

Capstone Project 1: Project Proposal

Video games make up a multi billion dollar industry across the world and understanding what makes games popular, trends, and how the market works can really pay off to an uprising company as well as investors. Being able to predict which games will do well can help with marketing decisions and which games might need better promoting tactics. To acquire the data I'll be pulling it from a website (<http://www.vgchartz.com>) and building a dataframe with this info. Using genre, sales numbers, scores, and other info I'll try to understand trends as well as predict which upcoming games will do well or not and overall explore the development of the video game industry.

Understanding certain companies' strengths could be one way to determine if they will make a hit game or not. I also plan to analyze sales trends by genre to see how they have changed and grown over the years, as well as when each genre was typically introduced. Combining info like this will hopefully let me build a better prediction model.