

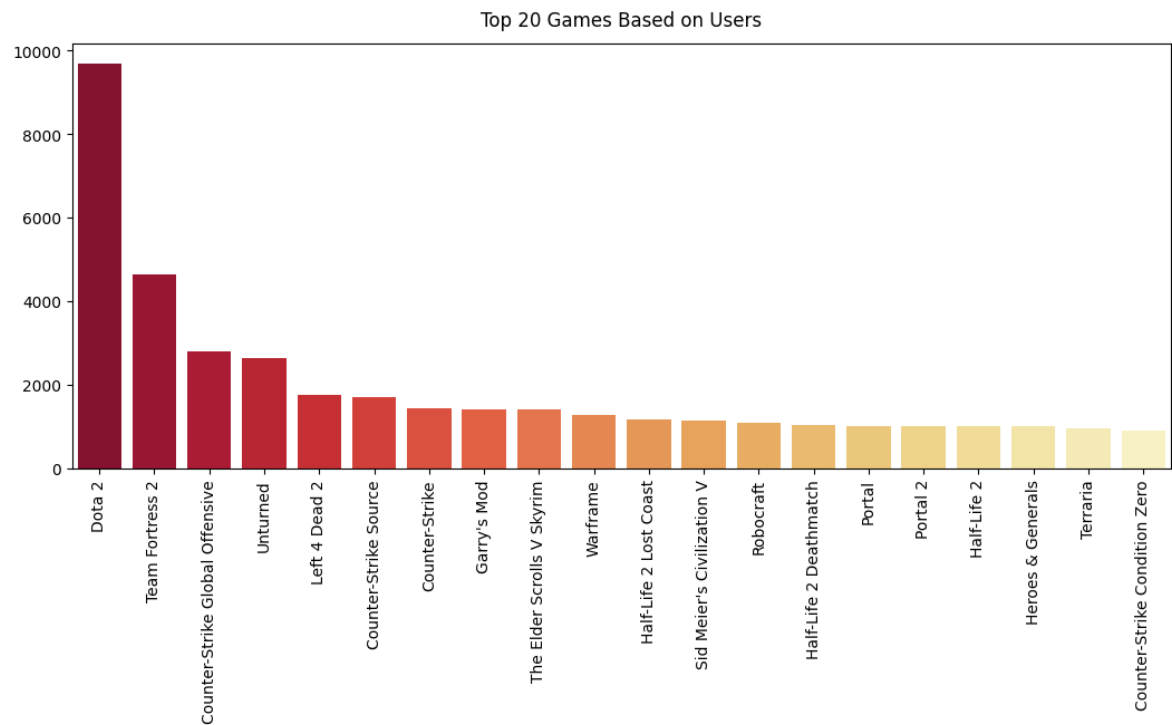
Steam Users Analysis Report

Introduction

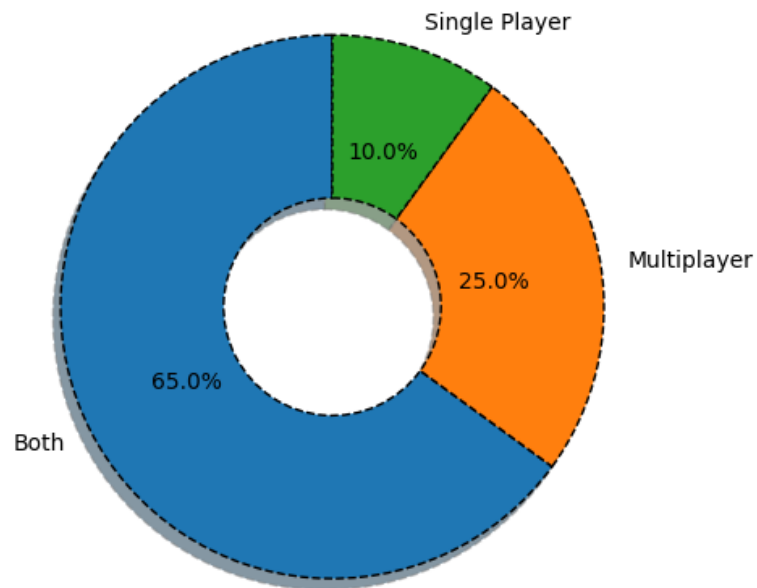
In a dynamic and constantly evolving market, data analysis is an essential tool to understand and improve the user experience in the world of video games. In this report, we will explore in depth the results obtained from comprehensive analyses, focusing on a remarkable finding: Dota 2, a game that not only leads in hours of play, but also stands out for its massive user participation. However, this dominance contrasts with action games and other genres. Furthermore, we discovered that the preference for both multiplayer and single player game modes is significant. Based on these conclusions, we propose specific strategies to optimize the game offer, maximize the diversity of experiences and ensure the satisfaction of a heterogeneous audience.

Analysis

Based on the number of users, we can trace a pattern that provides additional information to improve the user experience.



Game modes in the Top 20 most played games



Recommendations

Organize thematic events that highlight both the “Single Player” and “Multiplayer” game modes, and offer incentives for the community participation and attractive rewards for both types of players. You can also customize the game recommendations, considering the individual preferences of the users in terms of genre and game modes, creating a more relevant experience.