# Personalized Video Game Recommendation Engine

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**GoodGame**
Recommendation Engine

## ABSTRACT

In the rapidly expanding universe of video gaming, finding titles that resonate with individual tastes can be overwhelming. Our team has developed a compact yet powerful Video Game Recommendation Engine tailored to streamline this discovery process.

Key data preparation steps

## MOTIVATION

The GoodGame Recommendation System offers personalized game suggestions in a market flooded by indie titles and mobile platforms, making game discovery simpler for both avid gamers and non-gamers looking for the perfect gift or personal entertainment.

## OBJECTIVES

- Enhance user experience by providing personalized content.
- Increase engagement by suggesting relevant options.
- Boost user retention through tailored recommendations.
- Optimize content delivery based on user preferences and behavior.

## METHODS

### 1. COLLABORATIVE FILTERING

**Pros:**
- Offers personalized recommendations
- Can provide highly relevant suggestions
- Doesn't require content analysis.

**Cons:**
- Struggles to recommend items to new users.
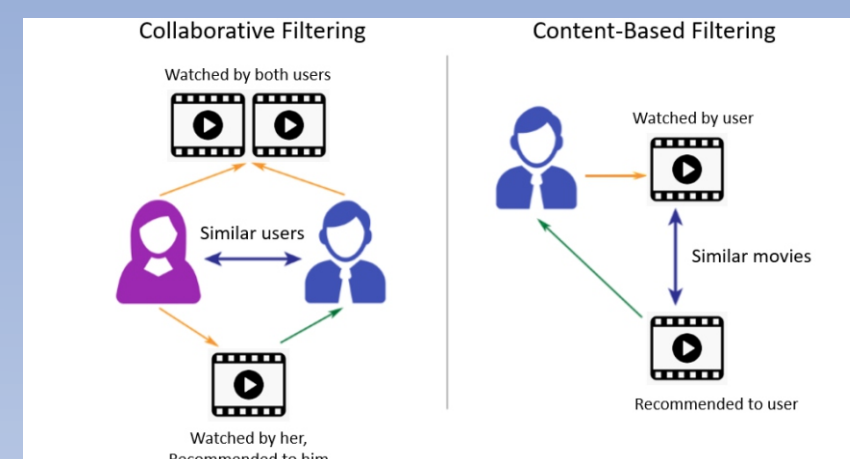- The user-item interaction matrix can become very sparse.

### 2. CONTENT-BASED FILTERING

**Pros:**
- No Cold Start for Items.
- Transparency.
- User Independence.

**Cons:**
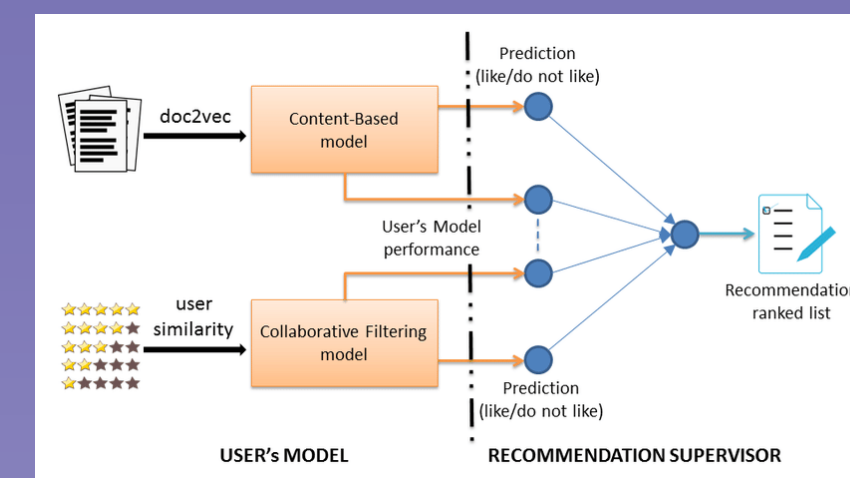- Cold Start for Users.
- Feature Extraction Complexity.



### 3. HYBRID FILTERING

**Pros:**
- Improved Accuracy.
- Reduced Cold Start Problem.
- Increased Diversity.

**Cons:**
- Complexity.
- Computational Cost.

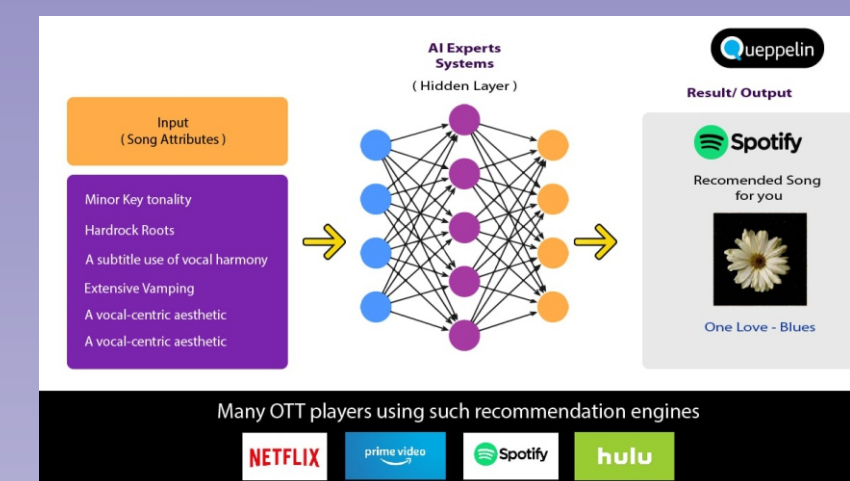

### 4. NEURAL NETWORK

**Pros:**
- Complex Pattern Recognition.
- Feature Learning.

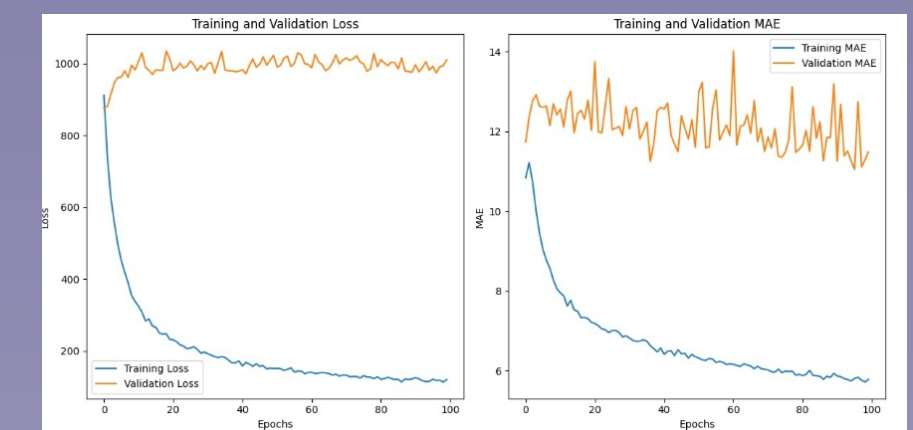**Cons:**
- Data Hungry.
- Overfitting.



### 5. SCORING

- Weighted Scoring.
- Heuristic Approaches.
- User Profile Matching.

### 6. RE-RANKING

- Diversity Enhancement.
- Multi-Criteria Sorting.
- Personalization Algorithms.

## RESULTS





## CONCLUSION


World of Warcraft