# **Capstone Final Report**

**Problem:**

Video game store owners are wondering how to better sell their video games. They are wondering which factors play the vital roles in predicting sales performance.

**Approach:**

The problem was approached by looking at the sales performance of thousands of video games. The video games’ genre, platform, and publisher were used to predict the sales performance of the video game in North America.

**Findings:**

Mean Absolute Error: 0.34266039607172505

Mean Squared Error: 1.4257775904054613

Root Mean Squared Error: 1.1940592909924788

Model 1 was the best performing model with MSE: 1.426 & RMSE: 1.194.

**Further Research:**

Further research can be done by checking the sales performances in other regions/ countries as well. Researching other features such as content ratings and user ratings would be helpful as well.

**Recommendations:**

My first recommendation is for Model 1 to be used as the basis for developing a marketing strategy to enhance video games sales in different regions based on the games’ genre, platform, and publisher.

My second recommendation is to develop the model further by researching other potential factors/features.