

## Presentation Script (Target: ~3.5 - 4 Minutes)

### Slide 1 & 2: Intro (The Hook)

"Hi everyone. Take a look at this image. We have all been there, right? You watch the Game Awards, your favorite game loses, and you feel... confused.

We often call video games the 'Ninth Art.' But there is a problem. There is a massive wall between the **Critics** who give out the awards and the **Players** who actually buy the games.

My research goal was simple: **To use Data Science to find the 'Winning Formula.'** How can we design a game that wins trophies *and* wins hearts? Let's look at the data."

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### Slide 3: Insight 1 (The Disconnect)

"First, I visualized the relationship between **Critic Scores** (Metascore) and **Player Scores** (User Score).

**I used** a scatter plot to identify the distribution of winners (the blue dots). **The results show three things:**

1. **The Gatekeeper:** You need a Metascore above 90 just to be nominated.
2. **The Risk:** Winning an award does *not* mean players will like you.
3. **The Gap:** The disconnect is widest among 'High Art' masterpieces.

**This tells us:** High media scores get you in the door, but they don't guarantee a happy community."

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### Slide 4: Insight 2 (The Sweet Spot)

"Next, I wanted to see *what* quality makes a winner. **I used** feature engineering to create two new metrics: 'Gameplay Score' (Fun) and 'Artistry Score' (Visuals).

**The results show:**

1. **Art First:** Winners almost exclusively sit at the top of the Y-axis (Artistry  $> 8.5$ ).
2. **The Safety Net:** Gameplay doesn't need to be perfect, but it must be solid ( $> 7.5$ ).
3. **The Zone:** There is a specific 'Winning Zone' where these two meet.

**This tells us:** You cannot win TGA with just 'fun' mechanics. To win, your game must *look* and *feel* premium."

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### **Slide 5: Insight 3 (Strategic Drivers)**

"Then, I wanted to know which lever to pull. **I used** a correlation analysis to measure what drives 'Awards' versus 'Player Satisfaction.'

**The results show:**

1. **Divergence:** Artistry is the strongest predictor for Awards.
2. **The Paradox:** Gameplay has almost **zero correlation** with winning awards.
3. **Split Engines:** Art drives the critics; Gameplay drives the fans.

**This tells us:** You need to choose your strategy early. Optimize Art for prestige, or optimize Gameplay for retention. They are different engines."

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### **Slide 6: Insight 4 (The Budget Bias)**

"Finally, I looked at the fairness of the competition. **I used** a Facet Grid to compare **AAA** studios against **Indie** developers.

**The results show:**

1. **The Bias:** AAA games can win with lower average scores.
2. **The Indie Tax:** Indie games need to be exceptional in *both* Gameplay and Artistry to win.
3. **The Bar:** The barrier to entry is statistically higher for small studios.

**This tells us:** If you are an Indie dev, you have to work twice as hard to get the same recognition."

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### **Slide 7: Conclusion**

"To summarize: The data proves that the 'Disconnect' is real.

Critics prioritize the **Art**; Players prioritize the **Fun**. If you want to design the next legend, don't choose sides. **Use Artistry to win the award, and use Gameplay to keep the players.**

Aim for the intersection. Thank you."