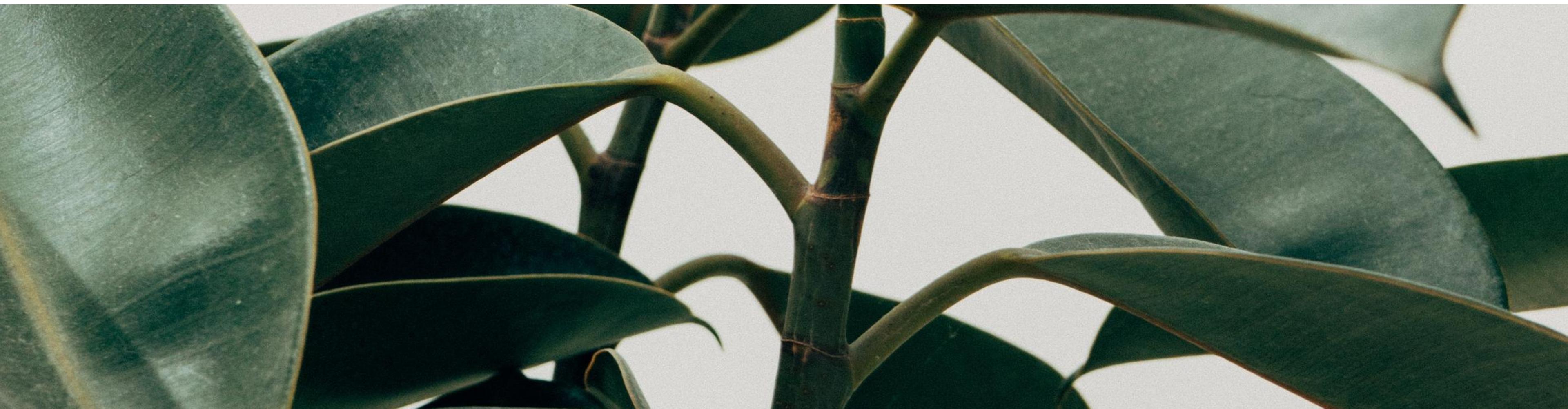


OPTIMISE.

BUSINESS INTELLIGENCE SOLUTIONS



ABOUT US

Optimise uses data analysis to provide businesses a vision of their present operations.

It provides actionable advise based on meticulous analysis that produces tangible results.



Step 1

Clean the acquired data and prep it for analysis.

Step 2

Perform a full analysis of the business using descriptive statistics and define.

Step 3

Create a logical regression model to predict the amount of sales given certain parameters.

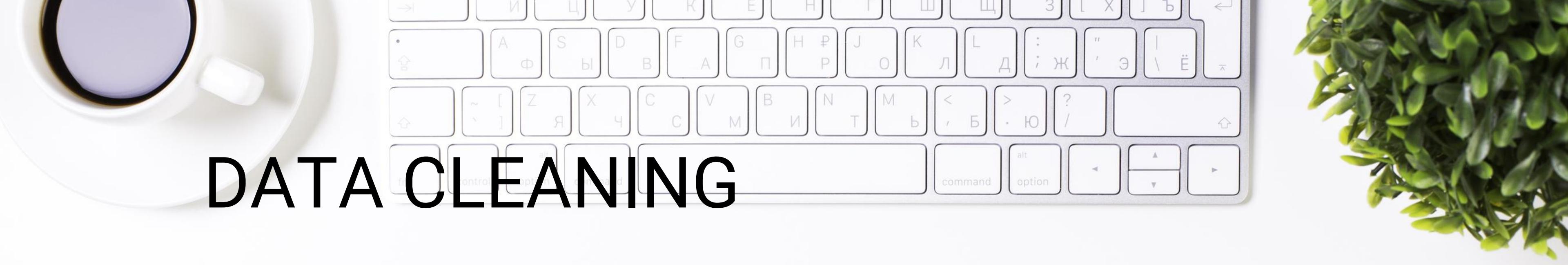
STEAM

Steam is a video game digital distribution service by Valve.

The Steam platform is the largest digital distribution platform for PC gaming, holding around 75% of the market space in 2013.

By 2019, the service had over 34,000 games with over 95 million monthly active users.





DATA CLEANING

Explore the Data

Handle incomplete data, examine outliers, adjust data types.

Unpack Categorical Data

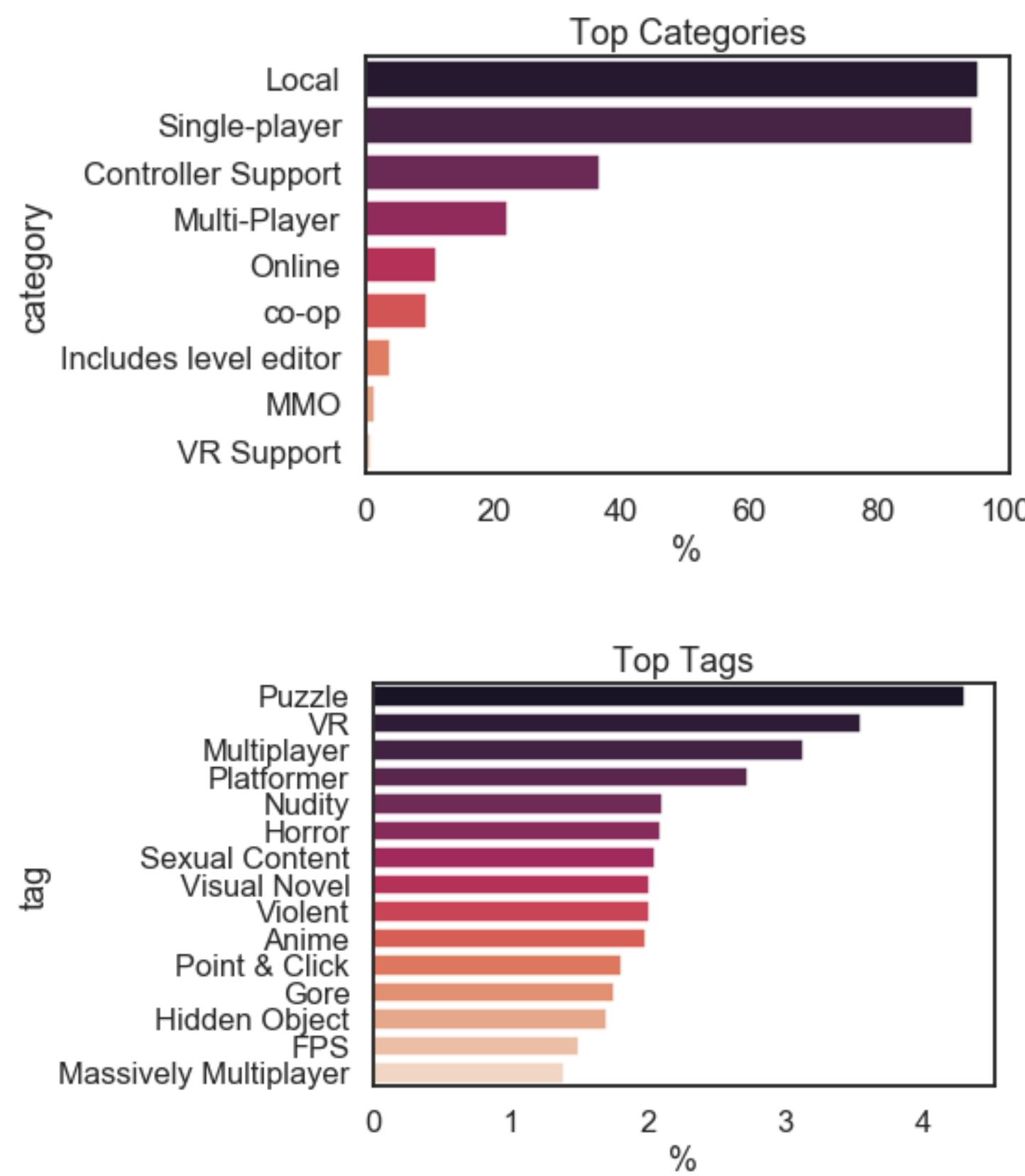
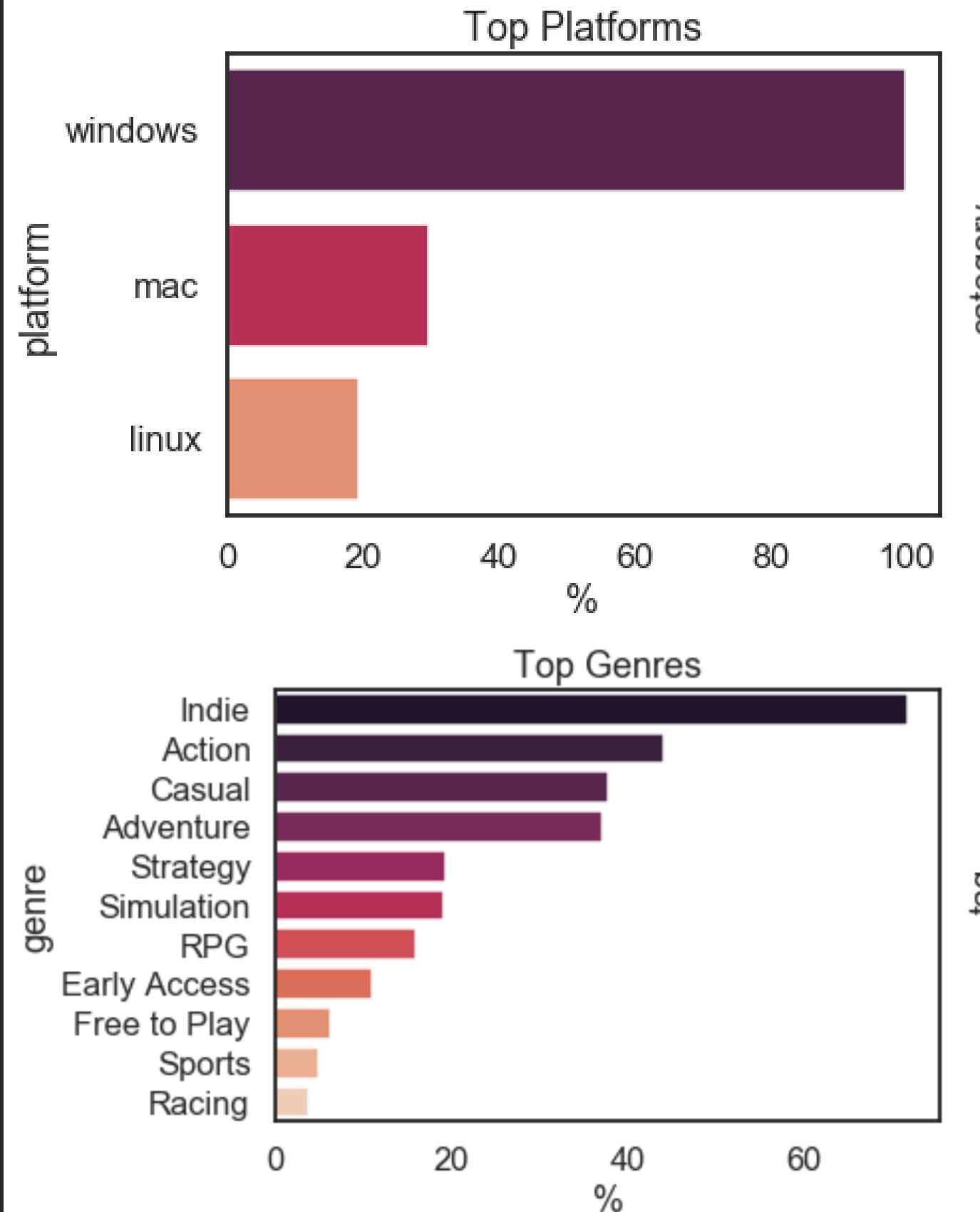
Divide, measure and re-unify categories that have combinations of m

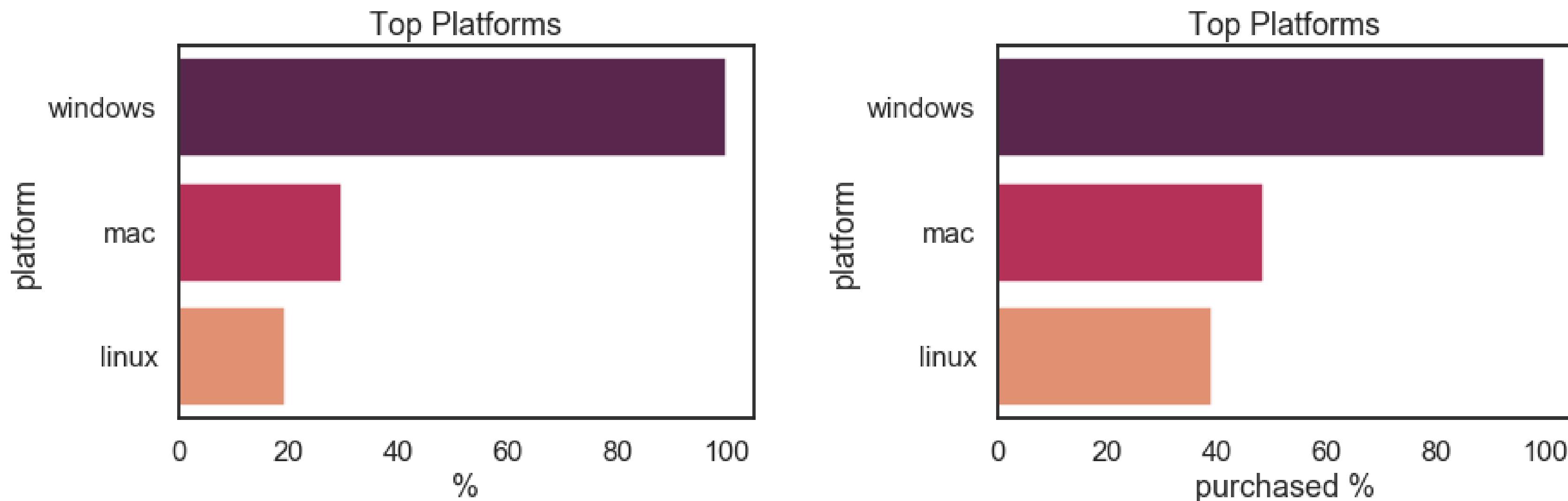
Prep the Data for Machine Learning

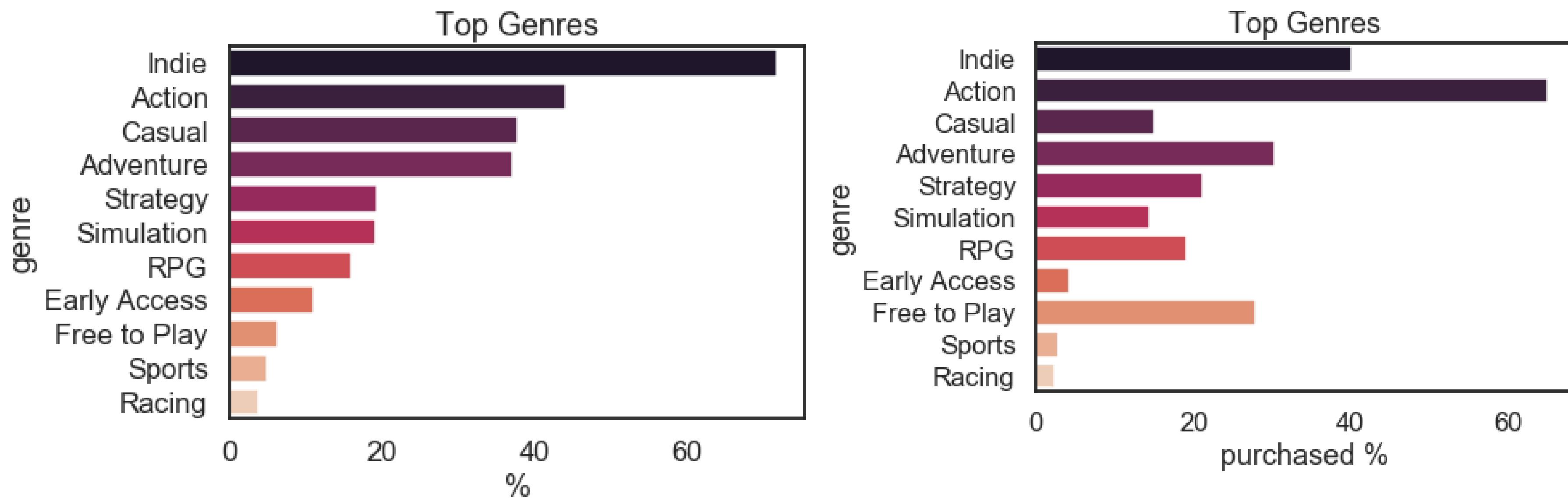
Be very clear so you can smoothly jump next to introducing your product.

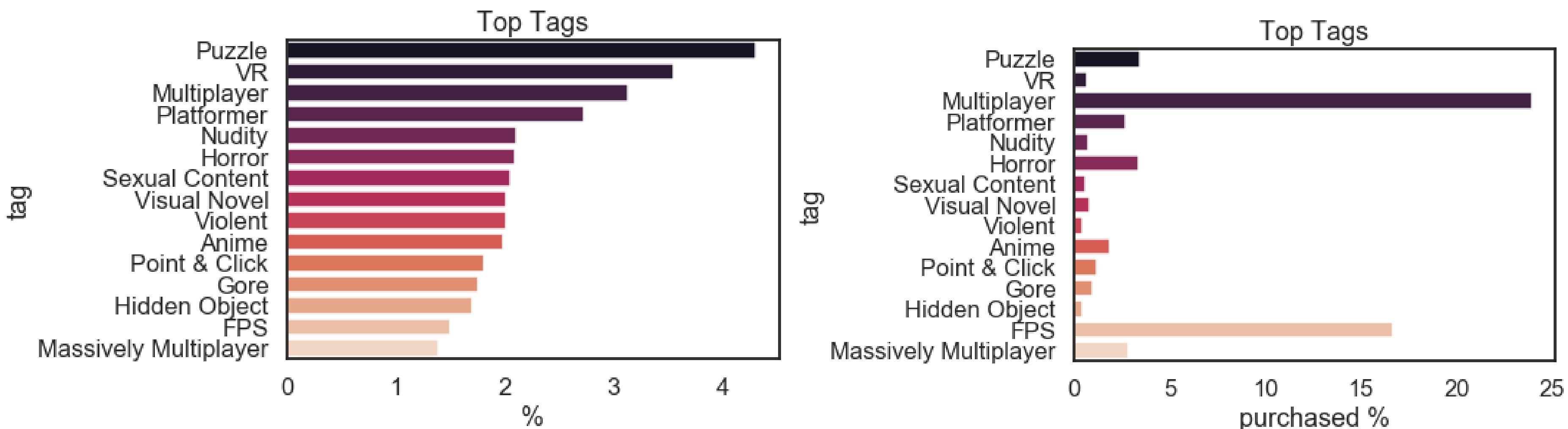
CATEGORICAL DATA

Here's an example of how categorical data would be displayed in the report/dashboard



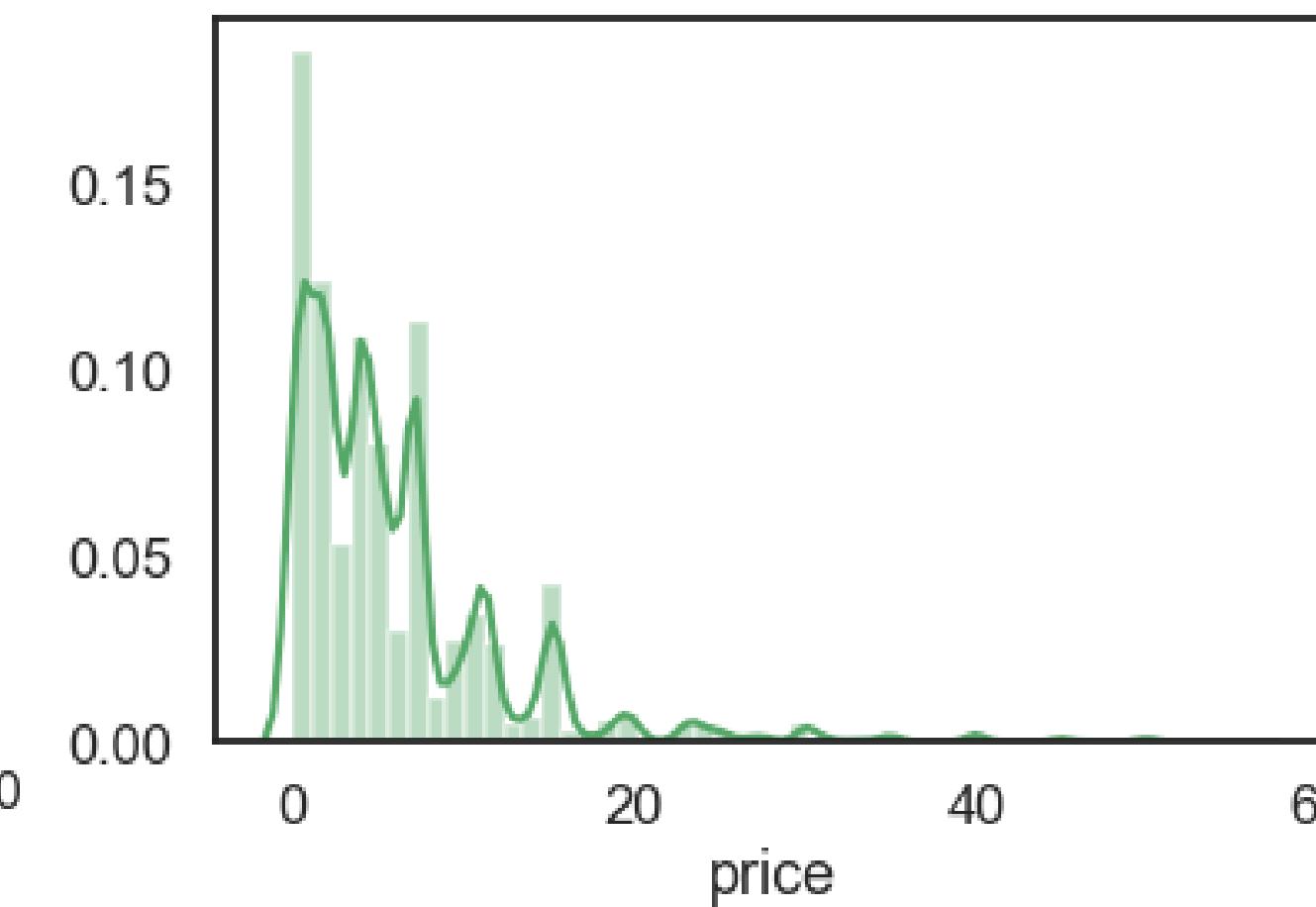
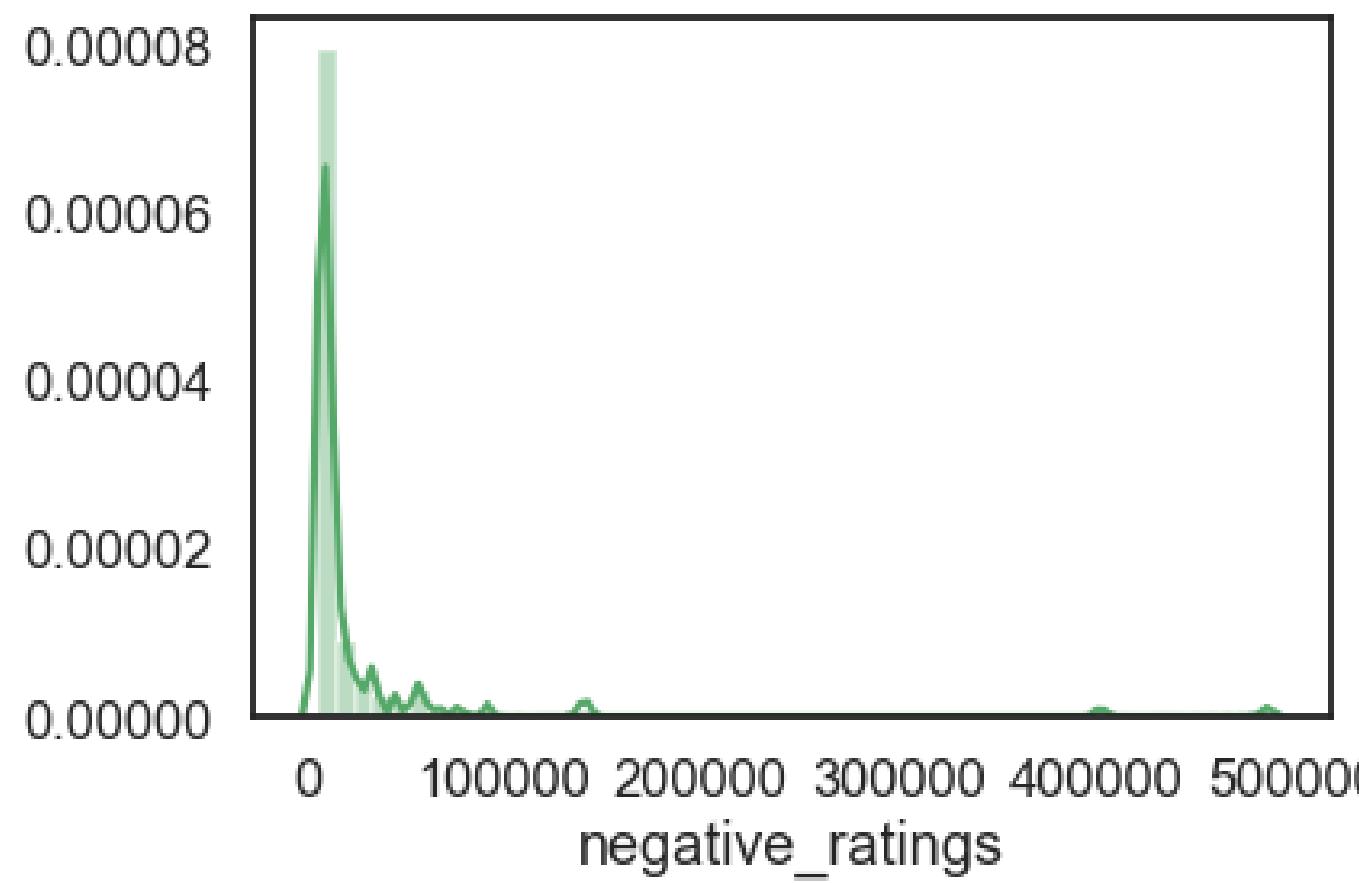
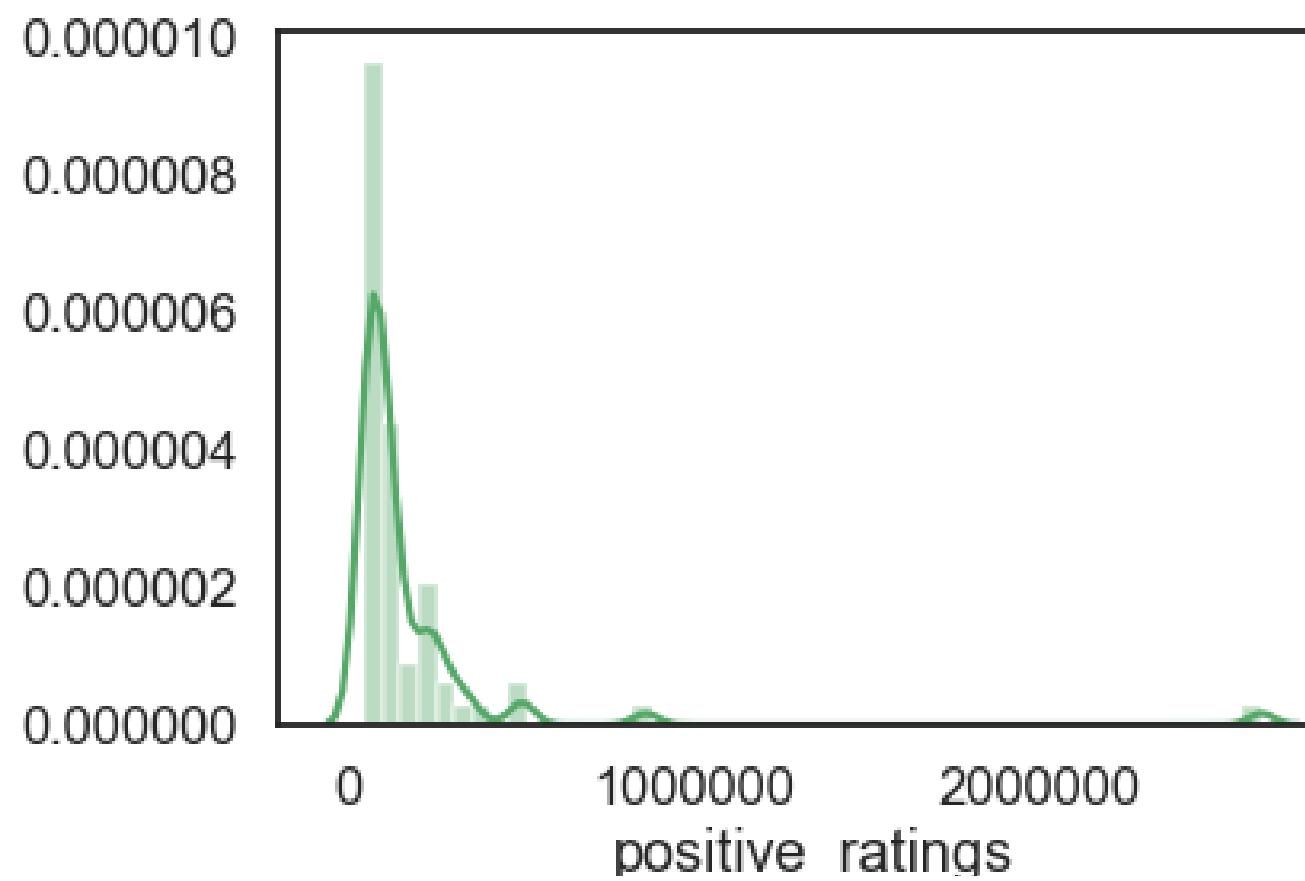
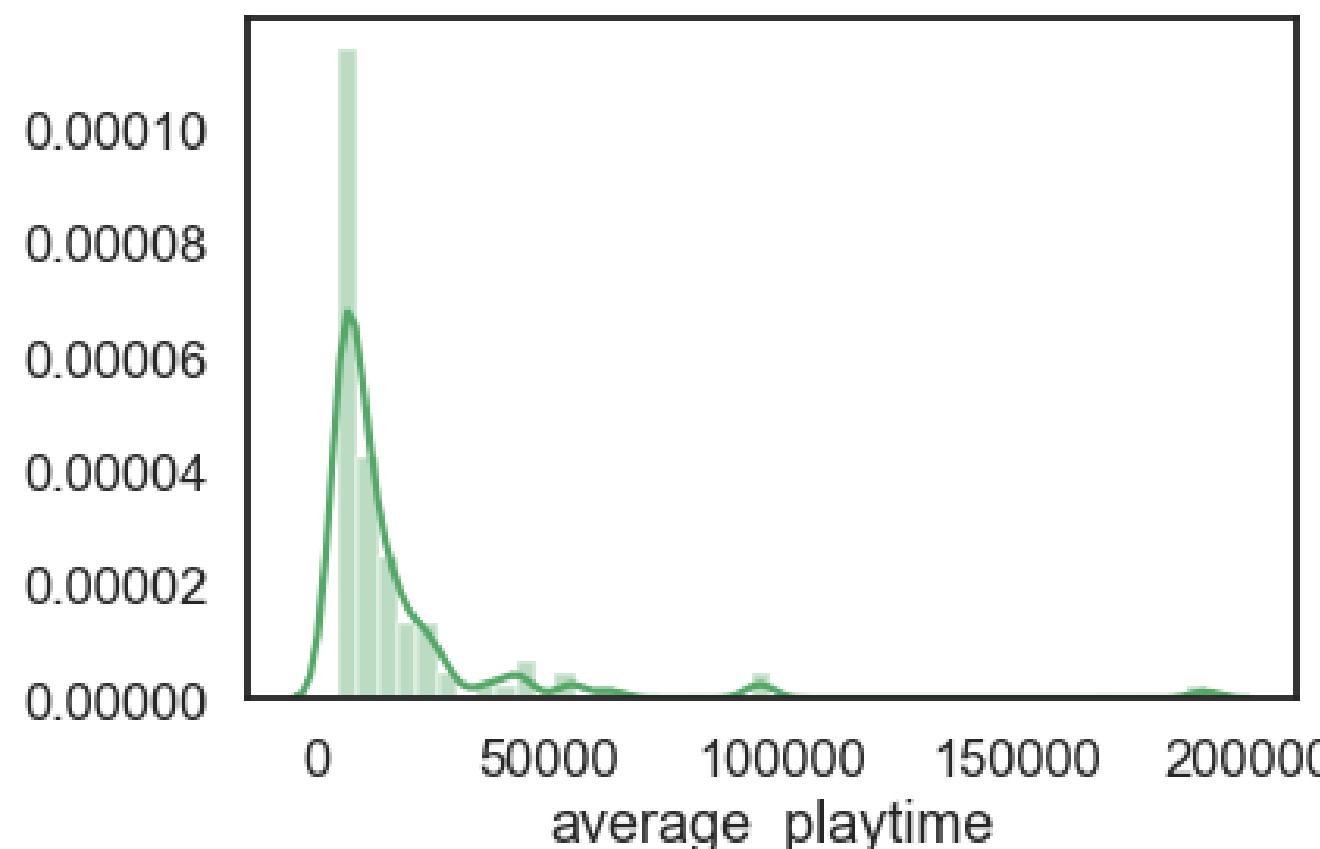






CONTINUOUS DATA

Here's an example of how continuous data would be displayed in the report/dashboard





MOST DOWNLOADED

DOTA 2 is the most downloaded game with up to 300.000.000 downloads (May 2019)

MOST HATED

PUBG has received the most negative reviews, probably due to cheaters and review bombing.

MOST LOVED

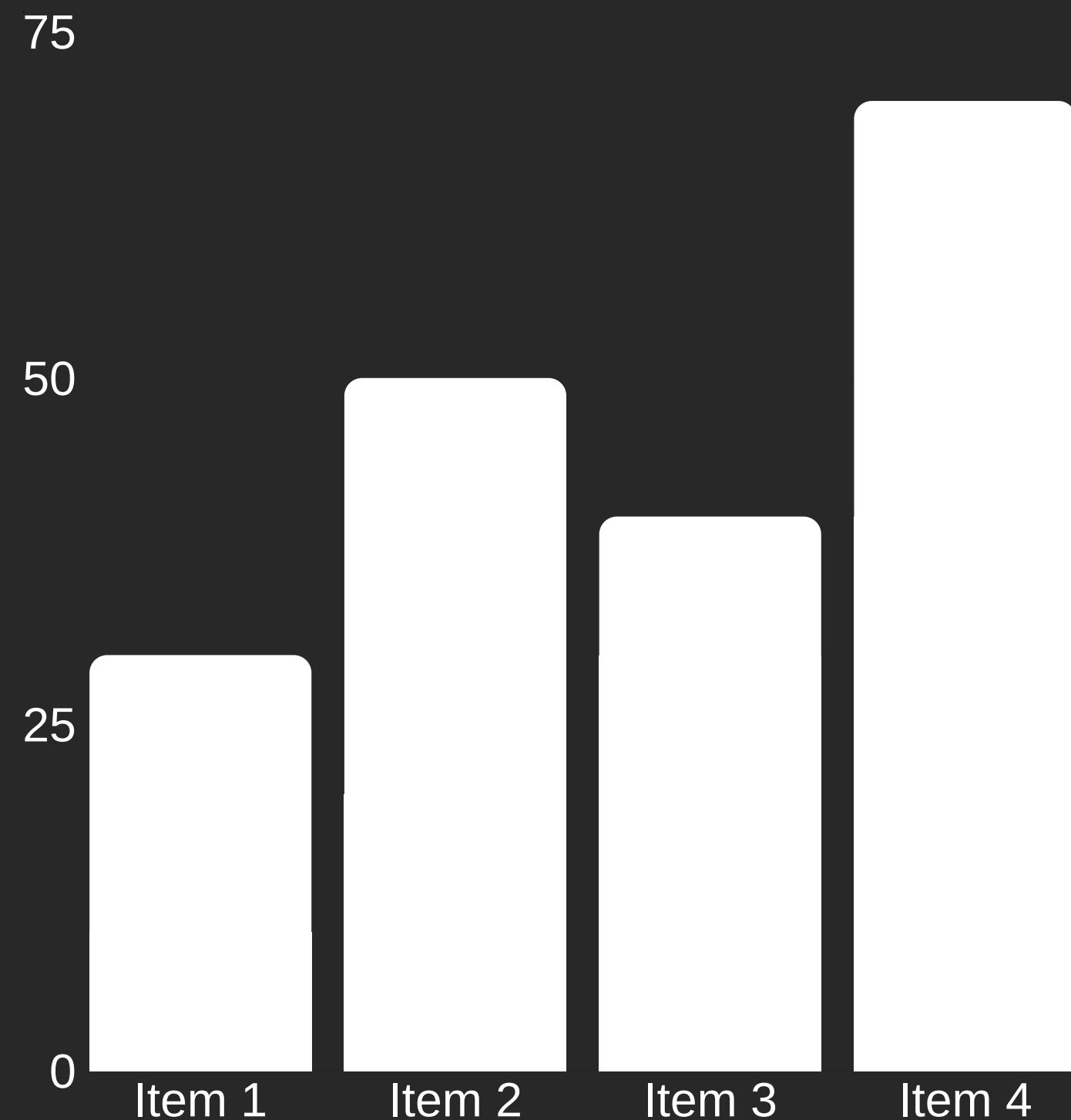
CS:GO is the game with most positive reviews on Steam Spy with 2.644.404 reviews (May 2019)

MOST EXPENSIVE

ADR-Labelling Game is the most expensive game on Steam at USD 421.99 (May 2019)

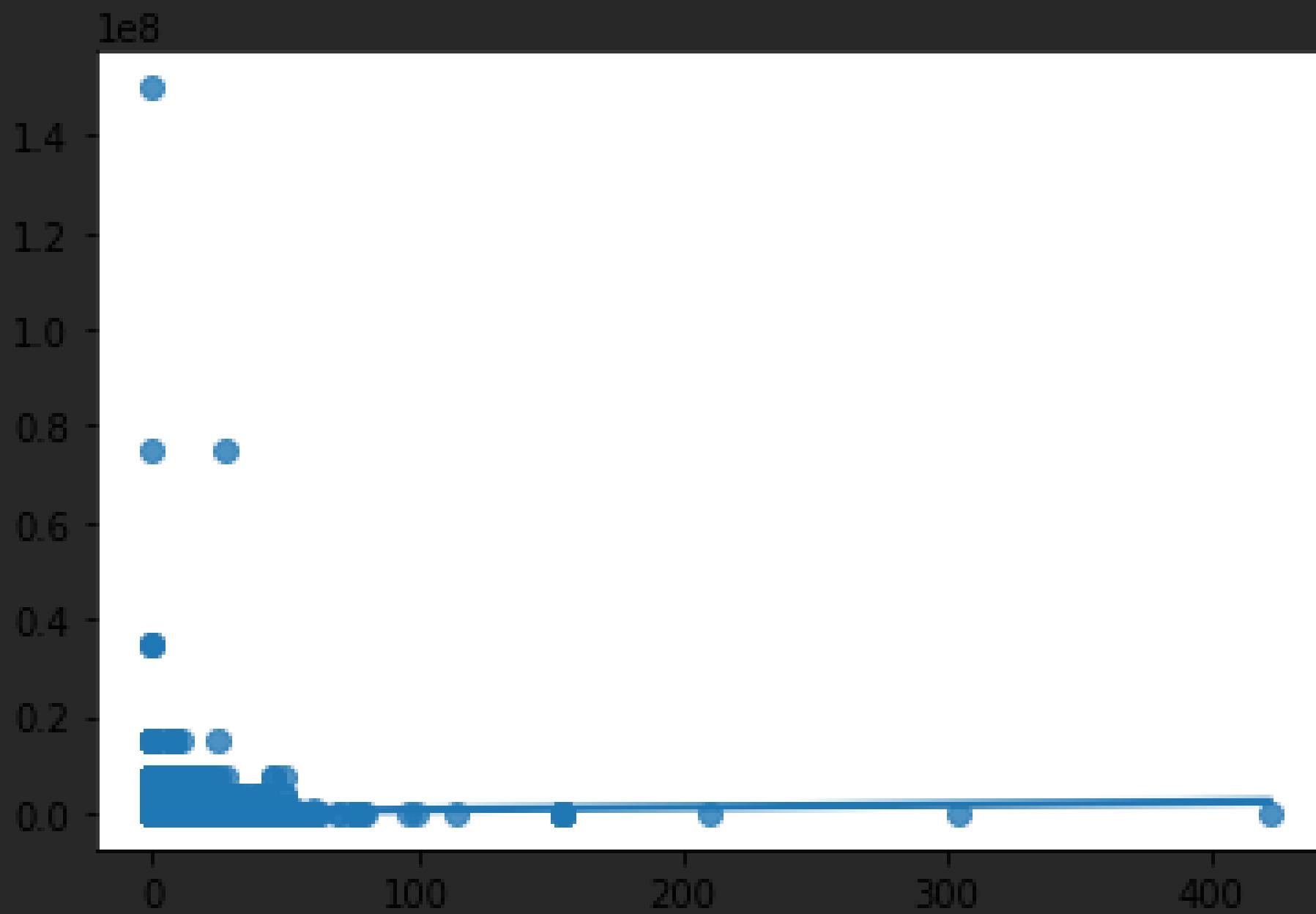
PREDICTION MODEL

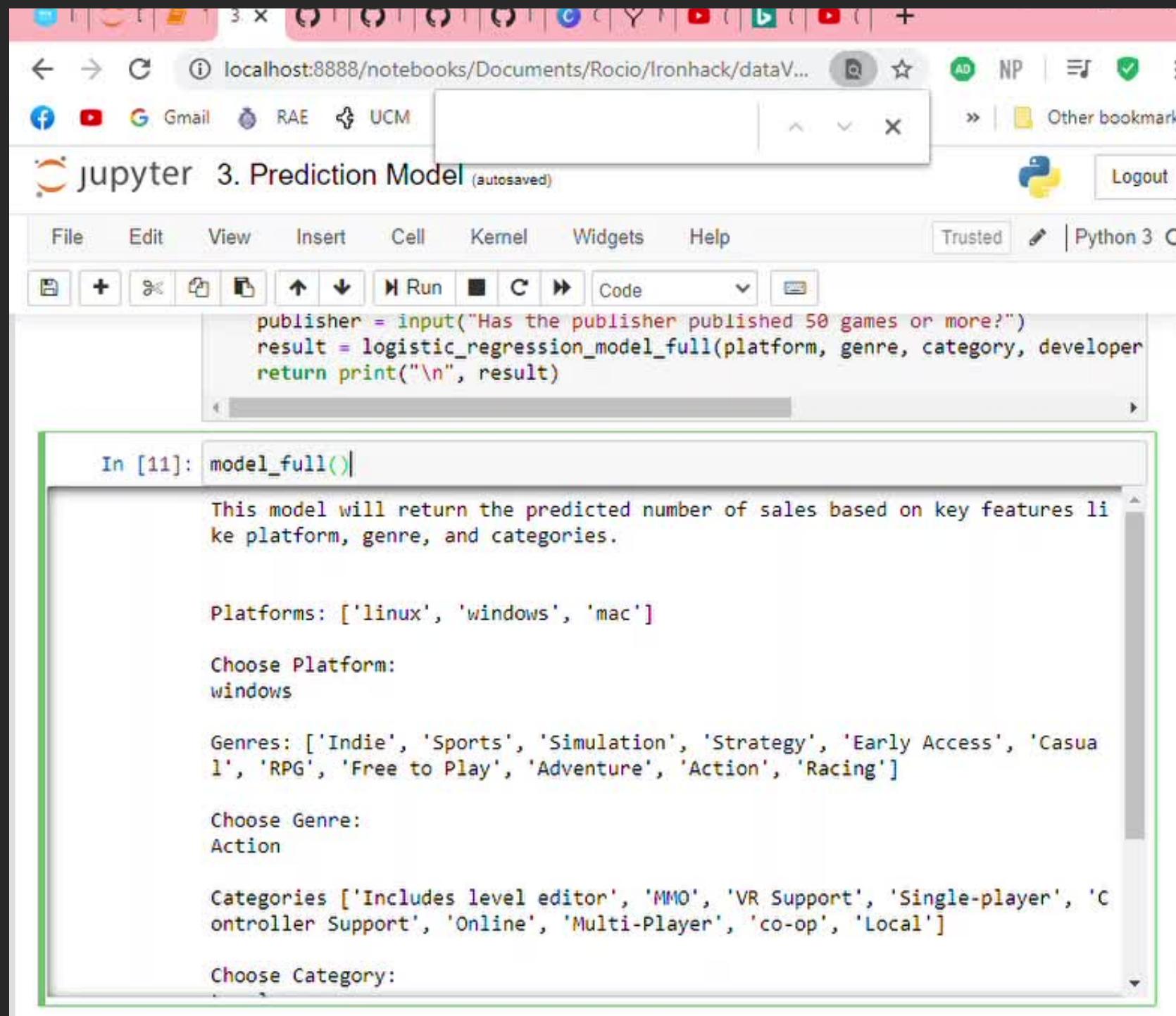
Create a logical regression model to predict the amount of sales given certain parameters, such as genre, category, and platform.



PREDICTION MODEL

Create a logical regression model to predict the amount of sales given certain parameters, such as genre, category, and platform.





The screenshot shows a Jupyter Notebook window titled "jupyter 3. Prediction Model (autosaved)". The code cell contains the following Python code:

```
publisher = input("Has the publisher published 50 games or more?")
result = logistic_regression_model_full(platform, genre, category, developer)
return print("\n", result)
```

The output cell, labeled "In [11]:", displays the function definition and its documentation:

```
In [11]: model_full()
This model will return the predicted number of sales based on key features like platform, genre, and categories.
```

Below the documentation, there are several interactive prompts:

- Platform: ['linux', 'windows', 'mac']
Choose Platform:
windows
- Genres: ['Indie', 'Sports', 'Simulation', 'Strategy', 'Early Access', 'Casual', 'RPG', 'Free to Play', 'Adventure', 'Action', 'Racing']
Choose Genre:
Action
- Categories ['Includes level editor', 'MMO', 'VR Support', 'Single-player', 'Controller Support', 'Online', 'Multi-Player', 'co-op', 'Local']
Choose Category:

Sales Predictions

Based on genre, category, platform, publisher and developer.

User-friendly Interface

The model sits comfortably inside a program that requests the information needed so the user doesn't have to worry.



Key Insights

The process of building the prediction model in itself gave us insights.

IMPREDICTABLE

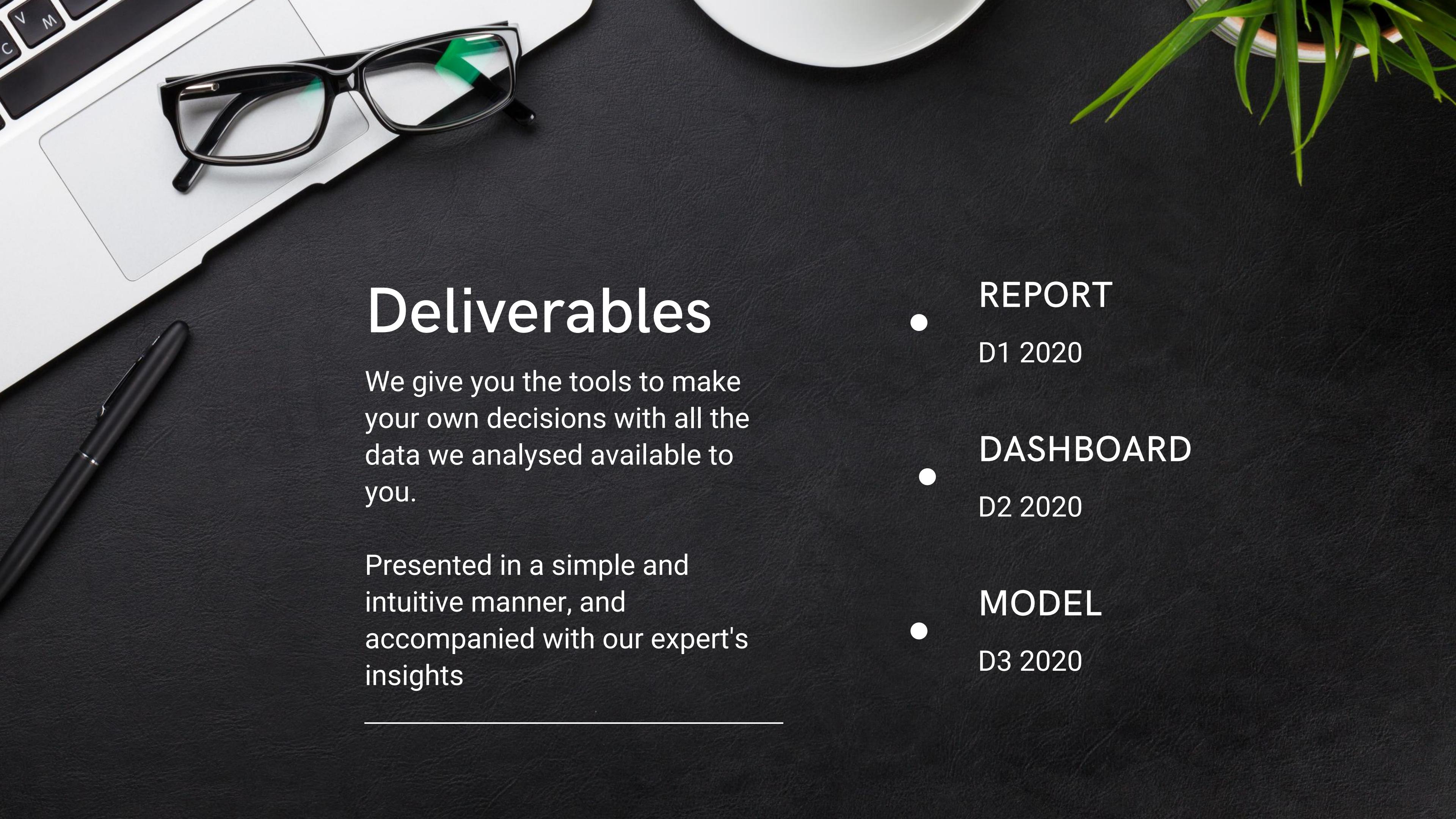
- The number of sales is unpredictable based on genre and category

BIGGER IS NOT ALWAYS BETTER

Being a top-tier publisher does not predict success

WINNING COMBO

Create a an Action Local game for all platforms for best results.



Deliverables

We give you the tools to make your own decisions with all the data we analysed available to you.

Presented in a simple and intuitive manner, and accompanied with our expert's insights

- REPORT
D1 2020
- DASHBOARD
D2 2020
- MODEL
D3 2020

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Thank you.