

# Steam Indie Game Launch Interaction Prediction

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# Upcoming Game Launch

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## *Ninja Space Cats of Data Science*

Special Launch Price: \$9.99

Regular Price: \$19.99

ESRB: Mature

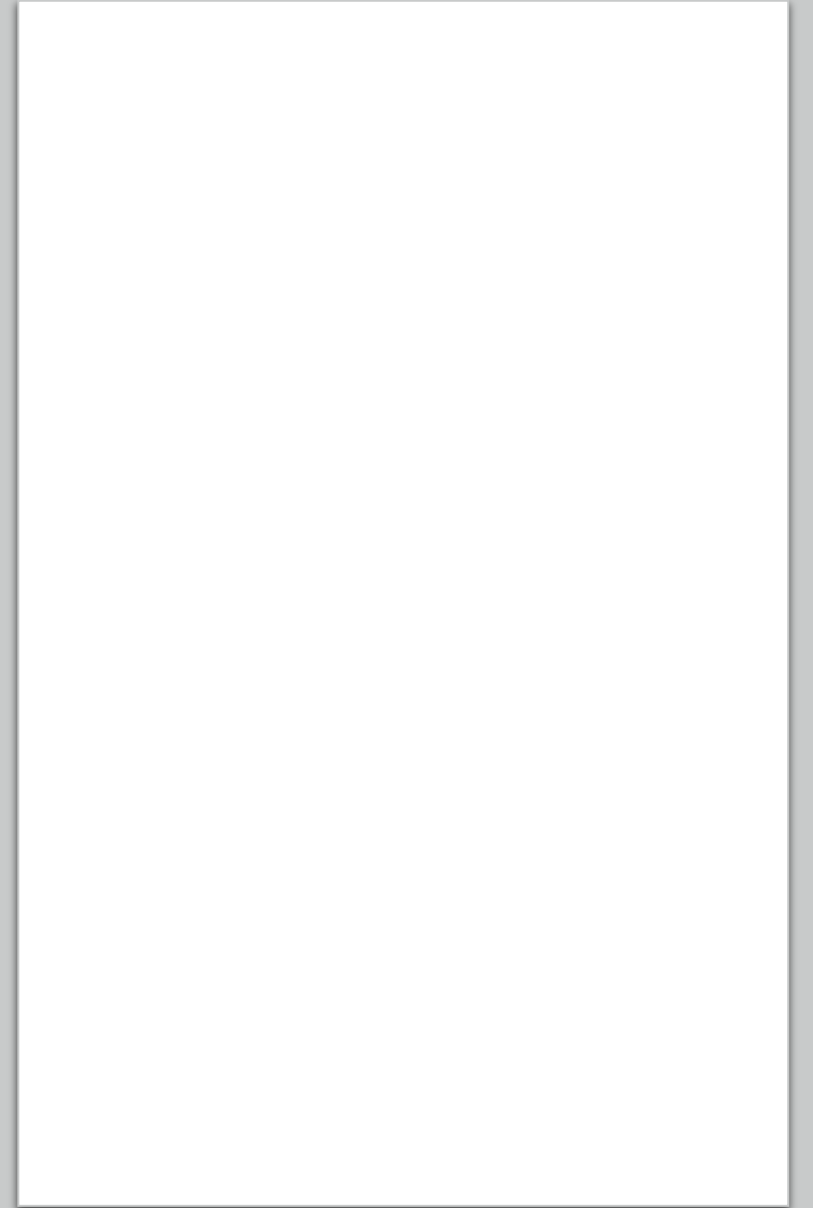
Expected Localizations: 4 (US, China, Japan, Canada)

# Successful First Game Launch

Goal: 20k sales in 2 years from launch

How: Engage with gamers

# Predicting Interactions



Predicting Interactions

Positive Reviews



Predicting Interactions

Positive Reviews  
AND  
Negative Reviews





# On Track for Success

3000-3500 interaction in 2 years

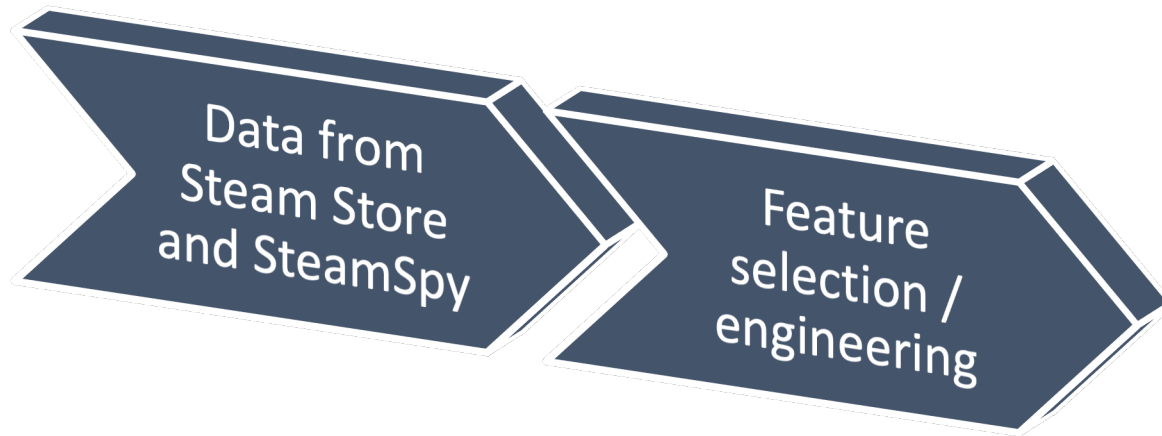
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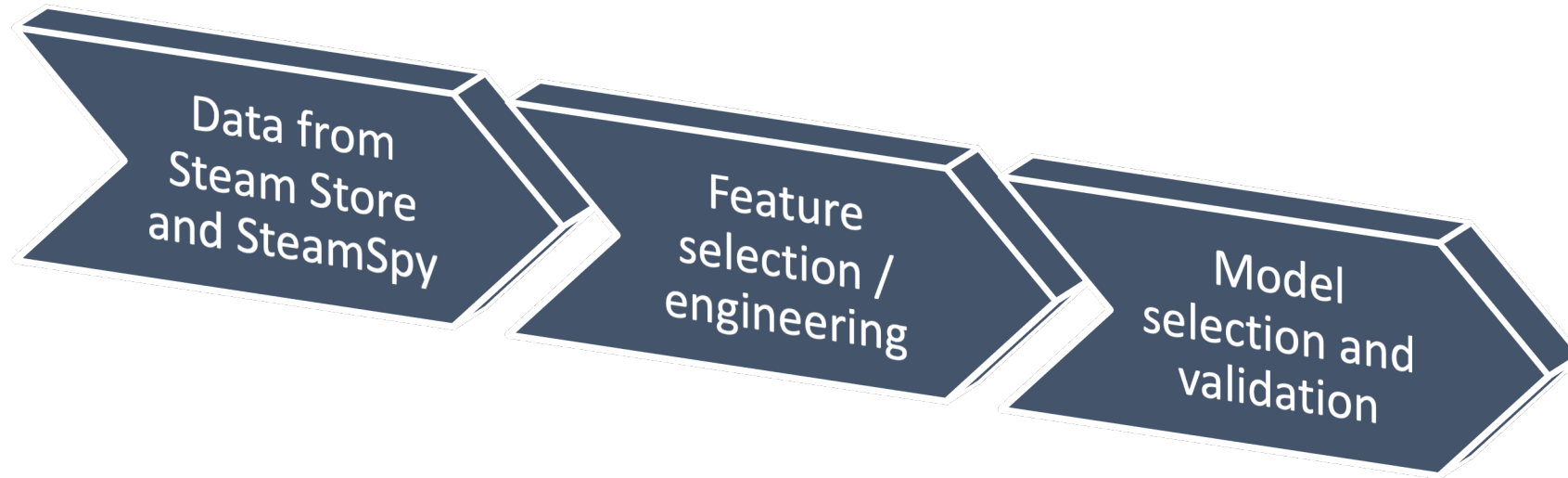
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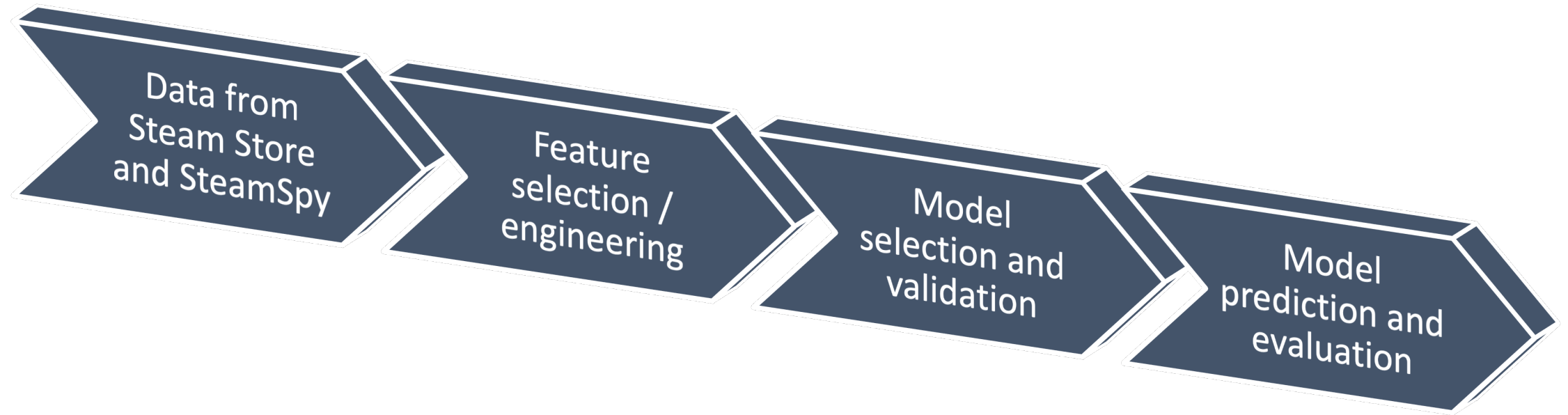
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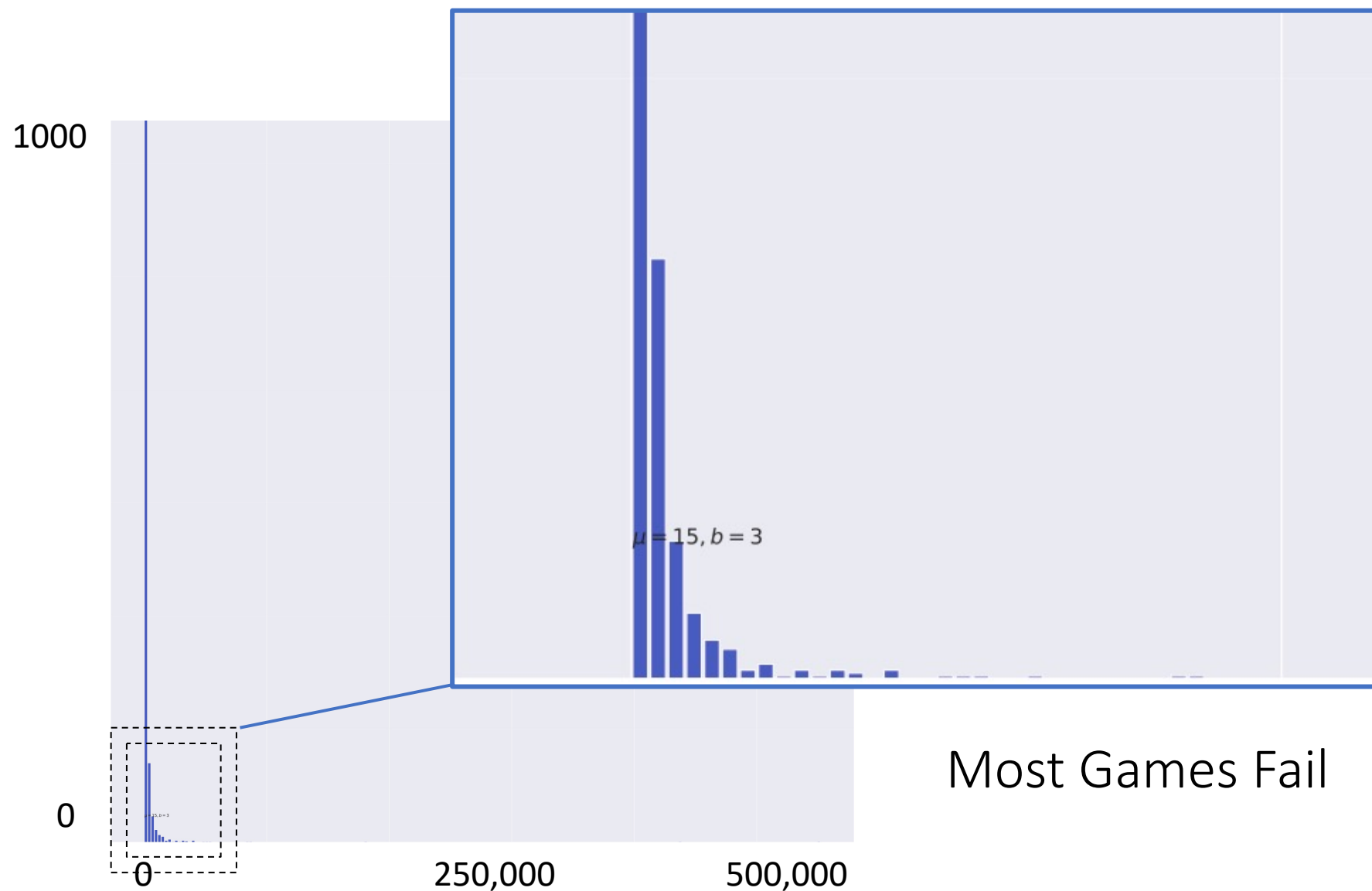
# Method



# Method



# Frequency of Average Daily Players



# Key Factors

Number of Owners  
Average Daily Players  
Current Price  
Initial Price  
Daily Players  
Required Age  
Number Languages

# Model Selection and Validation

## Linear Regression

R<sup>2</sup>:0.667

RMSE:1368

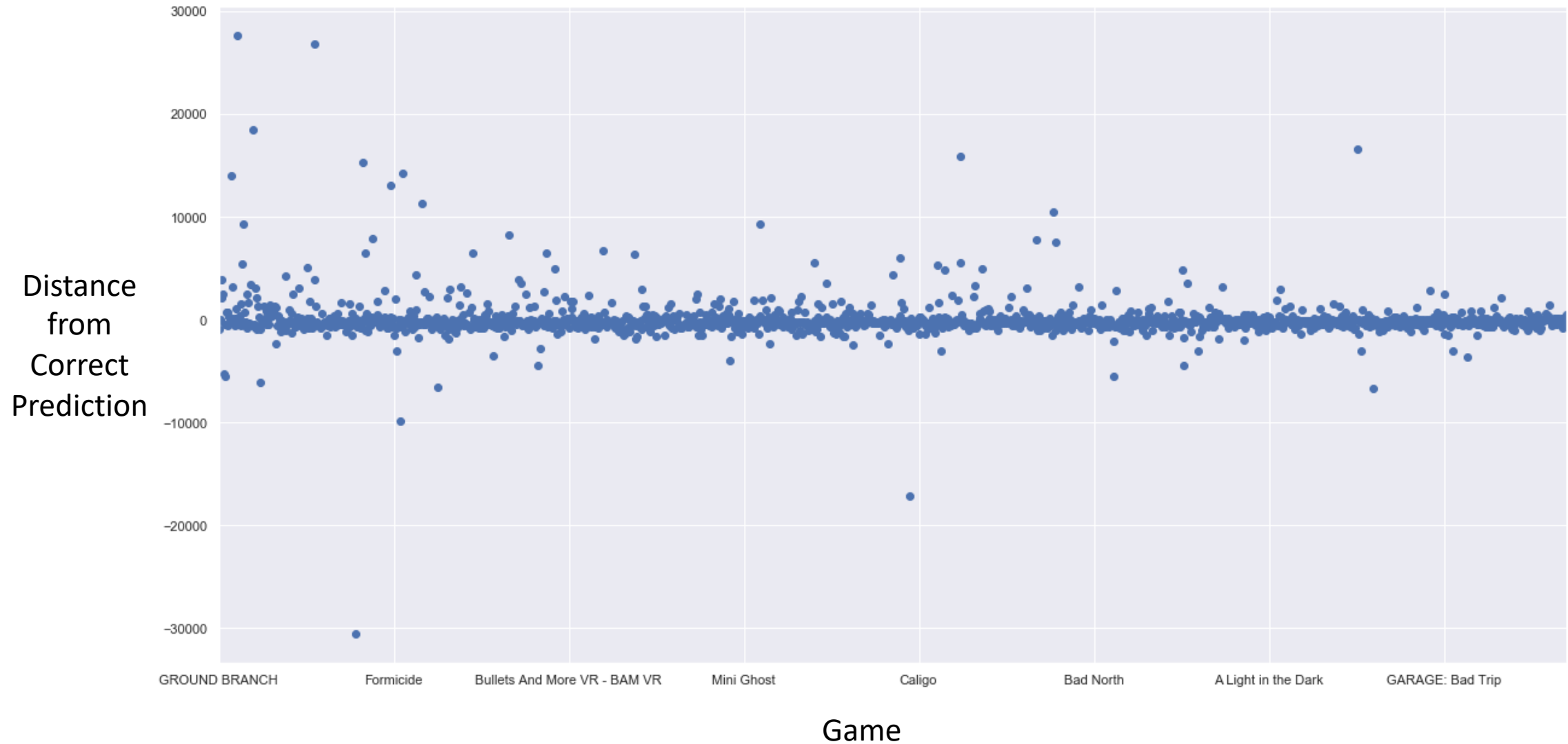
MAE:703

## Interactions

Mean: 1209

Standard Deviation: 2215

# Residuals (How close were the predictions?)





# Recommendations

## Pre-launch:

Actively engage the gaming community  
(Instagram, Twitter, YouTube, etc.)

## Post-launch:

Run community events

Continue to engage gaming community

Actively monitor daily user counts

Increase number of localizations