THE IMPACT OF AGE ON GAMEPLAY

Presented by Data Bruin Group

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01. RESEARCH OBJECTIVE

Determine how age influences game engagement and gameplay patterns.

02. EXPLORATORY ANALYSIS

- 11-year-olds were the only group with a decrease in average Drug Use Resistance scores.
- 11-year-olds earn consistently fewer stars compared to older students.
03. CONCLUDING THOUGHTS

- Market towards younger ages
- Create a walkthrough level
- Next steps: Detailed investigation into difficulty of stacks, further research on external factors