



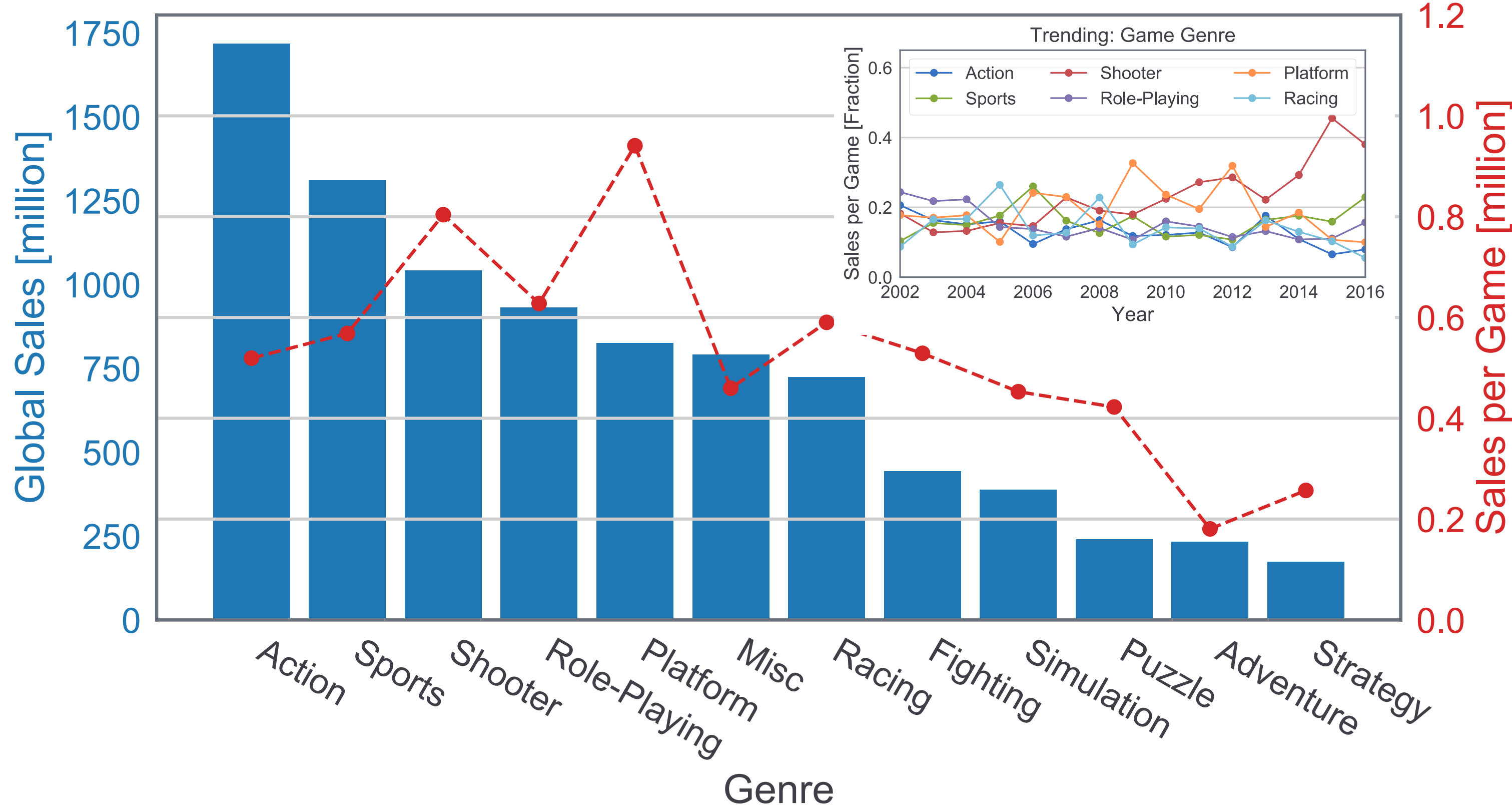
## Project and Impact

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

Easy to use  
& **FREE!**

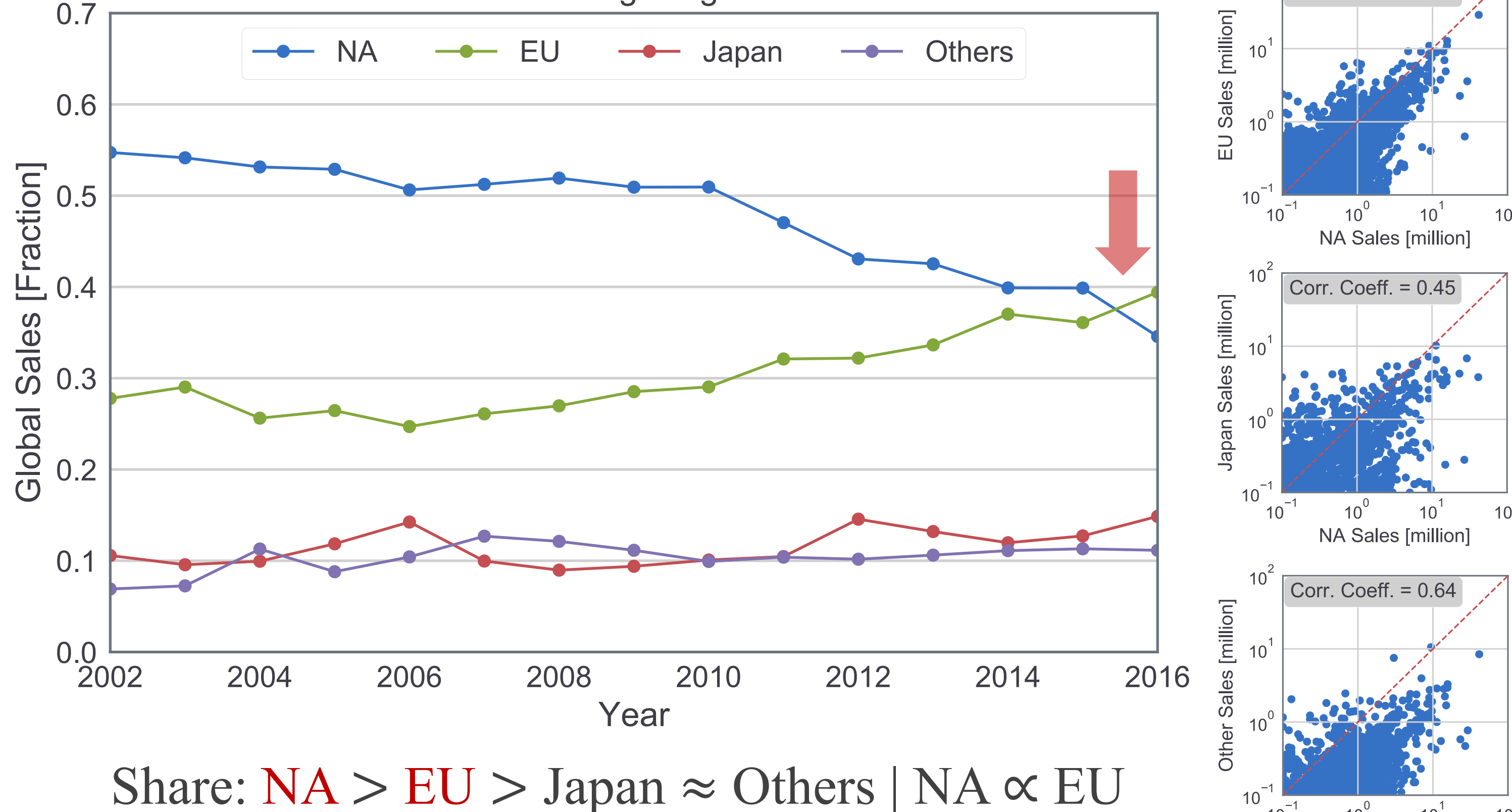
## Genre

How Game Genre Affect Sales?



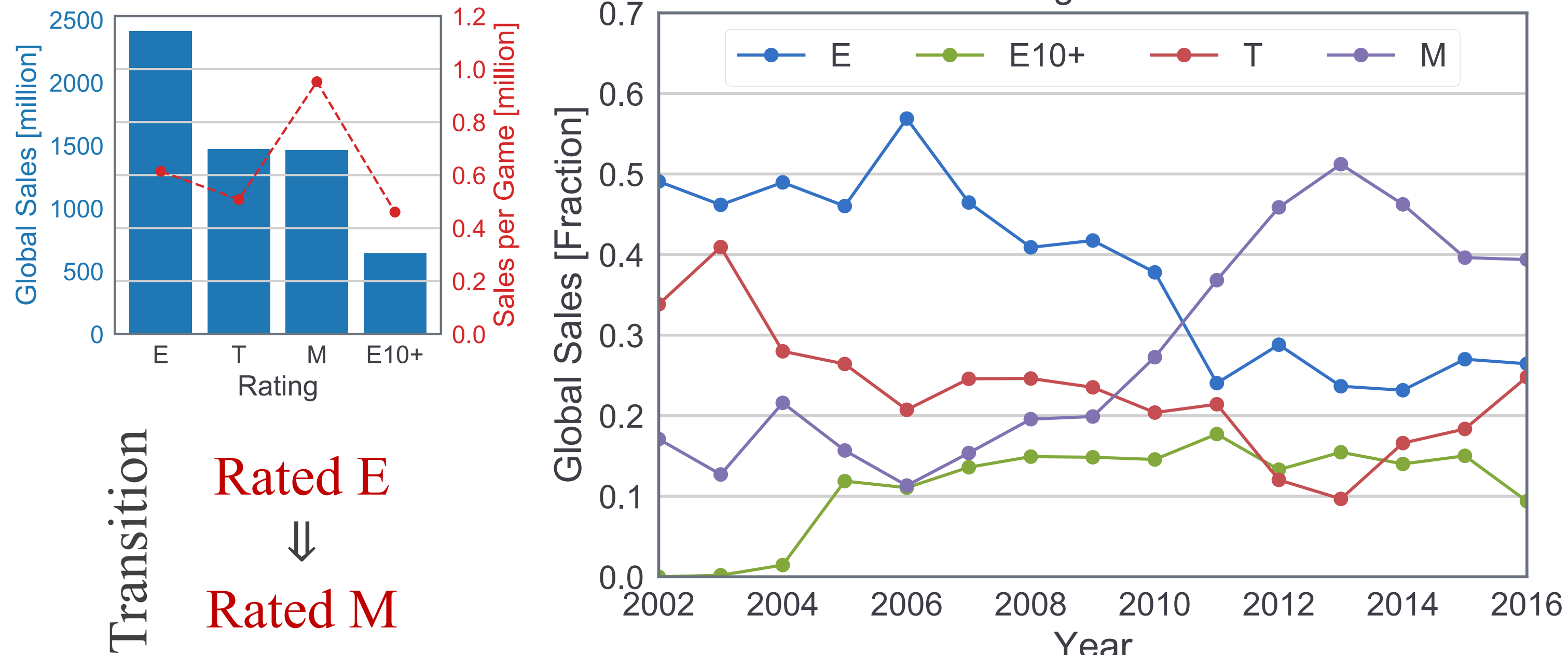
## Region

Trending: Region

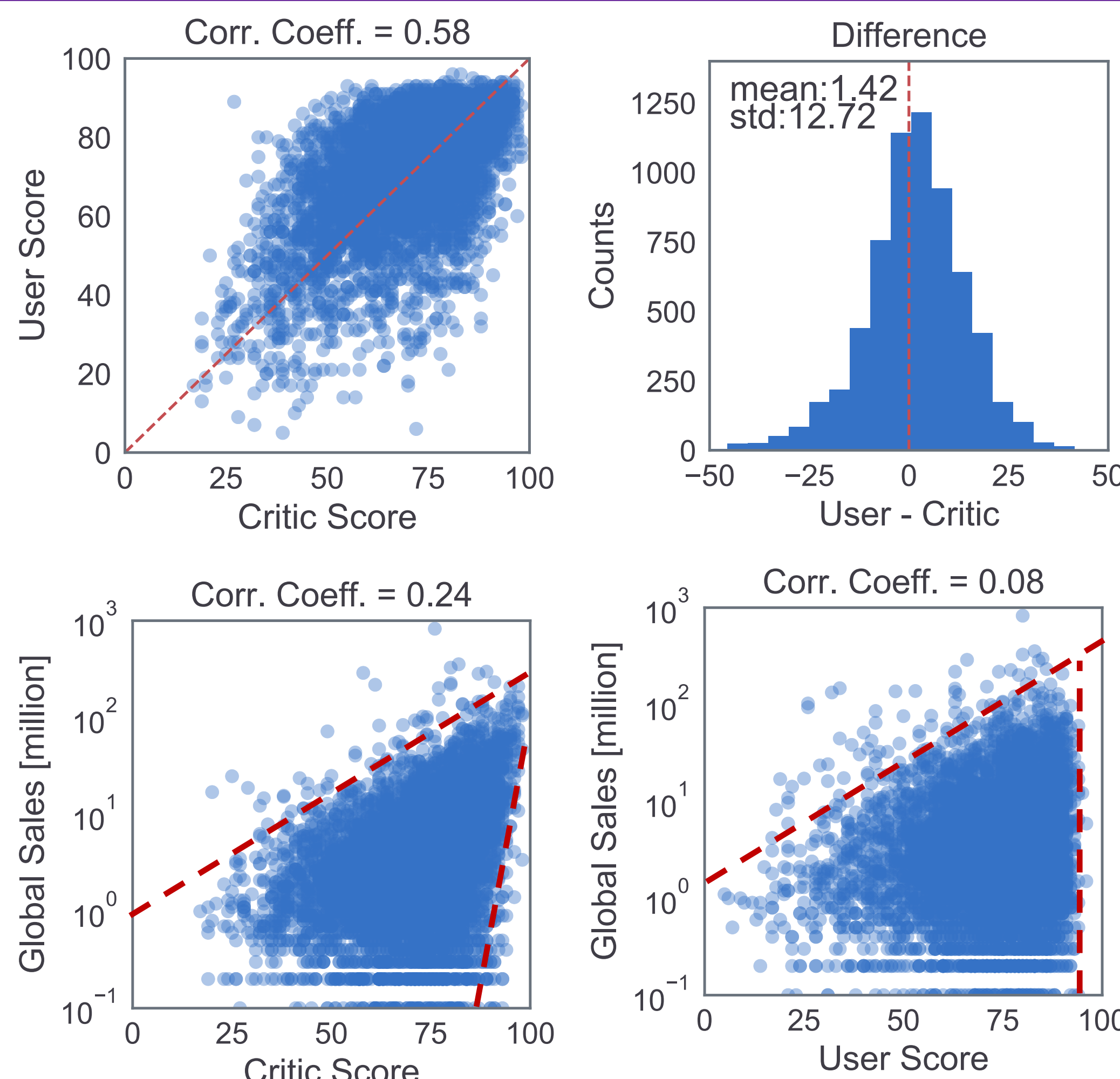


## Rating

How Rating Affect Sales?



## Critic or User Score?

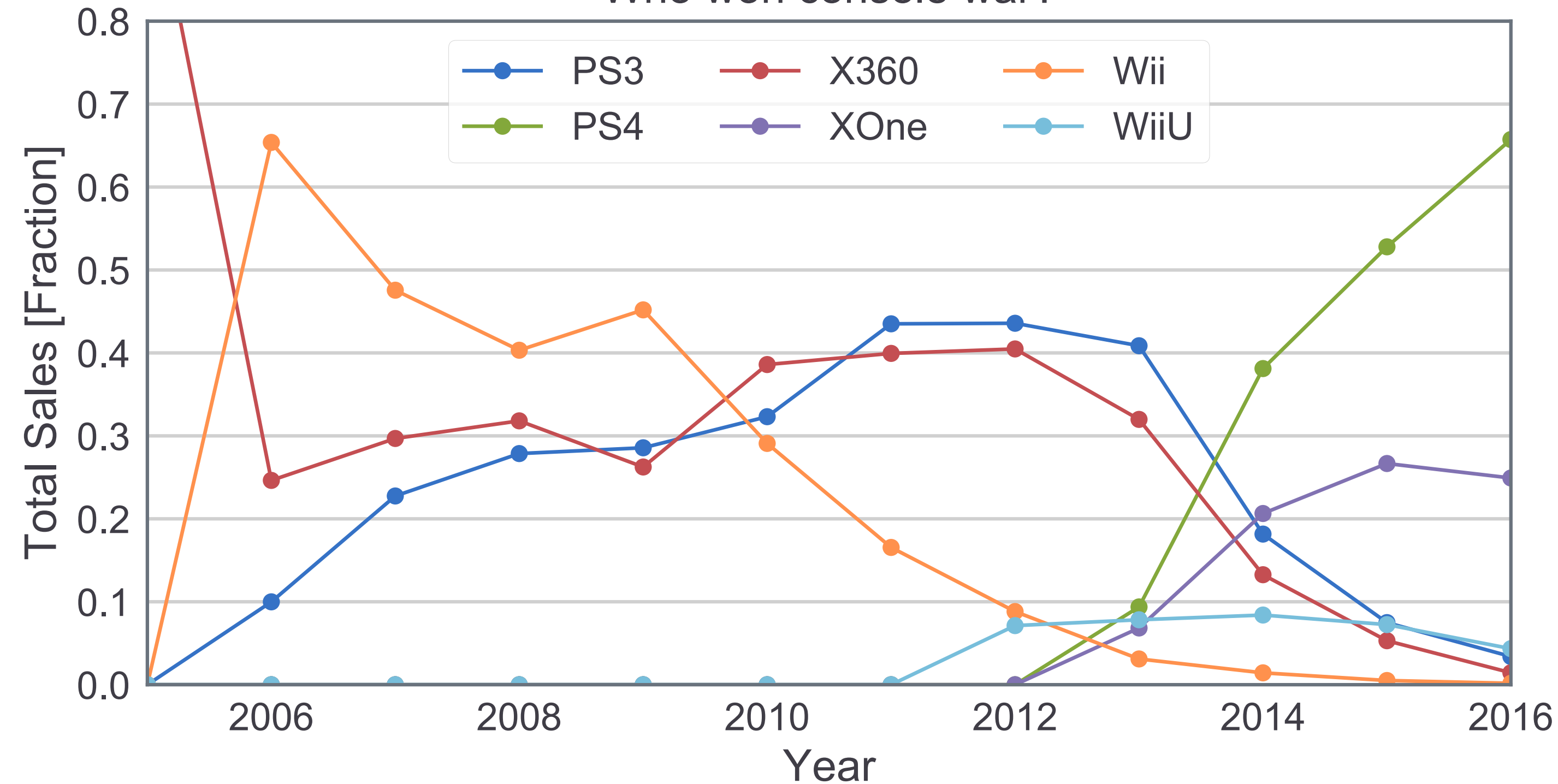


Critic score  
 $\neq$   
User score

Score  
 $\neq$   
Sales

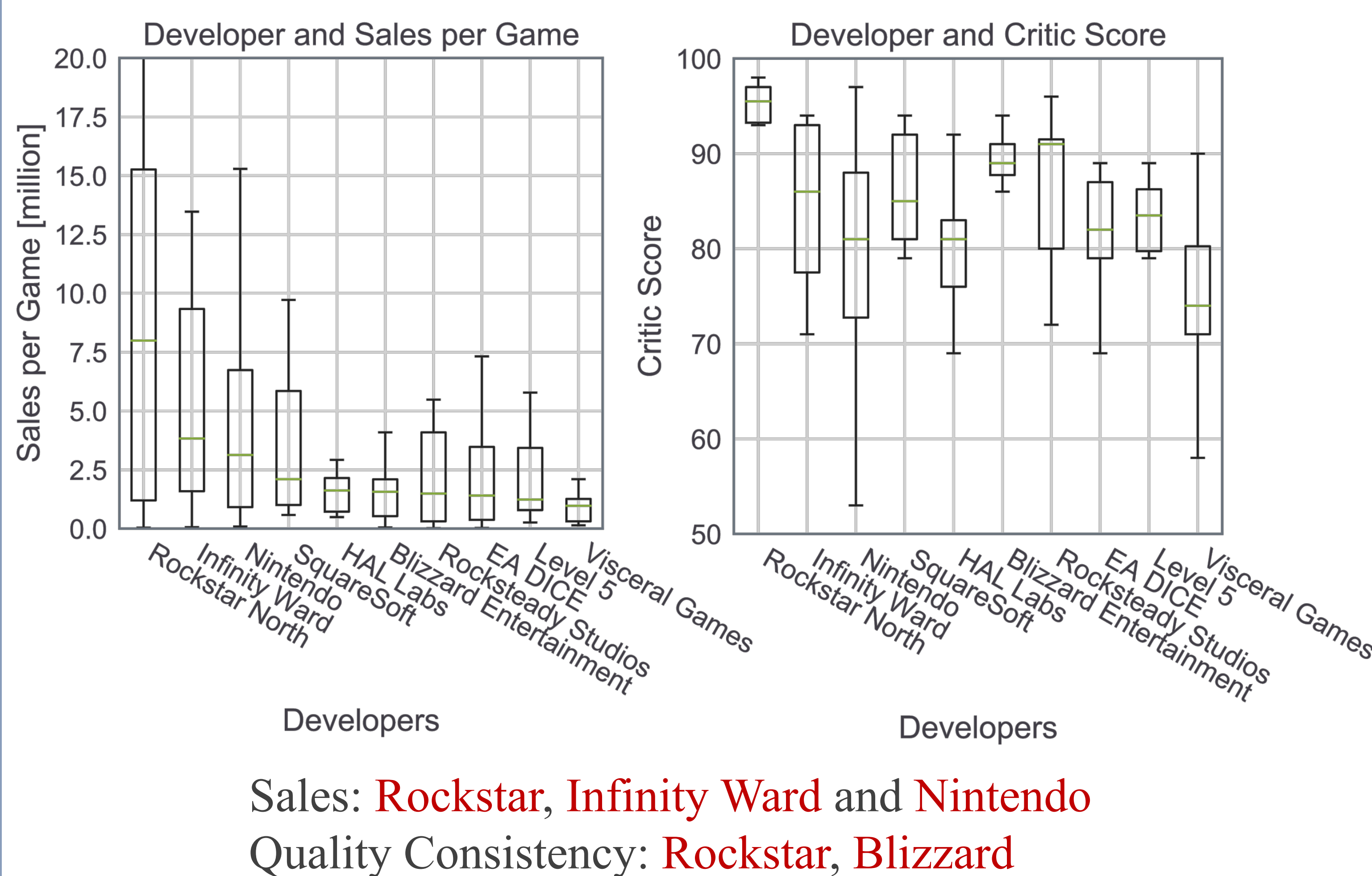
## Which Console?

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