Research Report

# Acknowledgements

# Project Abstract

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

# Introduction and Research question

The project was chosen because I feel the effect of data analysis is changing the world of games and business. It is a fascinating topic with a lot to research. I chose this topic 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

I have looked into 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.

I have also looked at other research papers to give me inspiration for my report.

Chapter 12: Game Data Mining

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This chapter of the game data mining paper mentions some very interesting ideas and topics that I will be researching in further detail.