ISBA 4715
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SQL Project Proposal

I chose the associate web analyst job posting by Rockstar game because I recognized the company from some of their video games titles. I also wanted to do a project that is related to what I like, whether it's entertainment, art or video games.

The aim of this project is to understand the factors that affect the success of video games available on the Steam platform. The Steam platform is one of the most popular services for the distribution of digital video games, which is why it is a highly competitive and dynamic market for video game companies that aim to profit of their products. Understanding what makes a game successful is important for game developers, so the project seeks to identify the common factors that lead to the success of top-selling games in various genres on Steam. The reason I chose Steam specifically is because the steam API is accessible to the public.

To solve this problem, the project will use the Steam API to get data on the top-selling games in various genres, player behavior and in-game purchases. This data will be analyzed using SQL identify patterns and trends in the data. The analysis will identify the factors that are similar in the top games in various genres, that may have contributed to their success on Steam. I believe this project would be relevant in the context of the job posting because it gives insight to the company on potential development of the game and increase the chances of success on Steam.