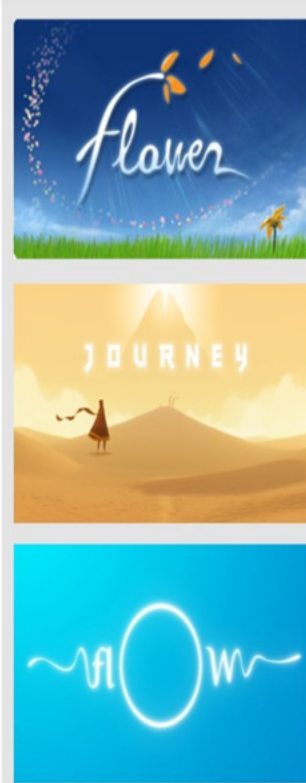


Game Data Analytics and Recommendations for *thatgamecompany*

Cover Page	Agenda	Meet the Customer	Customer Requirements	Global Gaming Tre..	TGC Gaming Trends	TGC Player ..
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Game Data Analytics and Recommendations for *thatgamecompany*

Presented By,
Treesa Joseph



Game Data Analytics and Recommendations for thatgamecompany

Cover Page	Agenda	Meet the Customer	Customer Requirements	Global Gaming Tre..	TGC Gaming Trends	TGC Player ..
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AGENDA

1. Meet the Customer

2. Customer Requirements

3. Global Gaming Trends

4. Company Gaming Trends

5. Player Platform Preference Analysis

6. Nintendo Switch Trends

7. Recommendations for the Customer

Game Data Analytics and Recommendations for thatgamecompany

Cover Page	Agenda	Meet the Customer	Customer Requirements	Global Gaming Tre..	TGC Gaming Trends	TGC Player ..
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thatgamecompany

Overview

- Founded by **Jenova Chen** in 2006.
- **Primary Focus:** Creating emotionally engaging video games that are easy to play, artistic, and appealing to a broad audience, regardless of age or background.
- **Games Released:**



Flow (2006)
Genre: Simulation



Flower (2009)
Genre: Adventure and Artistic



Journey (2012)
Genre: Platform



Sky (2019)
Genre: Role Play Game (RPG)

- Their games are available on various platforms, such as PlayStation, Windows, iOS, Android and Switch.

(source: <https://thatgamecompany.com/>)

Game Data Analytics and Recommendations for thatgamecompany

Cover Page	Agenda	Meet the Customer	Customer Requirements	Global Gaming Tre..	TGC Gaming Trends	TGC Player Platform P..
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thatgamecompany

Customer Requirements



Fast-Growing, Competitive Industry: The video game industry is characterized by rapid growth and intense competition, making staying ahead of trends crucial.



Proven Success: Though the company has already achieved success with four game releases, continuous innovation is key.



Inspiration for Future Development: To maintain industry leadership, tracking global gaming trends for future game development inspiration is crucial, and the company aims to analyze the Nintendo Switch market for well-informed new game releases.

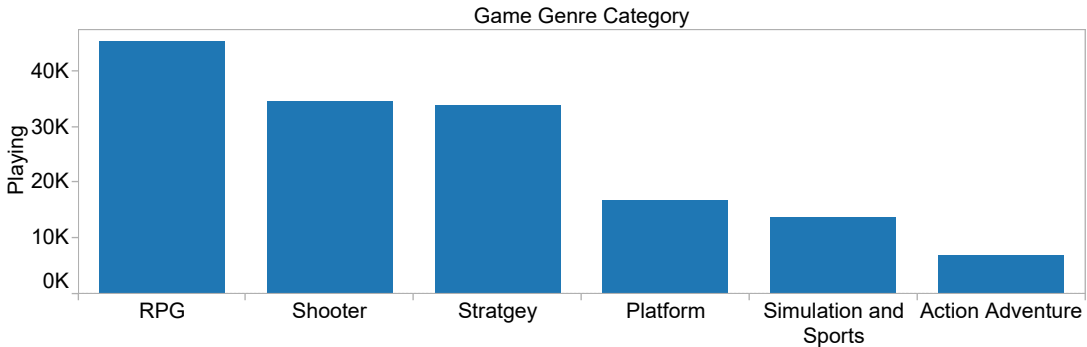
Game Data Analytics and Recommendations for thatgamecompany

Agenda	Meet the Customer	Customer Requirements	Global Gaming Tre..	TGC Gaming Trends	TGC Player Platform Pre..	Nintendo Switch Ga..
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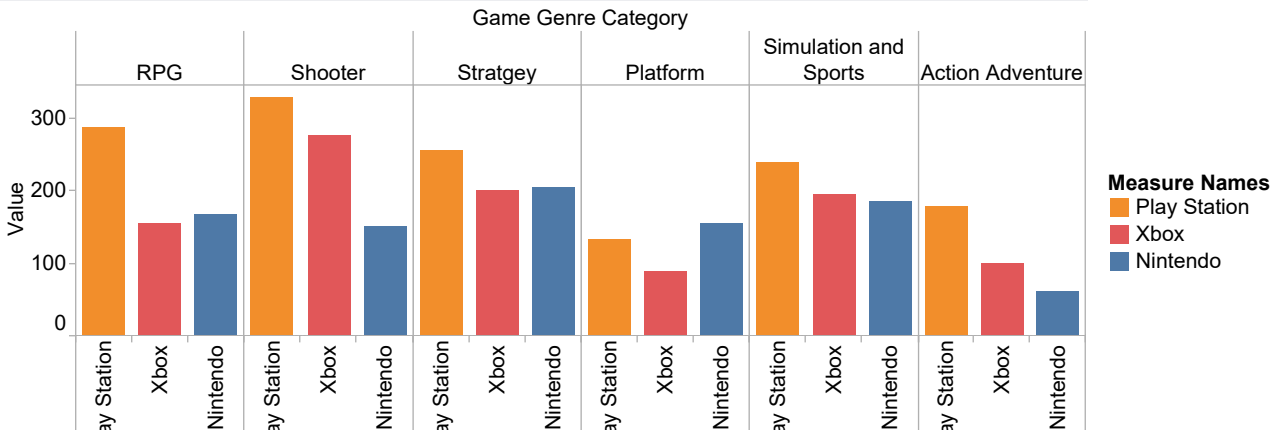
Global Gaming Trends

Highlight Game Ge..
No items highlighted

Top 5 Game Genres in the Market



Three Most Popular Gaming Platforms in Trending Game Genres



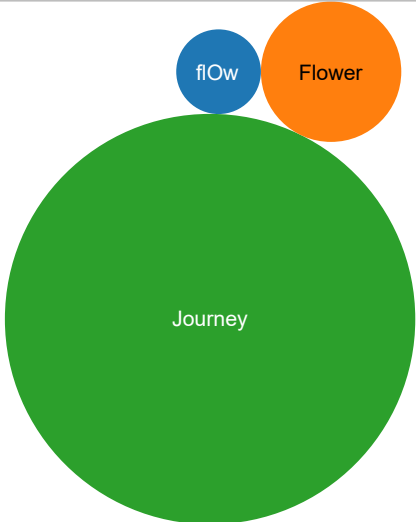
Game Data Analytics and Recommendations for thatgamecompany

Meet the Customer	Customer Requirements	Global Gaming Tre..	TGC Gaming Trends	TGC Player Platform Pre..	Nintendo Switch Gam..	Recommen dations- F..
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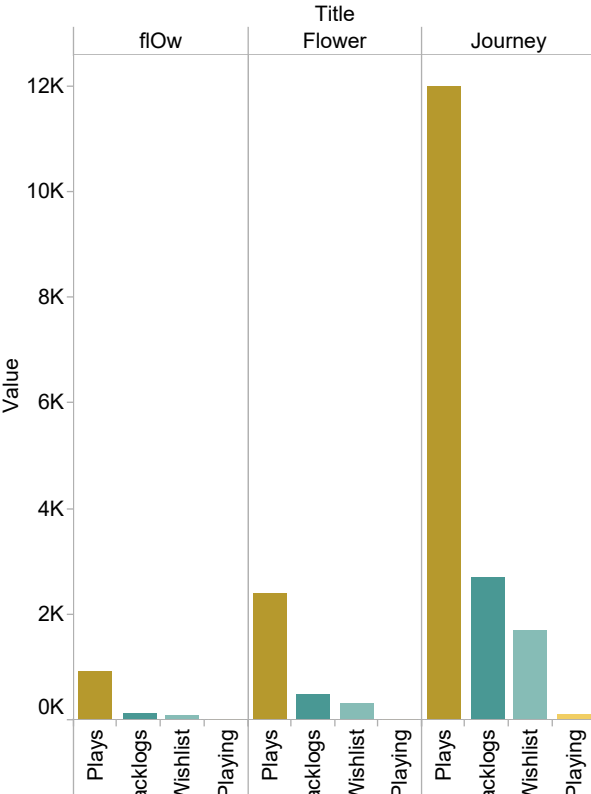
Gaming Trends

Most Played Game: *Journey*



Title
fIOW
Flower
Journey

Game Play Trend: *Active Players Declined*



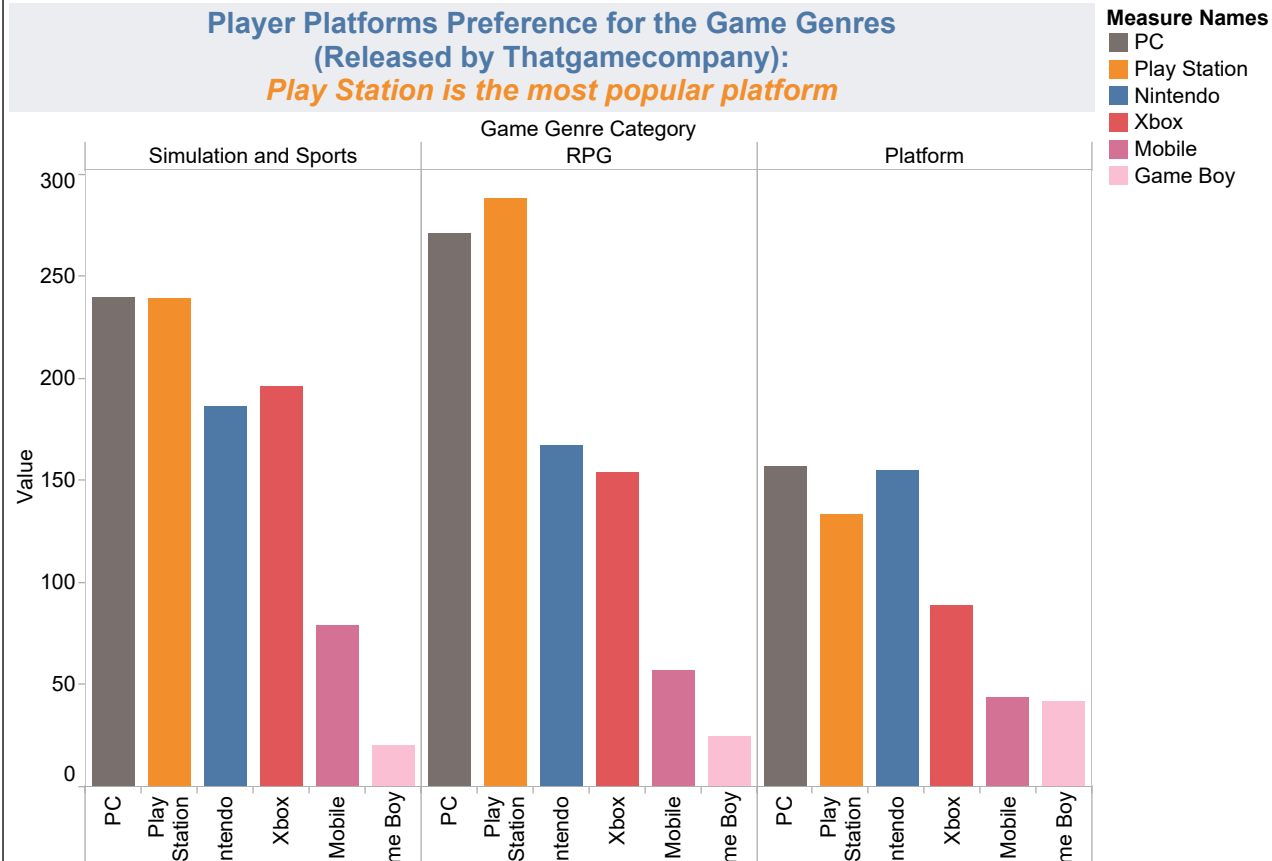
Measure Nam..
Plays
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Playing

Game Data Analytics and Recommendations for thatgamecompany

Customer Require..	Global Gaming Tre..	TGC Gaming Trends	TGC Player Platform Pre..	Nintendo Switch Gam..	Recommend ations- Futu..	Recommen dations-Pl..
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Player Platform Preferences



Game Data Analytics and Recommendations for thatgamecompany

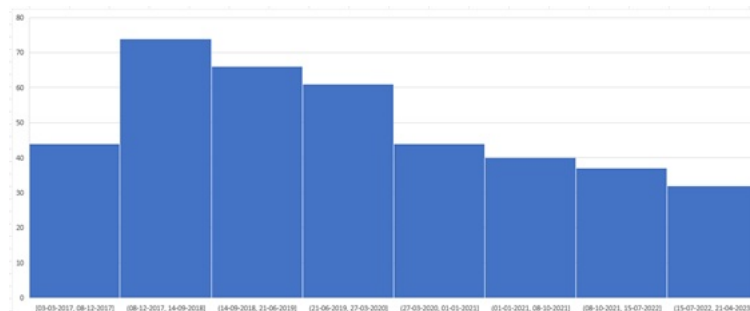
Global Gaming ..	TGC Gaming Trends	TGC Player Platform Pre..	Nintendo Switch Gam..	Recommend ations- Futu..	Recommend ations-Playe..	Closing Page
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Nintendo Switch

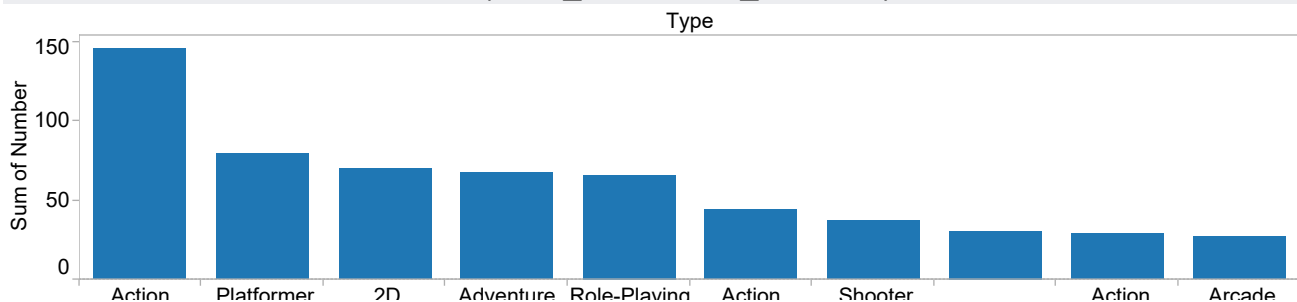
Game Trends

Top Scored Games(Score>80) Released on Nintendo Switch (2017-2023)

Since there are very few good games released on Nintendo Switch recently, the company has still an opportunity to get a new market for innovative games on Nintendo Switch



Top 10 Scored Game Genres
 $Score = (meta_score + user_score * 10) / 2$



Game Data Analytics and Recommendations for thatgamecompany

Global Gamin..	TGC Gaming Trends	TGC Player Platform Pre..	Nintendo Switch Gam..	Recommend ations- Futu..	Recommend ations-Playe..	Closing Page
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Recommendations

Future Development

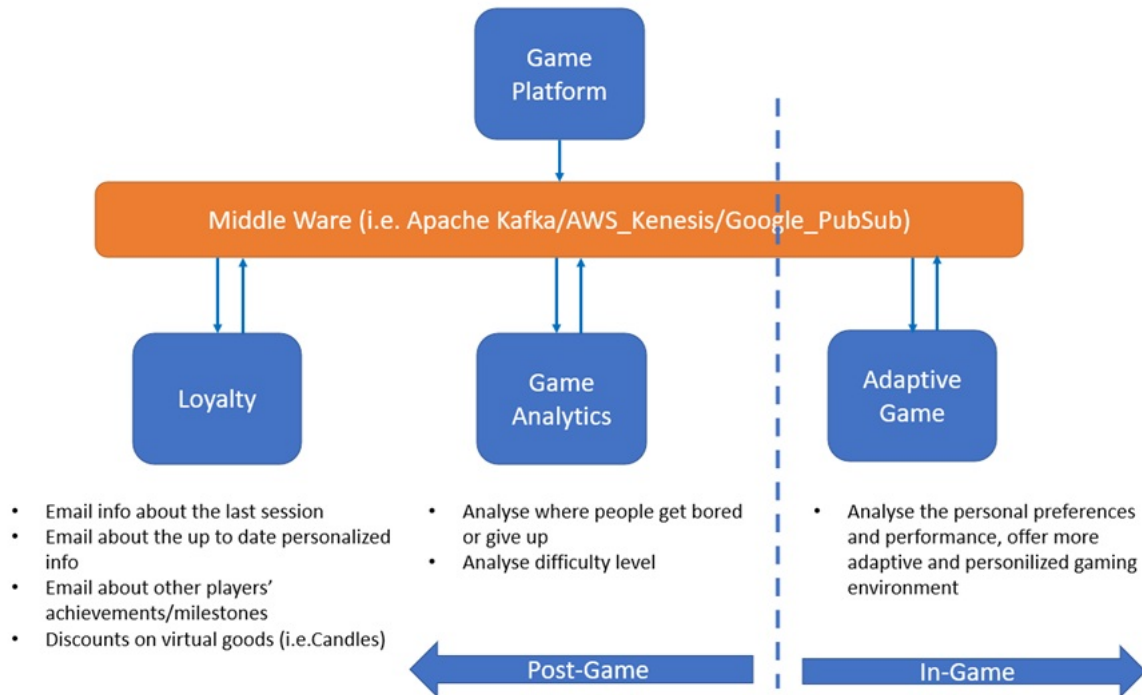
- In conclusion, while RPGs are trending globally, player preferences lean towards PlayStation. However, Nintendo Switch is preferred for Strategy, Platform, and Simulation games.
- Notably, the number of well-rated Nintendo Switch games has been relatively low in the past few years.
- The company's previous success with the Journey game in the Platform genre and the preference for such games on the Nintendo Switch platform suggests a favourable environment for this genre.
- The study also highlights that there is a trend of declining active players after a period of game launch. Therefore, it is essential to ensure the game's content is compelling and of high quality to maximise its chances of success and player retention.

Game Data Analytics and Recommendations for thatgamecompany

Global Gamin..	TGC Gaming Trends	TGC Player Platform Pre..	Nintendo Switch Gam..	Recommend ations- Futu..	Recommend ations-Playe..	Closing Page
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Recommendations

Player Retention



Game Data Analytics and Recommendations for thatgamecompany

Global
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TGC Gaming
Trends

TGC Player
Platform Pre..

Nintendo
Switch Gam..

Recommend
ations- Futu..

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ations-Playe..

Closing Page

Thank you!