**Christian Veater**

**Capstone 2 Project Proposal**

**8/6/2020**

***Problem Identification***

What app development opportunities exist for Lone Star Labs for the upcoming year for strategic mobile games on the Apple app store?

***Context***

The mobile games industry is worth billions of dollars with increasing demand to stay entertained on mobile devices. The Apple app store is a popular platform for iPhone users to download games. A dataset was created using the iTunes API and App Store sitemap looking into mobile strategy games.

***Criteria for success***

A sub-market data analysis will be performed to gain valuable insight for what trends over time and factors influence the success of a strategic game mobile app on the ITunes platform.

***Scope of solution space***

Looking at the number of ratings as a proxy indicator for the overall success of a game will be the focus. Supporting the solution will be a market trend analysis over time to try to predict future trends.

***Constraints within solution space***

The dataset was proved by a 3rd party which will need to be trusted. There does not exist a numerical categorical variable for each app which could take time to create.

***Stakeholders to provide key insight***

Tristan – Dataset creator from Kaggle.com.

***Key data sources***

Access to 1 csv file that provides the dataset. The usability of the data has a score of 10.0 which is ideal.

<https://www.kaggle.com/tristan581/17k-apple-app-store-strategy-games>

***Deliverables of this Capstone***

Code, Report, and a slide deck from the analysis will be delivered.