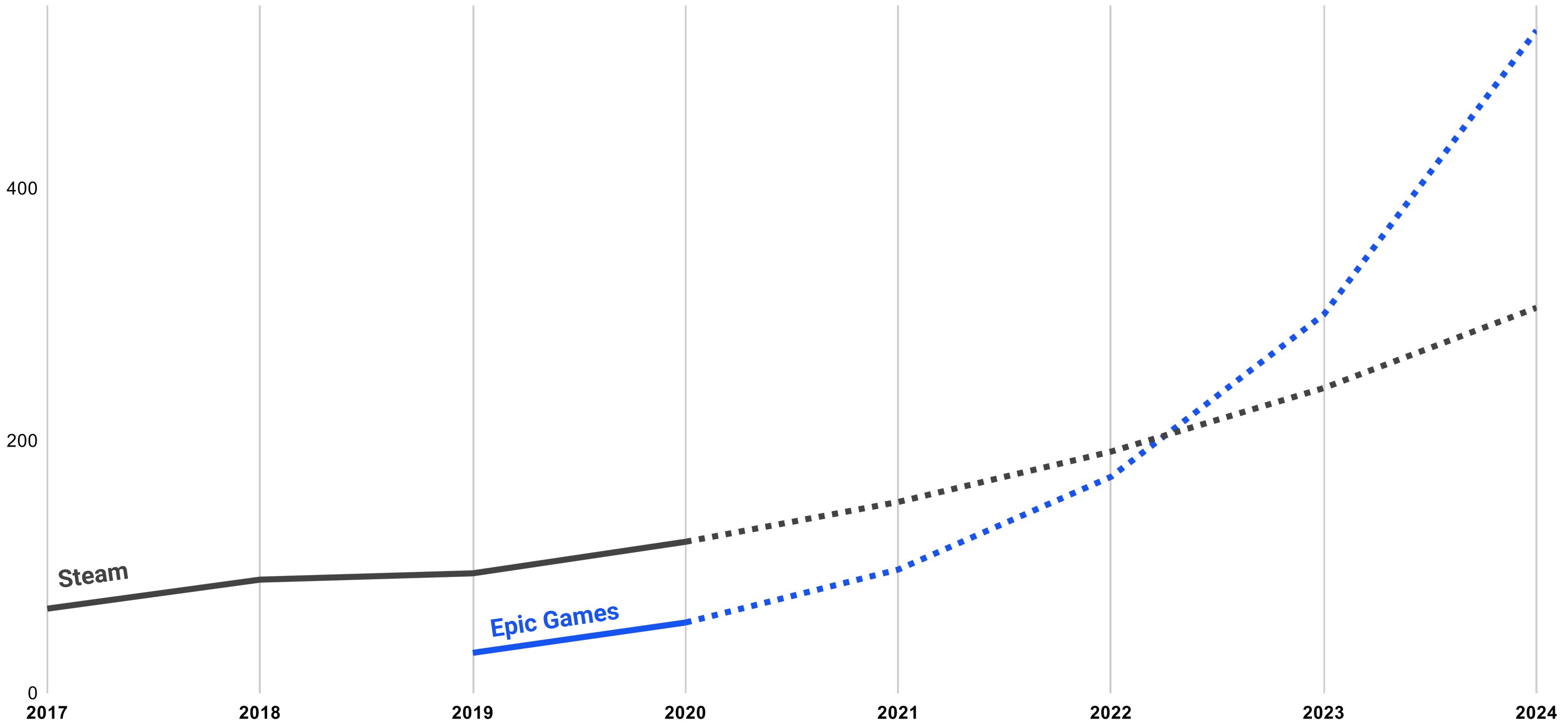
34
Exclusives

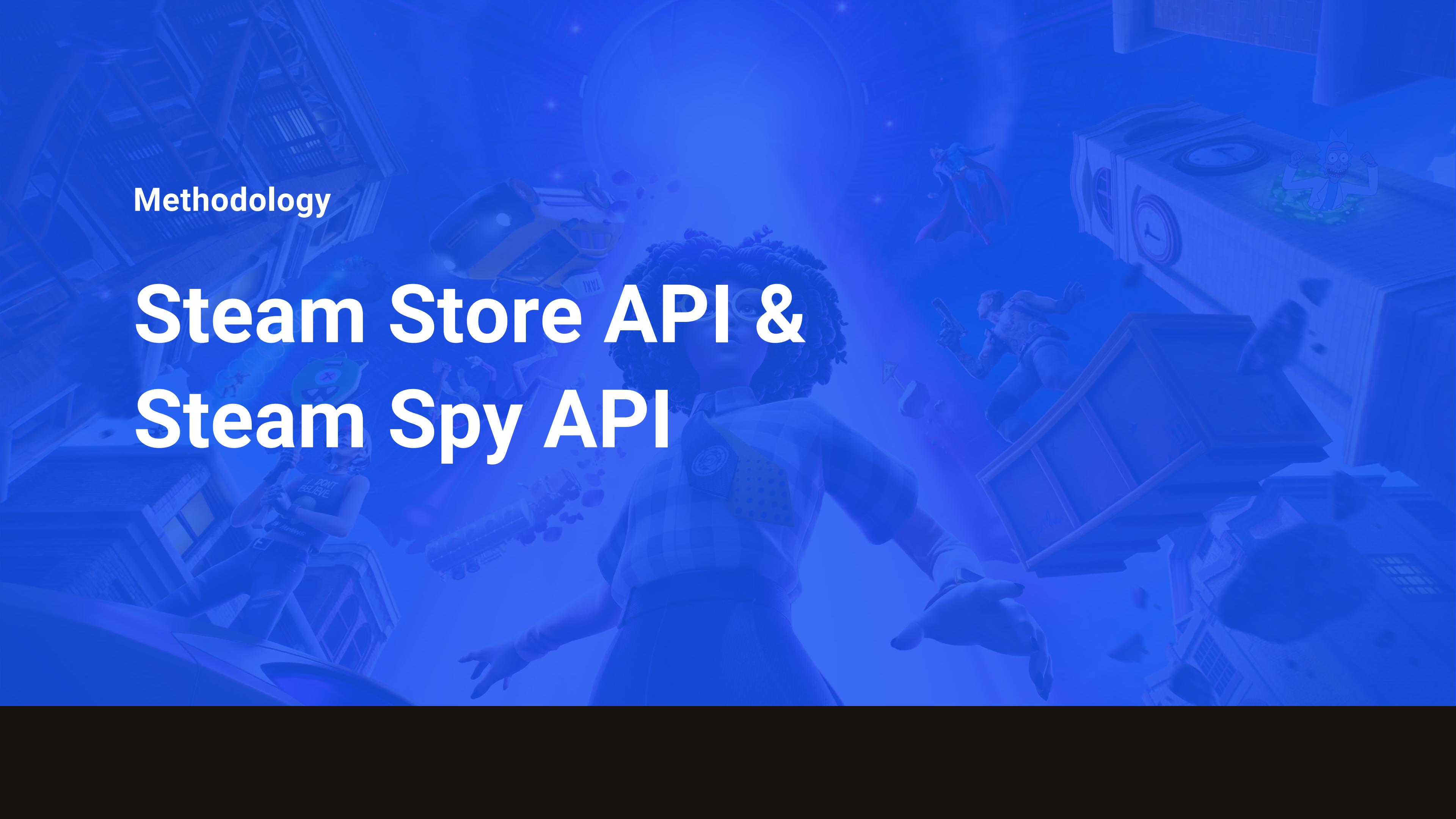
A dynamic background image from the video game Rocket League. It shows several rocket-powered cars in motion on a green soccer field. A large, glowing orange and yellow ball is suspended in the air between two cars. The cars have various skins, including a purple skull car and a blue and white striped car. The background features a stadium with spectators and a scoreboard.

Desired Business Impact

Decrease exclusives &
maintain growth rate

Projected Monthly Active Users





Methodology

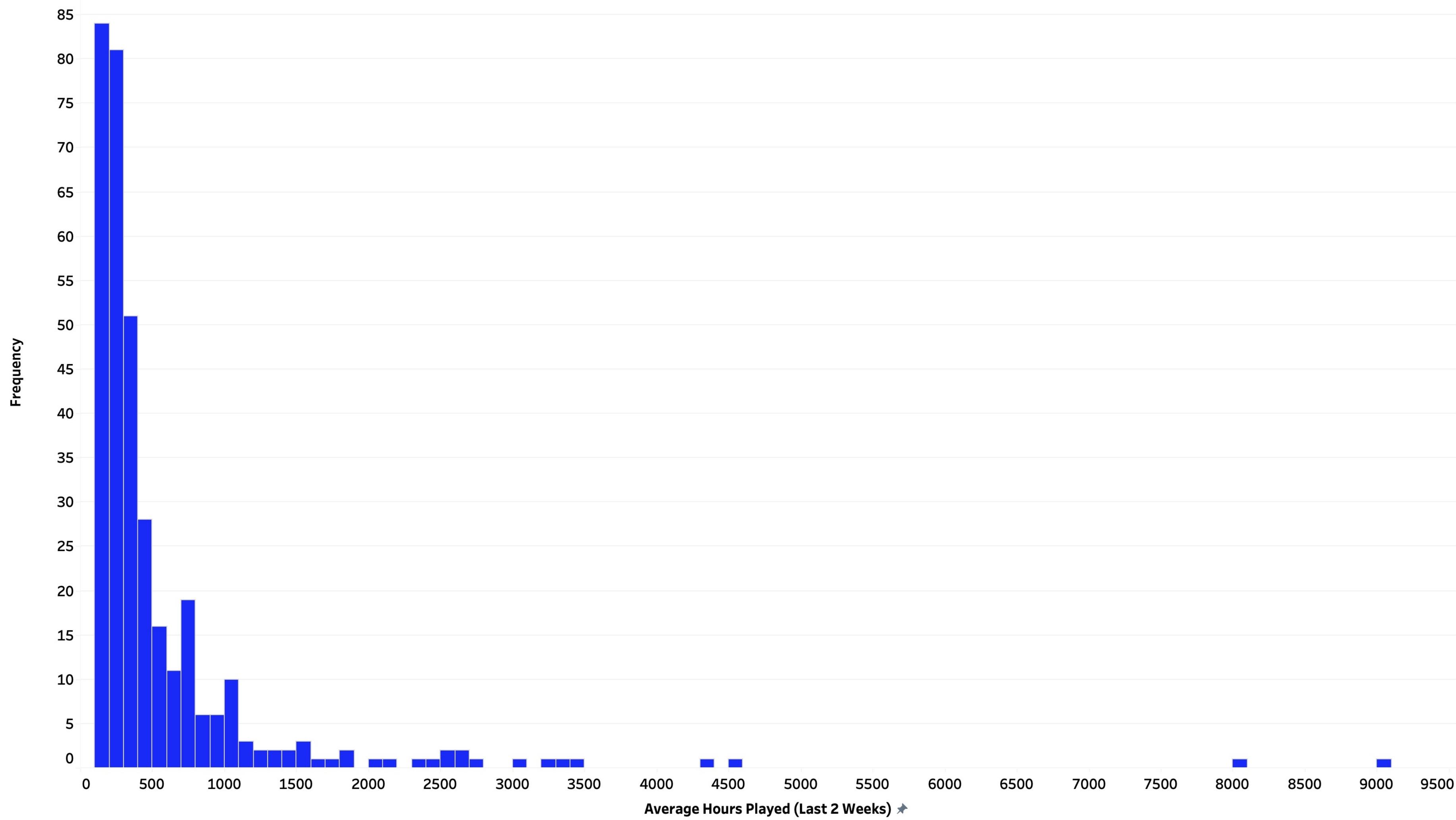
Steam Store API & Steam Spy API

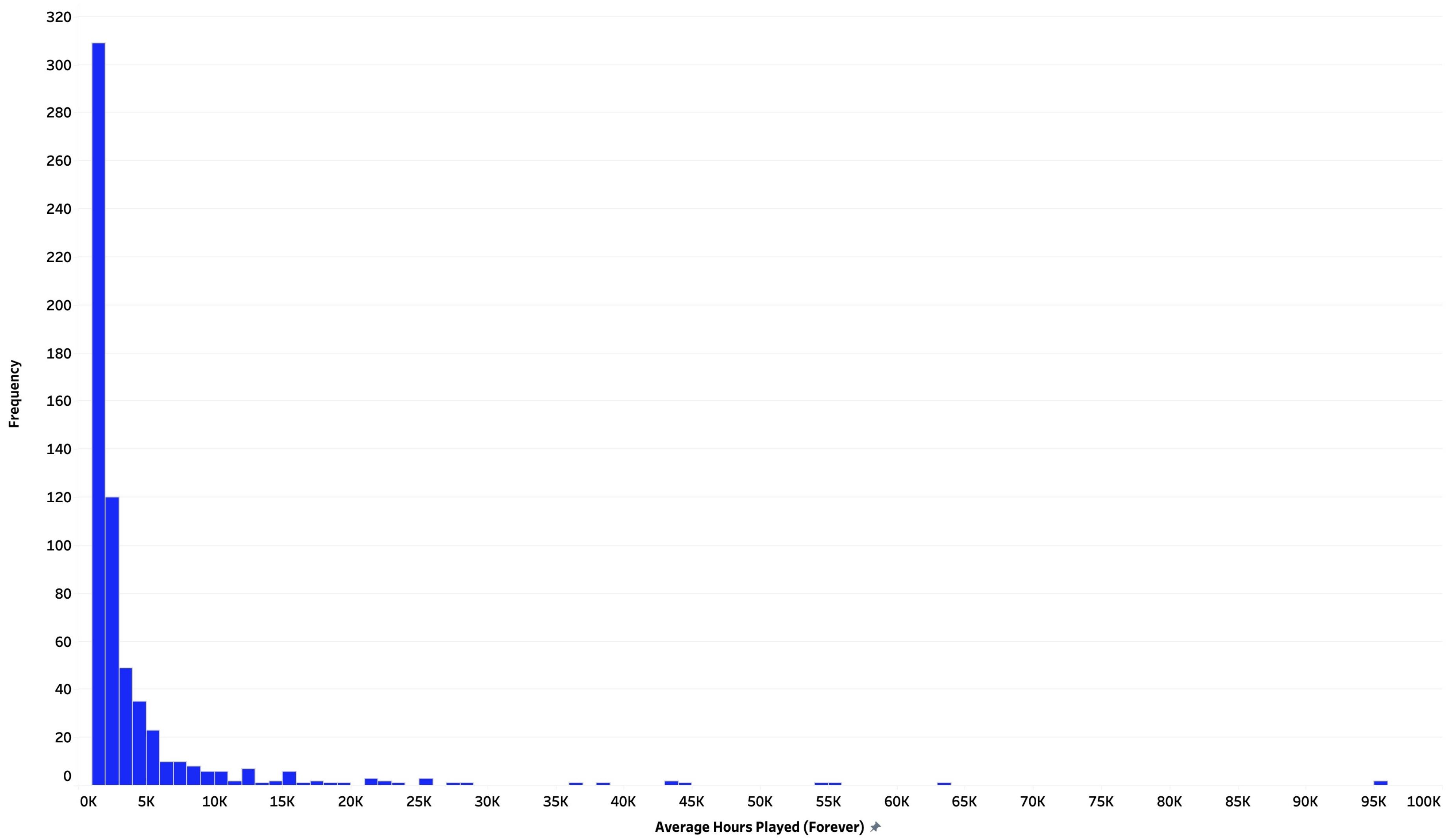
Average Hours Played (Past 2 Weeks)

Between all players who own the game in the past 2 weeks.

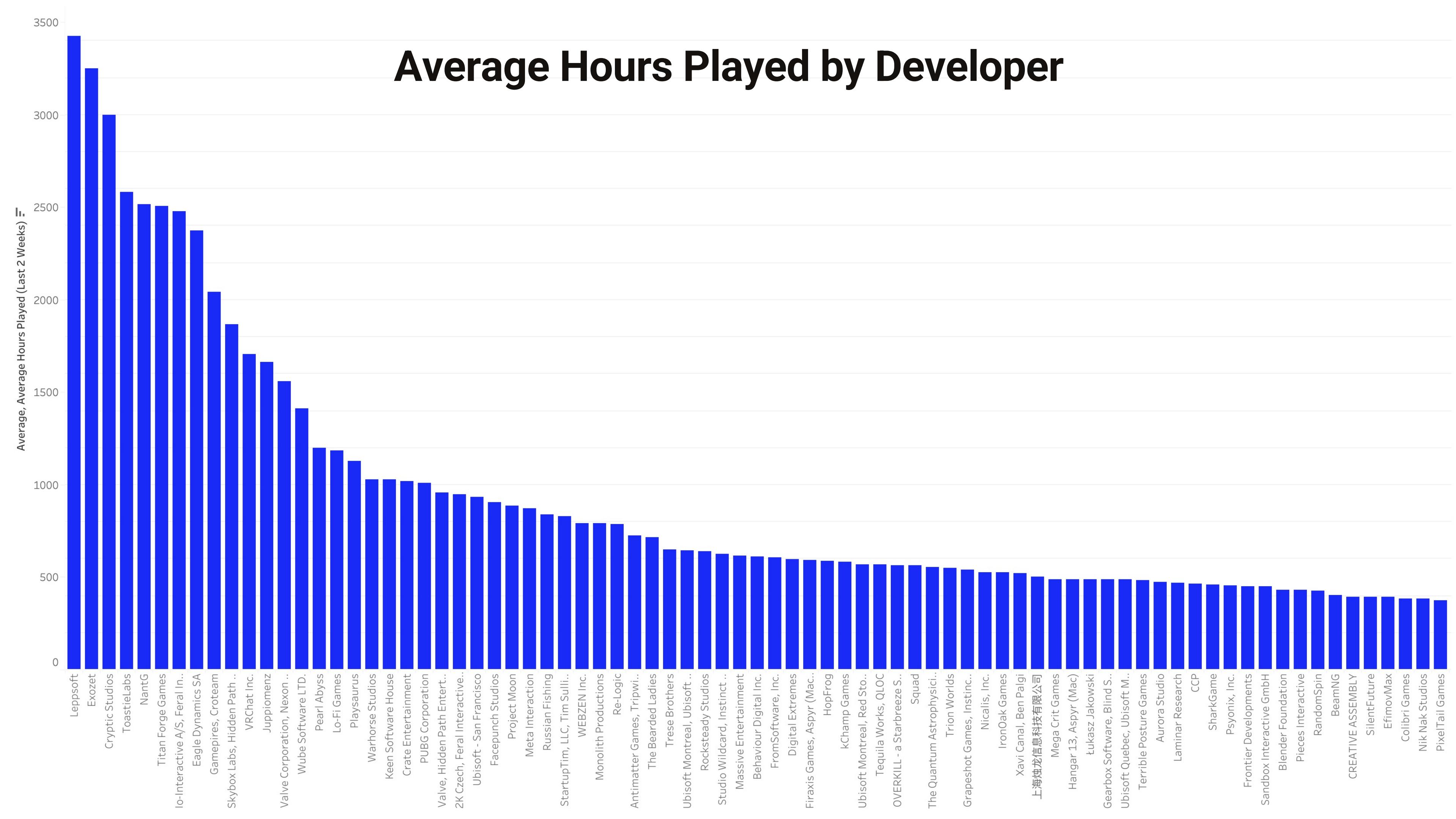
Average Hours Played (Forever)

Between all players who own the game since they've owned the game.

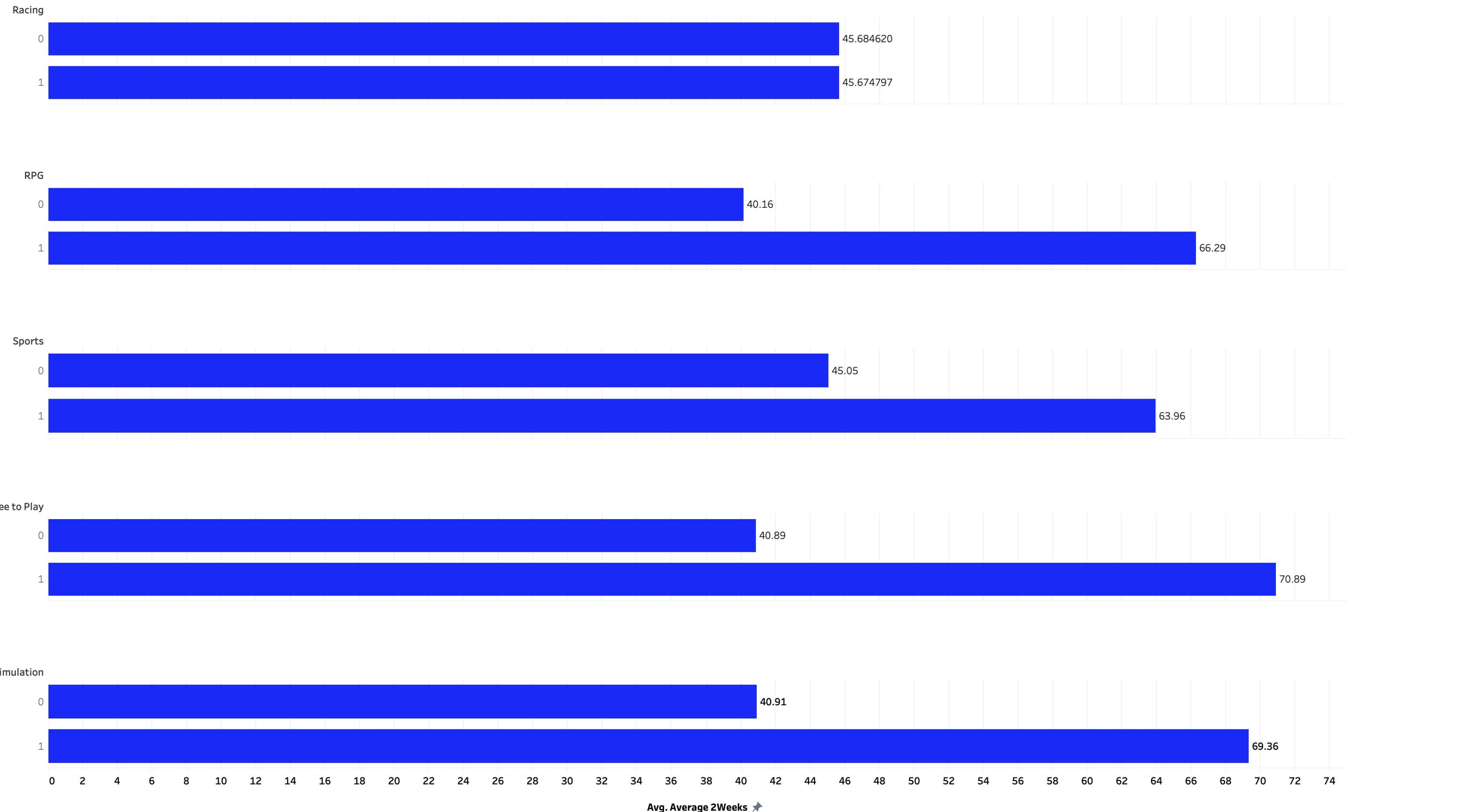




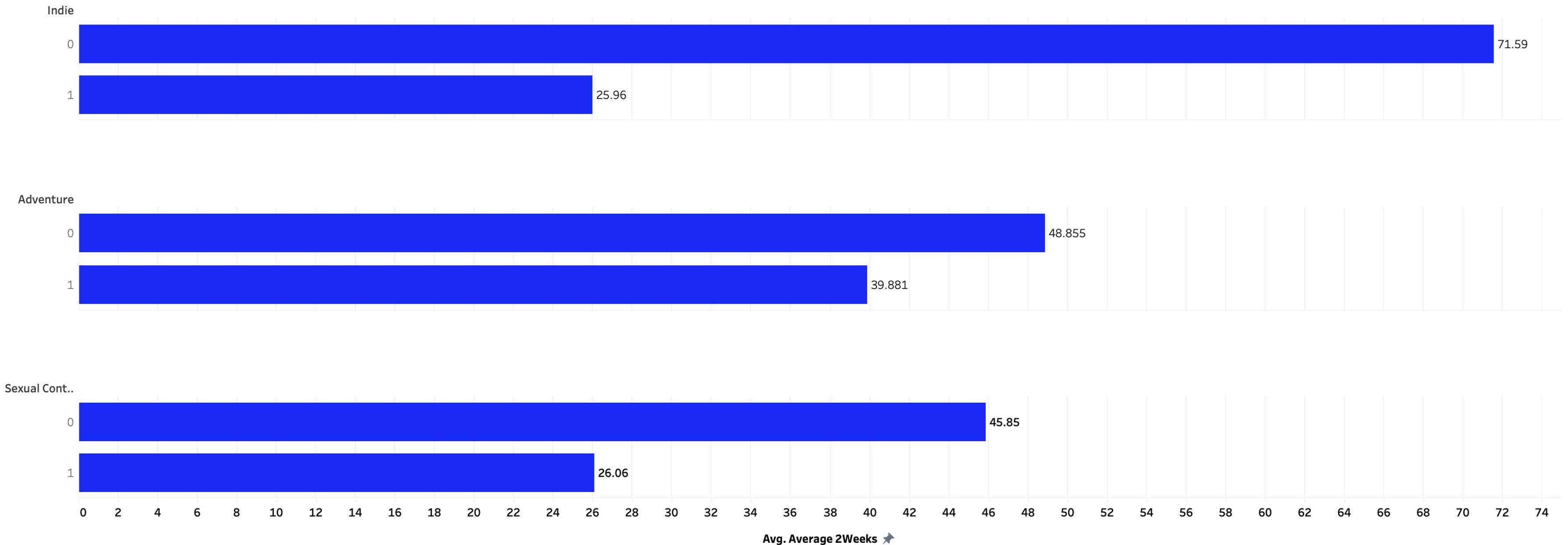
Average Hours Played by Developer



Average Hours Played by Tags



Average Hours Played by Tags



Solution Path 1

Classification Model

Predict successful games

Solution Path 2

Unsupervised Learning Model

Predict successful **types** of games

Potential Pitfalls

Thank you!