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MA678 Midterm Project

November 5, 2019

17K Mobile Strategy Games

**OVERVIEW**

The mobile games industry is worth billions of dollars, with companies spending vast amounts of money on the development and marketing of these games to an equally large market. Using this data set, insights can be gained into a sub-market of this market, strategy games. This sub-market includes titles such as Clash of Clans, Plants vs Zombies, and Pokémon GO.

During my leisure time, I always play mobile games, and I downloaded various games form the App Store. Therefore, I am interested in what factor will affect me to download those games.

**DATA DESCRIPTION**

This is the data of 17007 strategy games on the Apple App Store. It was collected on the 3rd of August 2019, using the [iTunes API](https://affiliate.itunes.apple.com/resources/documentation/itunes-store-web-service-search-api) and the [App Store sitemap](https://apps.apple.com/us/genre/ios-games/id6014). Since the data doesn’t have information about apps downloaded count, I will filter the data to only use which apps has been rated.

This dataset has total 16 variables, the following are some general guidelines for data that I may use for the project.

|  |  |
| --- | --- |
| Name | The name of game |
| Icon URL | 512px \* 512px jpg |
| Average Rating Count | Rounded to nearest 0.5, required at least 5 ratings |
| User Rating Count | Number of ratings internationally, null means it is below 5 |
| Price | Price of game in USD |
| Age rating | Either 4+, 9+, 12+ or 17+ |
| Languages | ISO2A language code |
| Size | Size of the app in bytes |
| Description | App description |
| Current Version Release Date | When it was last updated |

**GOALS**

1. Making EDA for mobile strategy games data, and summarizing main characteristics of strategy games.
2. Building a model to find the relationship between the rating of a strategy game and the other factors.
3. Trying to work out what factors make a successful game, excluding those factors that are related to the game directly, such as narrative, gameplay, graphics, and audio.

**TIME LINE**

* Start Date: November 6
* Draft Submission Date: November 26
* Final Submission Date: December 5

**FUTURE DIRECTION**

By analyzing this dataset, I want to figure out what factors may affect consumers most when they make a choice. Maybe this project can help to find a job in an E-commerce company, and analyzing the consumers demand for different products.

Abstract

1. This project is based on the 17007 strategy games on the Apple App Store, and the goal is to build a model to predict what factors make a successful game, excluding those factors that are related to the game directly, such as narrative, gameplay, graphics, and audio.