



# Microsoft

Xbox 360 Games Sales Analysis Dashboard Website

Proposal Big Data Analytics Team

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## **INTRODUCTION**

Microsoft Corporation is an American multinational technology company with headquarters in Redmond, Washington. It develops, manufactures, licenses, supports, and sells computer software, consumer electronics, personal computers, and related services. Its best known software products are the Microsoft Windows line of operating systems, the Microsoft Office suite, and the Internet Explorer and Edge web browsers. Its flagship hardware products are the Xbox video game consoles and the Microsoft Surface lineup of touchscreen personal computers.

Microsoft is slowly trying to conquer gaming industry alongside with they top-tier software services and wanted to do sales analysis on Xbox 360 Games.

Microsoft requires to build a website and the main functionality would be creating a dashboard of sales analysis for all the games they have released for Xbox 360 for which it further helps them with further Xbox Lineup.

## **Objective**

The main objective is to create a dashboard for Xbox – 360 Games Sales analysis.

## **Requirements**

- Purpose, Plan the design of the website.
- Document the site pages & features of the website.
- Build a pilot platform between the business and the customers.
- Performance analysis on how the website is interacting with the database.
- To build a platform which operates as online directory for the businesses, products and services that encourages the circular economy.
- Search for the web hosting services.
- Searchability on database to provide matching result for any search keyword.
- Scalability support for the website.

**Rationale**

The rationale is to build a web platform that will serve as a directory and discovery of businesses, services and products that encourage Sales analysis of Xbox 360 Games.

**Scope**

To build a website for dashboard of sales analysis of xbox 360 games.

**Out of Scope**

Behavior Analysis on actions of customers

- What Game genre are preferred by people.
- Which game is gaining more fanbase.
- What game genre is at top of revenue chart.

**Outcomes & Benefits**

A fully Functional and robust website which supports the following:

- Xbox 360 Game sales analysis dashboard.
- Fully Interactive Website supporting User-Searchability.
- Website which works in harmony with mongo DB Atlas database.

**Deliverables**

- A website with the following functionality:
  - Dashboard which supports various visualizations like pie charts, bar graphs etc.
  - Complete Sales analysis on all the games.
- Documentation and Knowledge transfer of all the features of the website to the client.

## **Team Profile**

### **Mohana Siddhartha Tripuraneni – Team Leader**

B.Tech in Computer Science & Engineering.

Worked as Technical Associate in General Electric.

### **Bawandeep Singh Saini – Web-Developer**

B.Tech in Mechanical Engineering

### **Fenali Shah – Business Analyst**

B.Tech in Electronics and Communication.

### **Kusuma Garlapati – Data Analyst**

B.Tech in Electronics and Communication

## APPROACH

### Resources

To employ user-driven content, The database will collect data from 3 main webpages. We are employing MongoDB Atlas as our database. The mode of collection of this data from the webpages is done by using web-scraping with the help of python script which then insert the data into database in the form of json format.

### Techniques

*Server-side Programming* is a technique used in web development which involves employing scripts on a web server which produce a response customized for each user's (client's) request to the website. The server-side is also known as the back end. In this project **Django** will be widely used for server-side programming, owing to its dynamic website creation capabilities.

*Client-side Programming* is a technique which mostly deals with the user interface with which the user interacts in the web. It is mostly a browser, in the user's machine, that runs the code and is mainly done in any scripting language like JavaScript, VBScript, HTML/CSS, AJAX, etc. In the project we will be using HTML for Structure and CSS for Designing. **HTML** will provide the *basic structure* of sites, which will be then enhanced and modified by CSS. **CSS** is used to control presentation, formatting, and layout.

## Tools

**Python** is an interpreted, high-level, general-purpose programming language. Created by Guido van Rossum and first released in 1991, Python's design philosophy emphasizes code readability with its notable use of significant whitespace. Its language constructs and object-oriented approach aim to help programmers write clear, logical code for small and large-scale projects



**Django** is a Python-based free and open-source web framework that follows the model-template-view (MVC) architectural pattern. It is maintained by the Django Software Foundation (DSF), an American independent organization established as a non-profit.

**MongoDB** is a cross-platform document-oriented database program. Classified as a NoSQL database program, MongoDB uses JSON-like documents with optional schemas. MongoDB is developed by MongoDB Inc. and licensed under the Server Side Public License (SSPL)



**HTML** (Hypertext Markup Language) is the standard markup language for documents designed to be displayed in a web browser. It allows the user to create and structure sections, paragraphs, headings, links, and blockquotes for web pages and applications. WordPress widgets and plugins will generate HTML code for the website and modifications will be done as required.

**CSS** (Cascading Style Sheets) is a style sheet language used for describing the presentation of a document written in a markup language like HTML. It handles the look and feel part of a web page. It is used to customize the site's appearance, layout, fonts, colors, and more. We will use it to tweak the colors, sizes, fonts, and placements of various elements, without permanently affecting the active theme's core code.



## PROCESS

- Research Where the webscraping should be done.
- Setup a Monog DB server for our webpage.
- Database Engineering and Formatting.
- Understand flow of information.
- Find a domain name.
- Sign up for Web hosting.
- Select a theme for the website.
- Add a Logo.
- Configure and Customize the Website Appearance like Header, Footer, Colors, Fonts etc.
- Add Charts.
- Make the interactive dashboard
- Feedback from Client.
- Publish Pages.





# Potential Challenges

Challenges are inevitable, but the goal of our team is to provide EcoGreen Interactive Inc with a Website build that will address all of their requirements.

## Accessibility

Web accessibility can be defined as the practice of making websites accessible for people of various backgrounds, abilities and disabilities. To create a website which is accessible to all kinds of users, the team will ensure to design and develop it in a way that users have access to the information, functionality and features of the site depending on the user's account type on the website.

## Compatibility

Website compatibility focuses on making websites compatible across a range of browser platforms and to plan out an effective browser testing schedule. The Team will test website compatibility by checking different browsers, operating systems and monitor resolutions.

## Navigability

The navigational structure of the website is a big challenge for web designers. In fact, navigability is the most important aspect of website design. An effective navigational structure of the website enhances usability. The users of a website are a heterogeneous mixture of people hailing from different backgrounds and geographical locations. The website should be easily navigable for all users, irrespective of where they belong to. The team will make sure that site visitors should be able to easily find the information they are looking for. Whether it is the primary or the secondary navigation, they should be structured to orientate users on the website.

**Readability**

Another important issue in website creation is 'readability'. Readability refers to the practice of delivering the write up in a way that enhances ease of reading. While creating a great website, you should focus on making it readable for all users, regardless of their backgrounds and age groups.

The Team will suggest three essential aspects in Website readability.

- a) Typeface
- b) Layout or Design
- c) Colors

**Usability**

The success of website creation depends on whether or not it conforms to the usability guidelines. In terms of usability, your website should be easy to use and the information should be easy to retrieve for users. Websites that place restrictions (bookmarking not possible, printing problems, disabled back buttons, emailing of link not possible etc.) on users simply damage their website's usability. Team will make sure efficient procedures for hassle-free data retrieval into the webpage.

**Timeframe**

We have much to complete within a tight timeframe. The team will exercise its best efforts to manage to prioritize the completion of the required activities.

**Project Team**

We are confident in our team but realize that other demands may require the time and attention of team members (e.g., exams, illness, and personal events. If, at any time, the progress of the project is delayed, the Client will be notified and advised of the team's plan to accomplish the project's requirements.

**Communication**

The Client is committed to supporting the Project Team in achieving the objective and providing additional resources if required.

## **CODE OF CONDUCT**

### **Ethical Considerations**

- We acknowledge our strict duty of confidentiality.
- We will ensure the observance of ethical practices demonstrating respect, honesty and dignity.
- We will thoroughly follow the directives of the client and analyze the results as directed by them without deviation from the objectives of the research.
- Value is always present in our thinking.
- Validated data will solely form the basis of our observations, conclusions, recommendations and decision-making.
- We undertake to use holistic analytics strategies and repeatable processes.
- We will thoroughly explain and document our development in detail for the client. We will be transparent in all our activities.
- Moreover, we will check and recheck our research for quality, accuracy, completeness and integrity before presentation to maintain the validity and credibility of the results.
- We will proactively circumvent unethical behaviour, such as exaggerating the results of our research.
- We will not falsely interpret, fabricate, embellish or otherwise misrepresent the data in the database.
- We will be forthright and accountable if we make mistakes.
- We will tell the truth, even if it is bad news.
- Failure to observe deadlines is considered a breach of ethics.
- We have no conflict of interest and will not benefit from this Website.

## Information Management

- We acknowledge that the data is an asset of any organization. The consequences and repercussions of unethical conduct when dealing with an organization's data can be significant and affect an organization's reputation, relationships and, ultimately, its revenues. Even the perception of unethical data handling has the power to undermine both internal and external trust.
- We give assurance that all the information provided is in our trust. It will remain private and protected from damage or alteration unless authorized.
- We will sign a Non-Disclosure Agreement that is acceptable to the Client and adhere to its conditions.
- We will notify the Client of the discovery of any sensitive information at any stage, namely personal identifying information or confidential information. We will make recommendations for addressing the issues and act according to their instructions.
- Original data and other information entrusted in me is stored in a secure location, such as SharePoint, and will remain unaltered.
- Copies of original data will be used for cleaning, discovery, manipulation and analysis.
- Naming conventions and version controls will segregate datasets and align each with the applicable analysis and documentation.
- All analysis will only be conducted through secure applications.
- All our workstations are protected by a password that is not known to anyone other than me. No one has access to our workstations, including colleagues, family members and friends.
- All data sharing is secured from potential risks using encrypted channels, such as SharePoint.
- Discussions about the data, analysis and observations will only be amongst client-authorized collaborators, our course instructors and the Client's sanctioned representatives.
- All information entrusted in me will only be used for its intended purposes unless specifically approved by the Client.

## **Conclusion**

We look forward to working with the Microsoft Corporation and supporting your goals of building flagship gaming console on xbox lineup. We are confident that we will meet a few challenges ahead and are ready to develop a robust web-platform to build dashboard for Xbox-360 Game Sales analysis.

