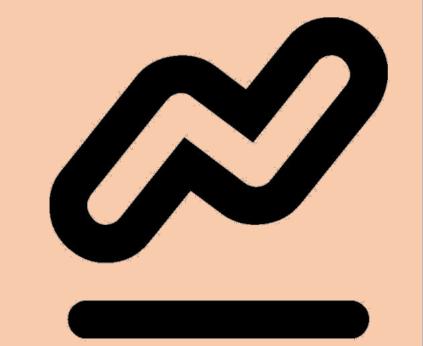


# Studies on Video Game Market

-- Targeted for Game Companies and Game Players



User Score

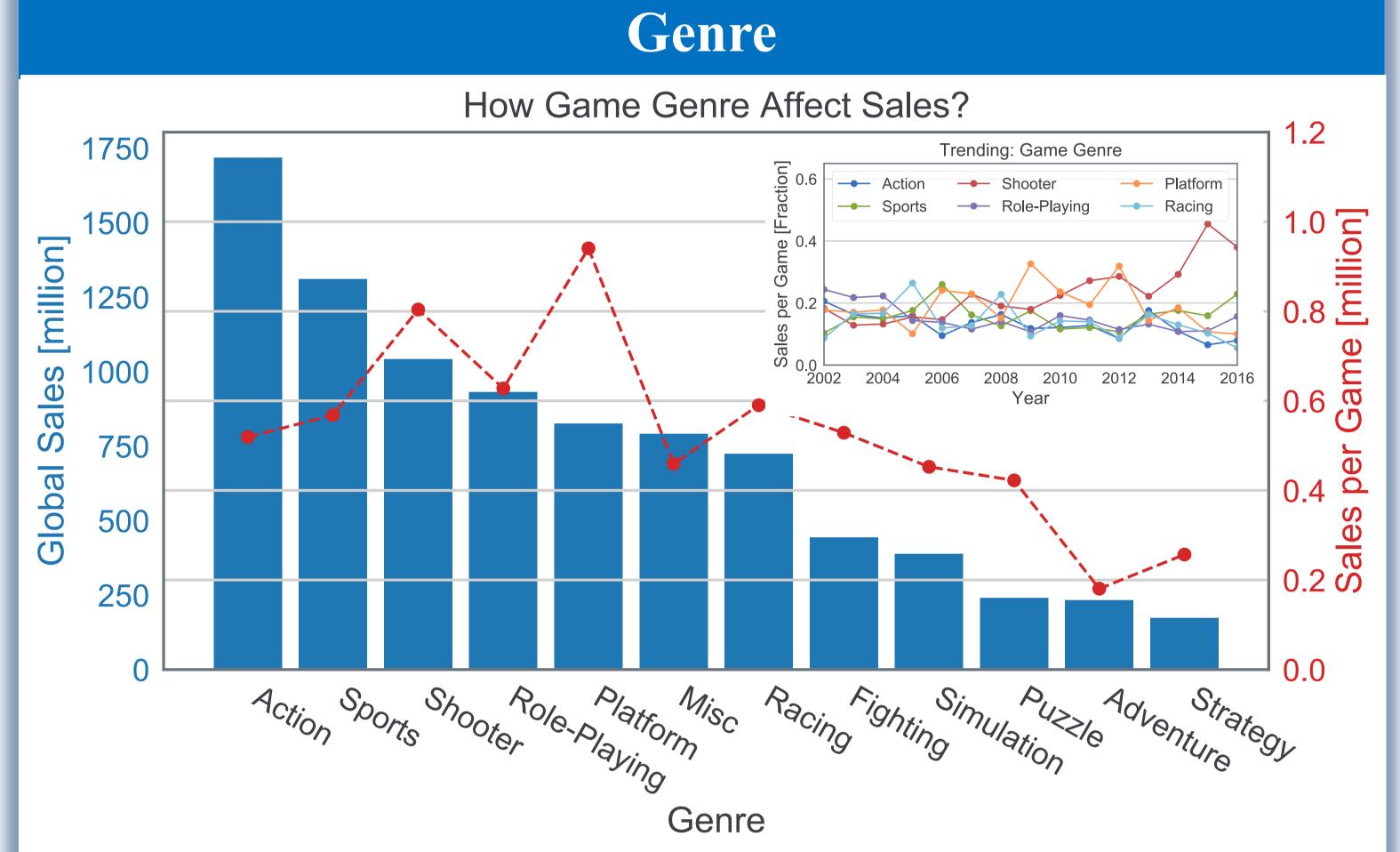


### **Project and Impact**

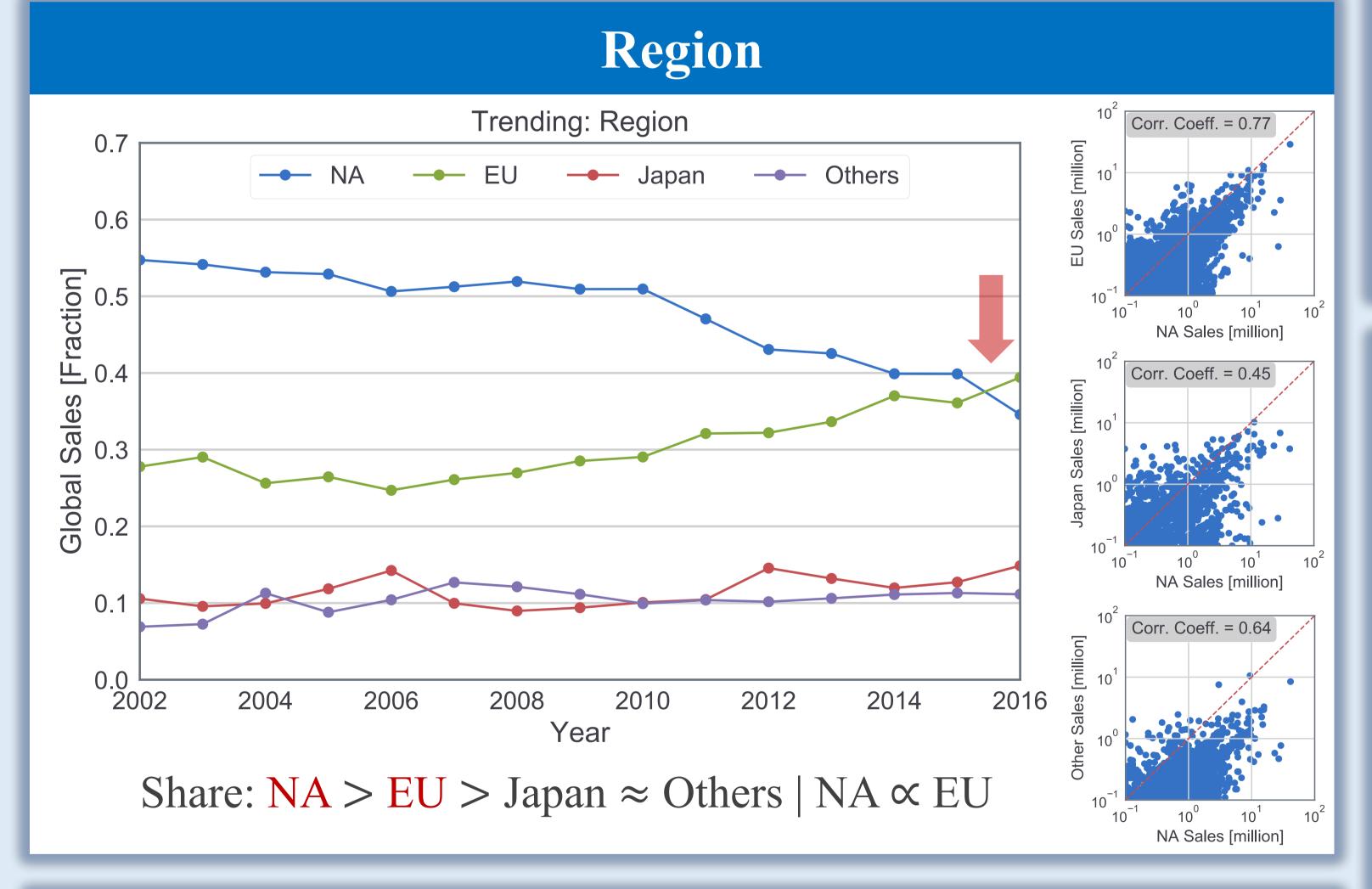
- Gaming industry thriving: data↑ ⇒ opportunities↑
- Project: build a website provide advisories for:
  - Small companies and individual developers
  - Gamer players
- Why this project will make an impact?
  - Intuitive: data visualization

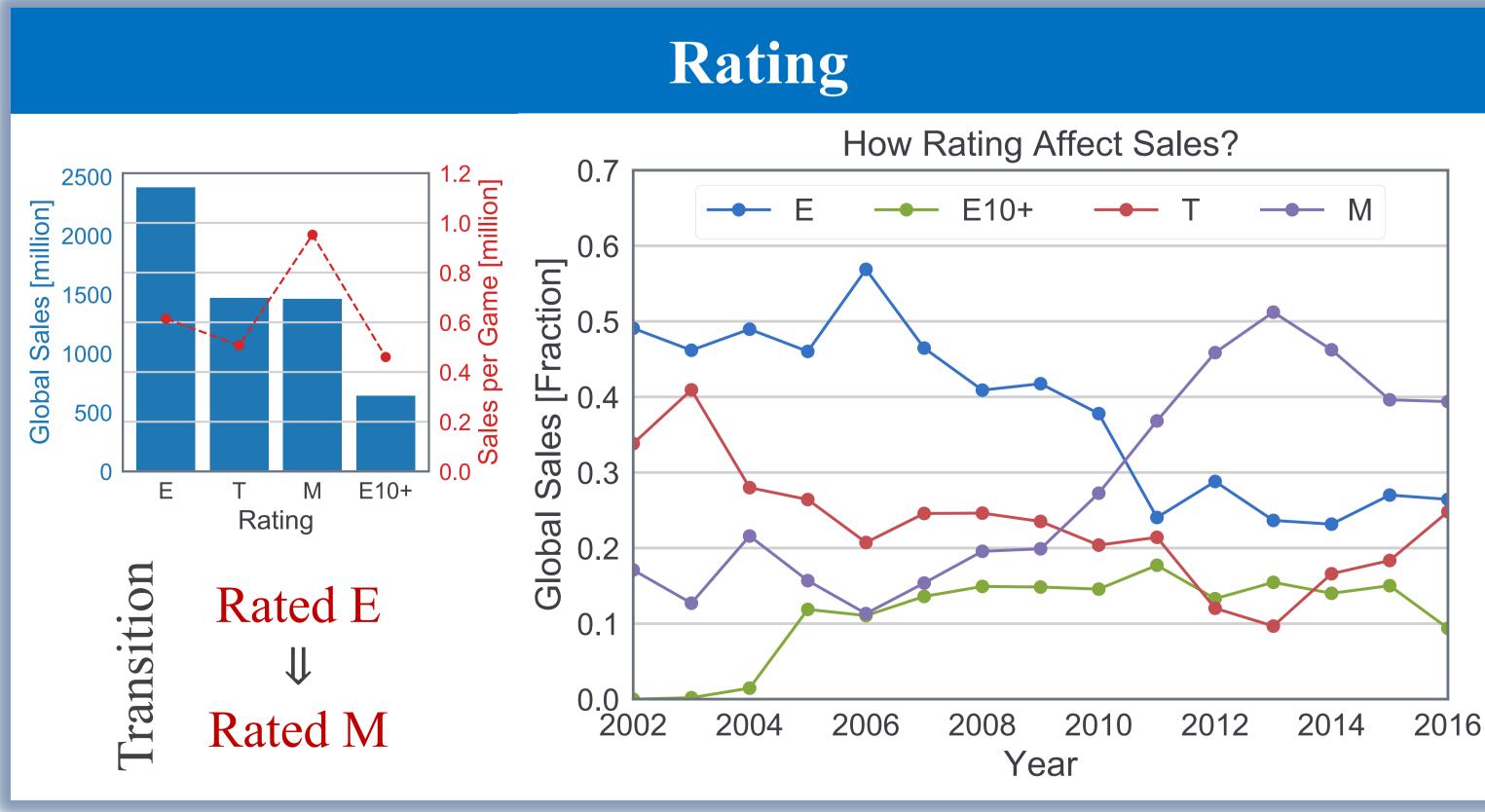
Easy to use

& FREE! • Freedom: customable research



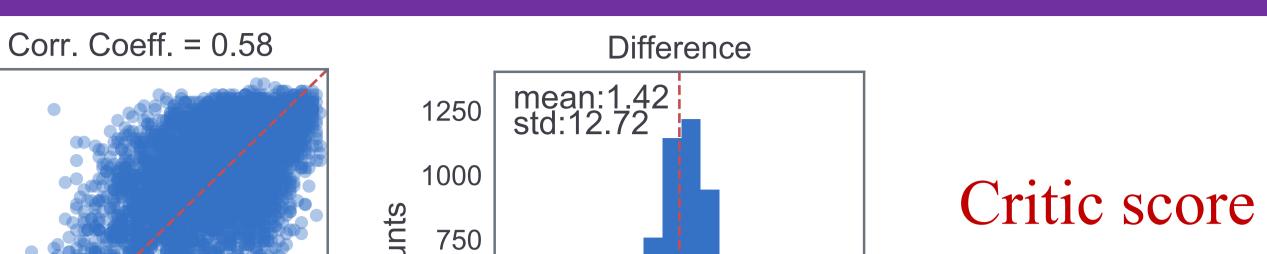
Total sales: action | Sales per game: platform | Trending: shooting





Data Source: MetaCritic | Project Location: Github

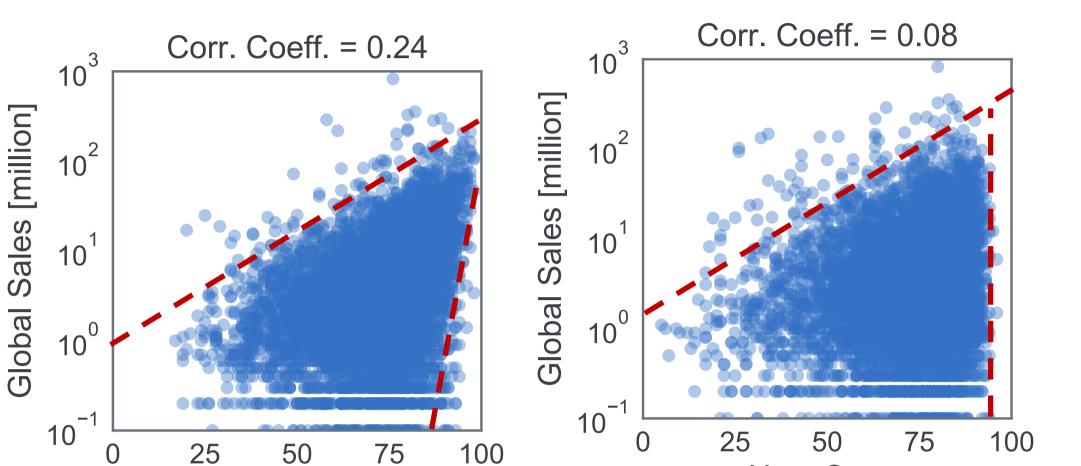
About me: LinkedIn | Github | LeetCode



User - Critic

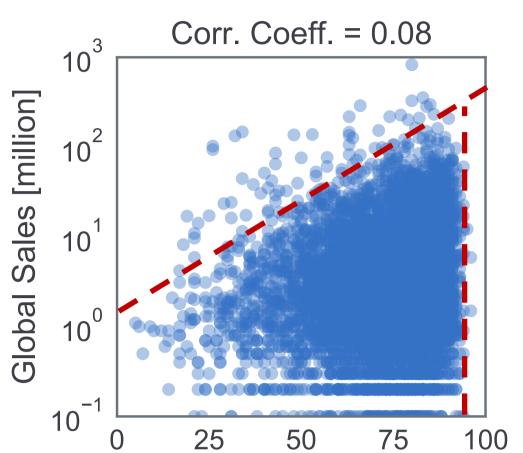
Critic or User Score?





Critic Score

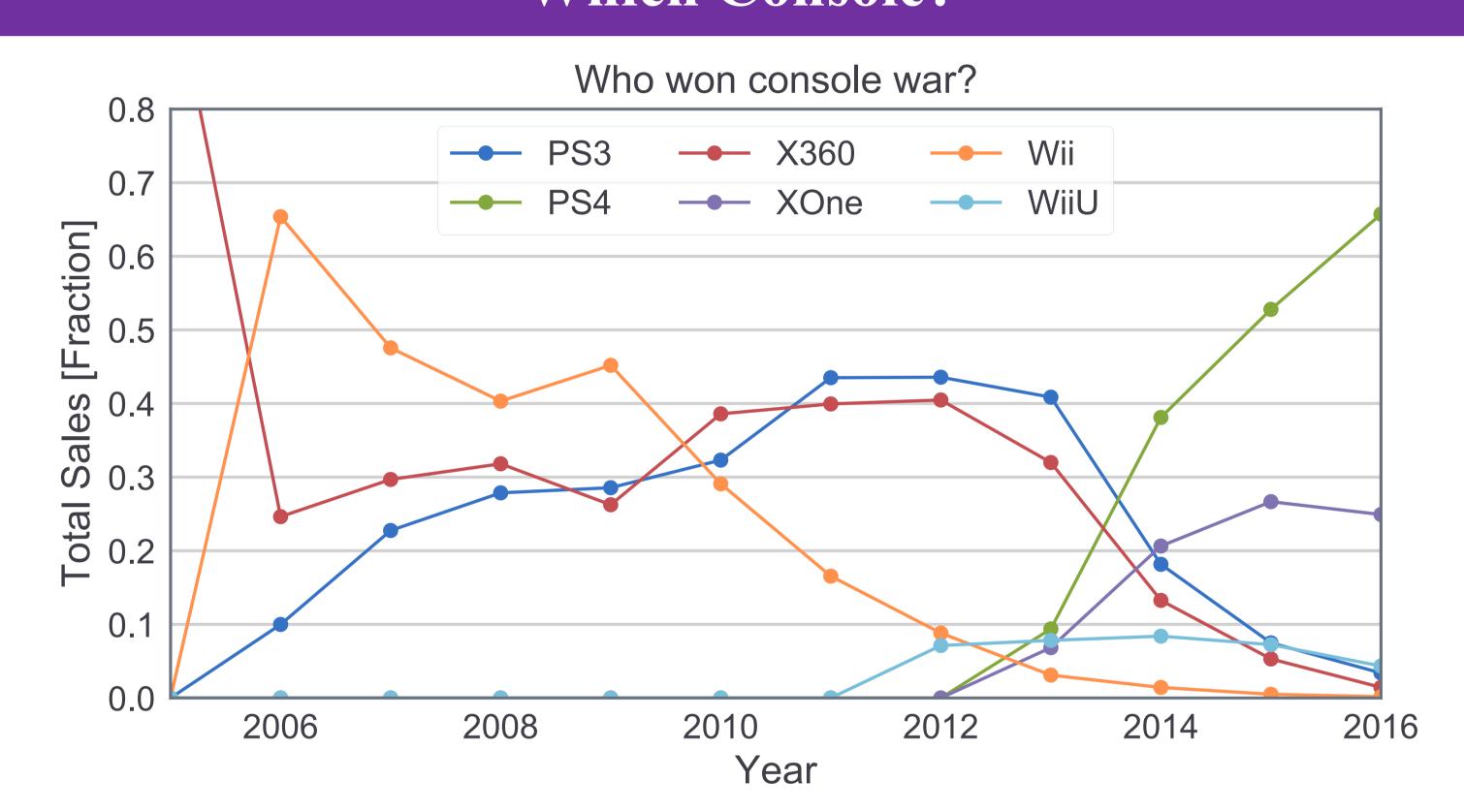
Critic Score



User Score

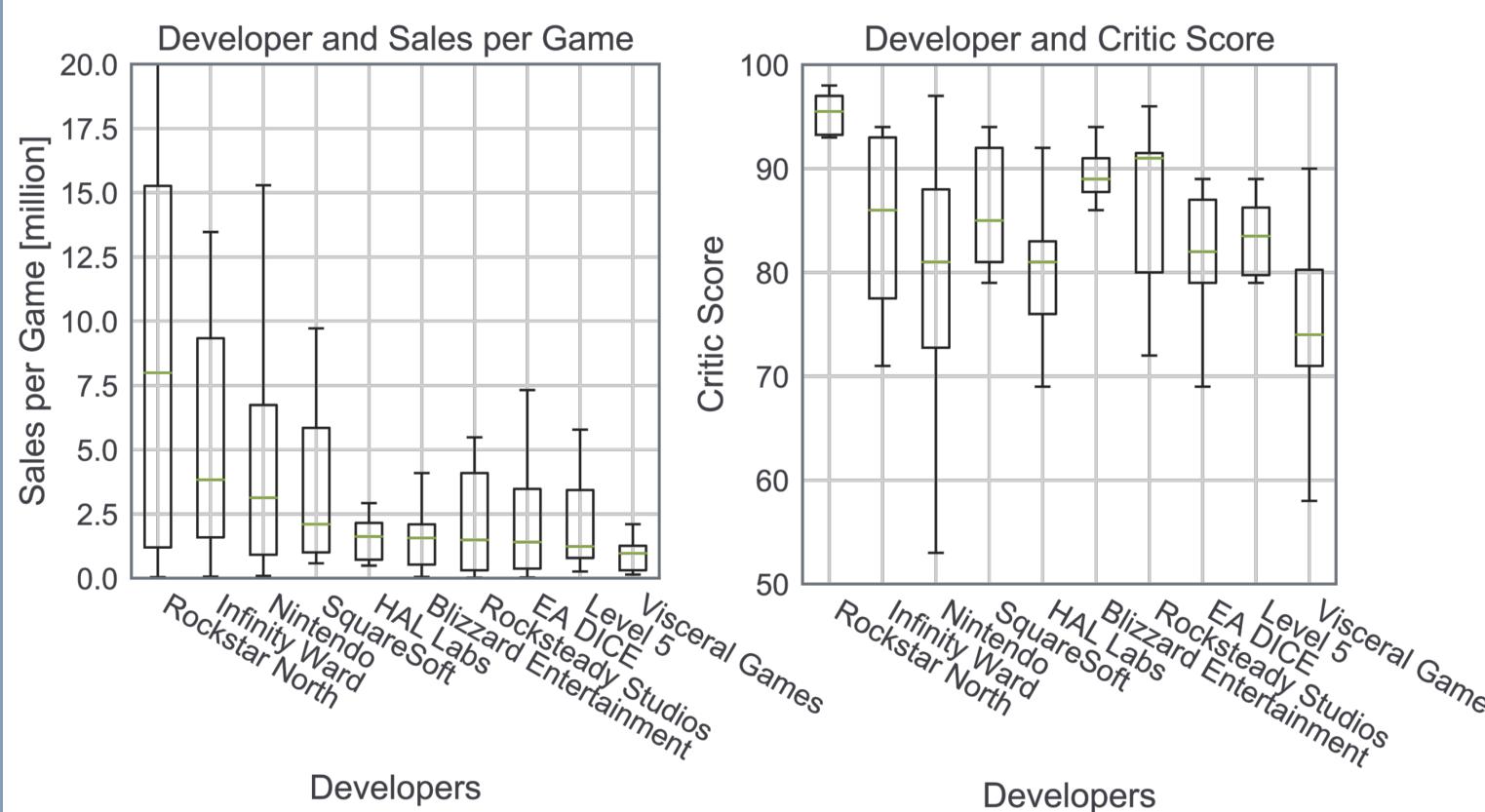
Score Sales

## Which Console?



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

#### Which Company?



Sales: Rockstar, Infinity Ward and Nintendo Quality Consistency: Rockstar, Blizzard

#### 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 customable plot
- Further thoughts: easily generalized to movies / songs