

GAMING MARKET RESEARCH AND ANALYTICS



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**EXECUTIVE
SUMMARY**

**GENRE
SELECTION**

**OVERVIEW
OF GAME 1**

AGENDA

**OVERVIEW
OF GAME 2**

RECOMMENDATIONS

Executive Summary

- ★ Valorant has a robust esports ecosystem, making it a prime subject for studying competitive gaming dynamics and community engagement.
- ★ Spider-Man offers a rich narrative and character development, ideal for studying storytelling in games and player emotional engagement.
- ★ Market Relevance: Both games are highly popular and influential, providing relevant data for current market trends and future developments.
- ★ Player Engagement: Understanding the factors that drive player retention, satisfaction, and community involvement.
- ★ Innovation in Design: Gaining insights into successful game design principles, from competitive balance to immersive storytelling.

Valorant Genre: First-Person Shooter



Why I chose VALORANT:

The game has approximately 5 million players actively engaging daily. This significant player count highlights Valorant's popularity and staying power in the competitive gaming market

PLAYER PSYCHOLOGY

- Competitive Players
- Streamers and Content Creators
- Social Players
- Casual players



Miles Morales Genre : Action-Adventure

MARVEL
SPIDER-MAN

Why I chose SPIDERMAN: The game sold 4.1 million units by the end of 2020. It remains popular, continuing to attract players due to its engaging storyline, innovative mechanics, and availability across PS4 and PS5 platforms

PLAYER PSYCHOLOGY

- Story-Driven Gamers
- Streamers
- Casual players
- Marvel fans
- Superhero game fans

GAME GENRE/OVERVIEW OF VALORANT

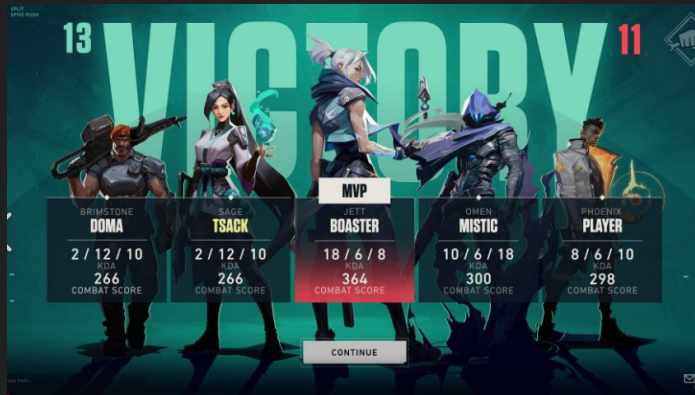
OVERVIEW OF FPS GAMES

- Tactical gameplay
- Unique agents
- Competitive modes
- High quality graphics
- Esports Ecosystem
- most popular FPS game
- Daily 5 million active players.
- Streamers and Esports athletes.



GAMEPLAY MECHANICS

- Precise Gunplay
- Agent Abilities
- Map control
- Team Coordination
- Spike Management
- Health and Armour
- Economy System



RIOT GAMES

GAME GENRE/OVERVIEW OF MARVEL'S SPIDER-MAN :MILES MORALES

OVERVIEW OF ACTION ADVENTURE GAMES

- Dynamic Combat System
- Unique Abilities
- Engaging Storyline
- Open world exploration
- Character development
- Stunning visuals and high graphics

MARVEL
SPIDER-MAN



GAMEPLAY MECHANICS

- Web-slinging
- Combat system
- Camouflage
- Traversal
- Side missions and activities
- Skill tree
- Gadgets

Recommendations for Mobalytics

VALORANT

- **Market Research and Player Insights:** Conduct comprehensive market research to identify target demographics and understand player preferences, behaviors, and motivations. Provide insights into potential new player segments that Valorant could appeal to, and tailor marketing strategies accordingly.
- **Player Retention Strategies:** Analyze player retention metrics and behavior patterns to identify factors influencing player churn. Propose features, content updates, and progression systems that can increase player engagement and longevity in the game.
- **Accessibility:** By enabling players on mobile devices to join matches with PC players, Valorant becomes more accessible to a wider audience who may prefer different gaming platforms.

SPIDERMAN : MILES MORALES

- **Expanding Accessibility:** Introduce scaled-down versions of these games for PC and mobile platforms, broadening accessibility beyond the current PlayStation Network exclusivity. This expansion aims to reach a wider audience of gamers eager to experience these titles on their preferred devices.
- **Enhancing Engagement through Competition:** Implement competitive leaderboards to bolster player retention and long-term engagement. By integrating these features, players can strive for recognition and achievements, fostering sustained interest in the games over time.
- **Enabling Multiplayer options:** Multiplayer option will increase the in game retention and engagement as people like playing a story mode game with their friends.

Thank you!

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