



213,348 playing an hour ago 24-hour peak

713,411 3,236,027 all-time peak

Launched on

Dec 20,

on Microsoft Windows via Steam

in revenue in 2018

400,000,000

players have experienced PUBG



More than

50 MILLION

copies sold worldwide through June 2018



Platforms

- Microsoft Windows
- Xbox One
- PlayStation 4
- Android
- iOS

PUGB Gameplay

- •Player versus player online shooter game
- •100 players fight in a battle royale
- •Players parachute onto an island, scavenge for weapons and equipment, and fight to remain the last alive
- •Solo, duo, or squad
- •Safe area of the game's map decreases in size over time, forcing players into tighter areas to force encounters
- •Last player or team standing wins the round



Monetizing Playing Video Games



Opportunity

Viewers pay to watch the best video game players... play video games

- Ads
- Tips
- Subscriptions

Developing the Best Strategy with ML

• What are the most important features that increase the chances of a player winning a match?

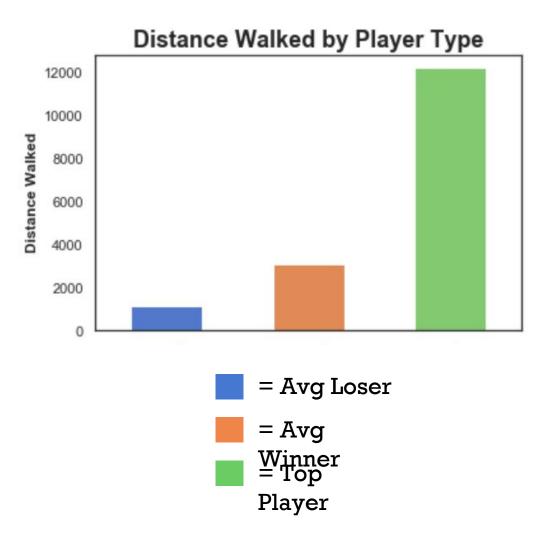
• What elements of the game should a player focus on in order to survive longer in a round?

 How can we use the results of our findings to improve our gameplay strategy, ignore the distractions, and increase our winning percentage long term?



Squad Matches – First Person Perspective Top 5 Important Features

#	Significant Features	Avg Player	Avg Winning Player	Top Player
1	Walk Distance	1,063 m	2,983 m	12,180 m
2	Killer Placement	49.23	13.92	2.00
3	Assists	0.25	1.15	9
4	Heals	1.47	3.41	54
5	Weapons Acquired	3.4	5.45	85







Taking It a Step Further

Obtain more player data

- Time of death
- Drop area location
- First item picked up
- Primary weapon
- Hot zones on the map

Compare to Solo and Duo

• Feature comparison