Scope of Work

Purpose

The goal of this project is to explore the data and identify the pattern to provide insight for the marketing team. The project will identify the top video games worldwide and categorise them according to genre and region. After identifying games, the project will study the reasons behind the top games and provide recommendations to the target audience and personalised marketing strategies. Each recommendation should include cost estimates and how the plan will work. The final deliverable will be the top 3 recommendations for considering types of video games, target audience, and marketing strategy to attract the target audience.

Major Activities

Activities	Description
Data Collection	Identify the required data and explore the data to apply for the project
Identify major games	Analysed the dataset to identify the top 10 games
Explore the cause of the successful game	After identifying games, consider how I can explore the target audience and marketing strategies, and I might need to add a new dataset to the project. This stage may require additional data.
Create a recommendation and share insight	Visualised the data to provide insights and present recommendations.
Deliver the final report	Conclude the project and deliver the final report

Limitation

- This is an individual project, and the data used for the project is from a Public dataset, hence, data credibility might not be reliable.

Deliverables :

Deliverable	Details
List of Major Games	Top 10 games and top genre worldwide
Hotspot Map	Visualisation with the top Genre according to the regions
Insights	Visualisation describing the findings in the data
Recomendation	Details of three recommendations include budgets, target audience and strategies
Final Report	Conclusion of the project and presenting key findings

Milestones

Milestone	Expected Competition Date	Description
Data review	7/3/25	Review of all data sources
Data Analysis	8/3/25	Initial data analysis completed
Hotspot List	9/3/25	Top 10 games
Visualiation	10/3/25	Visualised finding
Recommendation List	10/3/25	List of recommendations for a new product, target audience and marketing strategies
Final Report	10/3/25	Conclusion of the project and key findings

Estimated data for completion:

March 10, 2025