

# The mobile game attributes: An initial empirical study with decision tree and regression on revenue

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## **Abstract**

Considering the growing relevance of the mobile gaming market, the general objective of this research is to empirically study the factors involved in the mobile games market by understanding which are the variables that influence the success in monetary terms of this type of app. For this, an analysis will be carried out from a real database, with some of the titles of a real company active in the aforementioned market, through an adapted replication of the model presented by Alomari, Soomro & Shaalan.

**Subject Areas:** *Consumer Behaviour, Decision-Making*

**Track:** Digital Marketing & Social Media