# Gotta Analyze ‘Em All

EXECUTIVE SUMMARY

# Problem and Hypothesis

The complexity of the Pokémon Trading Card Game (TCG) market poses challenges for investors seeking the highest return on investment. The research question addresses this by focusing on Double Rare and above for recent sets and Rare and above for older sets. The hypothesis asserts that meticulous data analysis can identify Pokémon cards demonstrating consistent value appreciation, empowering investors to make informed decisions.

# Data-Analysis Process Summary

Data was gathered from diverse platforms, including pull rates, hits, and pricing information. Manual surveys and adaptation methods were employed to address challenges, ensuring a comprehensive dataset. Tableau was chosen for its visualization capabilities, with advantages in simplifying relationships between datasets. Various analysis techniques were applied, including market price comparisons, pull rates, and Tableau's forecasting capability.

# Outline of Findings

* Insights into cost-effective booster pack and box purchases.
* Identification of statistically significant card types and subsets with high pull rates.
* Revelation of the most valuable Pokémon cards based on market prices.
* Calculation of the lowest cost associated with organically pulling specific Pokémon cards.
* Demonstration that, statistically, no individual Pokémon card is worth the cost of organic pulling from a booster pack.
* Tableau's forecast on market price history, aiding in future investment decisions.

# Limitations of Techniques and Tools

* Complexity in calculating the lowest individual pull rate cost, relying on multiple variables and assumptions.
* Reliance on assumptions in Tableau's forecasting, which may not always hold true in a dynamic market.

# Proposed Actions

* Investors are recommended to reconsider the strategy of organically pulling specific Pokémon cards due to calculated costs outweighing potential profit margins.
* A more cost-effective approach involves strategic purchasing of specific cards from the market.

# Expected Benefits of the Study

* Strengthening forecasting algorithms by gathering additional data.
* Streamlining the data collection process for real-time insights from market price platforms.