

Going Mobile

for Board Game Co

Mariya Graff



Objective



What type of board game can get the most downloads as a mobile game?



Analysis of the Google Play Store for trends in genres, downloads, content ratings, and others.

Methodology

Data

- Google Play Store Apps

Web scraped data of 10k Play Store apps from August 2018.

<https://www.kaggle.com/lava18/google-play-store-apps>

- Board Games

Data on 20k Board Games scraped in February 2021 from BoardGameGeek.

<https://www.kaggle.com/andrewmvd/board-games>

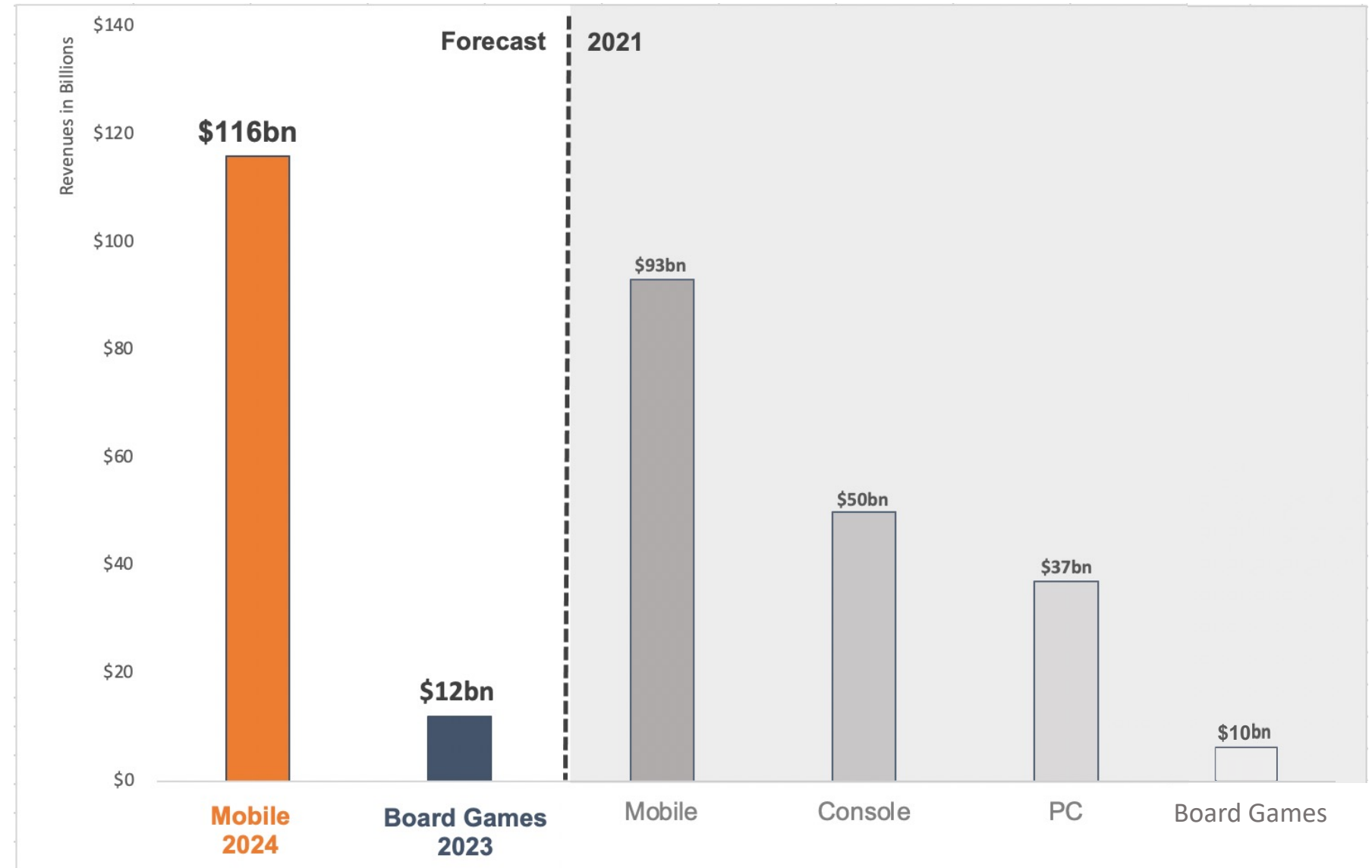
Tools

- Data cleaning and analysis: Excel, Google Sheets
- Visualizations: Excel, Google Sheets, Tableau

Introduction

Why go mobile?

Gaming revenues



Almost 25% increase is expected
in Mobile revenue by 2024

¹NewZoo, "The Games Market and Beyond in 2021: The Year in Numbers"

²Statista, "Global board games market value from 2017 to 2023"

Why Google Play Store?

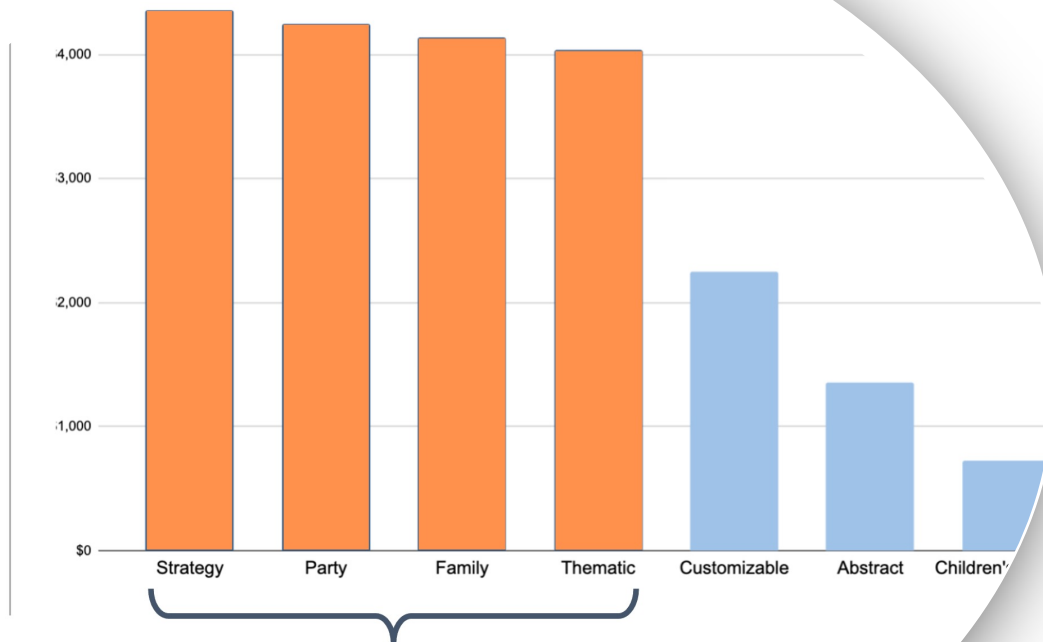
70%

In December 2021, 70% of all mobile phones in the world had Android OS.

⁴Statcounter, “Mobile Operating System Market Share Worldwide – December 2021”.

Analysis

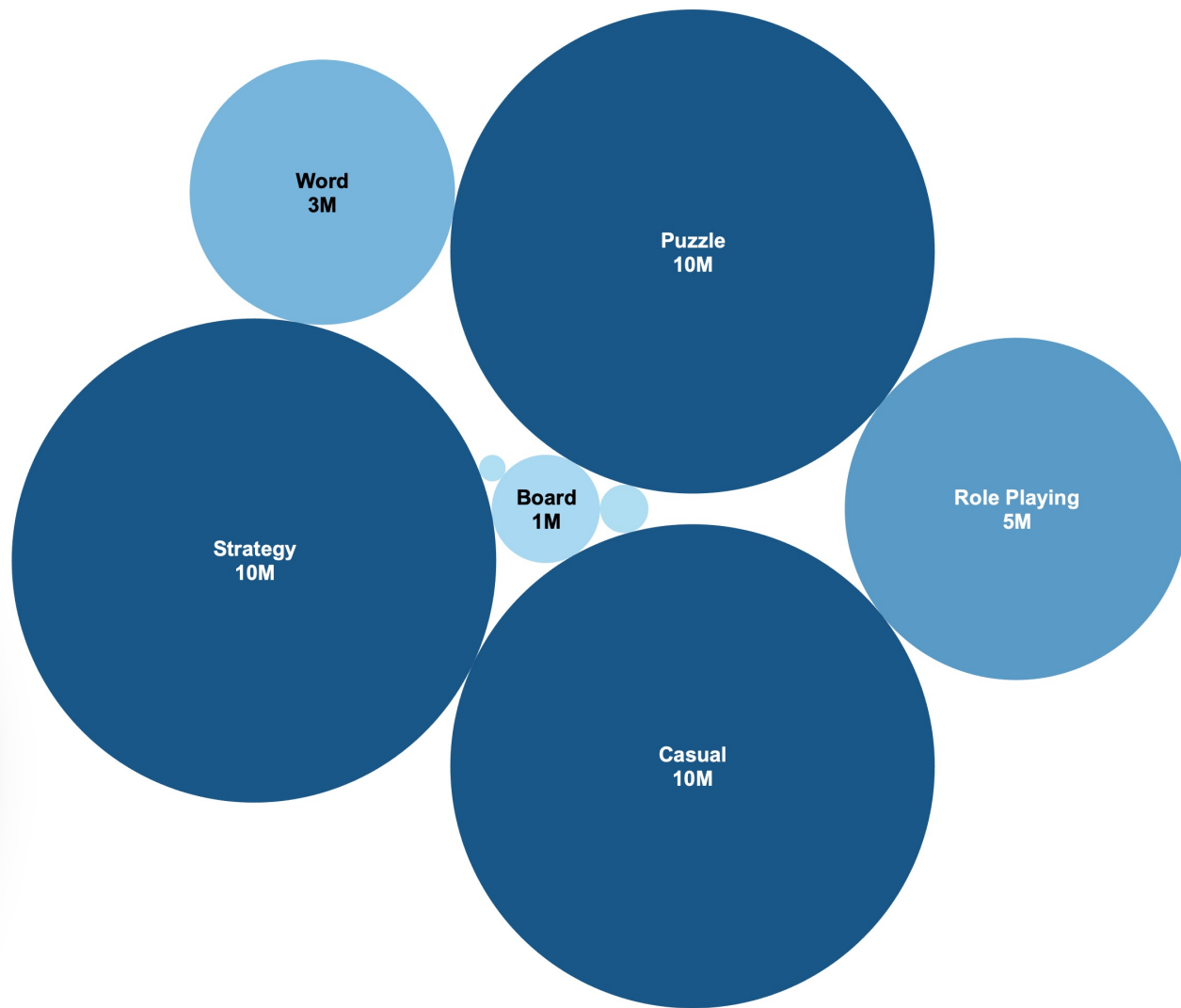
Top Board Game Genres



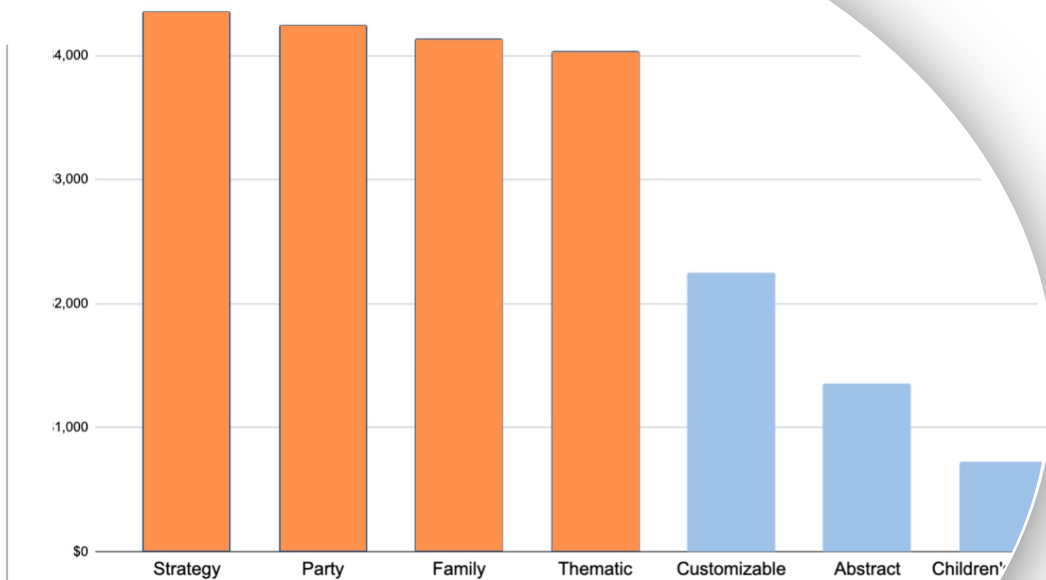
Represent **over 82%** of market share by units sold

Target genres in Google Play Store

Strategy, Puzzle and Casual are leading in median installs.



Top Board Game Genres



Represent **over 82%** of market share by units sold

Age and content rating

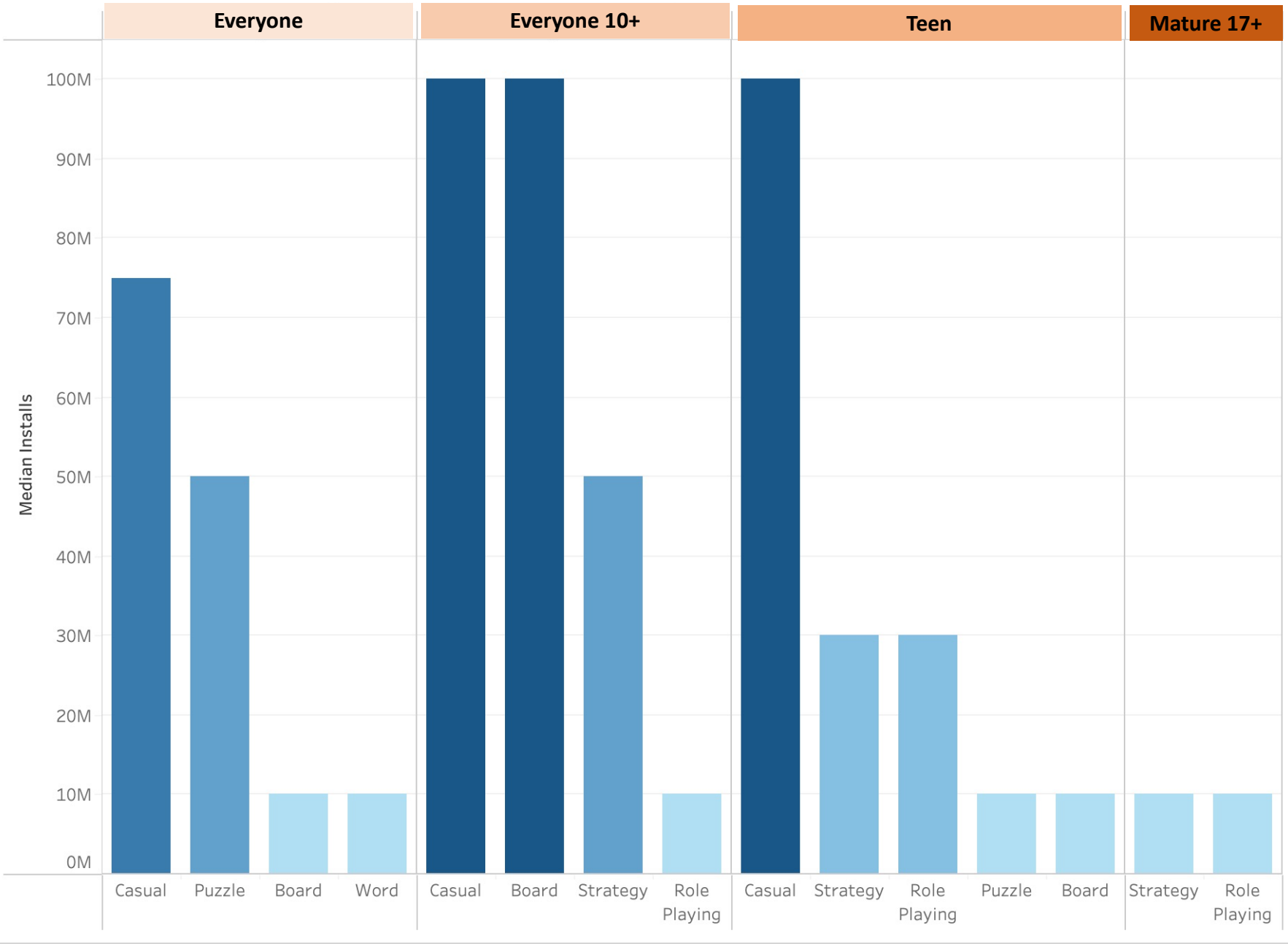
Overall, mild violence/language/suggestive content creates more interest.

Look for synergies around combos of genres.

Everyone 10+

May contain mild violence, mild language and/or minimal suggestive themes.

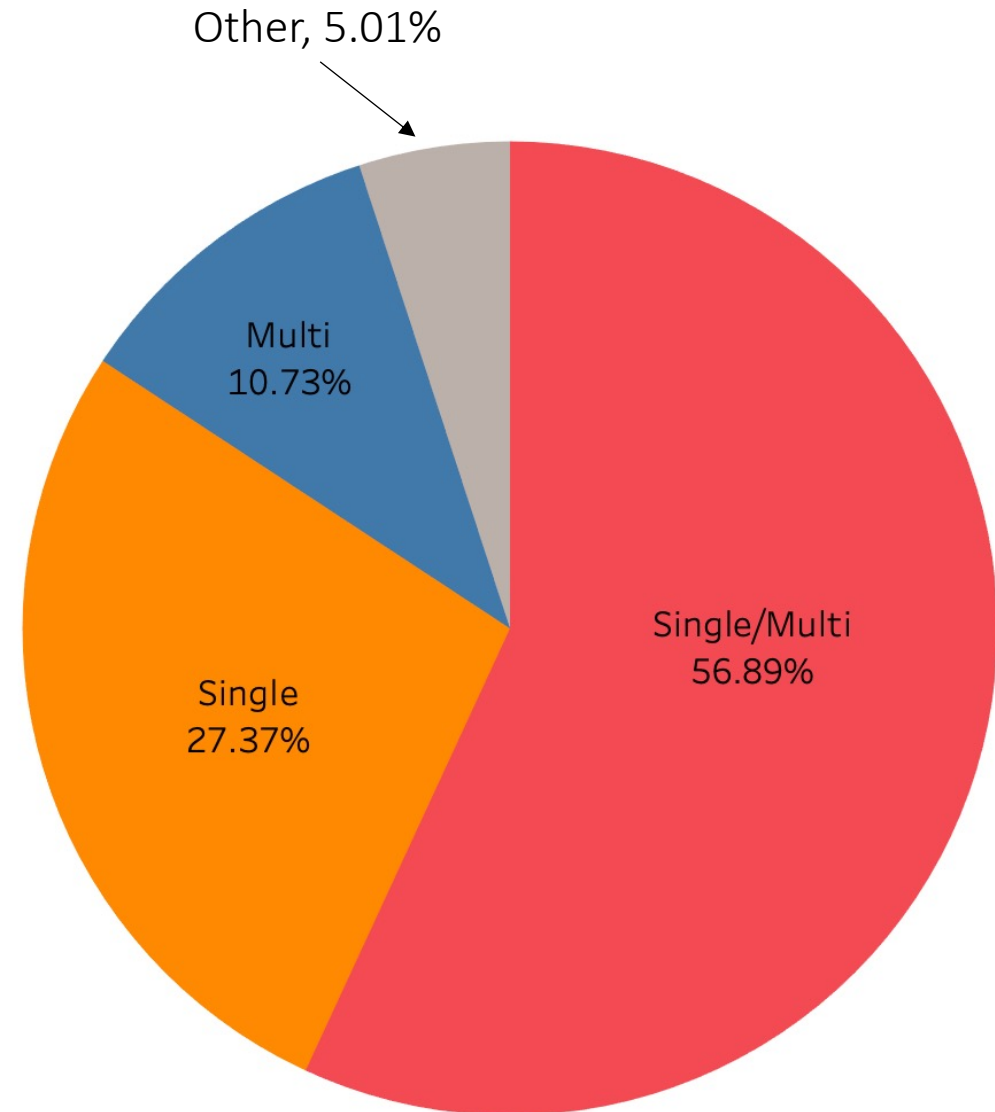
Median installs per rating per genre (10M+ installs)



Player type

Games that can be played as *singleplayer* AND *multiplayer* represent the majority of top downloaded games.

Player type by total downloads 10M+



Theme

- **matching puzzle**
- **magic**
- **medieval**
- **city building**
- **franchise**
- **brain puzzle**
- **personalization**

... are the most common descriptors among top games by downloads.



Payment Structure

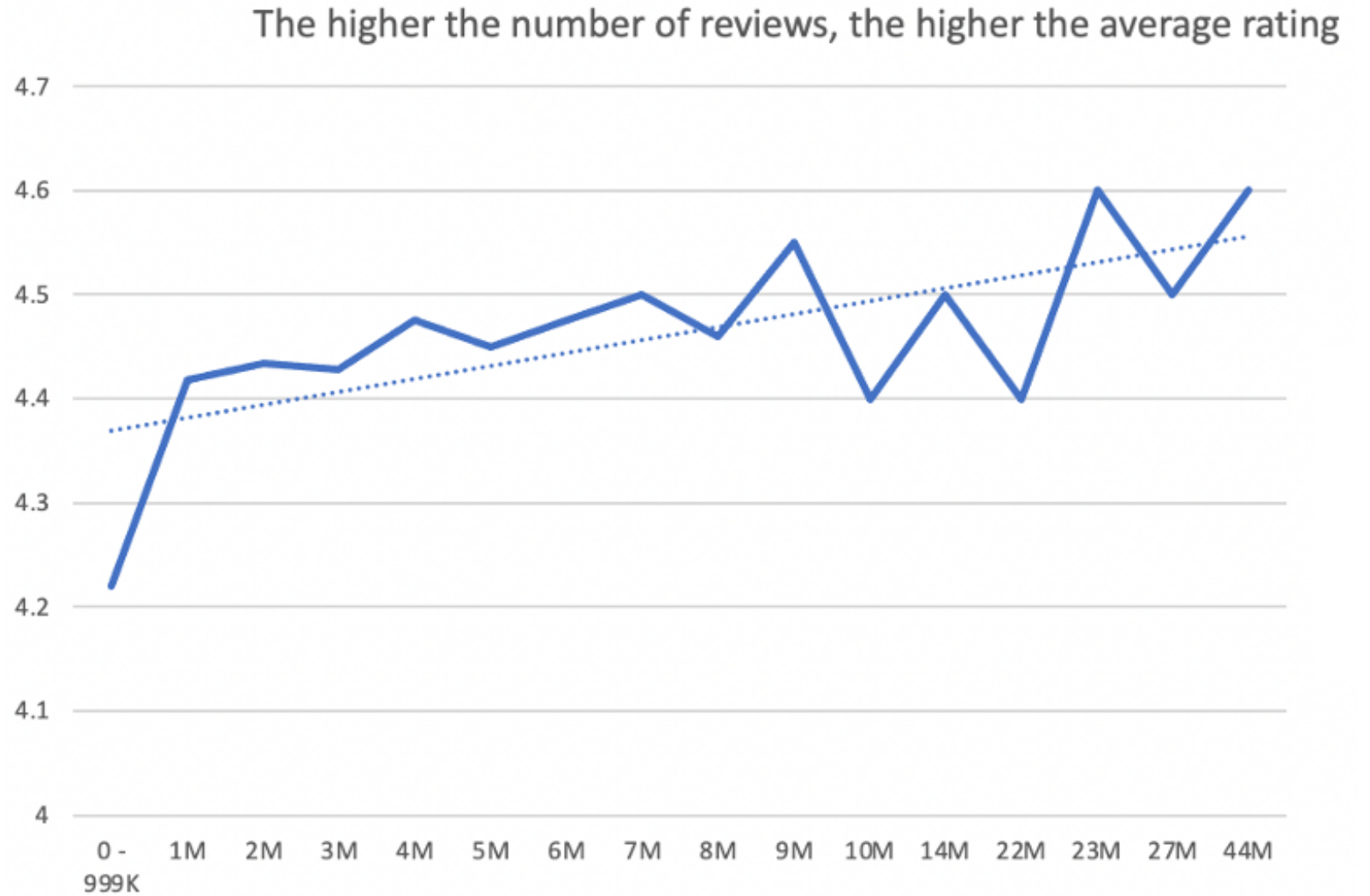
95% of top downloaded games are *Freemium*

41% of *Freemium* games offer in-app purchases in the range of \$0.99 - \$99.99

80% of top downloaded games feature in-game ads



In the early stages,
Board Game Co should
**prioritize reviews to in-
app purchases** to create
interest and trust.



Takeaways

Consideration	Target	Benefit
Genre	Casual, Puzzle or Strategy	Most relevant on the market; allow for more variety
Content rating	Everyone 10+	Mild violence/language/suggestive content create more interest
Player type	Single/Multi	Caters to both markets; increases word-of-mouth
Payment Type	Freemium	Reduces hesitation for initial download
In-app purchases	Ads and content unlocks; Refrain from unlocking content at the early stages after the release	Maximizes revenue streams; content updates with new unlockable items leveraging new and existing users
Iterations	Movie, personalities, or other franchises	Leveraging past associations to increase downloads

Example

Name: Dominion

Genre: Strategy

Number of players: 2 – 4

Age: 13 and up

Theme: medieval, pre-industrial, monarchical, and city-building

Mechanics: collectible card game; trading and buying from other players



Future work

- Compare to Apple App Store trends and find the best option that fits both Android and Apple OS
- As the next step, my recommendation is to build a regression model that predicts the number of downloads for each game in Board Game Co's catalog, based on the features and characteristics identified in this analysis.

Thank you!

Sources Cited:

1. NewZoo, “The Games Market and Beyond in 2021: The Year in Numbers”.
<https://newzoo.com/insights/articles/the-games-market-in-2021-the-year-in-numbers-esports-cloud-gaming/>
2. Statistica, “Global board games market value from 2017 to 2023”.
<https://www.statista.com/statistics/829285/global-board-games-market-value/>
3. Wikipedia, “List of highest-grossing mobile games”.
https://en.wikipedia.org/wiki/List_of_highest-grossing_mobile_games
4. Statcounter, “Mobile Operating System Market Share Worldwide – December 2021”.
<https://gs.statcounter.com/os-market-share/mobile/worldwide/2020>

APPENDIX



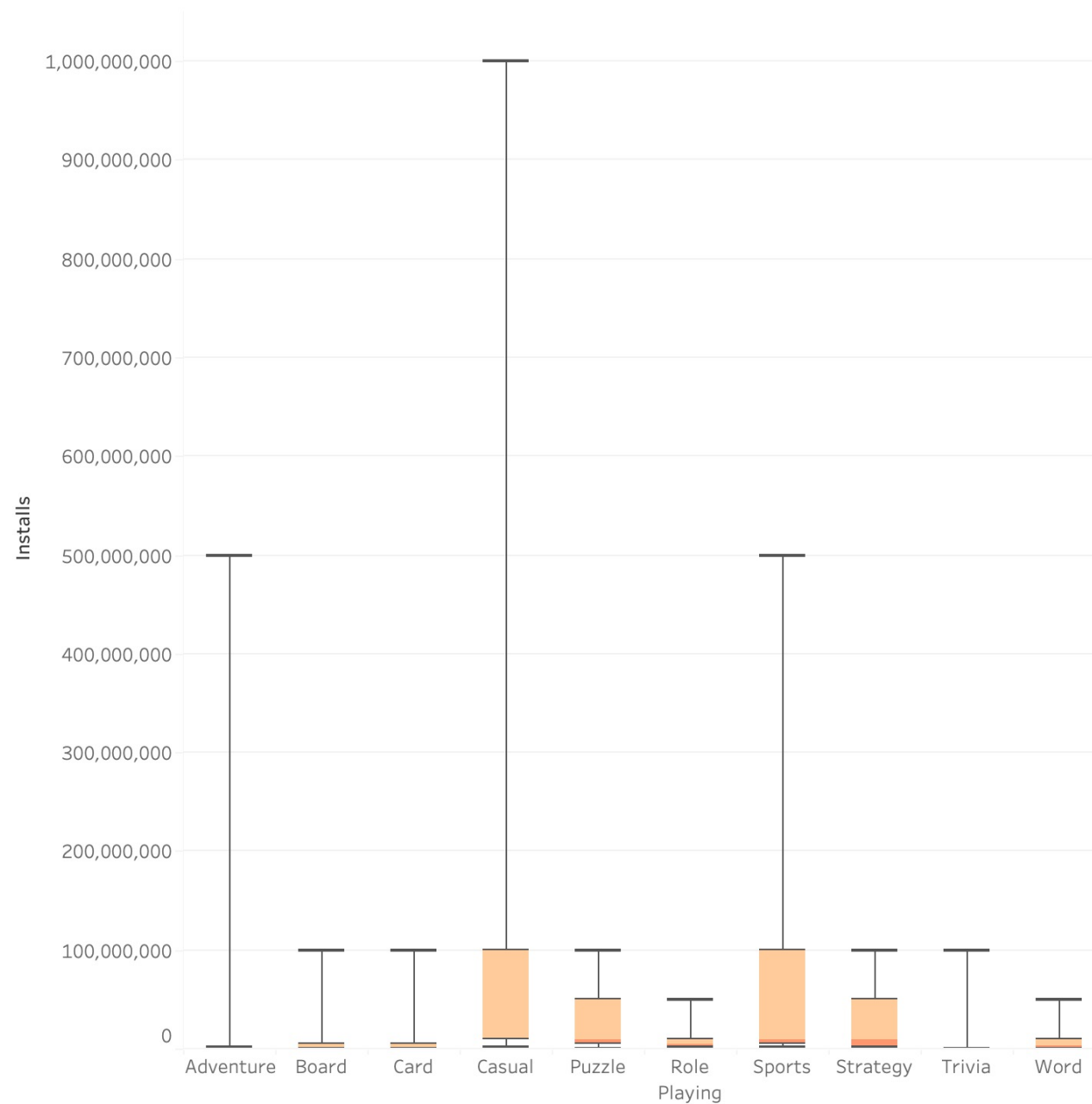
Why go mobile?

An APG puzzle game, 'Puzzle & Dragons', is **the 3rd highest-grossing mobile game, earning over \$8 billion.**

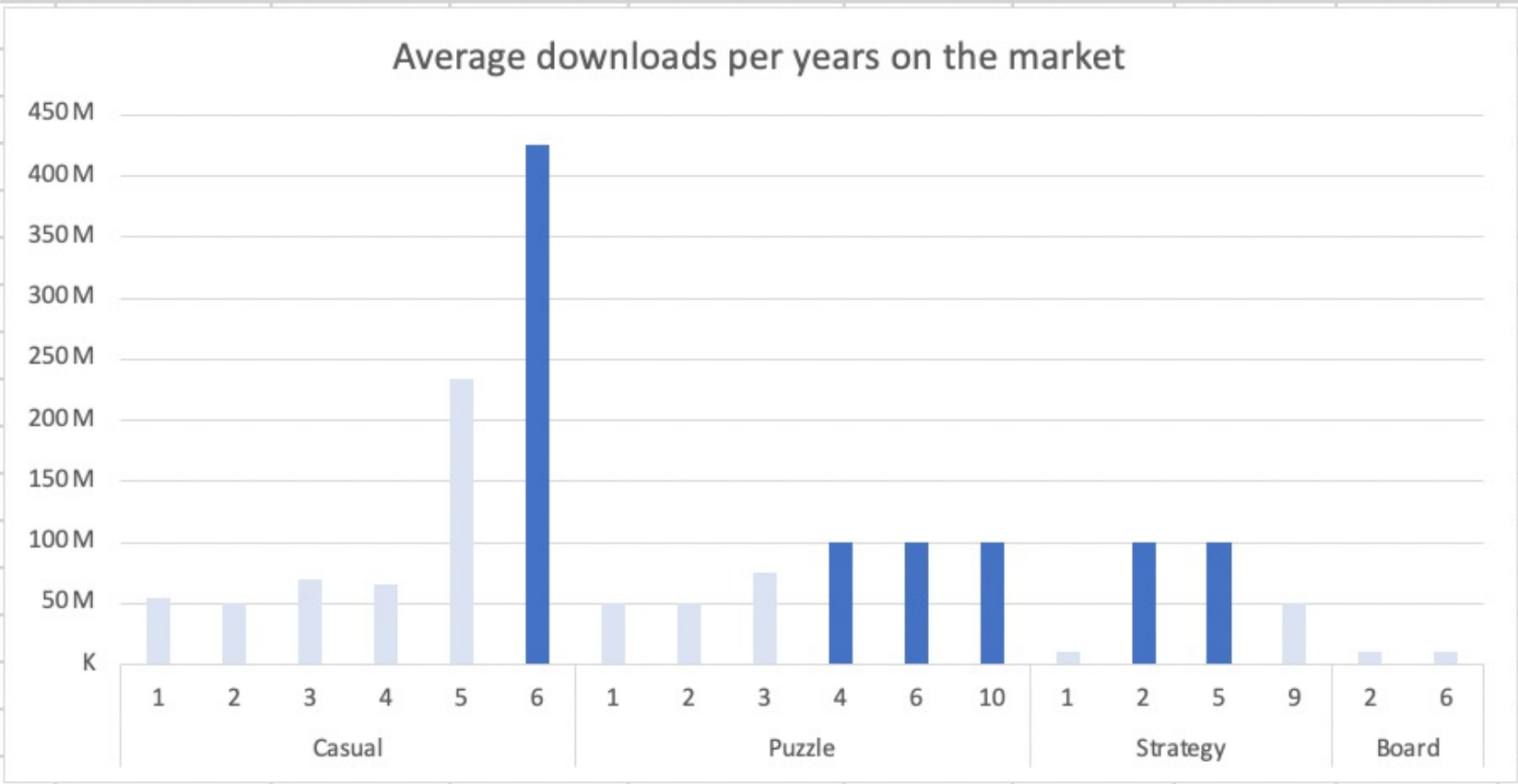
³Wikipedia, "List of highest-grossing mobile games"

High outliers in mobile gaming,
hence my use of medians
instead of averages.

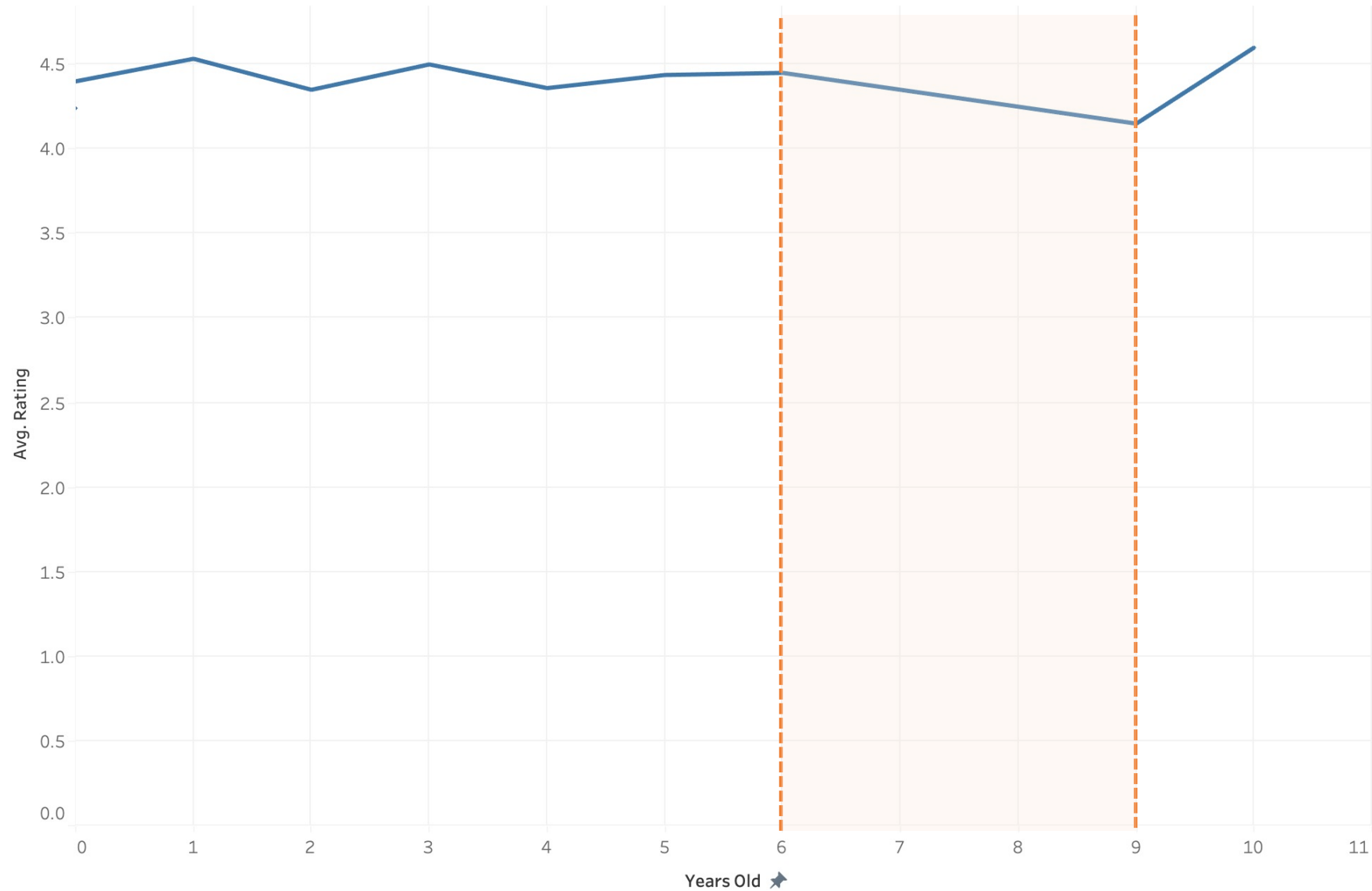
Min, Max, Average



On average, it takes about 5 years to reach the highest number of downloads.



Dip in average rating after year 6, so Board Game Co should prioritize keeping the game current during that time.



Board genre, followed by **Word**, has the highest upper dollar bound for in-app purchases.

In-app purchase range by genre

