# **DreamForge Studios**

       I am a part of an upcoming video game development company named "DreamForge Studios." I have been tasked with taking this dataset which consists of different video game developers/publishers, their games, the games ratings, the release dates, genres: using this information to help lead us to the genre of our first game and when we want to release it. The who in my data set are all video game developers/publishers. The what is video games and their respective ratings. The when consists of when the best games were released. The dataset doesn't consist of a how or a why. Here is what I found.

       To start off I wanted to first analyze our competition to see what made them

Percentage of Video Game Publishers
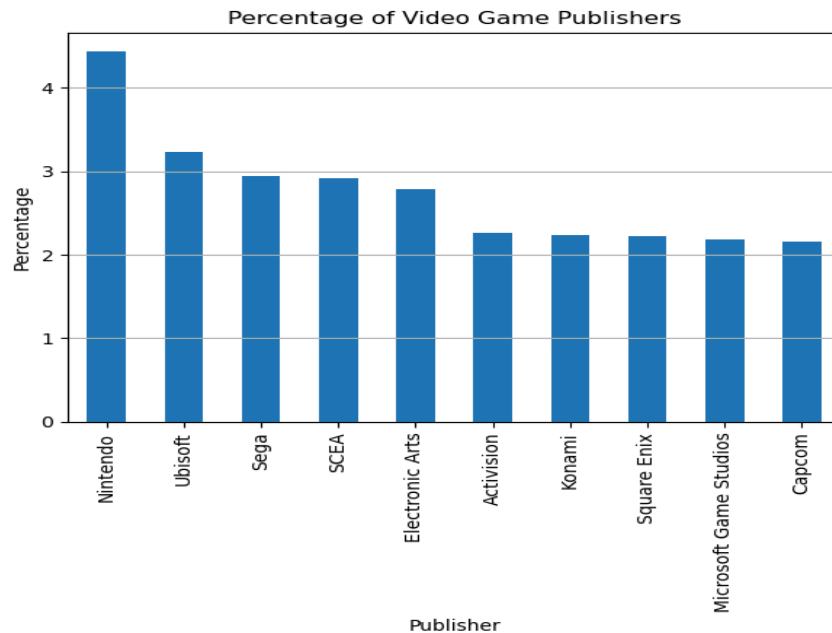
successful and why.

F1: Here we can see that by a landslide, Nintendo is the most popular/dominant video game publisher in the dataset. The reason it was important to figure out the top 10 games in the dataset is because later when we break down the top 10 games we will be able to compare and contrast the differences. It is important to know that if a company has many games but they all have a low rating, this company cares more about quantity rather than quality. We want quality over quantity.
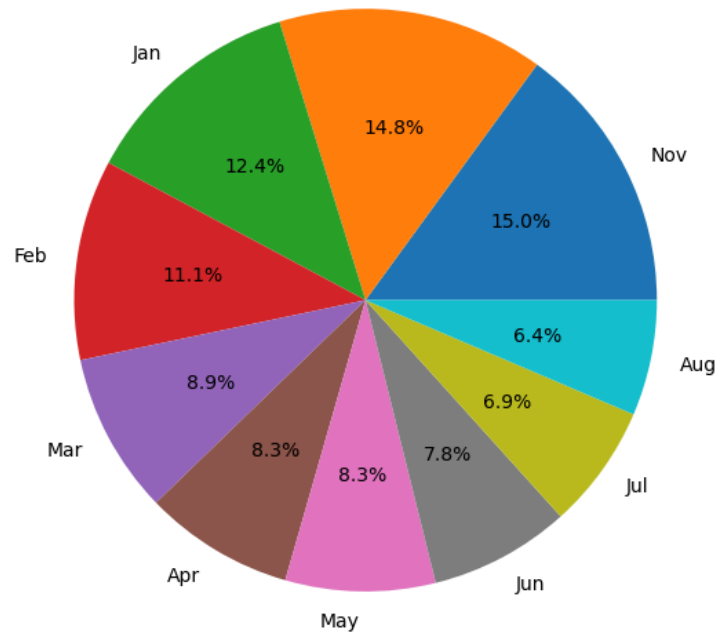
Top 10 Genres for Top 10 Publishers
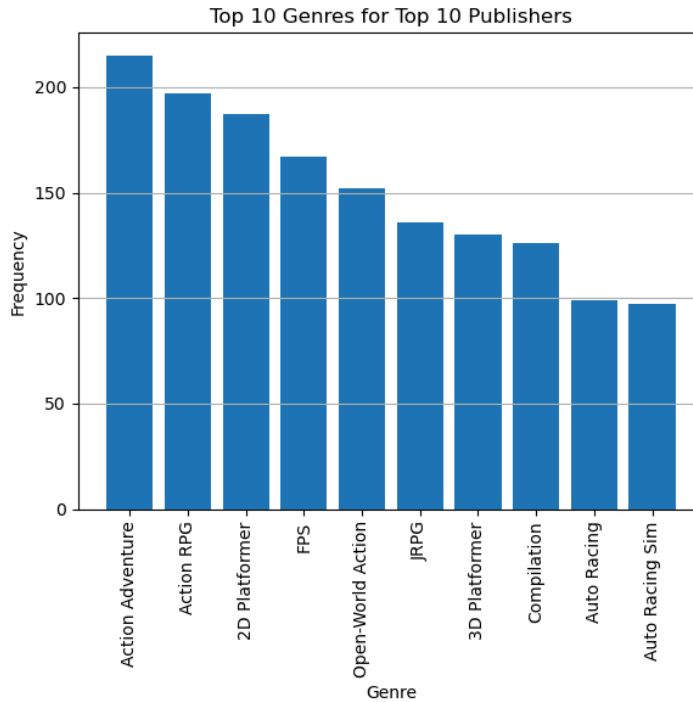
F2: So here we can see the top 10 game genres. The data tells us that if we want to create a successful game, we need to first use the action - adventure genre and from there build off of it with the action rpg and open - world action.

Top 10 Video Games by User Score
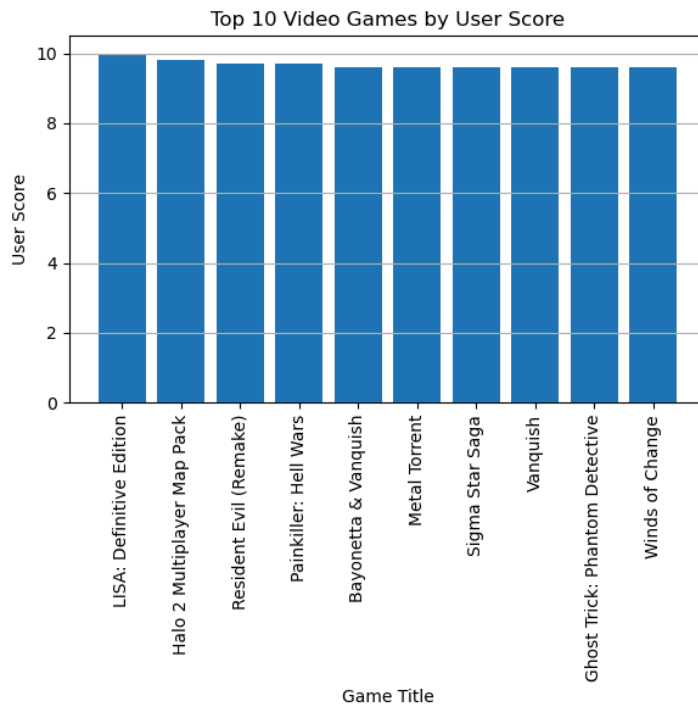
F3: Here we can see that 7/10 of the top video games fall into the action/adventure or RPG genre. We can see that Capcom(10), Nintendo(1), and Sega(3) all have at least 2 games in this top 10 game distribution. Their most popular games are either action/ adventure or RPGs.

Top 10 Games Released During the Best Months
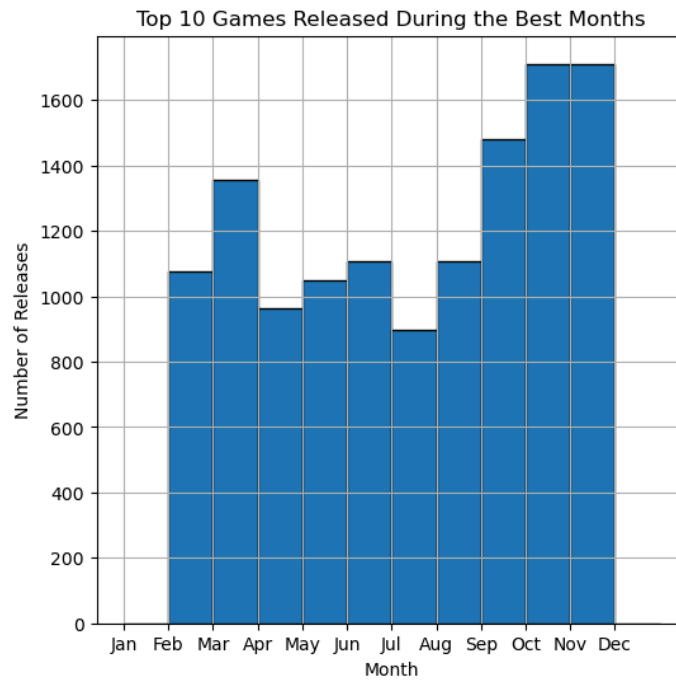
Distribution of Top 10 Months with Highest Number of Releases

F4: Here we can see clearly that the best time to launch games is in December and November.

Top 10 Product Ratings with Highest User Scores

Top 10 Product Ratings with Highest User Scores
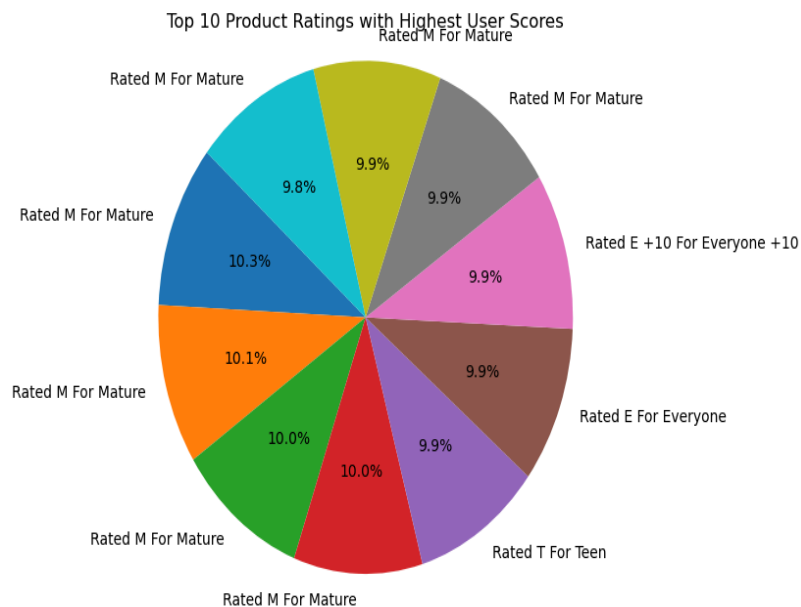
F5: Here we can see that "Rated M For Mature" is the top rated audience.

Conclusion

To conclude this dataset has taught me a ton about our competition and what all goes into what makes them successful. I believe that we should create a game that falls into the Action - Adventure genre as it is the top ranked genre and 5/10 of the top 10 games fall into this genre. Next we should create a game that falls into the "Rated M for mature" category and release our game either in December or November. I think the best option would be a week before black friday so we can provide a sale for black friday and we will be right around the corner from christmas. Finally I think a key piece

of information we could use in the dataset is average play time for the games, I think this will show us if our game has potential to last for a while.