**Video Game Sales and Ratings – Abstract**

The video game industry has been growing at a rapid pace and has now become mainstream. In the US, businesses in this market took in $9.5 billion of revenue in 2007 and increased to $25.1 billion in 2010. Technological improvements and innovations largely attributed to this transformation which led to vastly improved graphics and sound capabilities. In an effort to increase sales, companies began to create new gaming experiences that tested the boundaries of excessive violence and/or sexual content. The ESRB (Entertainment Software Rating Board) was formed in 1994 to help classify and assign age and content ratings to consumer video games. The video game sales dataset from **VGChartz** lists sales data of more than 16,500 games along with their ratings across different countries and gaming platforms. Association rule mining through R will help identify whether games with a higher ESRB rating resulted into greater sales or if higher scores from critics and subscribers had a bigger impact. Other techniques will also be used to explore the data, such as clustering and regression analysis.

**Link to dataset:** <https://www.kaggle.com/rush4ratio/video-game-sales-with-ratings>