



GAME

DATA ANALYSIS

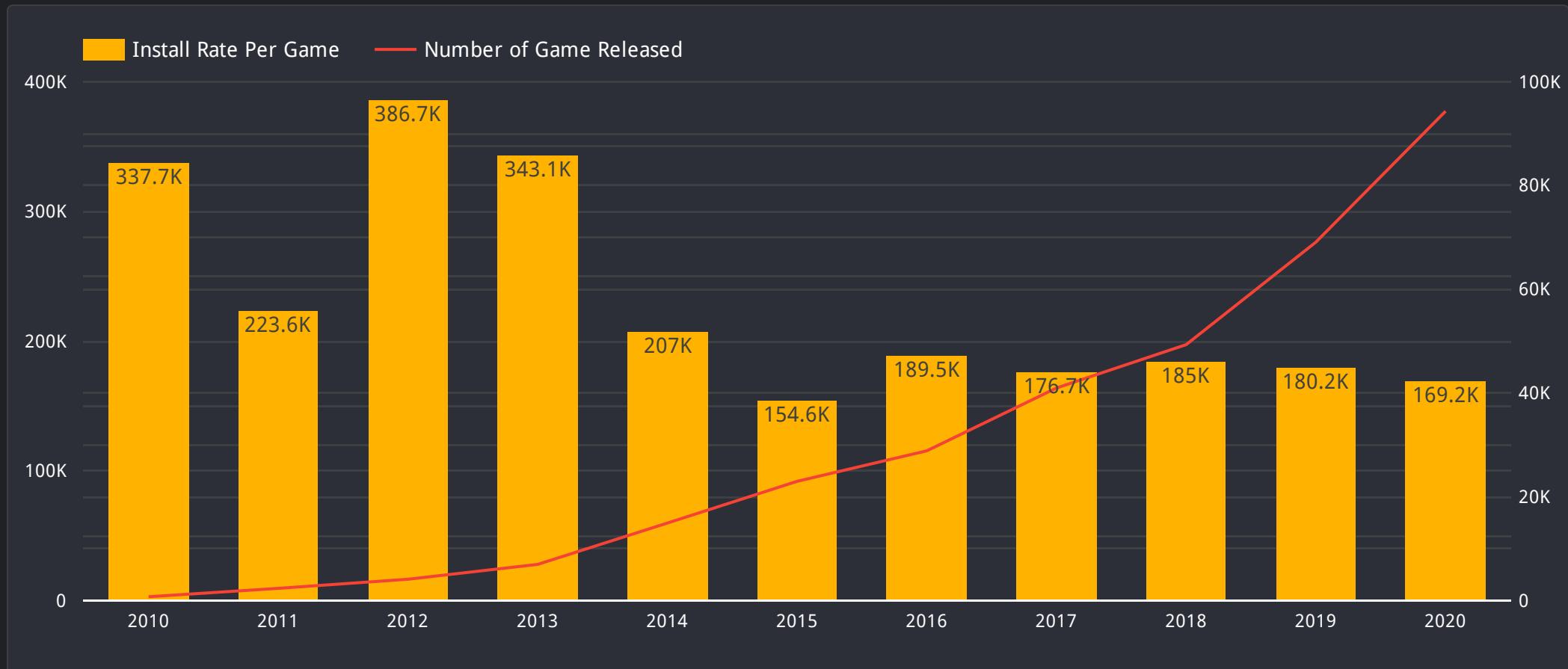


CoderSchool

A PRODUCT OF LEGENDARY TEAM

NGUYEN - MINH - QUANG - TAM

TREND IN INSTALL RATE AND NUMBER OF GAME RELEASED



Install Rate Per Game = Total Install / Game Age

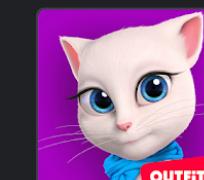
Game Age = Amount of time from Released Date to Data Scrapped Time

Steady increase in the amount of Games **released** each year

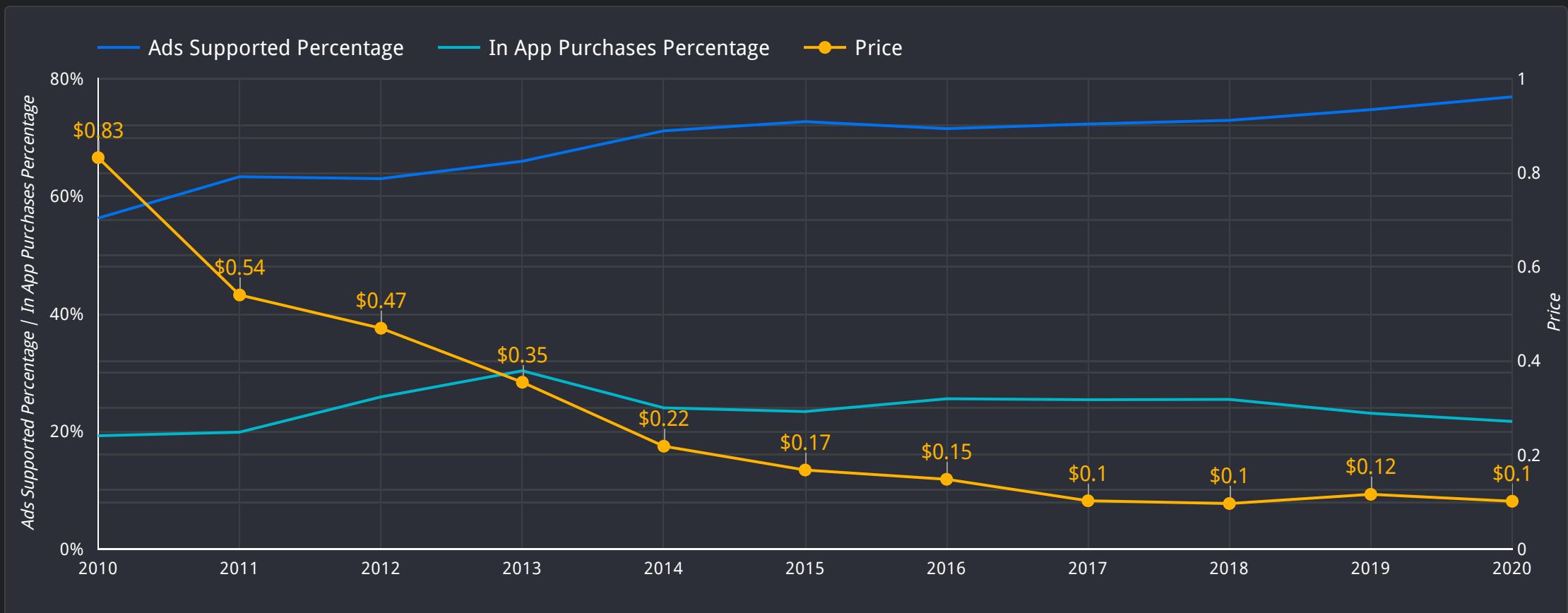
Install Rate saw some **significant increases** around **2010** and from **2012 to 2014**

Dive into monthly data, these significances mostly came from **outstanding games** released

- 2010: Talking Tom Cat & Angry Birds Classic
- 9/2012: Subway Surfers
- 11/2013: My Talking Tom
- 12/2014: My Talking Angela



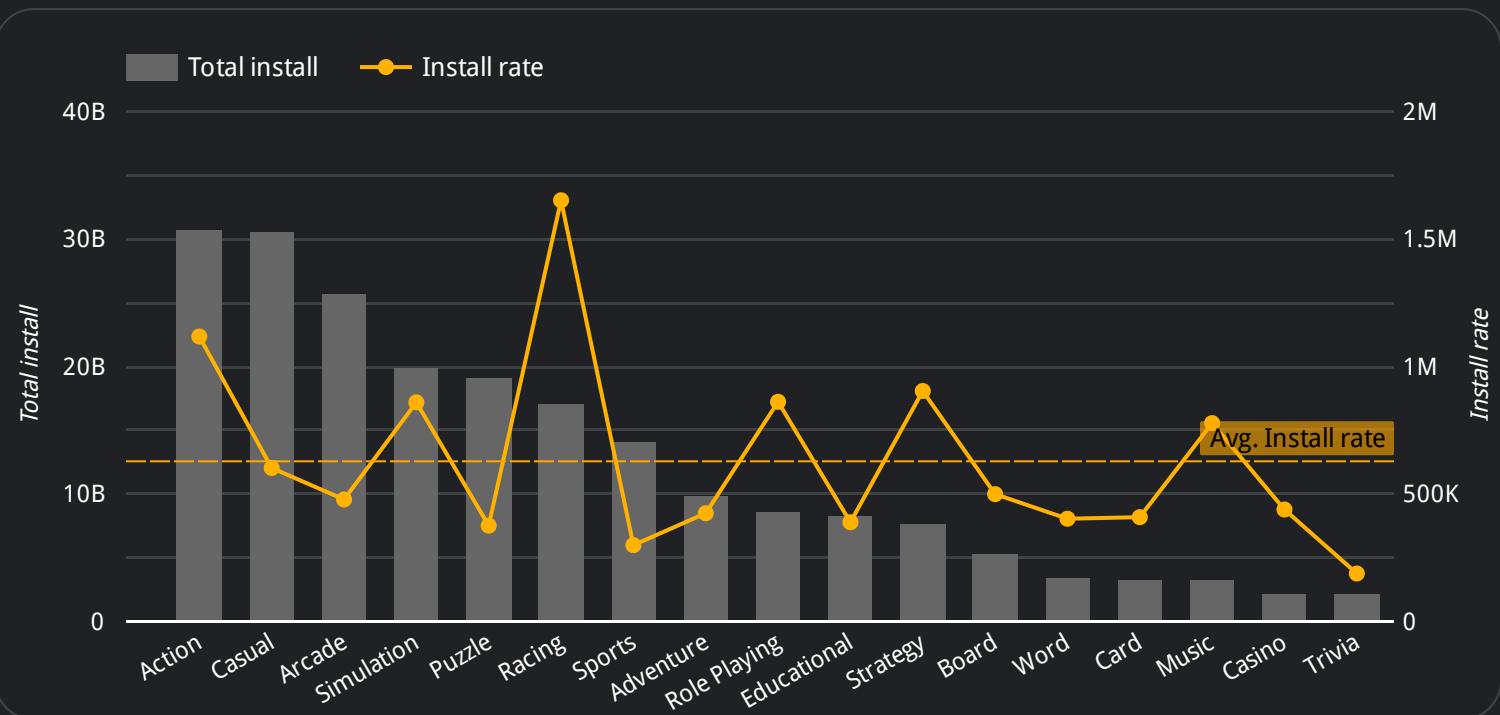
TREND IN GAME PRICING AND ADVERTISING



Big decrease in Average Price to nearly **Free**

More popular of Advertisings inside Games

INSTALL RATE ACROSS CATEGORIES

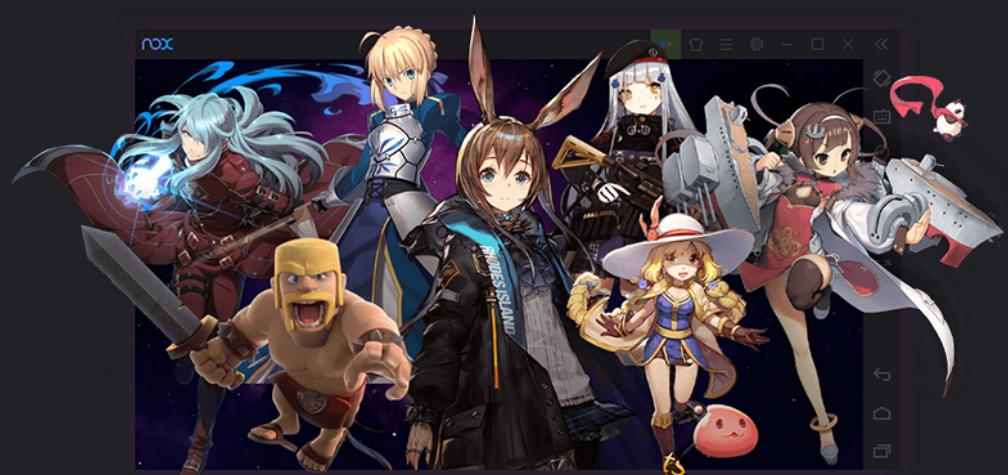


RATING RATE ACROSS CATEGORIES

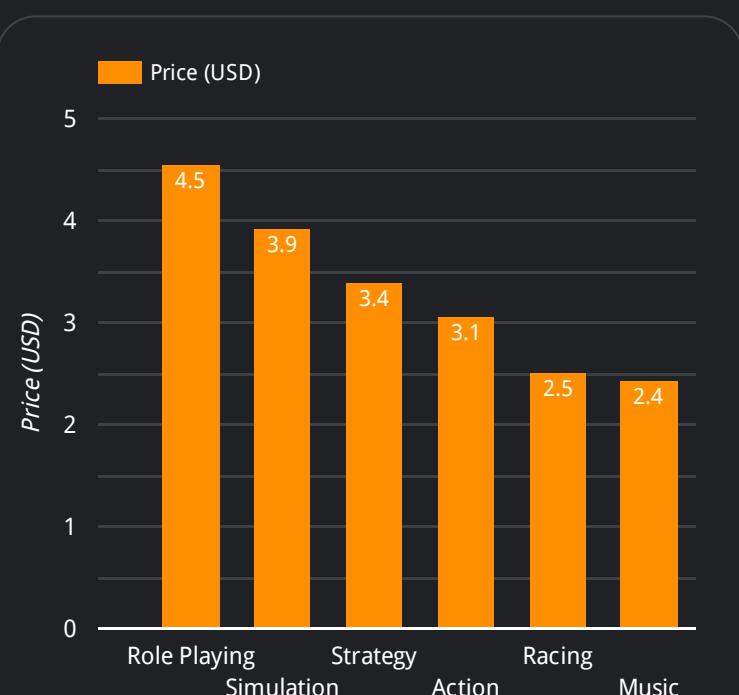


TOP 5 TOP MOST GROWTH OPPORTUNITY CATEGORIES:

**ACTION - SIMULATION - RACING -
ROLE PLAYING - STRATEGY**

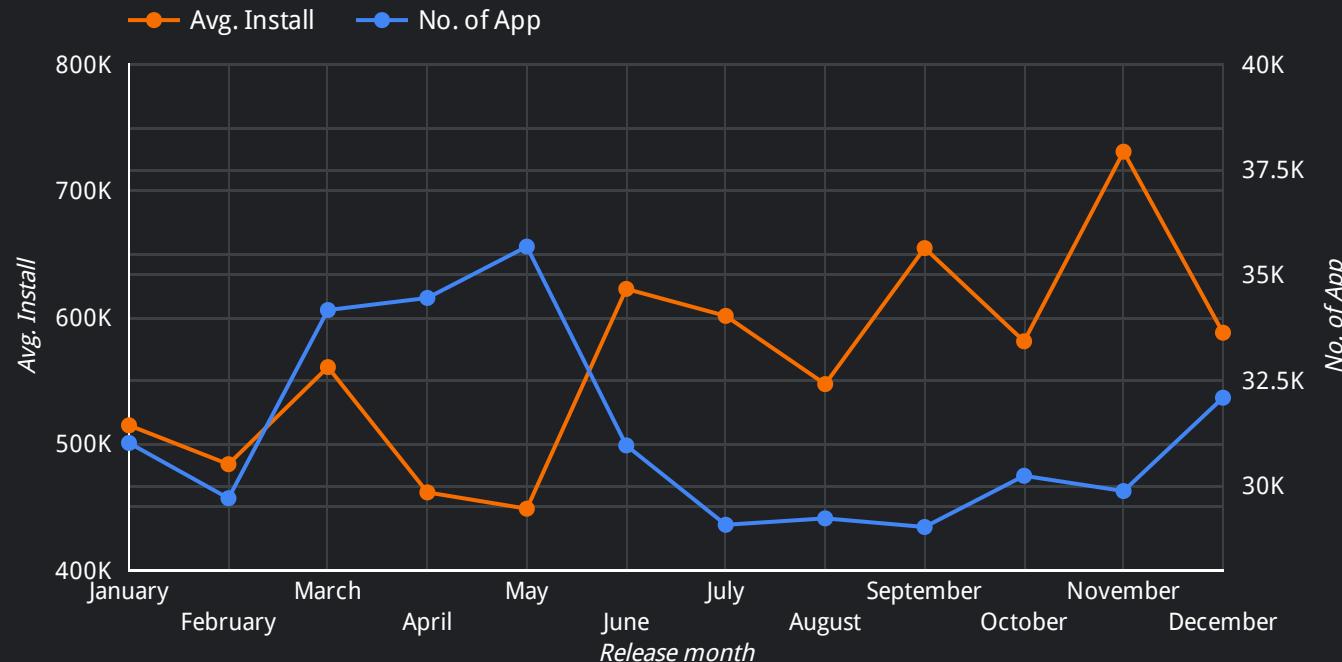


AVERAGE PRICE ACROSS CATEGORIES

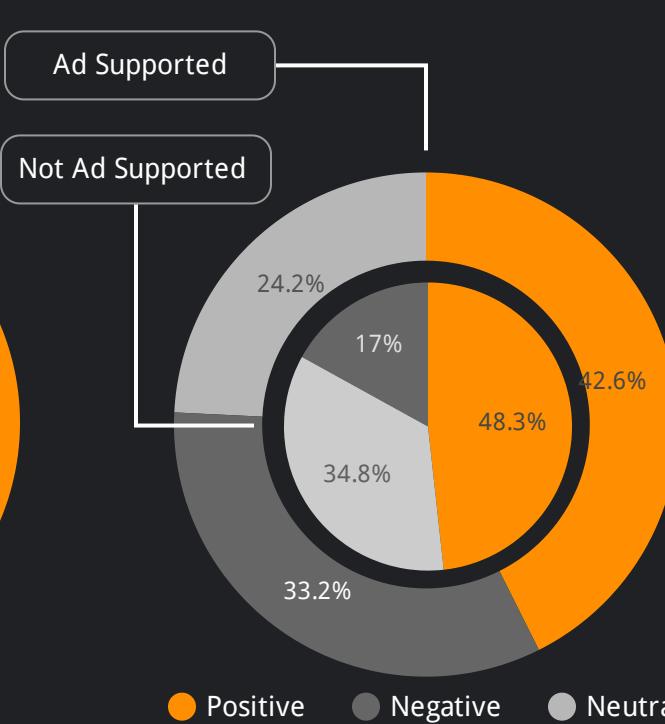
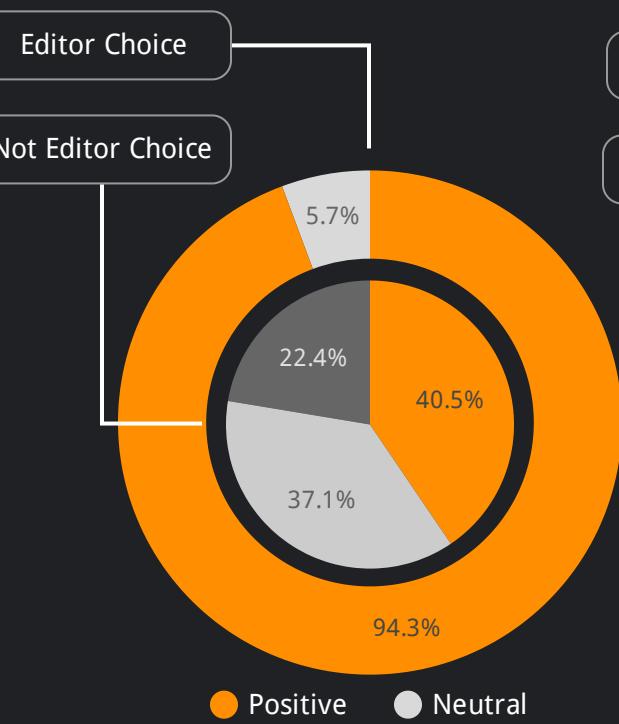


BEST TIME TO RELEASES GAME

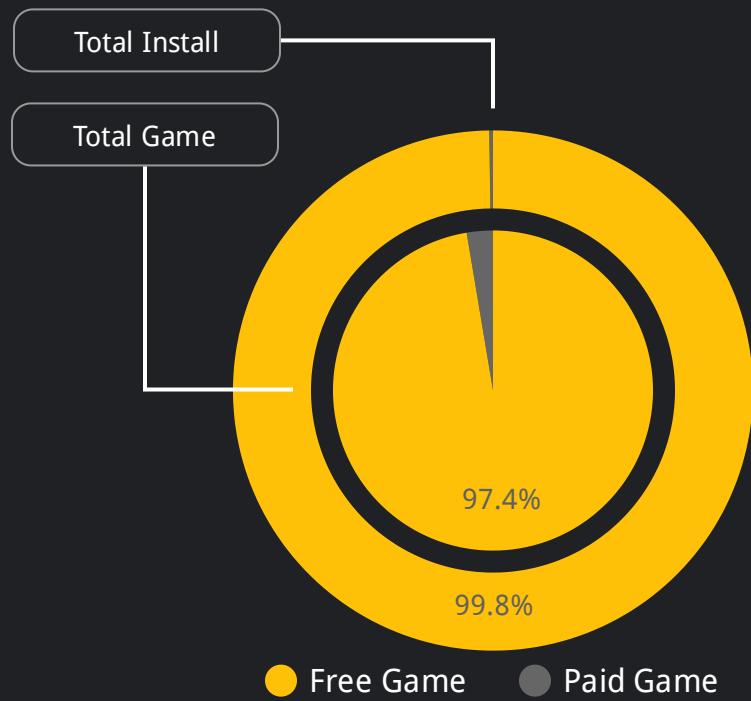
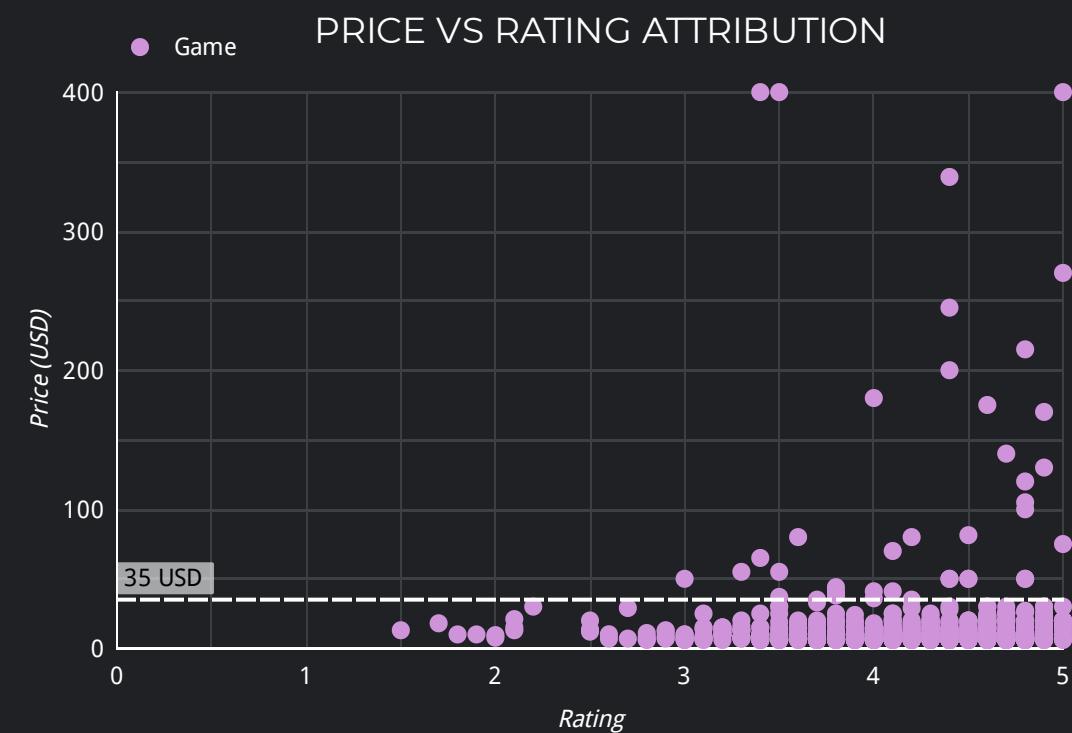
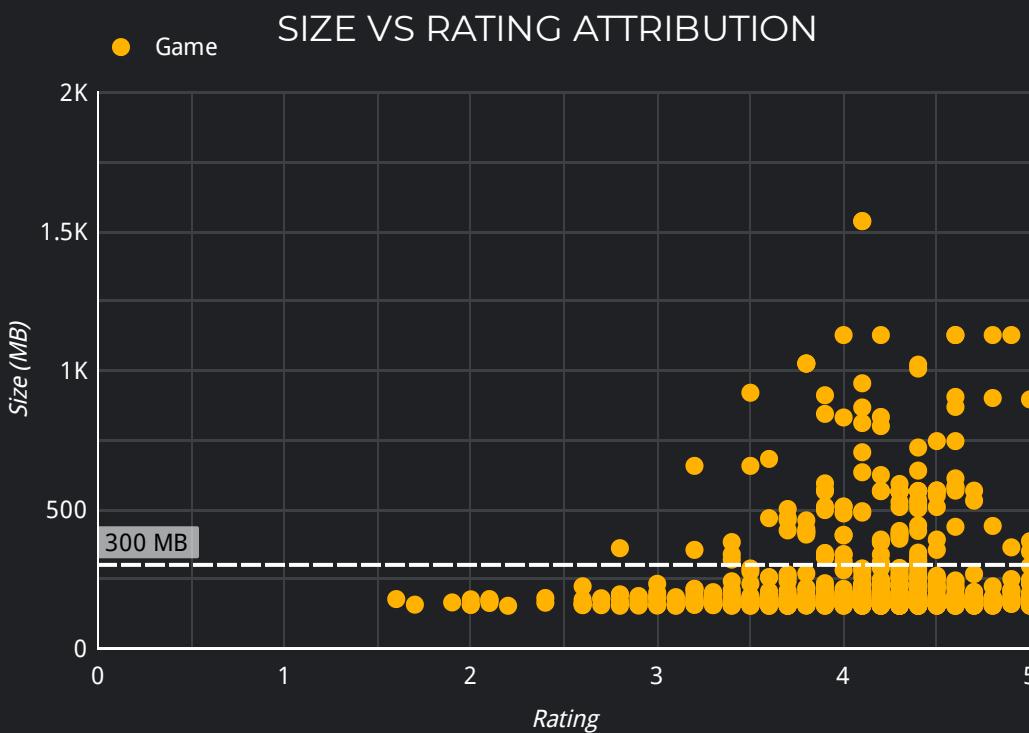
AVERAGE INSTALL AND NUMBER OF APP DISTRIBUTION



from JUNE
to the END OF YEAR
is the good time
for RELEASING GAME



PRICE AND SIZE



Most of GAME are **FREE**

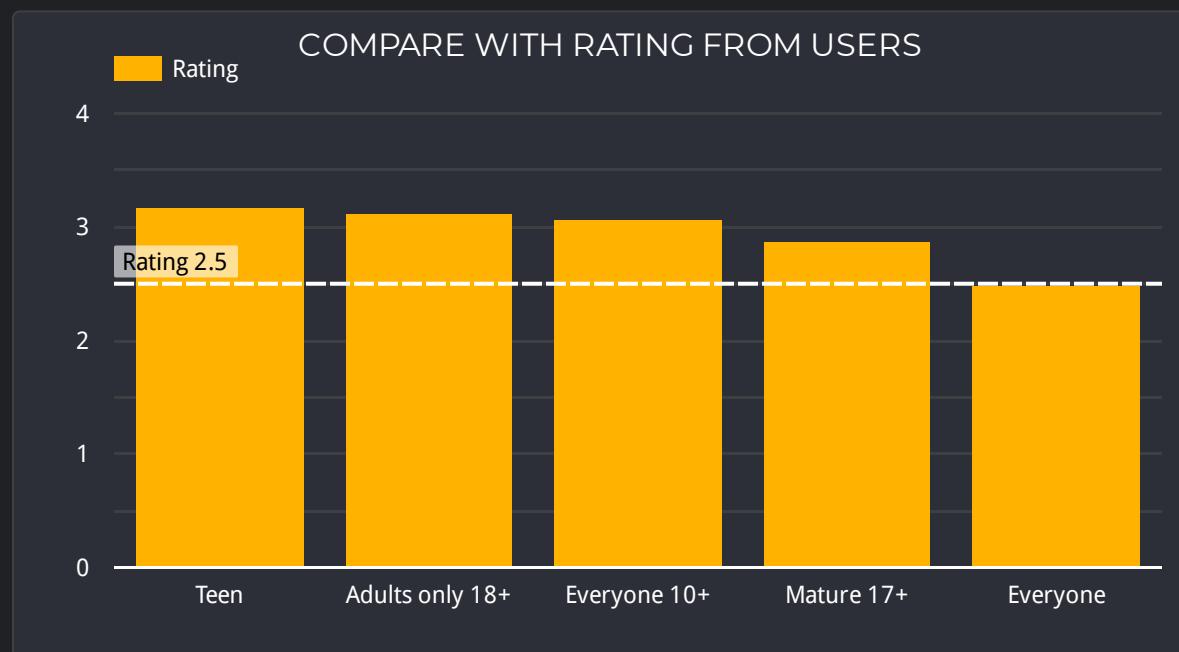
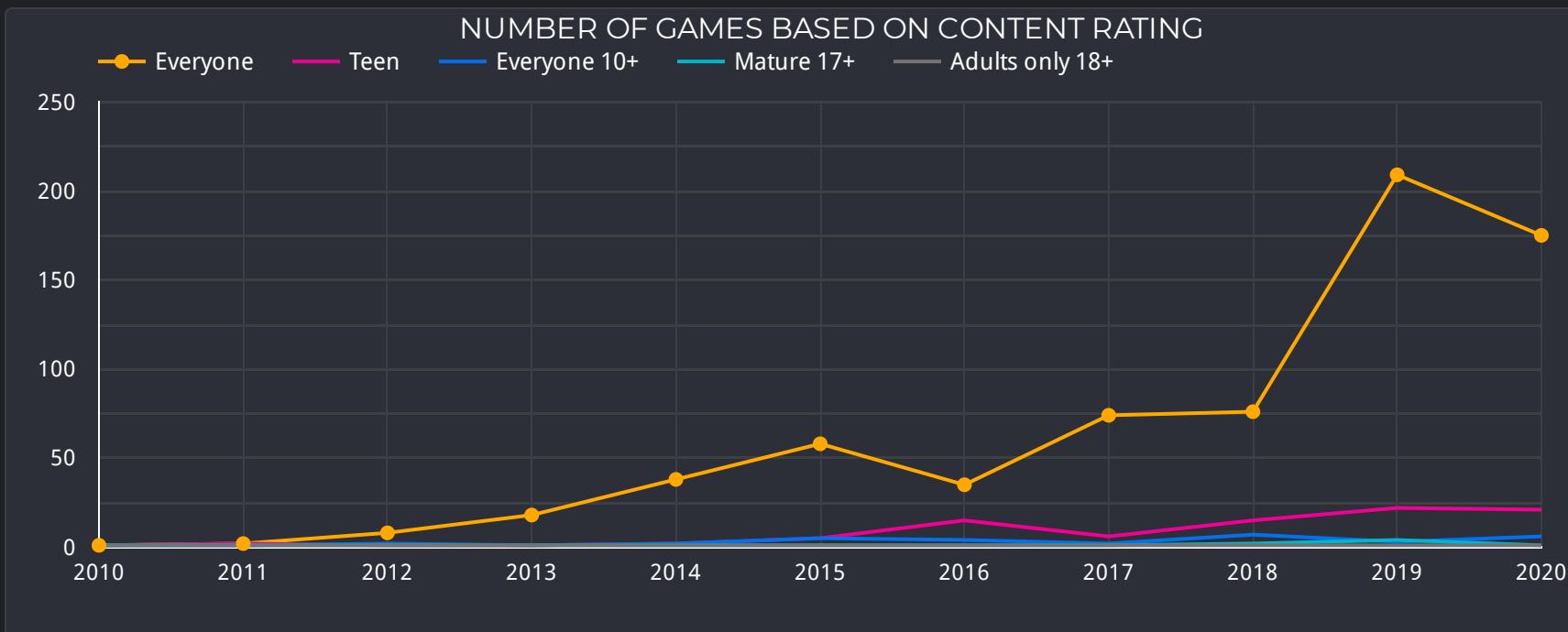
Most top rated apps are optimally sized below

~300MB and **35USD***

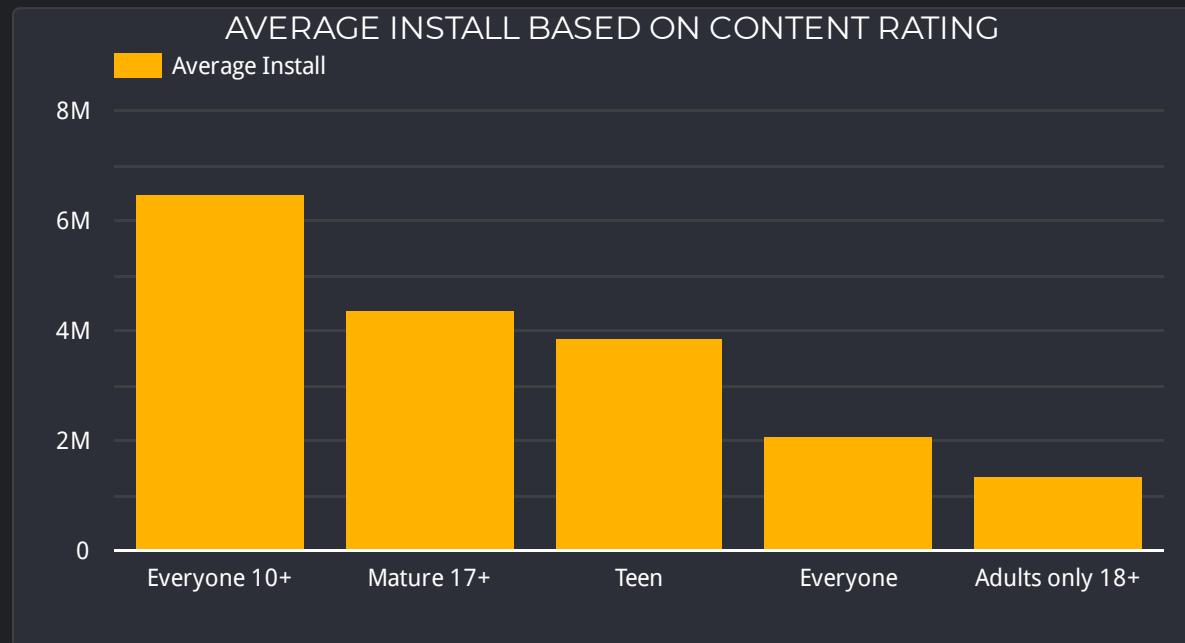
(* : for paid game)



BEST CONTENT RATING TO GAME

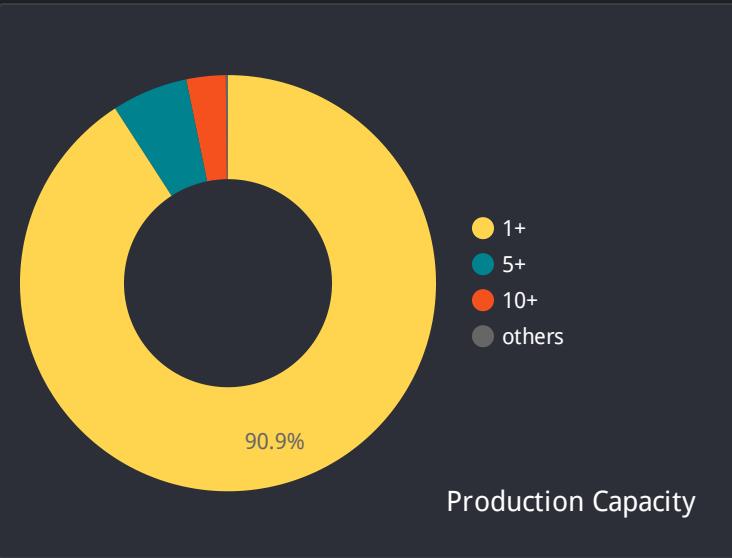
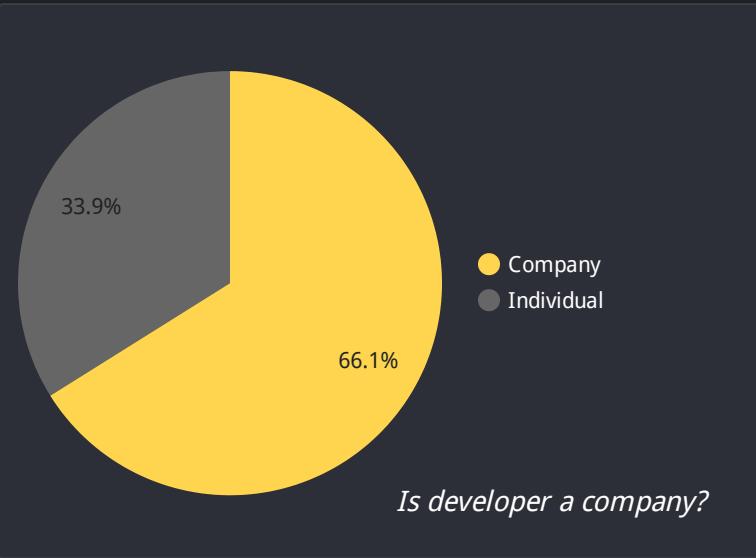


BEST CONTENT RATING TO GAME



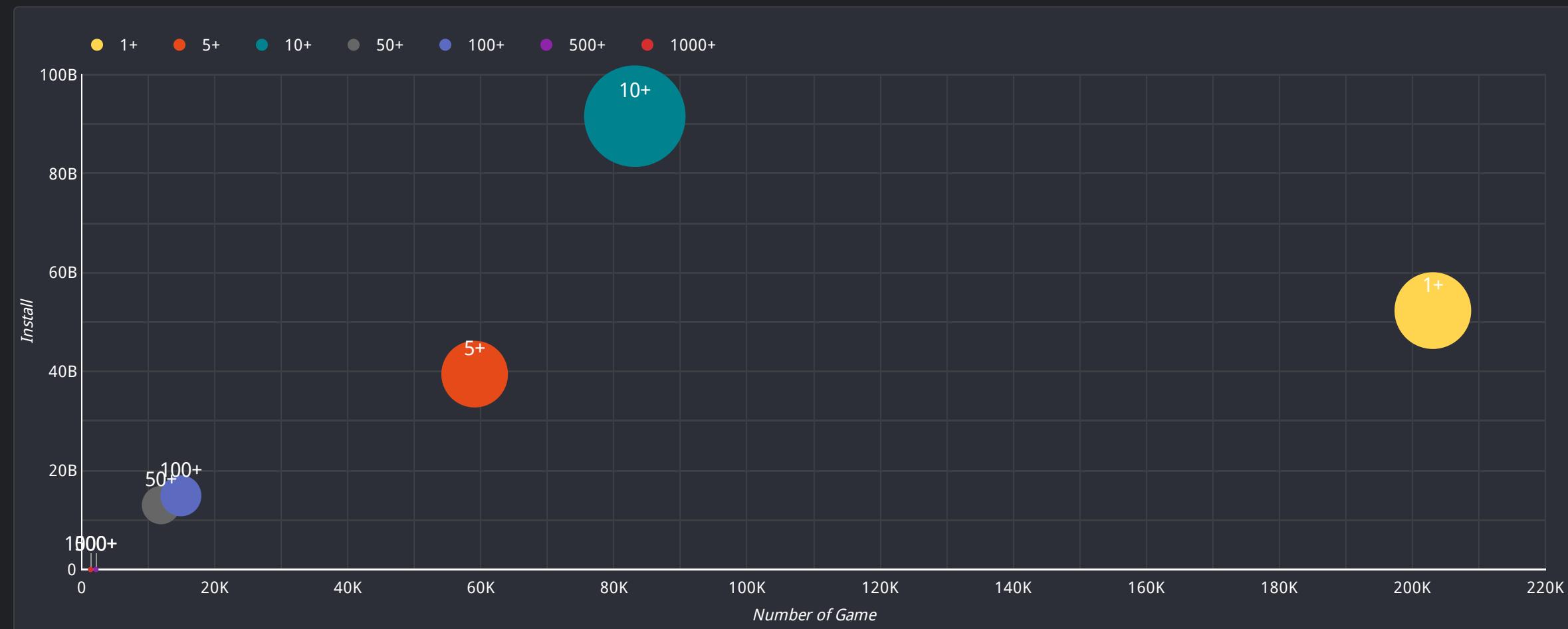
Total of Developers
156,689

Total of Games
375,540



TOP 10 GAME DEVELOPER

Developer Id	Install/Game ▾
Zakeh Limited	798.5M
SYBO Games	571.4M
GARENA INTERNATIONAL I PRIVATE LIMITED	492.8M
Imangi Studios	487.6M
Lowtech Studios	487.2M
Roblox Corporation	427.6M
Playgendary	305.9M
Supercell	273.4M
Fingersoft	252.6M
Outfit7 Limited	237.5M



Category

Free

In App Purchases

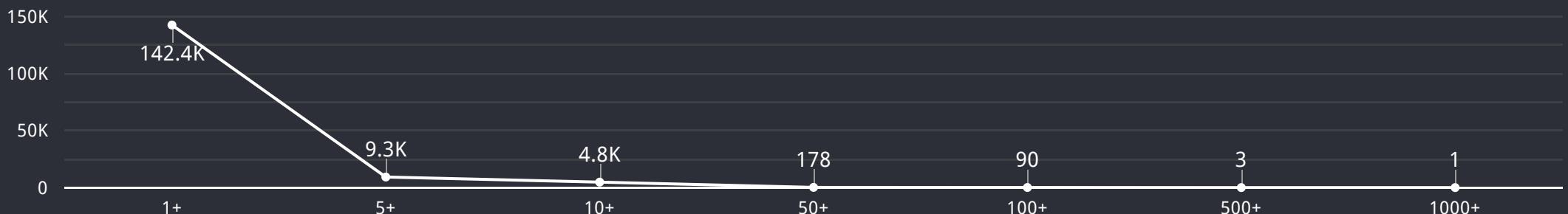
Ad Supported

Install

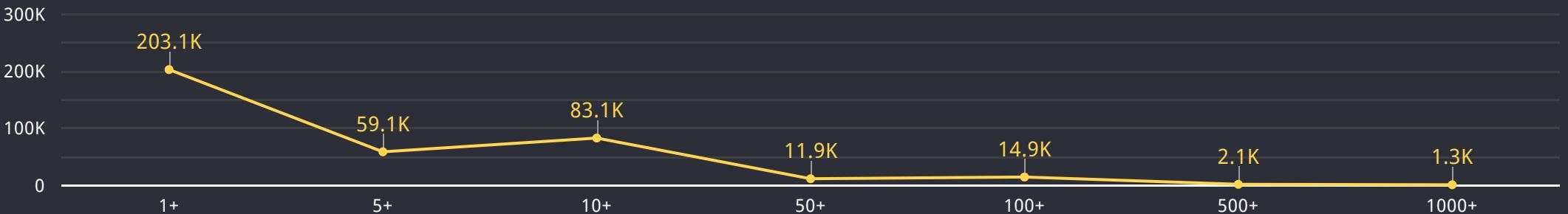
23,144

2,997,086,685

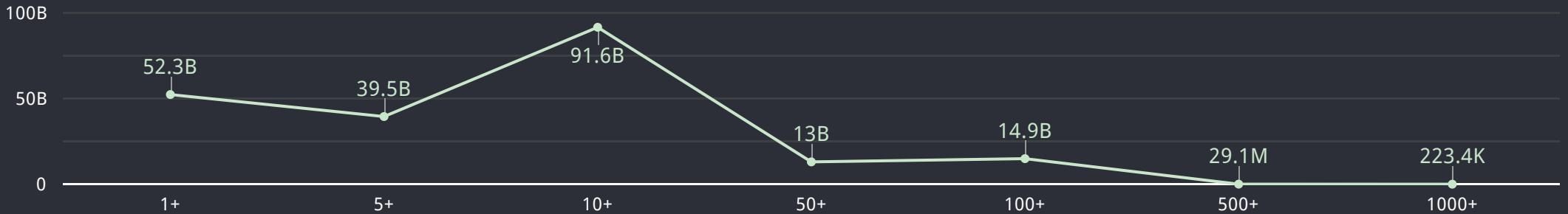
Number of Developer

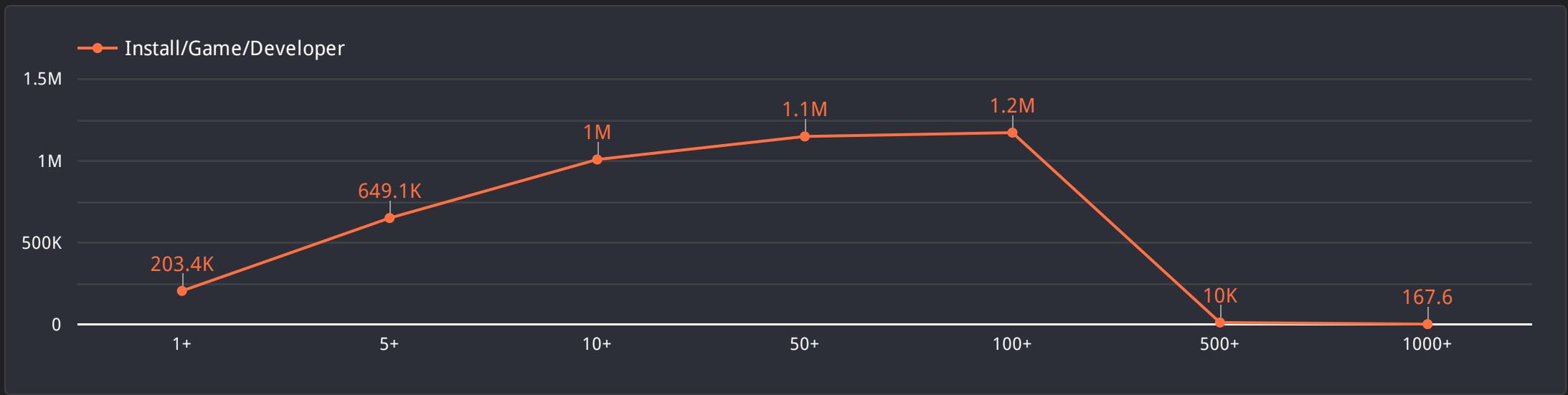


Number of Game

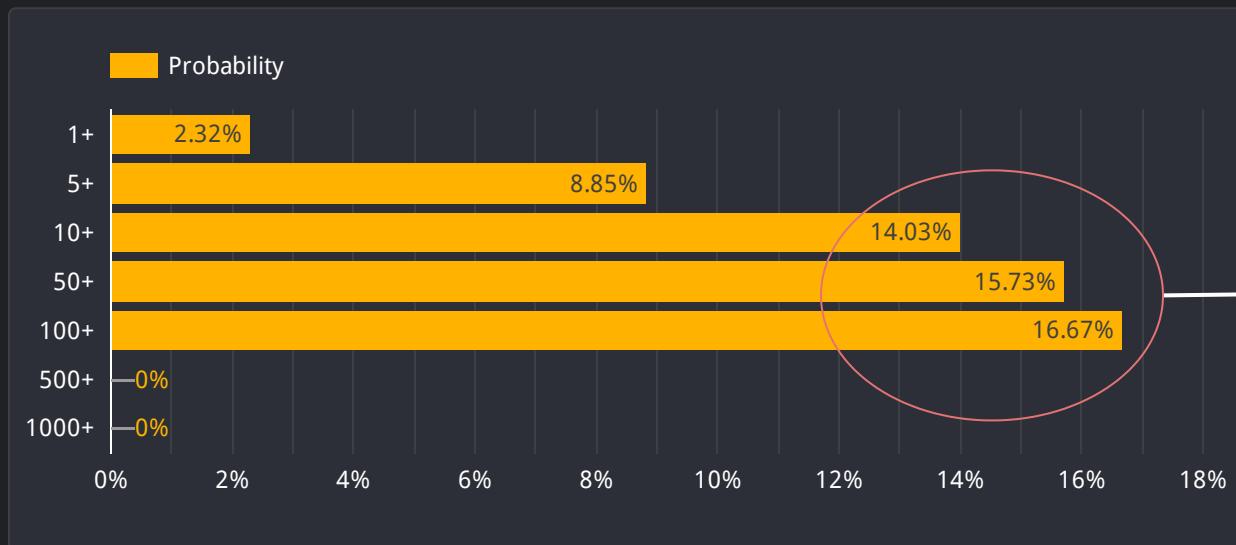


Install





Hmm ... Is it true that if you create from 10+ to 100+ games, you will have a one-million game?



**14% to 17% chance
to have One-Million GAME**



CONCLUSION

Market Trend:

FREE with **ADVERTISING SUPPORTED**

Top 5 Categories:

**ACTION - SIMULATION - RACING -
ROLE PLAYING - STRATEGY**

Ideal Game Size:

LESS THAN 300 MB

Best Time for Releasing:

JUNE to DECEMBER

Best Content Rating:

EVERYONE 10+

Should be a
DEVELOPER COMPANY

Ideal products build:

10+ GAME

Free Game Path Way:

RACING

+ Paid Game Path Way:

ROLE PLAYING

Ideal Price:

LESS THAN 35 USD

Easy rating:

STRATEGY

IMPROVEMENT

Should collect **MORE FREQUENT** data rather than only Released and Scrapped Time

FURTHER CASE STUDY of some successful games:
(eg. Axie Infinity, League of Legend...)

FURTHER CASE STUDY of failure games:

Better Measurement of Game success

Show exact **changes** in Game over time
(eg. Paid to Free)