Research Report

# Acknowledgements

# Project Abstract

The project will deal with the analysis of data in the gaming industry. Data Analysis is known to increase customer engagement and improve business. This paper will focus on the use of data on the Steam website. The gathered data will be used to show how large companies like Steam use people’s data to provide more appealing recommendations for their user’s.

# Introduction and Research question

The project was chosen because it is felt the effect of data analysis is changing the world of games and business. It is a fascinating topic with a lot to research. The topic was selected because a lot people do not even realise the amount of data being collected on each of them, let alone the use companies and websites have for this data. The gaming industry is small relative to the world of business but the use of new technologies is something constantly at the for front pf the games industry.

# Background

Research has been done on Steam’s website API to see what public data can be used to analyse. Thankfully the public developer API has detailed information set on everyone who has their steam account set to public.

Other research papers considered (AndersDrachen, Unknown)3b to give me inspiration for my report.

This chapter (AndersDrachen, Unknown) of the game data mining paper mentions some very interesting ideas and topics that we will be researching in further detail.

# Literature Review

# Study

The purpose of the study is to show how people’s data is used in the gaming industry. The output of the project should be a program that can take public user data from the steam API and present some targeted advertisements based on the information. The program should display to people what large business are using their information for. The program will also allow the user to alter data to see how the output can change based on the given information.

The output is likely to be skewed in this study as the Steam API almost definitely does not present all the data used by Steam in its own personalised advertising.

# Project Description

The finished project is the fully functioning user analytics program. The program can be run in two ways.

1. The user can input their own made up data i.e. Age bracket, gender, type of games liked, most recent purchase, favourite brand. The program will then output a list of recommended games based on the data inputted.
2. The user can run a selected program. This pulls random information from an API and displays the user information and the targeted advertisements for them.

The Technical learning is deep. The manipulation of an API has not been covered before. The use of C++ along with Json data is a new skill also. The opportunity to learn about how industry uses people’s data to target them is a large shock. The amount of personal data publicly available from thousands of unsuspecting people.

The personal learning was extremely valuable also. The ability to manage and complete a full project with documentation over a period of nine months. Completing four other college modules along with this project extremely good practice for time management and efficiency within work. It shows how much work can be done in an organised environment.

# Project Milestones

1. Project proposal due October 31st
2. Research Report due November 31st
3. SRS and TDD due December 14th
4. Have started programming the API manipulation by December 14th

# Results and Discussion

# Project Review and Conclusions