



PLAYERUNKNOWN'S
BATTLEGROUNDS



213,348
playing an hour ago

713,411
24-hour peak

3,236,027
all-time peak

Launched on

Dec 20, 2017

on Microsoft Windows via Steam

\$1 BILLION

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



Average Player

- Walk Distance: 1,063 meters
- Assists: 0.25
- Headshot Kills: 0.19
- Heals: 1.47
- Kills: 0.77
- Weapons Acquired: 3.4
- Longest Kill: 1.73 meters

Average Winning Player

- Walk Distance: 2,983 meters
- Assists: 1.15
- Headshot Kills: 0.78
- Heals: 3.41
- Kills: 3.13
- Weapons Acquired: 5.45
- Longest Kill: 95.15 meters

Top Player

- Walk Distance: 12,180 meters
- Assists: 9
- Headshot Kills: 21
- Heals: 54
- Kills: 26
- Weapons Acquired: 85
- Longest Kill: 945.3 meters

Perfecting Our Strategy

- Drop where others are not
- Be aggressive in looting
- Avoid top ranked players
- When in doubt, pick it up
- Be a good teammate
- Don't stop moving!



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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