Animal Crossing: New Horizons Analysis

W200 - Project 2 Proposal

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Primary Dataset: Data Spreadsheet for Animal Crossing New Horizons
Supplemental Dataset: Twint base query: "twint -s #AnimalCrossing"

Summary

Animal Crossing has cemented itself as a smash hit for Nintendo with no small thanks to the game's timely release at the beginning of the pandemic. The game has allowed us to meet up (virtually) and experience some escape from the world's worries. The social elements of the game have also been a popular topic on social media as people express their affection for their villagers, show off their islands, and discuss social events within the game. By exploring the game's data, we hope to highlight what makes the game so engaging and how it is reflected on social media.

Dataset Structure

The dataset contains about 2.7K entries with 46 columns, ranging from:
- Villager Table: 398 entries with 10 columns
- Crafted Item Tables: 1,398 entries with 10 columns
- Recipes Table: 641 entries with 7 columns
- Fish Table: 81 entries with 8 columns
- Insects Table: 81 entries with 8 columns
- Seasons and Events: 90 entries with 3 columns
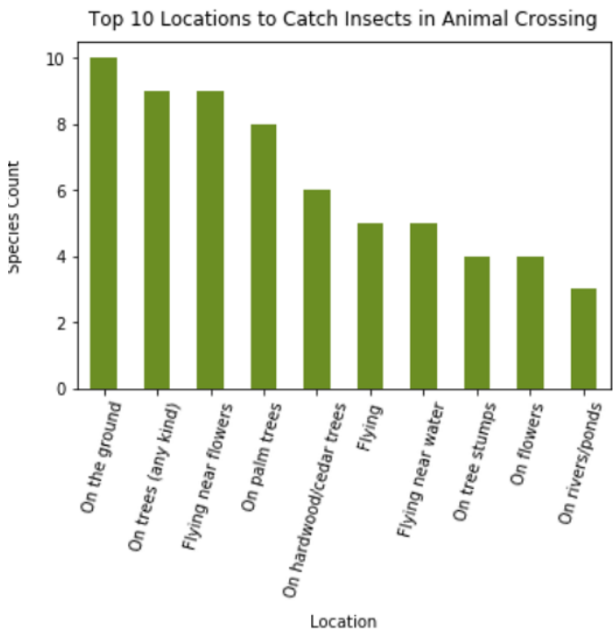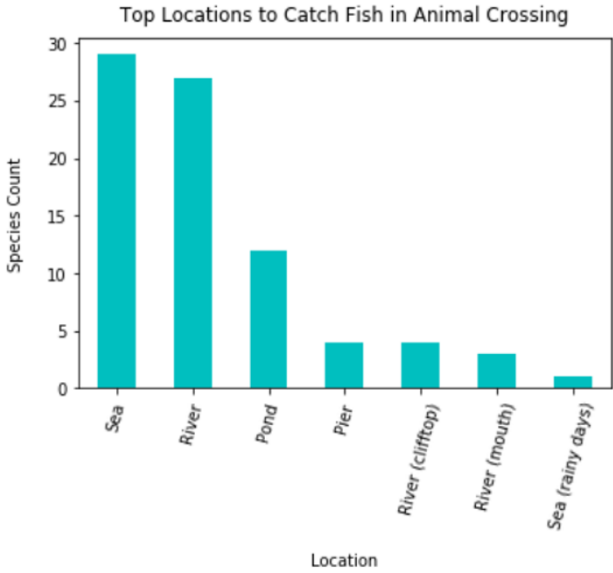
Initial Exploration

- Join the villager data with recipes and crafted items (houseware, wall-mounted, etc.) to learn about the distribution of villagers' attributes, recipes, the value of crafted items, and the villagers' furniture list.

Villager Table	Item Tables	Recipes Table
Name	Name	Name
Species	Variation	Material [1 - 6]
Gender	DIY	# [1 - 6]
Personality	Buy	Buy
Hobby	Sell	Sell
Birthday	Size	Sources
Style 1	Source	Version Added
Style 2	Interact	
Furniture List	Tag	
Version Added	Version Added	

Count of Animal Species by Gender in Animal Crossing
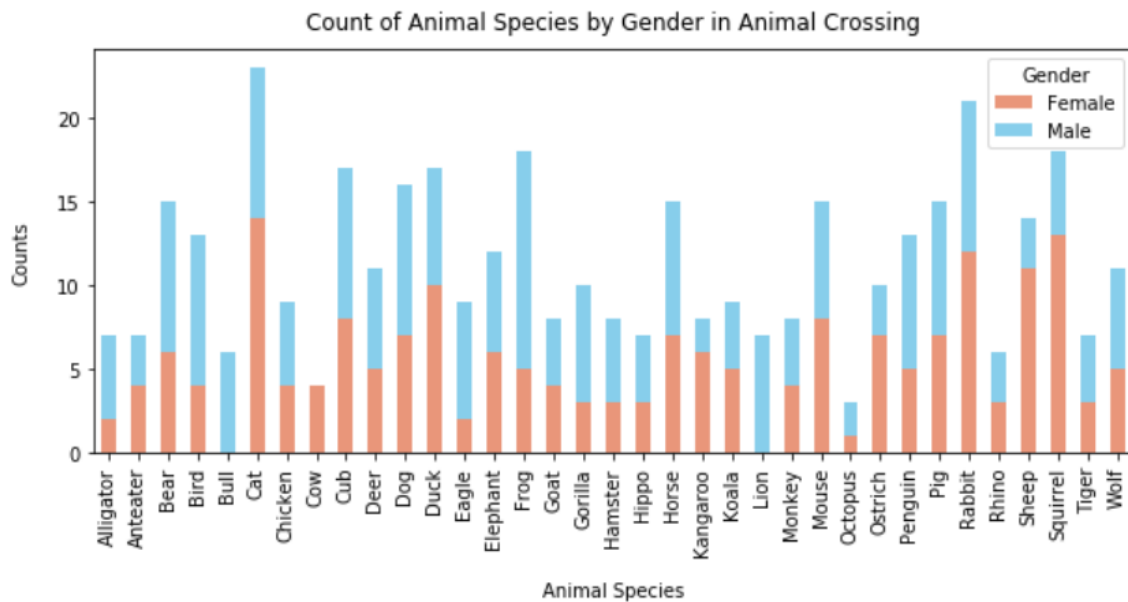
● Analyze the value, best catching time, and locations of fish and insects.

Fish / Insects Table
Name
Where/How
Shadow
Catch Difficulty
Vision
Total Catches to Unlock
Spawn Rates
NH [Jan - Dec]

Top Locations to Catch Fish in Animal Crossing

Top 10 Locations to Catch Insects in Animal Crossing

- Ingest Twitter data to analyze the popularity and trend of #AnimalCrossing by comparing it with the list of in-game seasons and events. Join the Twitter data with villager data to see which villager got the most on their birthday.

Twitter Search Terms	Noteworthy Twitter Columns	Villager Table	Seasons and Events Table
AnimalCrossing	Tweet	Name	Name
ACNH	Hashtags	Birthday	Dates (Northern Hemisphere)
Villager Names	Date		Dates (Southern Hemisphere)
	Username		
	Geo		

Birth Months of Villagers in Animal Crossing
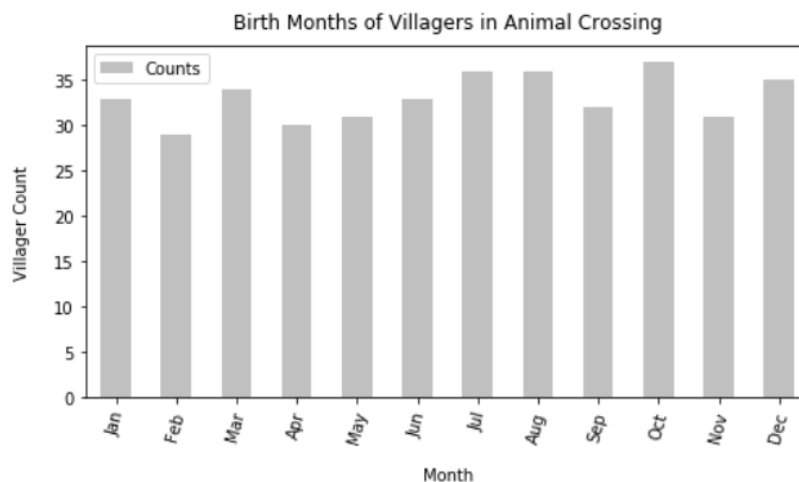
Final Report

The final report will cover an analysis of different game mechanics in Animal Crossing: New Horizons. The analysis will include insights into villagers, recipes, items, fish, and insects such as trait distribution, availability, and value. Following the game analysis, we will perform a trend analysis on Twitter data to examine the correlation between Animal Crossing events and Twitter mentions. The report will be organized as such:
- Executive Summary
- Game Mechanic Analysis
- Twitter Trend Analysis
- Lessons Learned
- Future Work
- Conclusion

References

- [Exploring Animal Crossing with Data Science | D-Lab](#)
- [Animal Crossing: New Horizons | Animal Crossing Wiki | Fandom](#)
- [the Animal Crossing wiki](#)