COMPGC27/MSING055: Programming for Business Analytics
Group coursework: Project Milestone #1 (Ideas)

Team 14
Mesut Can Alkan
Lu Wang
Dimitri Visnadi
Katerina Klimova
Alexandros Baltas

Context: Our client is a video game company that produces games for PC. The company has a dataset of competitors' games reviews at their disposal. This dataset includes reviews of games published for various platforms and their respective genres and release dates.

Needs: The company wishes to expand their business to other platforms as well. As they have never expanded to any other platform and have no relevant experience, they have no sufficient ways of defining which platform they should add into their range.

Vision:
- Vision: The marketing department will receive a report on the change of popularity of the gaming platforms over the years.
- Mockup: Even though PlayStation is still the market leader in terms of overall popularity, Adventure Games on Xbox have received a 6% increase in popularity in the last 5 years.
- Argument sketch: The department should focus on developing Adventure Games for Xbox, as there is a definite trend in this platform for this genre.

Outcome: The report will be delivered to the head of Marketing department who will decide, based on the recommendation of the report, which platform the company should start developing new games for.

Dataset: The dataset containing information about released games in the last 20 years can be found at https://www.kaggle.com/egrinstein/20-years-of-games .