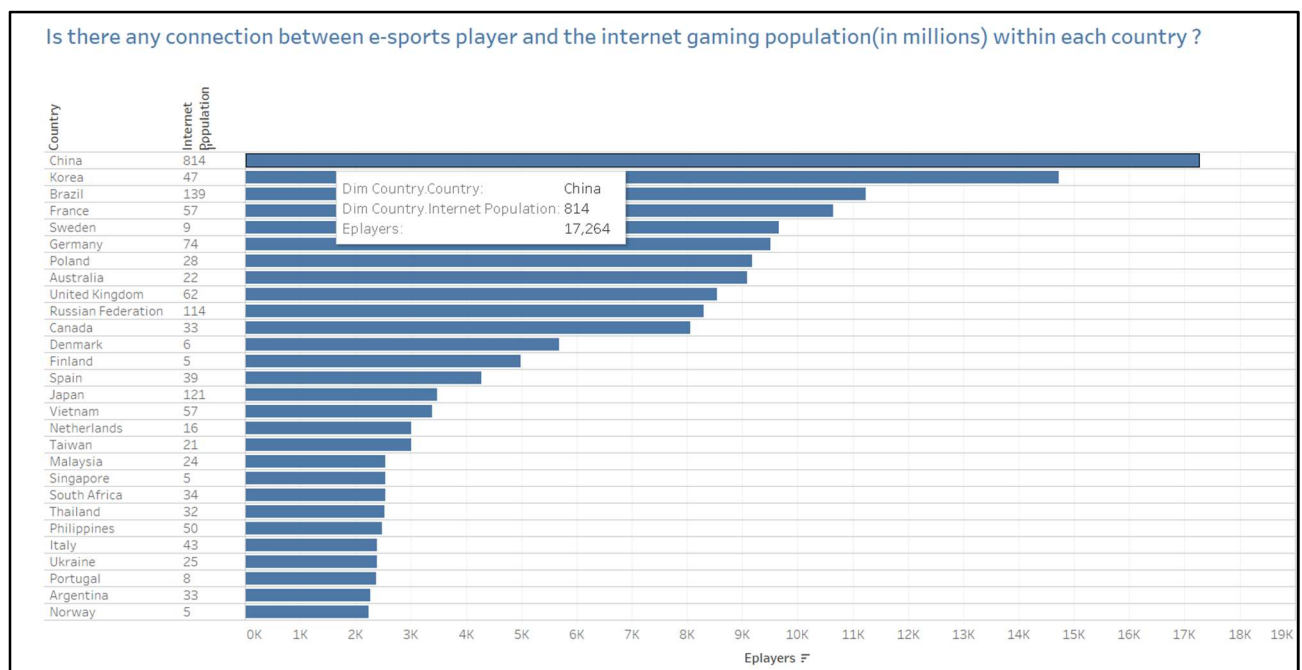


Business Intelligence Queries:

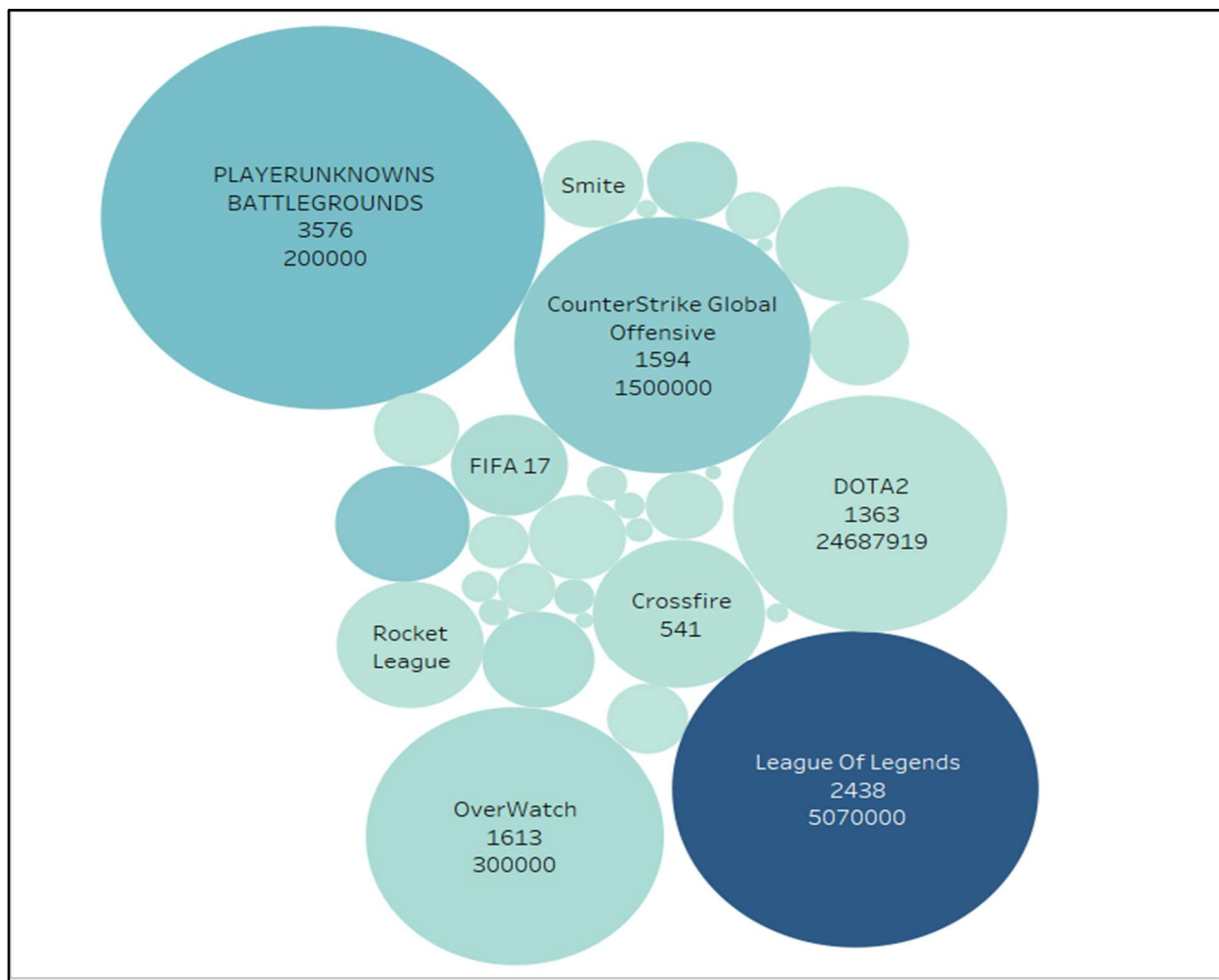
Case 1: How impactful can be online advertisement for e-sports gaming industry by Analyzing ratio of internet gaming population (in millions) and e-sports players within each country?

Above business query can be solved using diagram generated from tableau. It shows the internet population of each country with respect to e-sports players in following country. Internet population of each country is too large with respect to e-sports players of each country for example China is leading chart with internet population of 814M people out of which only 17,264 contribute to e-sports players. This count is too low which can be improved by targeting internet gaming population of particular country. Various e-sports advertisement shall be conducted on various platforms to make people aware about this new upcoming industry. Various events can be organized within each country starting from small scale tournaments to large scale tournaments which can help attracting audience for playing e-sports games and make a career out of it. Increase in the number of community can lead to huge profits for companies involved in gaming products such as Roccat, Circle, Intel, Logitech, Acer and many more.



Case 2: Analyzing channels allocation of twitch streaming games with respect to the prize pool for each game? and identify the ways which can help tournament organizers to gain more profits by investing right amount in right e-sports event?

Twitch.tv is an open platform which acts like a television for e-sports community to view ongoing live tournaments and watch favourite players streaming on twitch to improve self-gameplay. Twitch has a list of channels created by gamers based upon the trending e-sport games. Below visualized diagram depicts that there is a need to change the investment for specific games which can help preventing loss and gain huge profits and increase the audience for this industry. Players unknown battleground is the trending game with 3576 channels and prize pool of \$200000 whereas Dota2 is the game with only 1363 channels but largest prize pool worth \$24687919. This figure clearly shows that there is a need for change in investment plans for organizers, sponsors and financial bodies in e-sports gaming industry or else it can lead to loss in upcoming future if the trend of e-sports game is not followed.



Case 3: Is there any relation between positive sentiments score of people and viewers of games?

The following visualized diagram can be used to identify relation between positive sentiments score of people and viewers of games. There is a relation between positive sentiment and viewers of game. This relation can be used by companies for branding purpose like if views of the specific e-sports games and positive sentiments are growing together then the gaming companies can manufacture the product with a special edition named by the game with highest view and positive sentiment. Example: Players unknown battleground has both positive sentiments and viewers highest so product name can be kept as Graphic Card: Players unknown battleground edition. This can increase sales of the specific product.

