



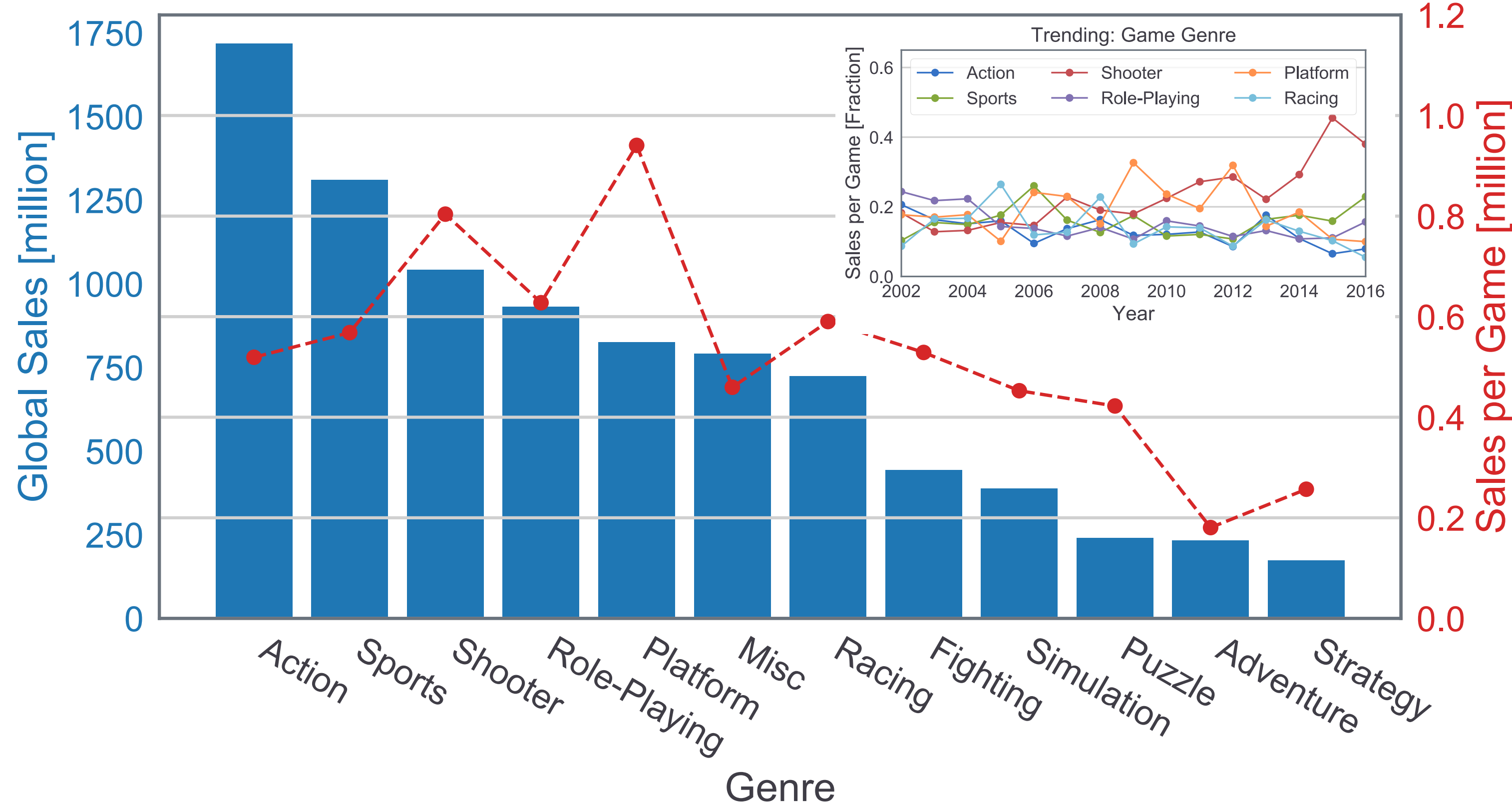
Project and Impact

- Gaming industry thriving: **data** \uparrow \Rightarrow **opportunities** \uparrow
- Project: build a website provide advisories for:
 - **Small companies** and **individual developers**
 - **Gamer players**
- Why this project will make an impact?
 - **Intuitive**: data visualization
 - **Freedom**: customizable research

Easy to use
& **FREE!**

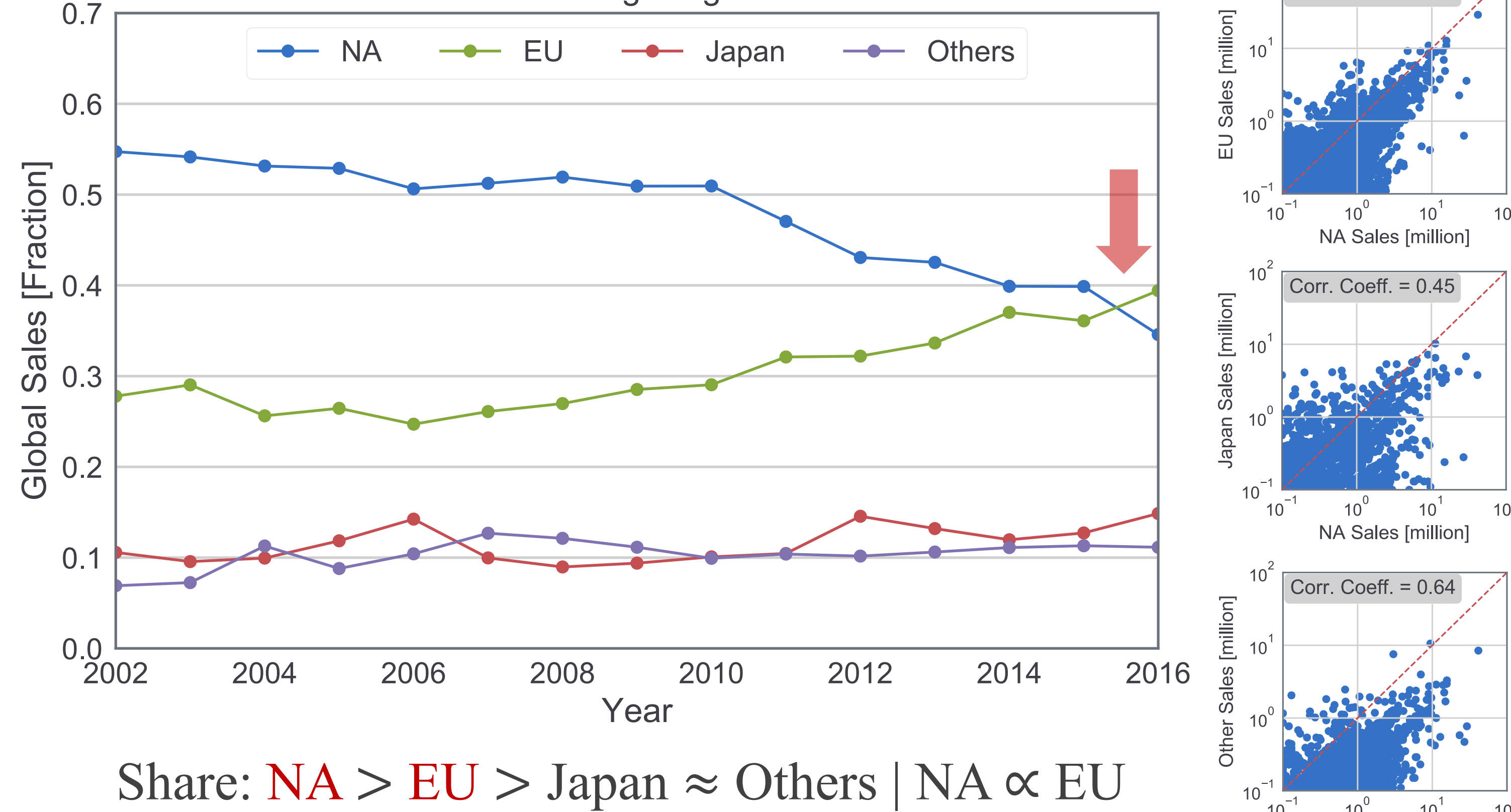
Genre

How Game Genre Affect Sales?



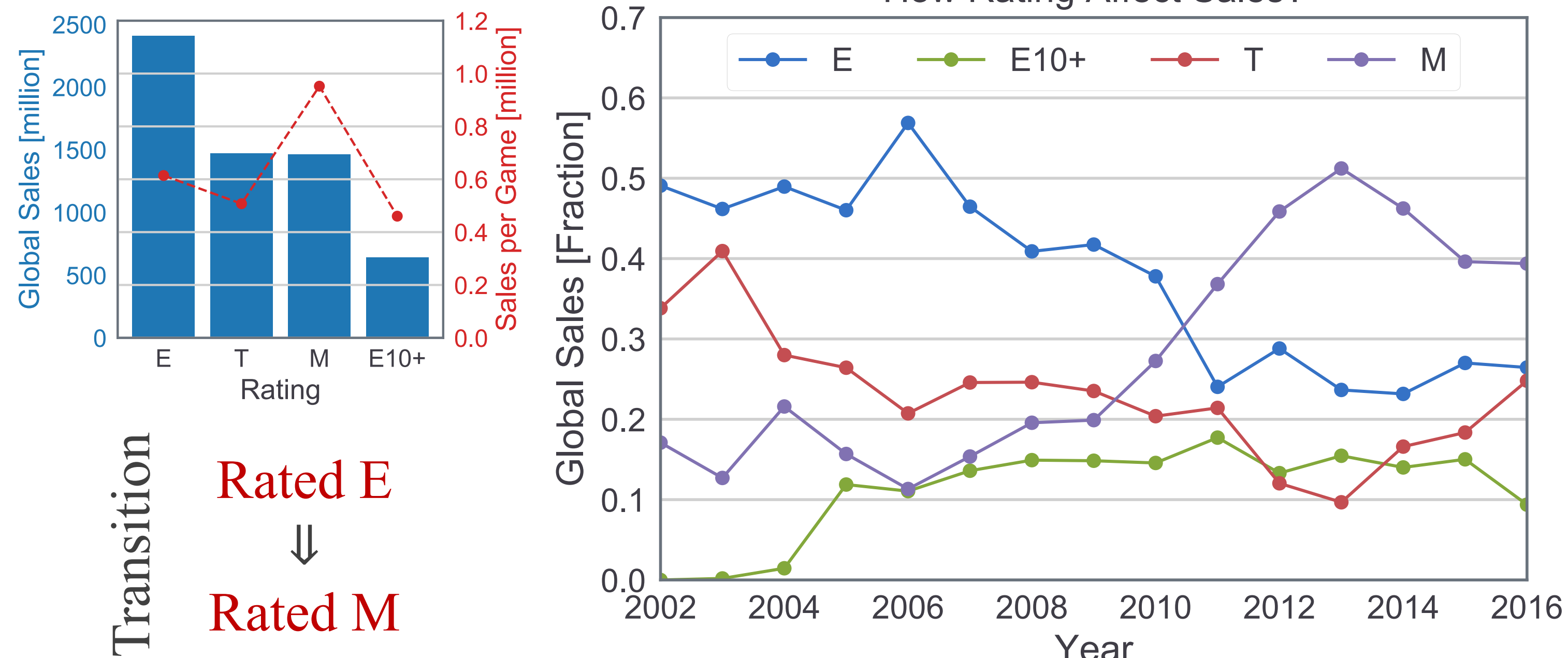
Region

Trending: Region

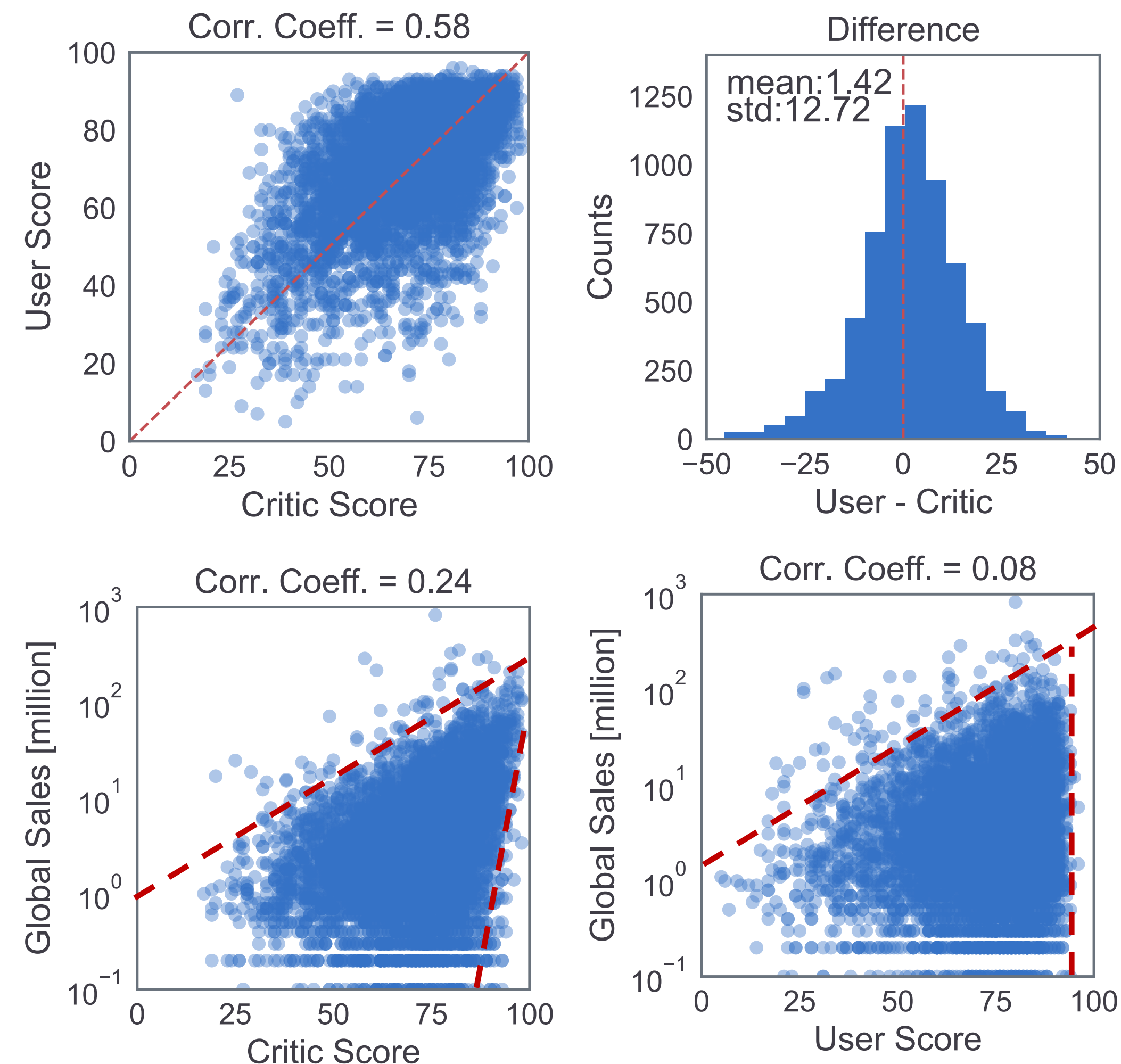


Rating

How Rating Affect Sales?



Critic or User Score?

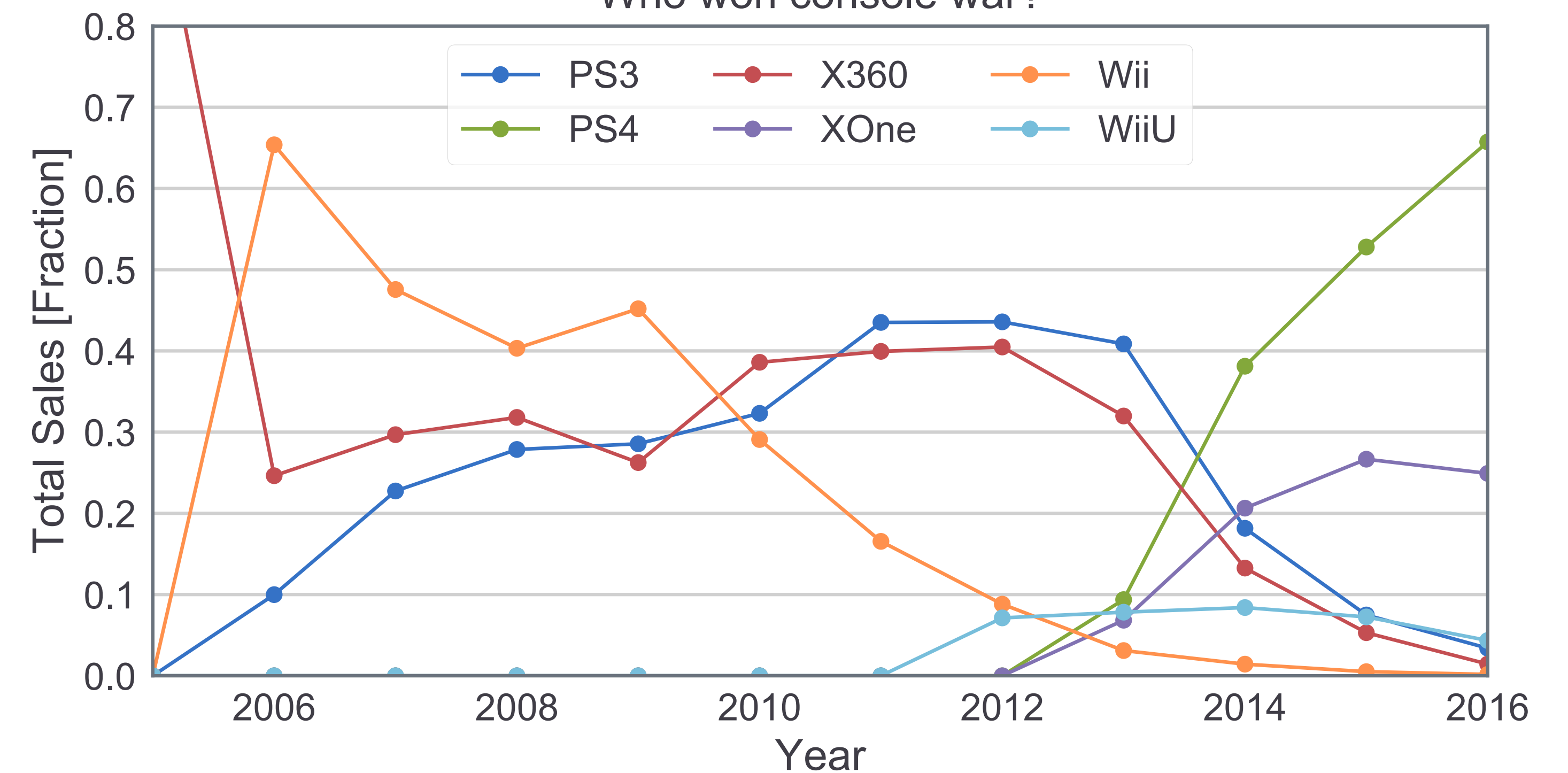


Critic score
 \neq
User score

Score
 \neq
Sales

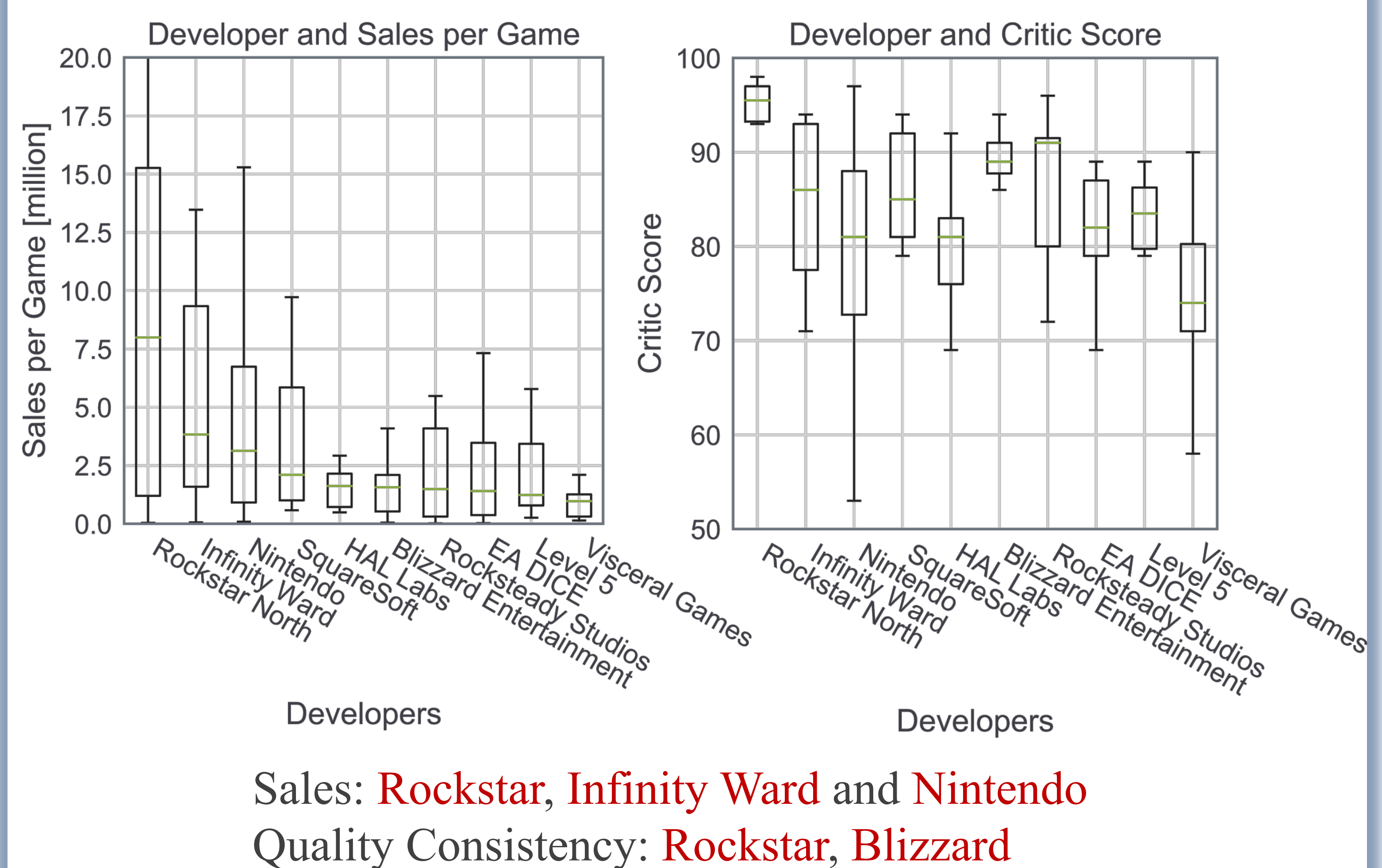
Which Console?

Who won console war?



Last console war: **Nintendo** won | This console war: **Sony** is winning

Which Company?



Summary and Outlook

- Many interesting patterns discovered:
 - For game company: genre | region | rating
 - For game player: score | console | company
- Next steps: **more data** | **website** | **user customizable plot**
- Further thoughts: easily generalized to movies / songs