

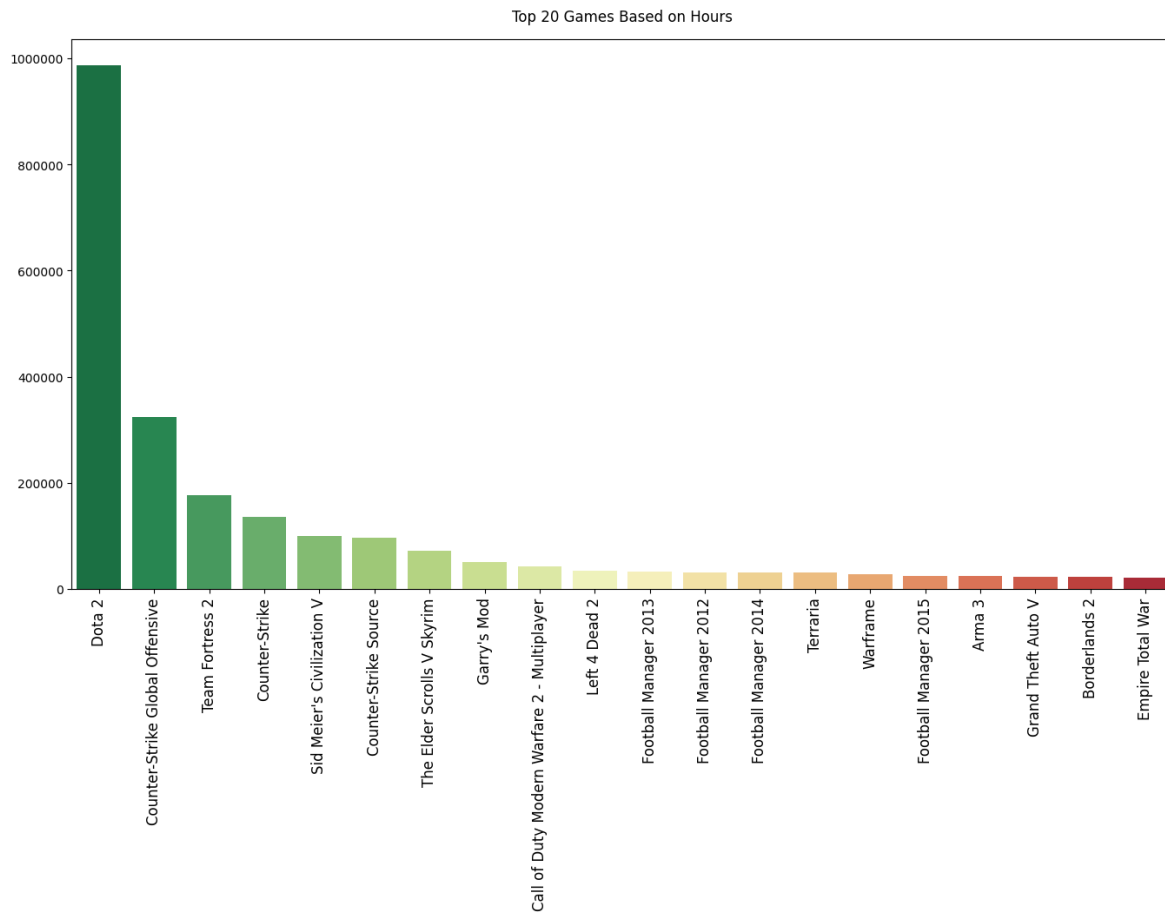
Steam Hours Played Analysis Report

Introduction

Steam is a digital game distribution platform. It has a large number of games and a large database of useful information for multiple analyses.

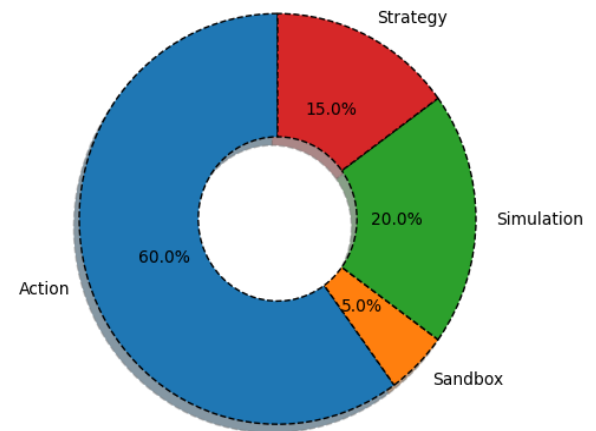
Analysis

Steam has a great popularity in some titles. Among the top 20 games, the following stand out:



Users choose to play “Strategy”, “Action” and “Simulation” games. That’s why Dota 2 is one of the most popular games on Steam.

Most Played Genre in Top 20 Most Played Games



Recommendations

Even though the “Action genre” is the most popular one, players still choose to play Dota2. Having said that, specific campaigns can be launched to highlight the diversity of “Action” and “Sandbox” games, in order to encourage exploration.

Reward or discount programs can be introduced for those who try less popular “genres”. This way, we can narrow the gap of the other categories.