SSC442

Group 16 Project Proposal Write-Up

We have already found and selected the data that we plan to analyze for this project. It is data that has been collected on video games with over 100,000 units in sales, and was found at <https://www.kaggle.com/gregorut/videogamesales> .

We will be examining sales figures on over 16,000 video games--along with various characteristics of said games—in order to attempt to make some determinations about where certain games will be popular, and if there are characteristics that can predict how well a game will sell. Our data comes pre-ranked and we plan use regression to see if any of the characteristics of the game has an effect on its ranking, and if that is correlated to their sales performance. From these determinations, we will make recommendations for marketing, or even focus on production of certain types of video games if there is strong enough evidence that specific factors will increase sales of a given game. Along with some basic analysis and visualizations to answer baseline questions of what sells best, we may also attempt to fit a model to predict global sales based on factors like genre and platform. If this proves to be unsuccessful, we can attempt to use a classification model to attempt to predict sales based on similar factors.

Five questions that we would like to answer using the video game sales data we have collected are as follows:

1. Which genres of video games sell best in which areas? (United States, Europe, Japan, and the rest of the world?

2.) Which characteristics of any particular game (if any) are the best predictors of how many units a particular game will sell?

3.) Which genres sell less in general than others? Is there a way their sales can be boosted?

4.) What games show promise in some areas that may be able to see a raise in sales in others with targeted marketing campaigns?

5.) Are there reasons other than higher population that a game may sell better in certain areas as opposed to others? (This data may not be especially well-suited to answer this question, and an answer will likely be speculative, but cultural examination may yield some interesting results.)