



XBOX VS PS5

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01 PROBLEM

WHY IT MATTERS



Data Source

Comments of posts based on keywords "Xbox Series X" and "PS5" on reddit split across 4 demographics.

- Hardcore Demographic: r/games
- Casual Demographic: r/gaming
- Dedicated Xbox fans: r/xboxone
- Dedicated PS5 fans: r/PS5

Popular posts and comments obtained passing a certain upvote threshold.

Analytical Approach General Subreddits

Casual and Hardcore Gaming Subreddits

- Exploratory analysis through word frequency
 - PC showed up very frequently
- Created a file with XBOX, PS5, PC and alternative names used for each
- Created a list of attributes that people use qualify the consoles
 - Frequency analysis to get top 5 attributes
- Lift Analysis
 - Console to Console
 - Console and attributes
 - Aspiration
- Sentiment Analysis using vader
 - filter for XBOX
 - filter for PS5

Analytical Approach Dedicated Fan-bases

Sub-reddits

Sub-Reddits for Xbox & PS5

Frequency of attributes (Top 5)

General Word Frequency Analysis

Sentiment Analysis



Console to Console Lift Analysis

Casual Gamers

Hardcore Gamers

	xbox	ps5	pc
xbox	1.000000	1.930935	2.603837
ps5	1.930935	1.000000	2.391726
pc	2.603837	2.391726	1.000000

	xbox	ps5	pc
xbox	1.000000	3.633594	4.756670
ps5	3.633594	1.000000	2.996851
pc	4.756670	2.996851	1.000000

Aspirational Analysis

Casual Gamers

	Brand	Lift
2	pc	3.835381
0	xbox	2.322341
1	ps5	1.422108

Hardcore Gamers

	Brand	Lift
2	pc	2.062856
1	ps5	1.589389
0	xbox	1.470505

Top 5 Attributes

Casual Gamers

games
buy
online
graphics
price

Hardcore Gamers

games
buy
price
quality
multiplayer

Attribute Lift Analysis

Casual Gamers

lift					
attribute	buy	games	multiplayer	price	quality
brand					
pc	1.920292	1.625732	2.652990	1.827787	2.060539
ps5	3.875002	1.756825	0.283899	2.260191	0.504001
xbox	1.599988	1.398972	1.719256	2.368975	1.144561

Hardcore Gamers

lift					
attribute	buy	games	graphics	online	price
brand					
pc	3.130348	5.543324	3.547727	1.970960	3.547727
ps5	1.031725	0.548104	1.753933	0.000000	1.753933
xbox	0.842418	2.237672	0.000000	0.795617	2.864220

Sentiment Analysis

Hardcore Gamers

XBOX

```
games_sentiment          0.221269  
buy_sentiment            0.220196  
price_sentiment          0.063085  
quality_sentiment         0.278700  
multiplayer_sentiment    0.248500  
average_sentiment        0.018921  
dtype: float64
```

PS5

```
games_sentiment          0.224718  
buy_sentiment            0.137686  
price_sentiment          0.016591  
quality_sentiment         0.422700  
multiplayer_sentiment    0.508900  
average_sentiment        0.019251
```

Sentiment Analysis

Casual Gamers

XBOX

games_sentiment	0.233670
buy_sentiment	0.251400
price_sentiment	0.000000
graphics_sentiment	NaN
online_sentiment	0.542300
average_sentiment	0.007686

PS5

games_sentiment	0.851900
buy_sentiment	0.093550
price_sentiment	0.000000
graphics_sentiment	0.000000
online_sentiment	NaN
average_sentiment	0.003065

Top 5 Attributes

XBOX Fan-base

games

buy

price

best

performance

PS5 Fan-base

games

buy

price

graphics

quality

Sentiment Analysis

XBOX Fan-base

```
games_sentiment      0.223397  
buy_sentiment        0.191704  
price_sentiment      0.143538  
quality_sentiment    0.258554  
graphics_sentiment   0.029075  
average_sentiment    0.010233  
dtype: float64
```

PS5 Fan-base

```
games_sentiment      0.153131  
buy_sentiment        0.136190  
price_sentiment      0.114231  
quality_sentiment    0.202311  
graphics_sentiment   0.306042  
average_sentiment    0.009128
```


01010100 01101000 01100001 01101110
01101011 00100000 01111001 01101111
01110101
THANK YOU!
