

# Competitive Intelligence

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Analyzing E3 Tweets



# E3 Gaming Conference

Live Streamed  
6/12/2021 - 6/15/2021



SQUARE ENIX



UBISOFT

Playstation has not  
participated in E3  
since 2018.

Instead, Playstation has opted to  
hold their own conferences for  
announcements



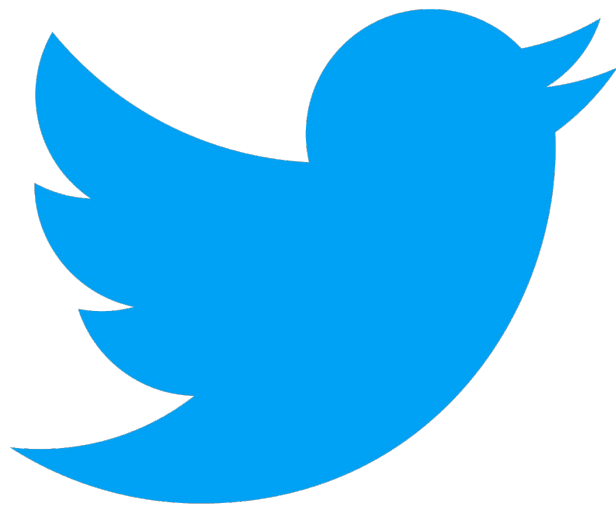
# E3 is a Competitive Intelligence Opportunity

- Major competitors (Xbox, Nintendo, etc.) are present with trailers and announcements.
- Large amounts of community reactions available via social media.
- Opportunity to see what worked and what didn't for competitors via community reactions.



# Search for tweets with #E32021 during the conference

Over 120,000 original tweets  
specific to E3 to form Corpus



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# Established 7 Topics from E3 tweets

Using a combination of **TF-IDF  
vectorization** and **Non-Negative  
Matrix Factorization**

- General E3
  - Capcom
  - Ubisoft
  - Square Enix
  - Xbox
  - Nintendo (prior to Nintendo Direct)
  - Nintendo (post Nintendo Direct)
-

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● ~~General E3~~

Focus is on Competitors

- Capcom
  - Ubisoft
  - Square Enix
  - Xbox
  - Nintendo (prior to Nintendo Direct)
  - Nintendo (post Nintendo Direct)
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# Exploring Primary Competitor Topics



# Halo

# Starfield

# Forza Horizon





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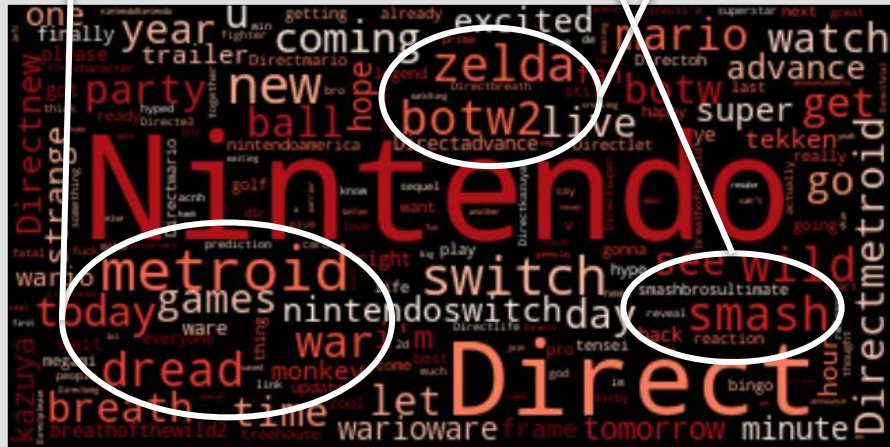


# Halo

# Starfield

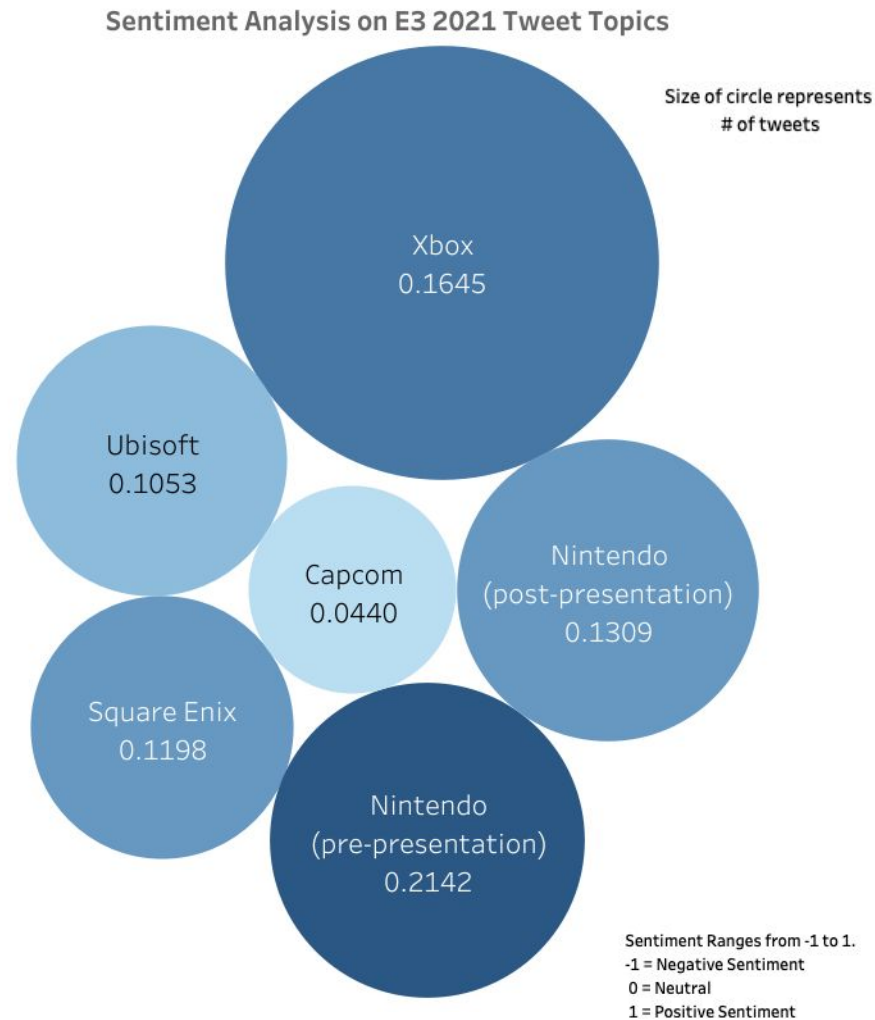
# Forza Horizon

Zelda Breath of the Wild 2  
Super Smash Bros  
Metroid Dread

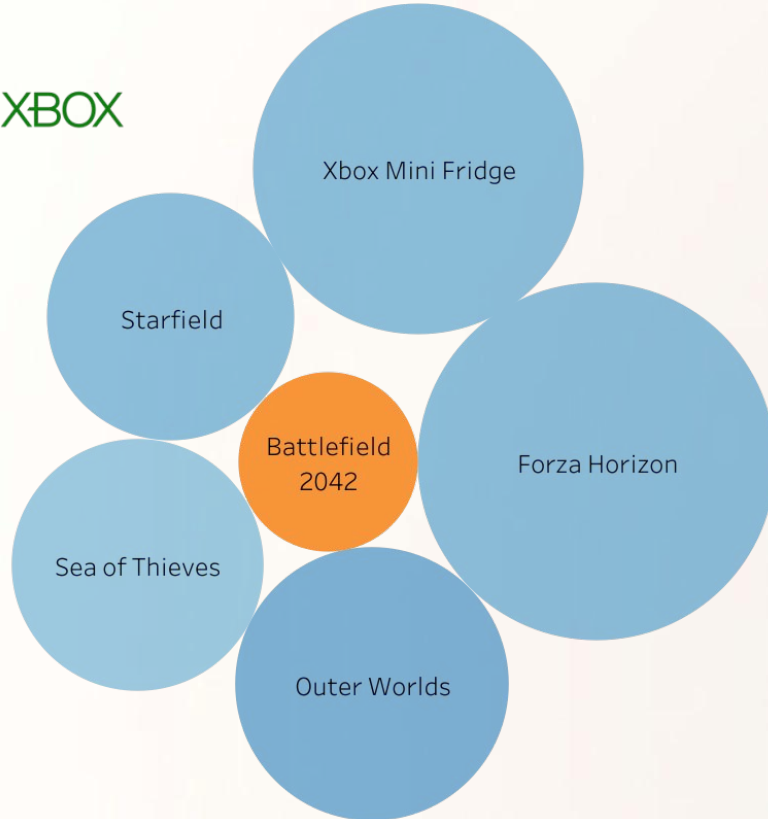


# Sentiment of tweets within the 6 main Topics

Created using VADER Sentiment  
Analysis with a few lexicon tweaks on  
Bigrams



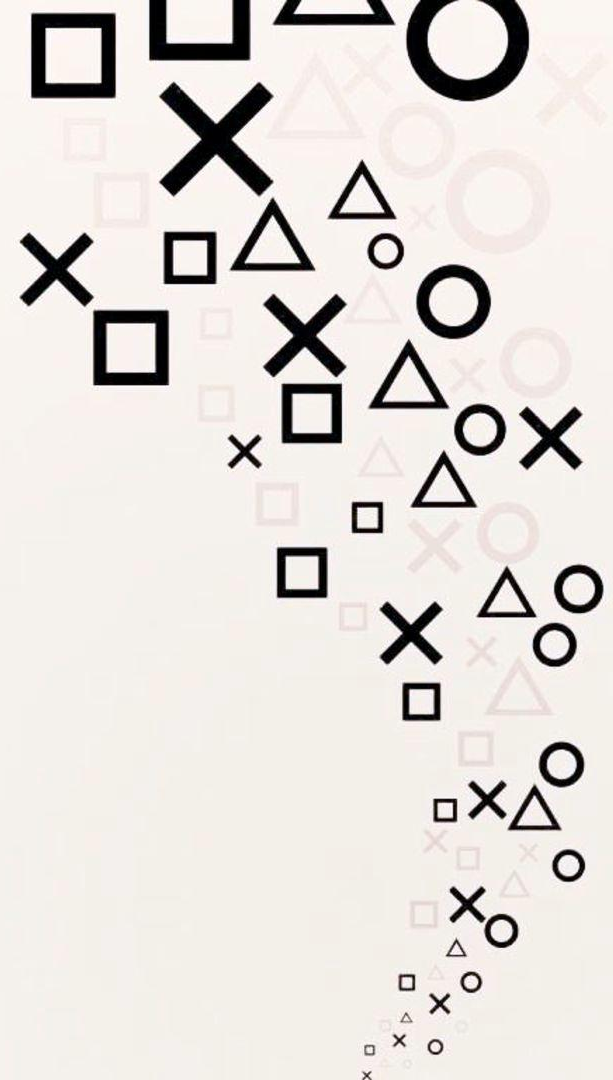
# Specific Game Sentiments for Xbox



Topic filter  
Xbox

Average Sentiment  
-1.000 1.000

Size of circle represents  
# of tweets



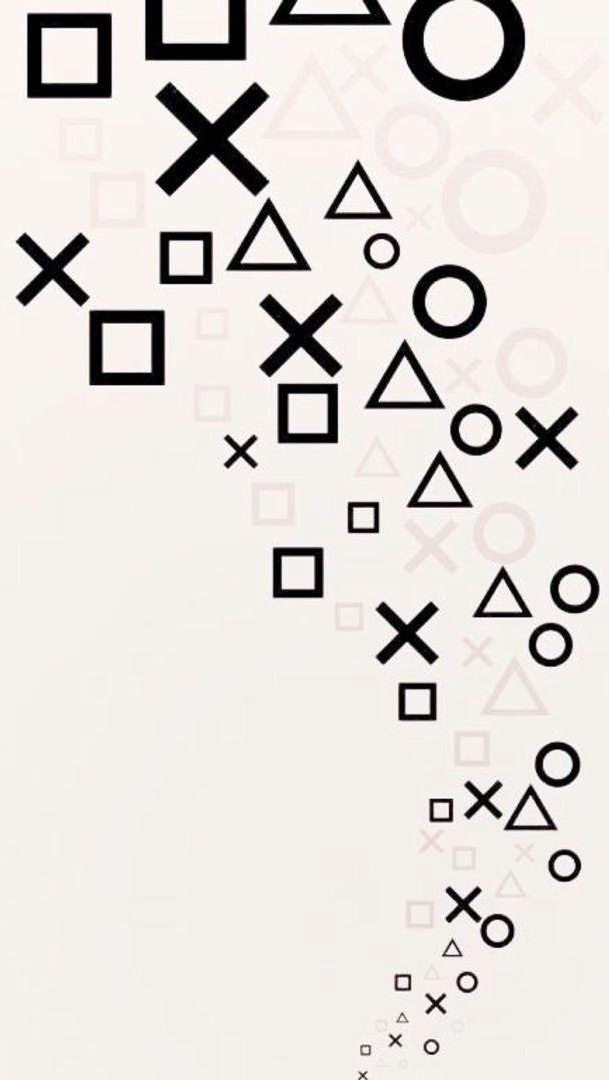
# Specific Game Sentiments for Ubisoft



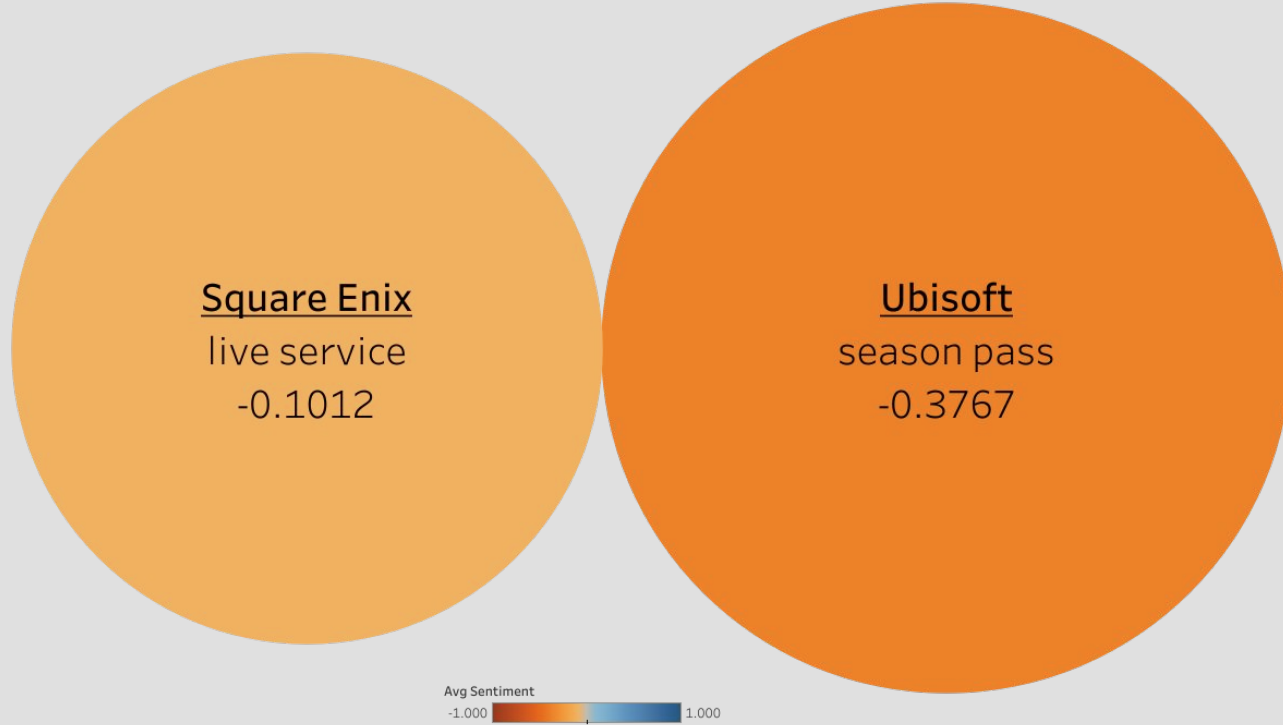
Topic filter  
Ubisoft

Average Sentiment  
-1.000 1.000

Size of circle represents  
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# Poorly Received Announcements



# Main Takeaways

- Nintendo and Xbox were top performers
  - Xbox: Outer Worlds and Forza
  - Nintendo: Mario Party and Monkey Ball
- Gimmick Announcements were met positively with high engagement
  - Xbox Mini Fridge
- A few games were met with negative reactions, deeper dive on trailers and tweet specifics to understand why.
- Live Service and Season Pass announcements were met with negativity, don't announce these topics in a presentation situation.

