



STEAM : THE DASHBOARD

MN

Company's Performance



Presented To
Board of Directors

Prepared by
MN

DASHBOARD



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Business Requirement

Primary Users	Key Business Objective	Essential Metrics
<p>CEO of Steam</p> <p>And other Board of Directors</p>	<p>Gaming Trends</p> <p>To understand our business performance better, find insigthful and comprehensive information to support business decision</p>	<p>Some Important Metrics to Look at</p> <ul style="list-style-type: none">• Total playing hours (by game titles)• Average Positive Ratio (by category)• Average Products (count of purchase)



Scorecards

Overall Numbers of Insights

TOTAL USER

3,091

AVG Positive Ratio

81.30

AVG Game Price

8.790

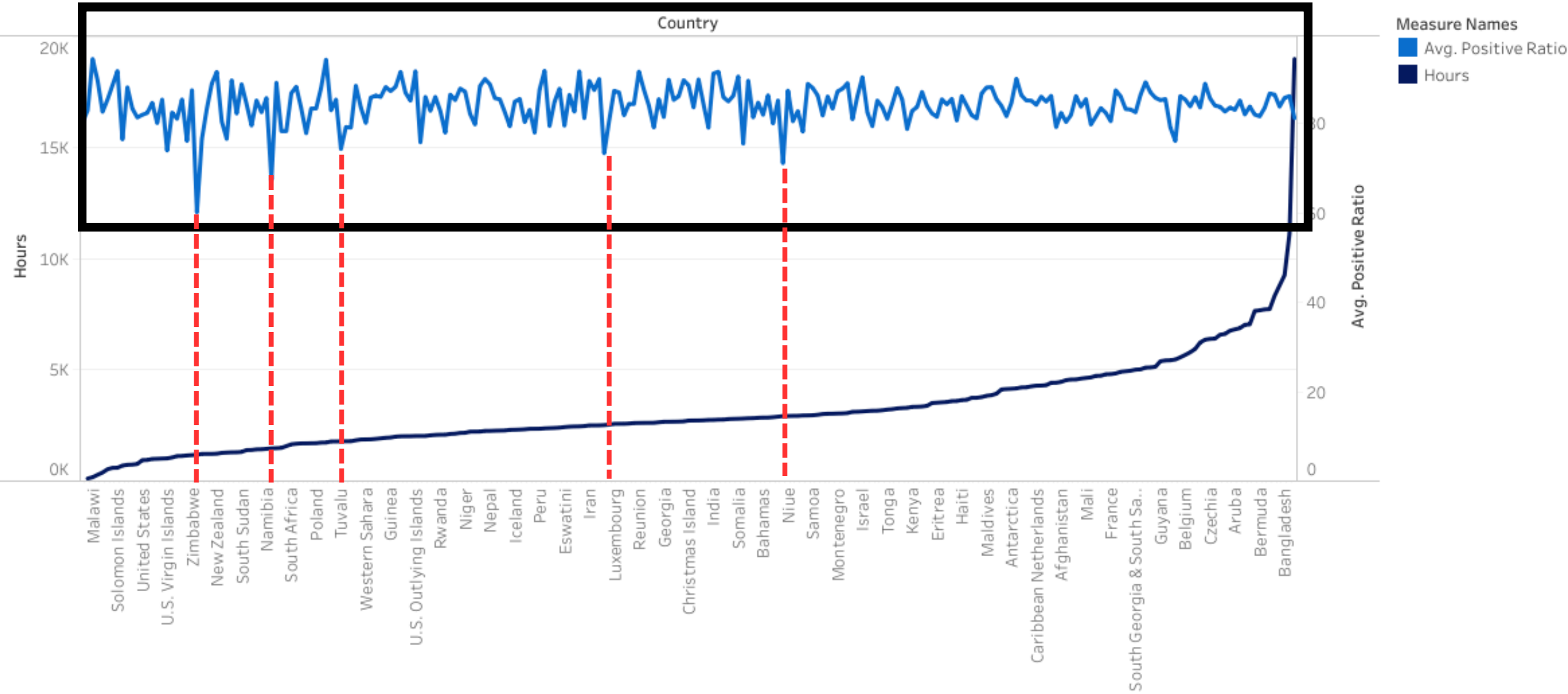
AVG Play Hours

771,064



Positive Ratio - Total Playing Hours Correlation

Positive Ratio - Total Playing Hours Correlation



The average positive ratio has values that fluctuate

Meanwhile, the sorted from low to high of playing hours does not necessarily shows any meaningful correlation to the positive ratio values above.

Several countries like : Zimbabwe, Namibia, Tuvalu, Luxembourg, and Niue.

Are lowest in terms of average positive ratio. Feedback gathering would be recommended to get know what is the main reason for these low scores. Creating sales campaign based on favorite games for each country is also highly recommended.



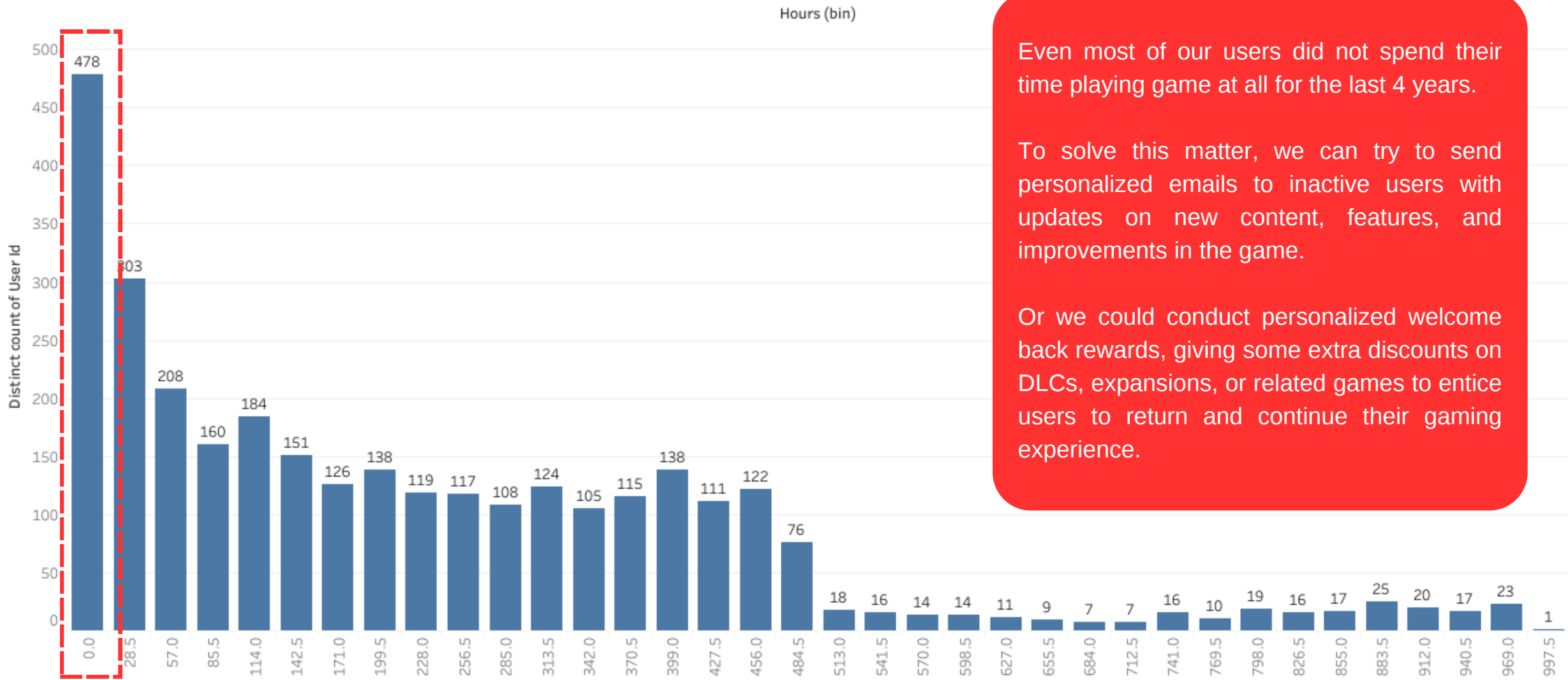
Players' Hours of Playing

How long does our player spend their time on games ?

There is still a large number of population that did not spend their time playing games.

Even most of our players did not spend their time playing games more than 500 hours over the last few years.

Hours & Number of Players (Bins)



Even most of our users did not spend their time playing game at all for the last 4 years.

To solve this matter, we can try to send personalized emails to inactive users with updates on new content, features, and improvements in the game.

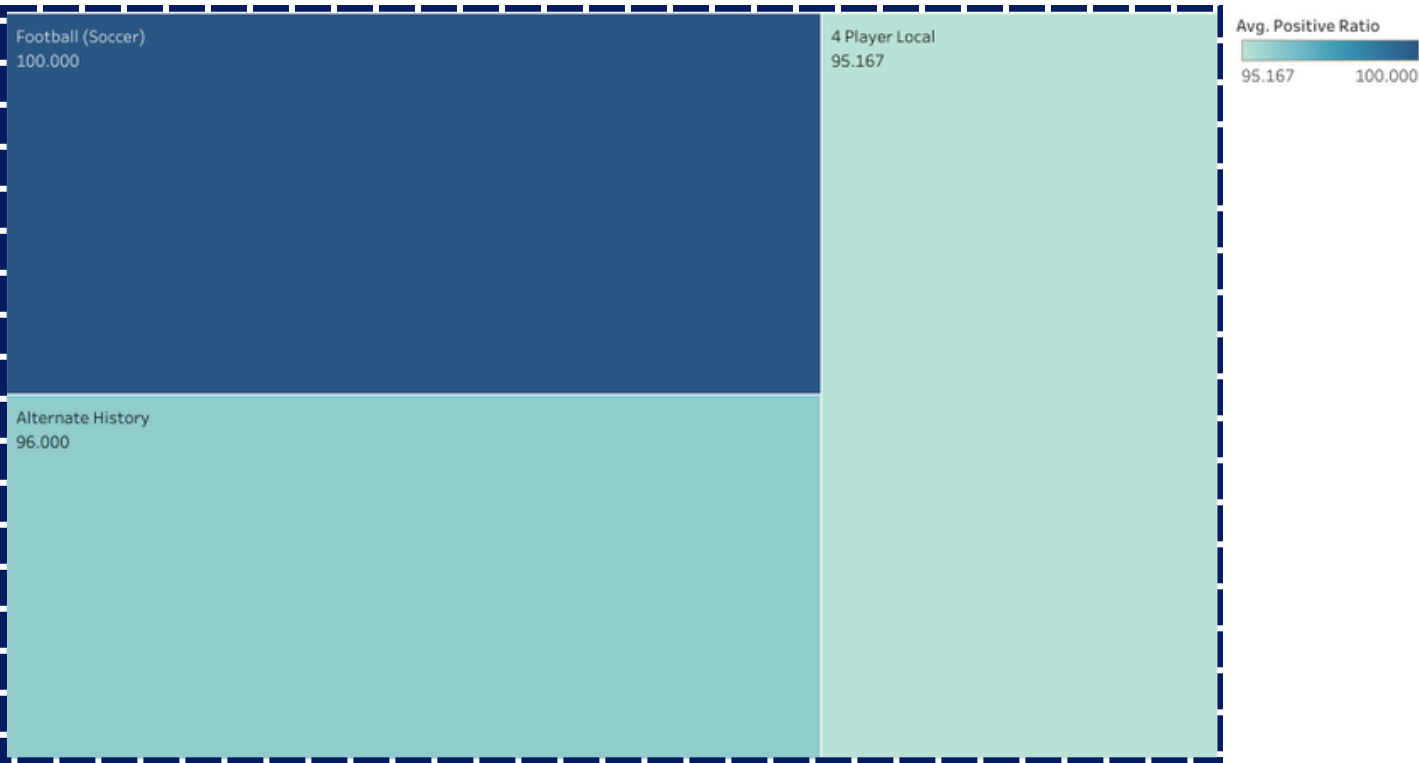
Or we could conduct personalized welcome back rewards, giving some extra discounts on DLCs, expansions, or related games to entice users to return and continue their gaming experience.



Top Games by Total Playing Hours

Title	Rating	Total Playing Hours
Apex Legends, Ñ	Very Positive	5,914.8
Lost Ark	Mostly Positive	5,725.5
IdleOn - The Idle MMO	Mostly Positive	5,578.5
Factorio	Overwhelmingly Positive	5,575.7
Deep Rock Galactic	Overwhelmingly Positive	5,465.5
Cyberpunk 2077	Very Positive	5,349.6
Crusader Kings III	Very Positive	5,344.3
Satisfactory	Overwhelmingly Positive	5,276.1
Fallout 76	Mostly Positive	5,208.9
Sea of Thieves	Very Positive	5,203.1

Top 3 Category by AVG Positive Ratio



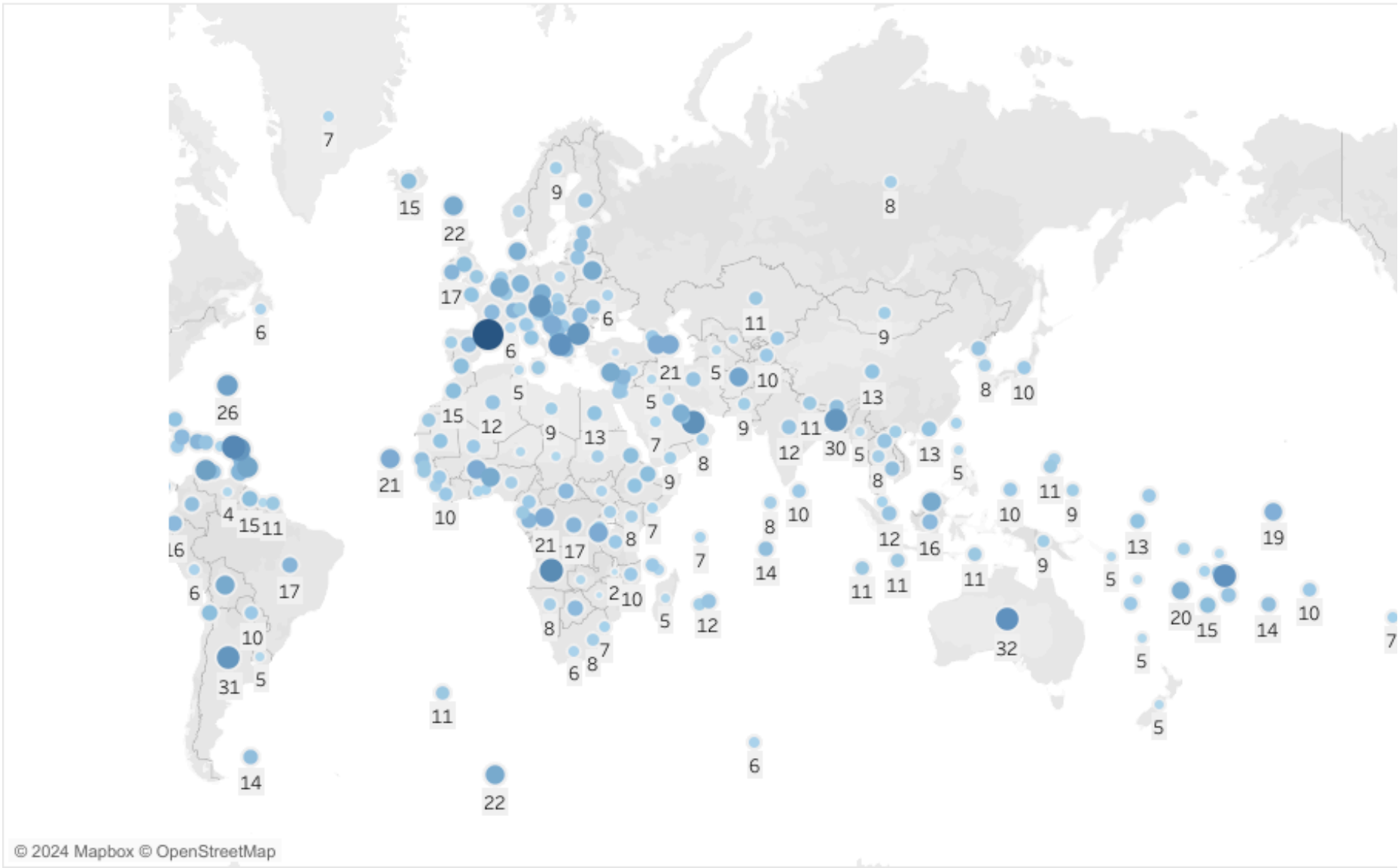
- **Top Games : Apex Legend, Lost Ark, IdleOn.**
 - Recommendation : Collaborate with game developers to add some new contents to the games like DLC, new story arcs, events, maps, characters, and gameplay mechanics.
- **Top Categories : Football (Soccer), 4 Players Local, & Alternate History.**
 - Recommendation : Add some new games of these categories into the platform to increase sales, players from the existing games might be interested to try some new faces from the same category

Games & Categories

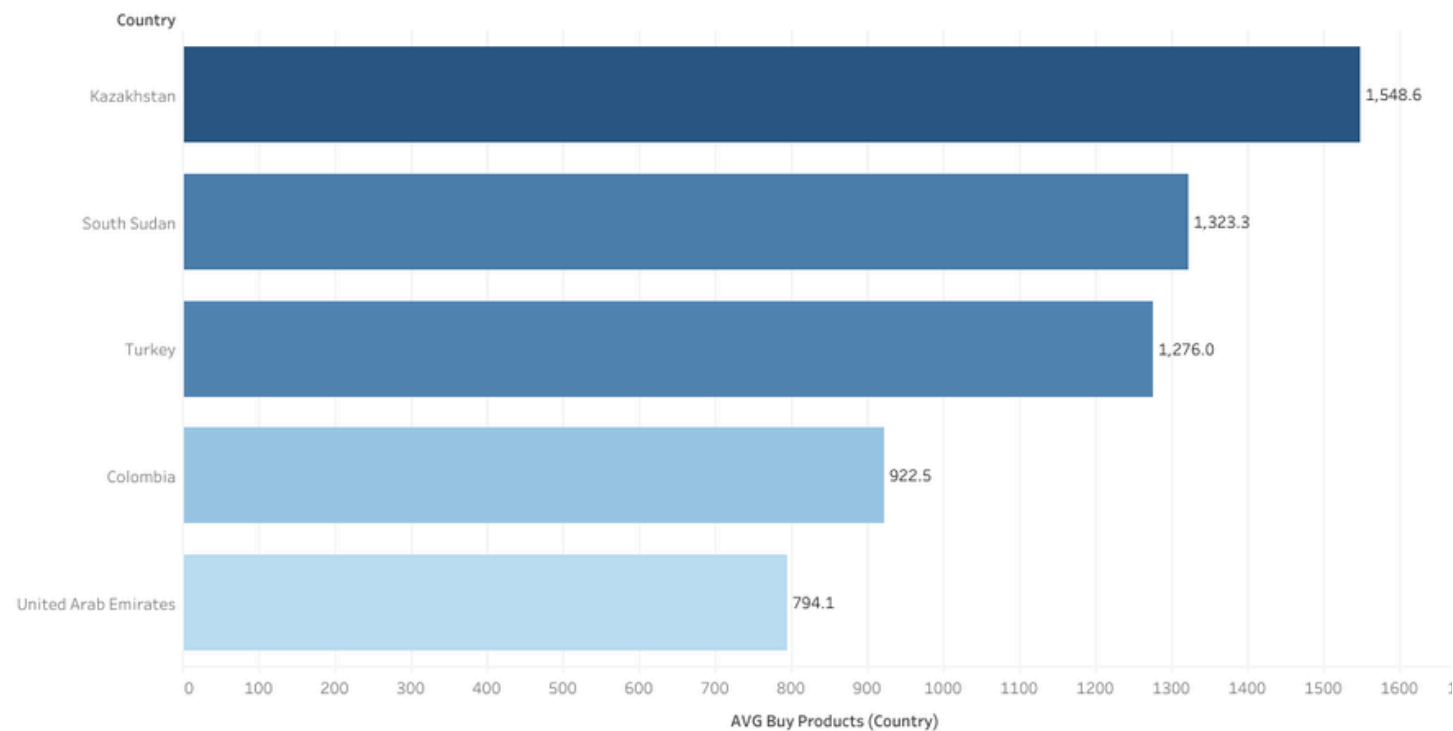
Top games by total playing hours, and top categories by AVG positive ratio



Map Chart of Players



Top Countries by AVG Buying Products

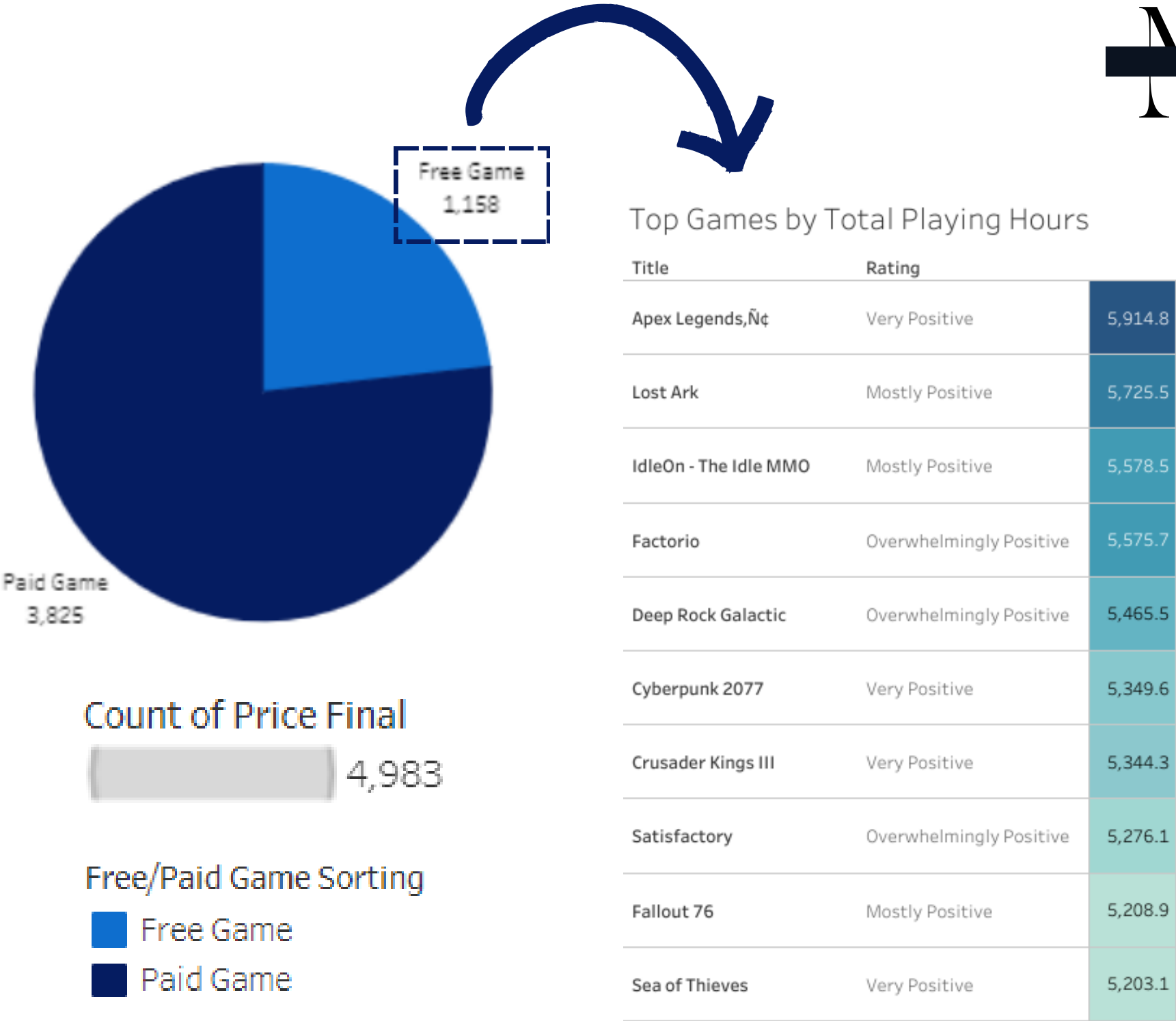


Several countries with highest average buying products like **Kazakhstan, South Sudan, Turkey, Colombia, and UAE**. We can study further about the marketing strategy done on these countries, this could be used to boost other countries that still has low buying rate.



Number of Free & Paid Games

This calculation is based on the final price data, where final price = 0 is a free game categorized



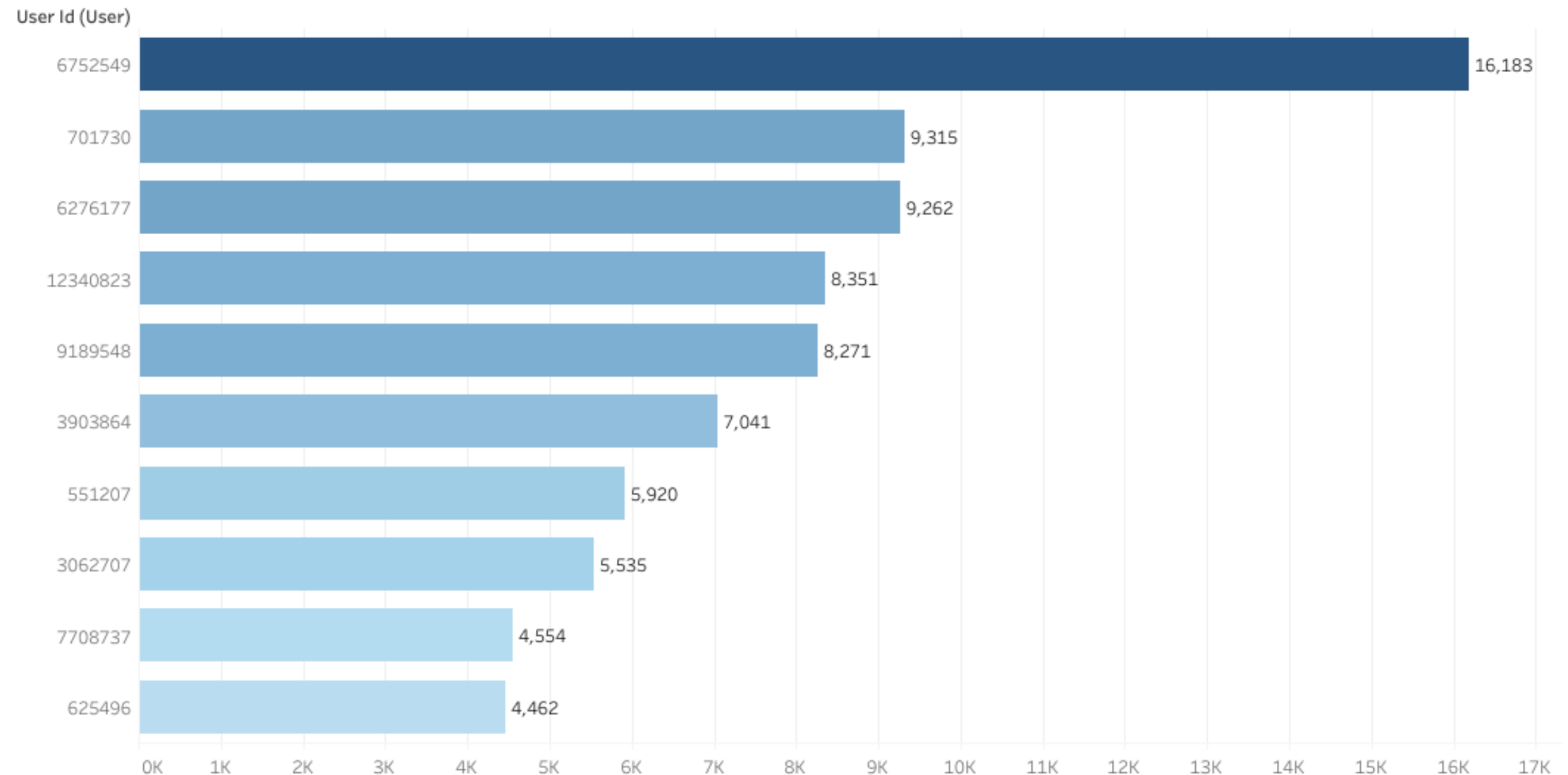
- All the top games shown are free - category. Re-adjusting budget for extension contents for these games like DLC, skins, or events discounts would be recommended as it is going to raise more players and profits
- And of course adding more free games to the platform will attract more new players for coming or even old players coming back. Additionally elaborating the extension contents for these free games.



Top Users by AVG Product Purchase

Average product purchase made over the years of 2015 - 2023

Top Users by AVG Product Purchase



Some of our top users by AVG Product Purchase, are recommended to be included in the player's loyalty campaign, where we can rewards them with bonus steam wallet or exclusive discount.

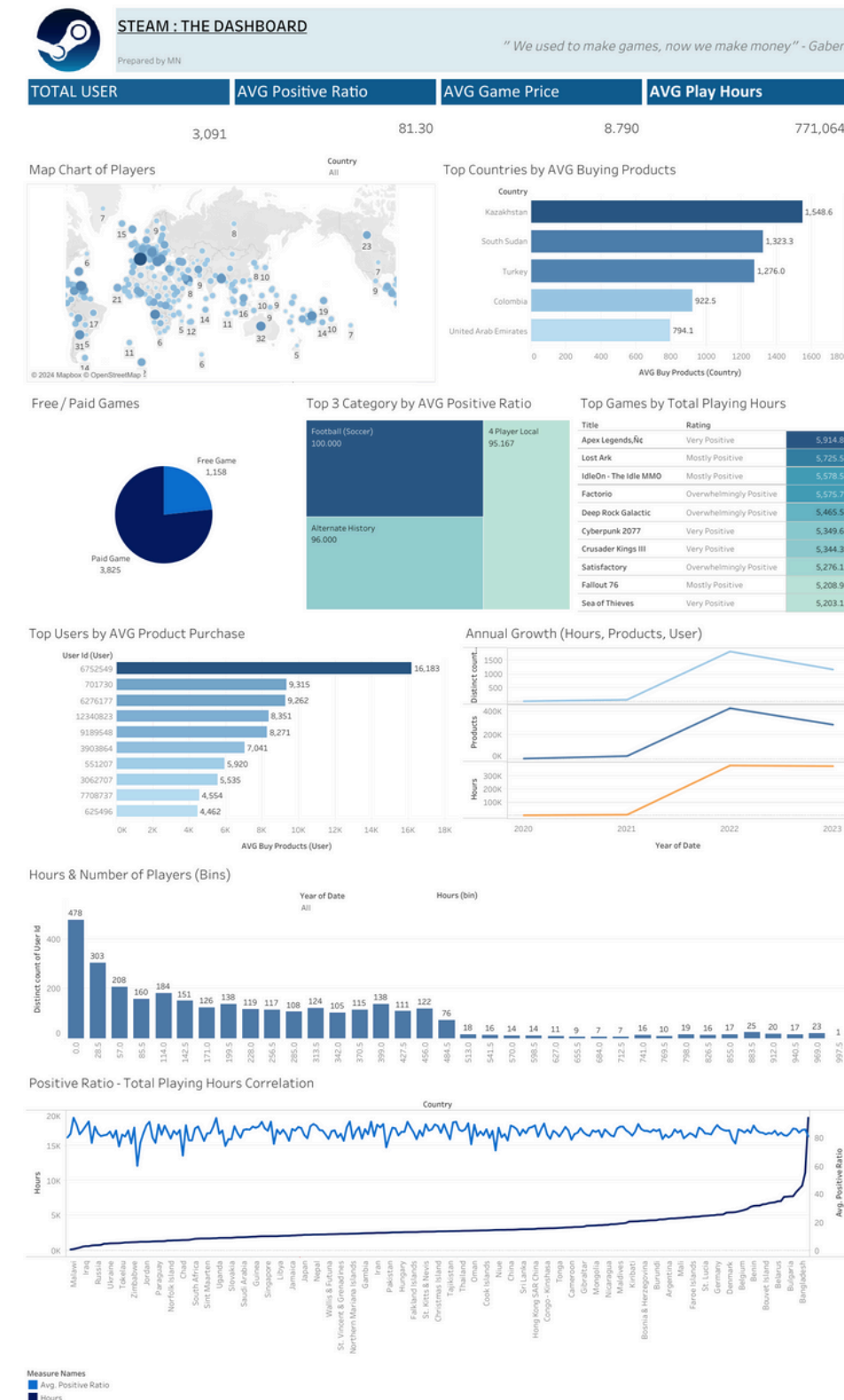


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INSIGHTS & RECOMMENDATION



- It seems like, that **“Apex Legend”** is our most popular game in steam, with the most **total playing hours (5914,8 hours)**, this game is also free to play, considering that, giving extension contents discounts in the next campaign for those games will probably raise it's sales number
- Football (soccer)**, is the top category by highest positive ratio score **(100,00)** which is perfect, therefore adding some new games with the same category would be very recommended
- Our **Average Buying Products** are very high in **Kazakhstan (1548,6)**. Studying market research would be recommended in this country
- There is still a large number of population that did not spend their time playing games. Even most of our players did not spend their time playing games more than 500 hours over the last few years. we could conduct personalized welcome back rewards, giving some extra discounts on DLCs, expansions, or related games to entice users to return and continue their gaming experience.



Dashboard Capture



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End of Assignment