Going Mobile

By Mariya Graff

Abstract

The goal of the project was to advise the Board Game Co, an imagery board game publisher, on what type of board game can get the most downloads as a mobile game. I analyzed data from Google Play Store, as well as Board Game Geek, to identify trends in relevant genres, age and content rating, themes, ratings, reviews and payment structure. I used Excel and Google Sheets for cleaning and analyzing the data, and created visualization for key findings using Excel, Google Sheets and Tableau.

Design

Although the popularity of the board game version is an important factor, that alone may not indicate success in the mobile gaming environment. Hence, my analysis provides a wholistic view of mobile trends and metrics to help Board Game Co review their catalog with the mobile landscape in mind. Armed with this insight, Board Game Co can leverage the digital infrastructure and best practices for the mobile version of the game, and have a notion for some strategies past the initial release.

Data

Taken from Kaggle, the Google Play Store dataset contains data on 10,000 apps, and Board Game Geek contains data on 20,000 board games from Board Game Geek's game lists. Some of the feature highlights from the Google Play Store dataset include: Number of Installs, Content Rating, Genre, Rating and Number of Reviews. Some of the additional features I've added are: Player Type, In-App Purchase Range, In-App Ads, Year Released, and Years Old. Important features from The Board Game Geek datasets used in my analysis include: Game Title, Units sold, Mechanics, Min players, Max Players and Play time.

In my presentation, I am also referencing a few sources for gaming industry stats: NewZoo, Statistica, Wikipedia and Statcounter.

Algorithms

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 using various combinations of features and characteristics identified in this project. That model should then be used to select the best game to adapt to mobile.

Tools

- Excel and Google Sheets for data cleaning and analysis
- Excel, Google Sheets and Tableau for visualizations

Communication

A presentation with visuals and key points to communicate my findings.
Some examples: