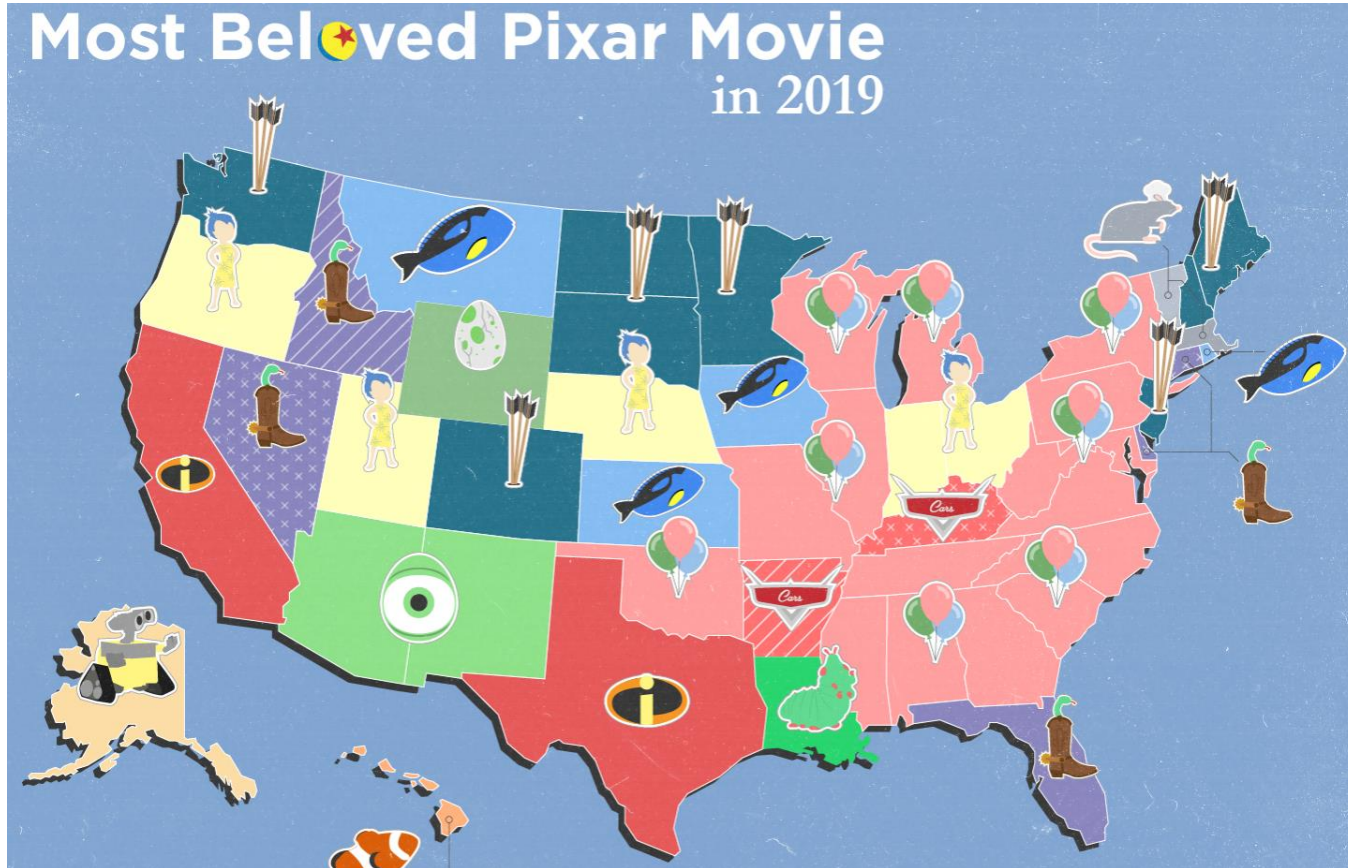


What Google Trends Tell Us

Group 12:

Zhaoru Shang
Tushar Dobhal
Xiaolong He
Manjot Bilkhu
Tianjun Huang

Motivation



Motivation



Data Sources



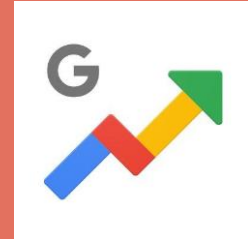
VGChartz

IMDb

Box Office Mojo
by IMDbPro



metacritic



Pytrends-4.7.2

Methodology

**Scrape Websites for
Sales/Reviews Data**

**Use Pytrends API for
Google Trends data**

Data Cleaning and Sorting

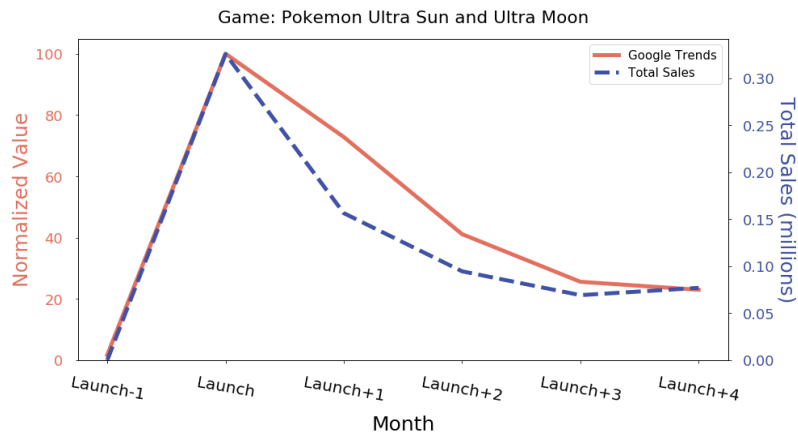
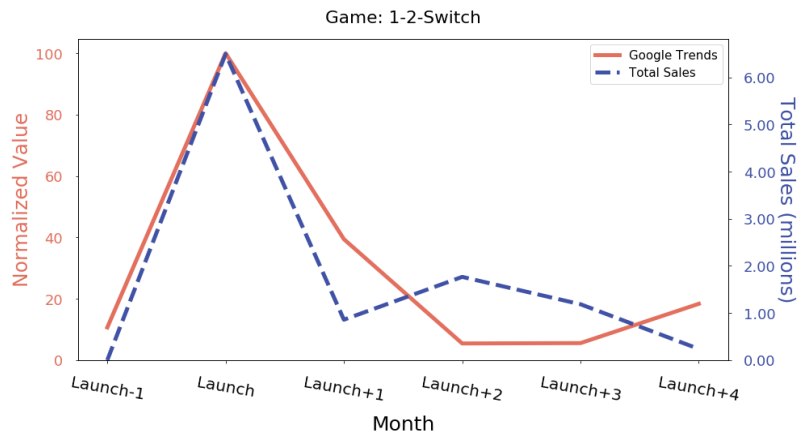
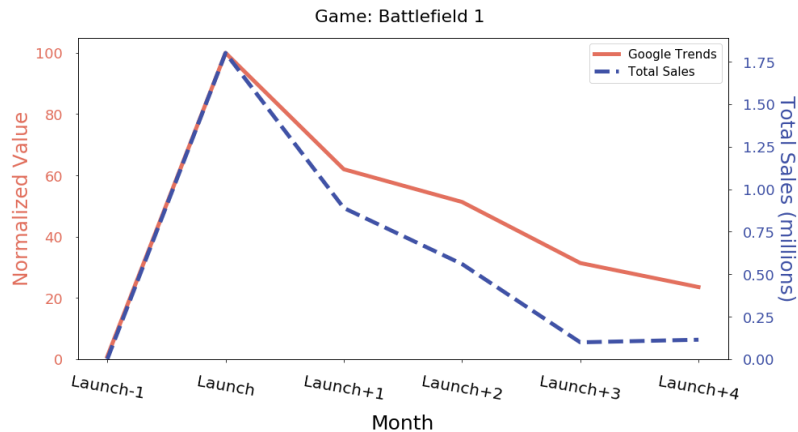
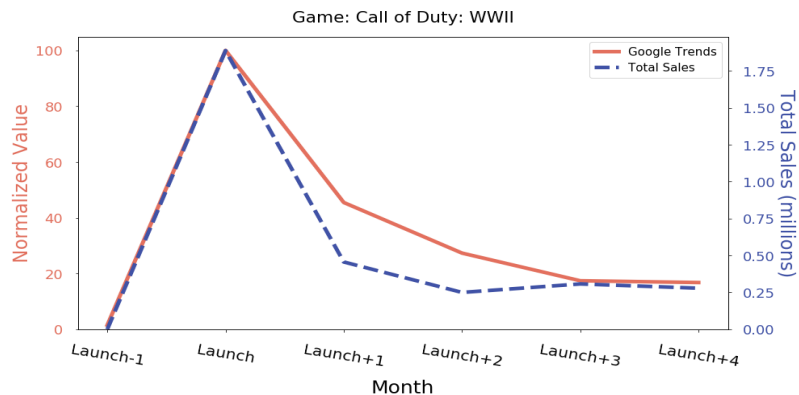
Data Visualization and Analysis



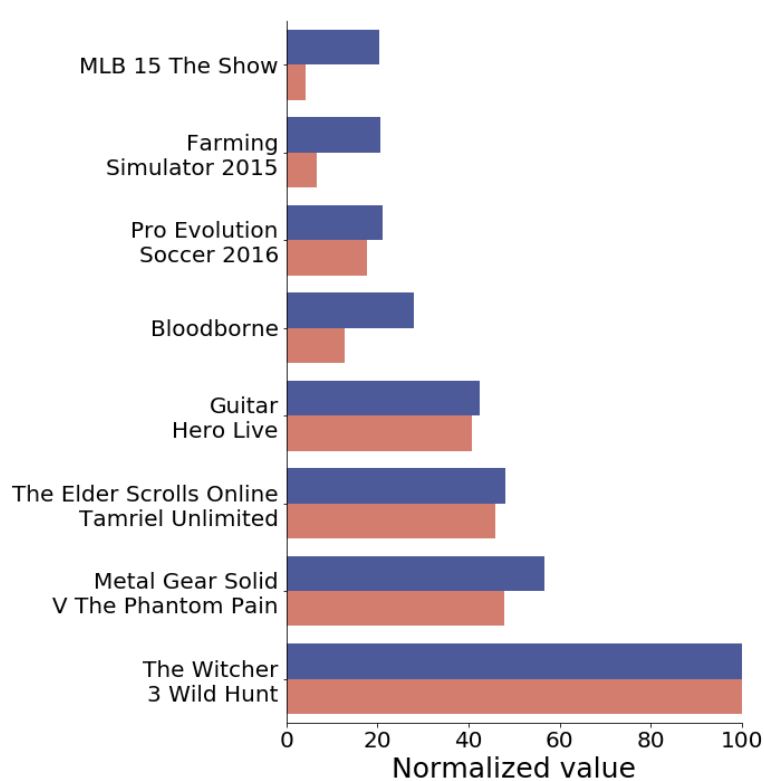
Game Sales vs Google Trends

Video Games

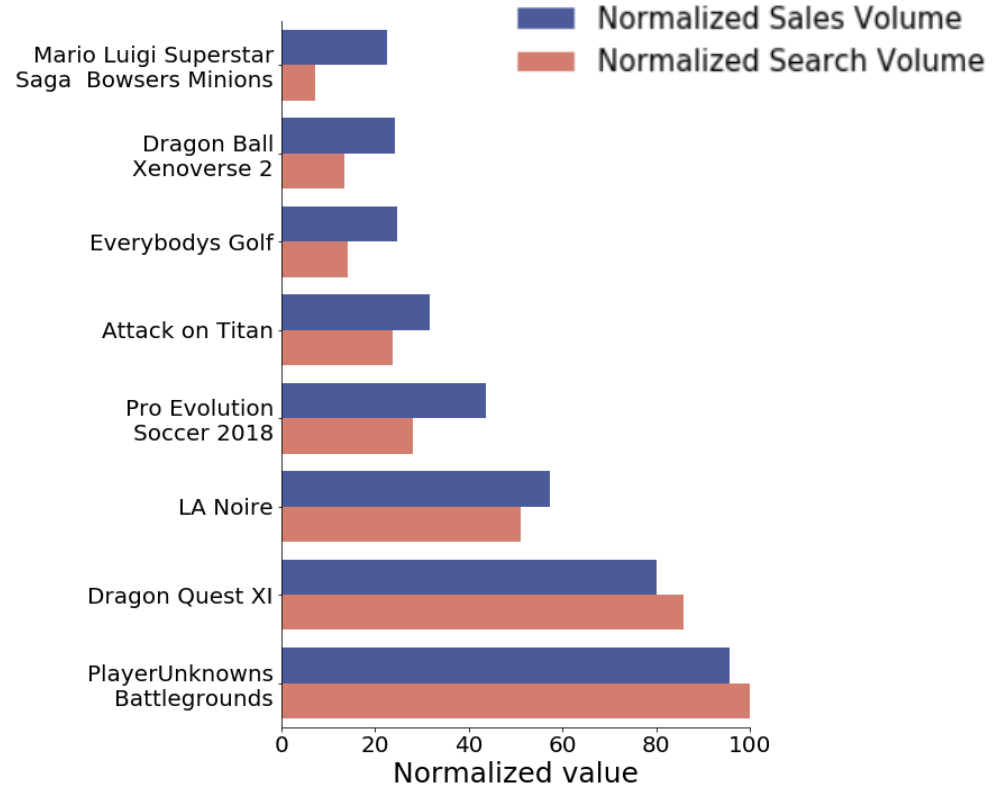
Trends Comparison over Launch Period



Top Games by Year

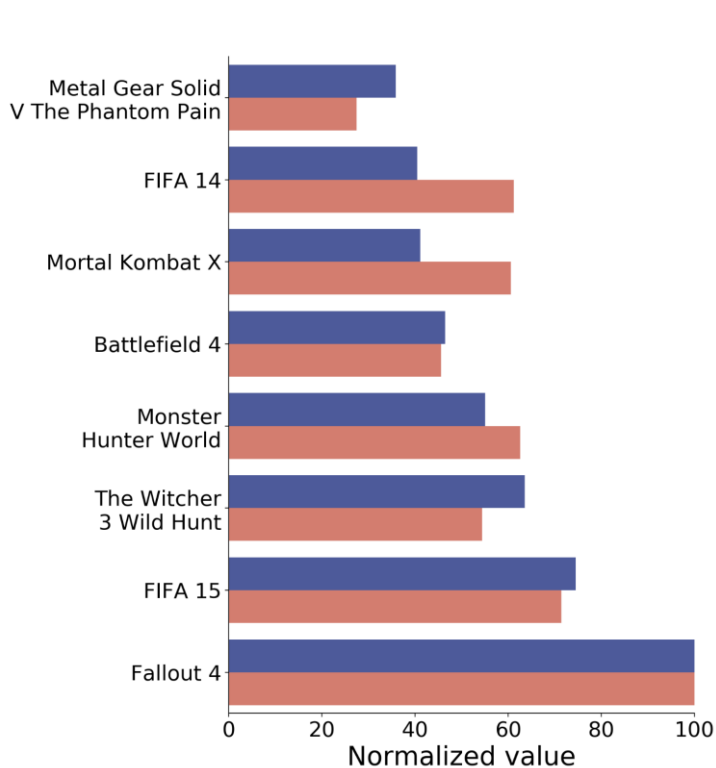


Year: 2015

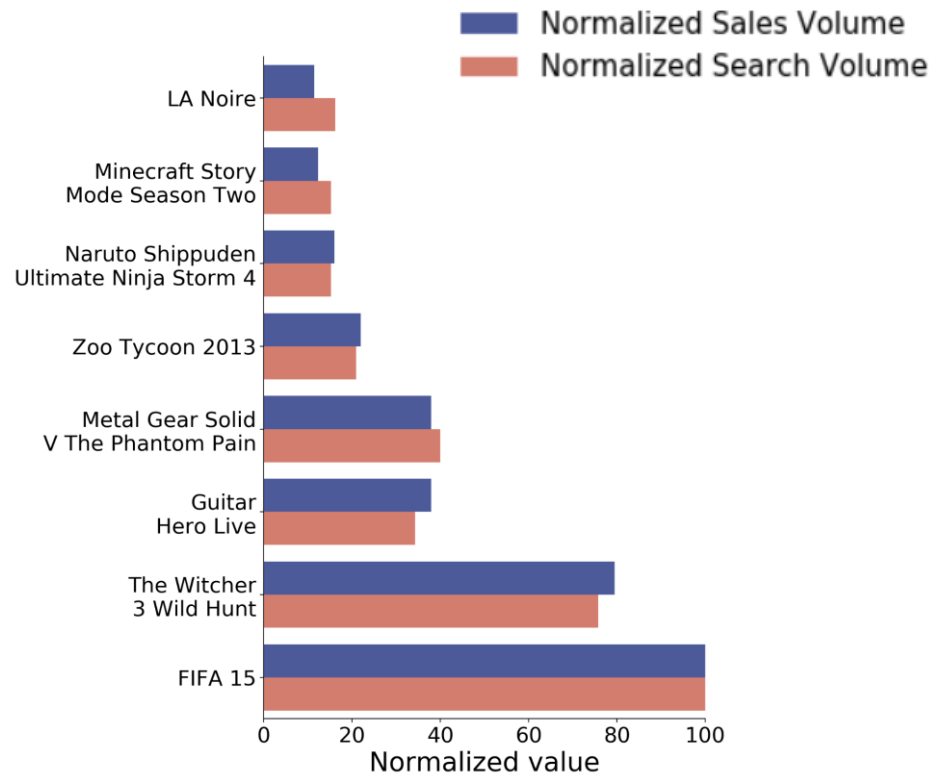


Year: 2017

Top Games by Platform



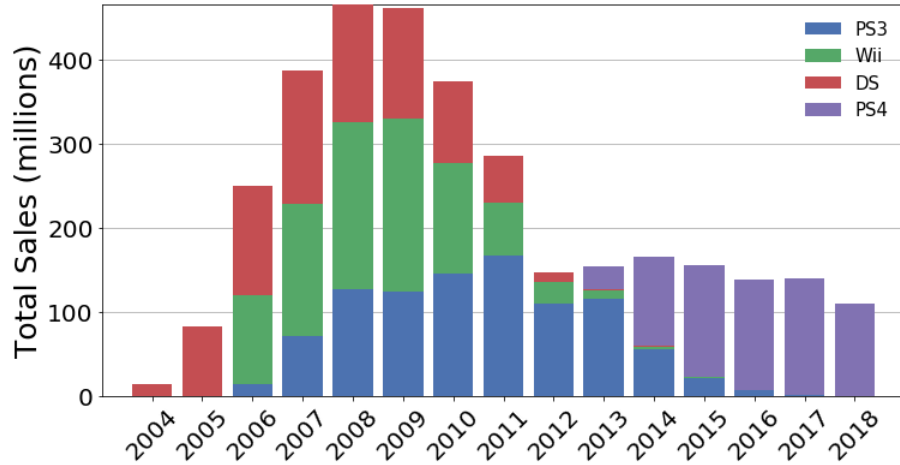
PS4



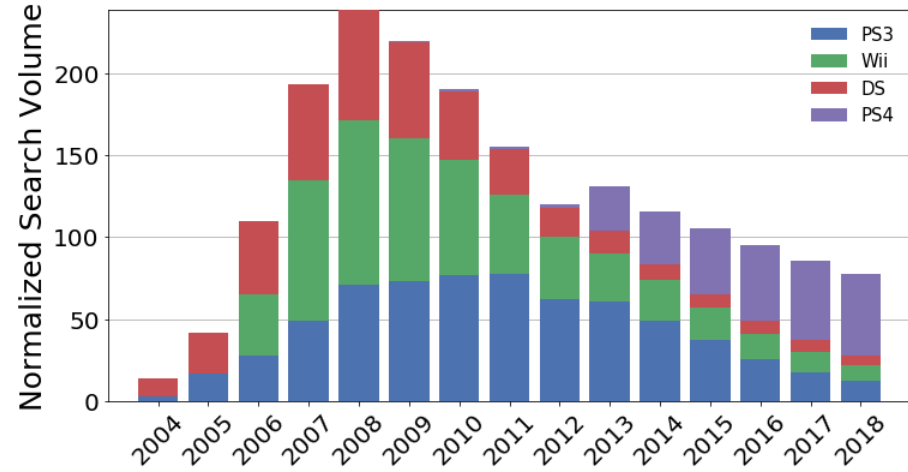
Xbox One

Platforms over Time

Sales



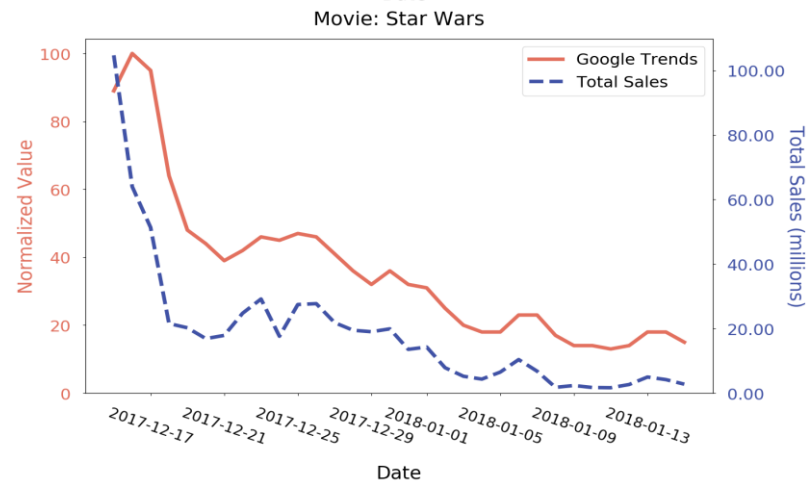
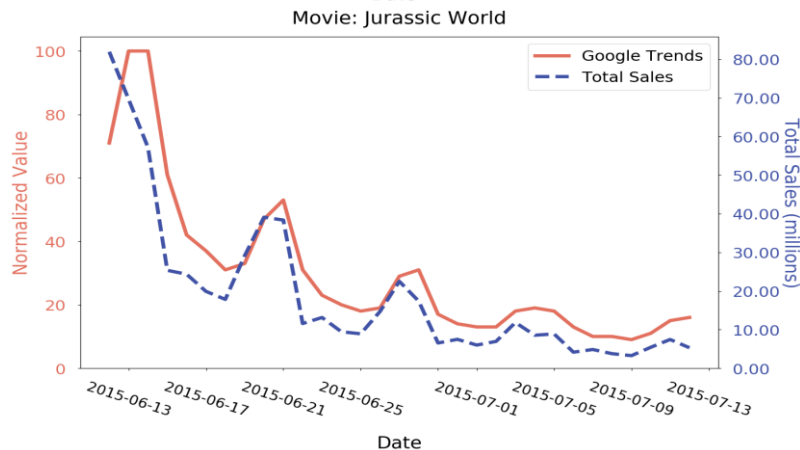
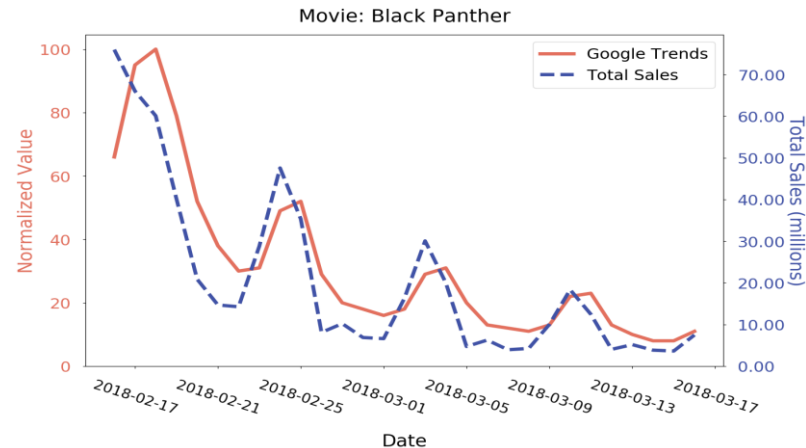
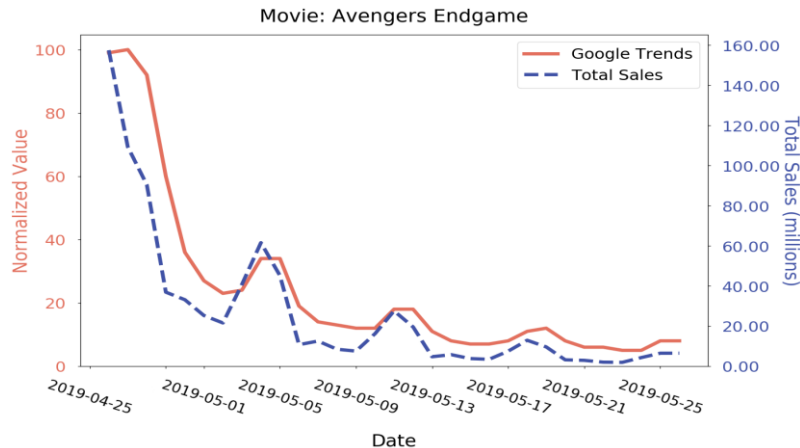
Google Trends



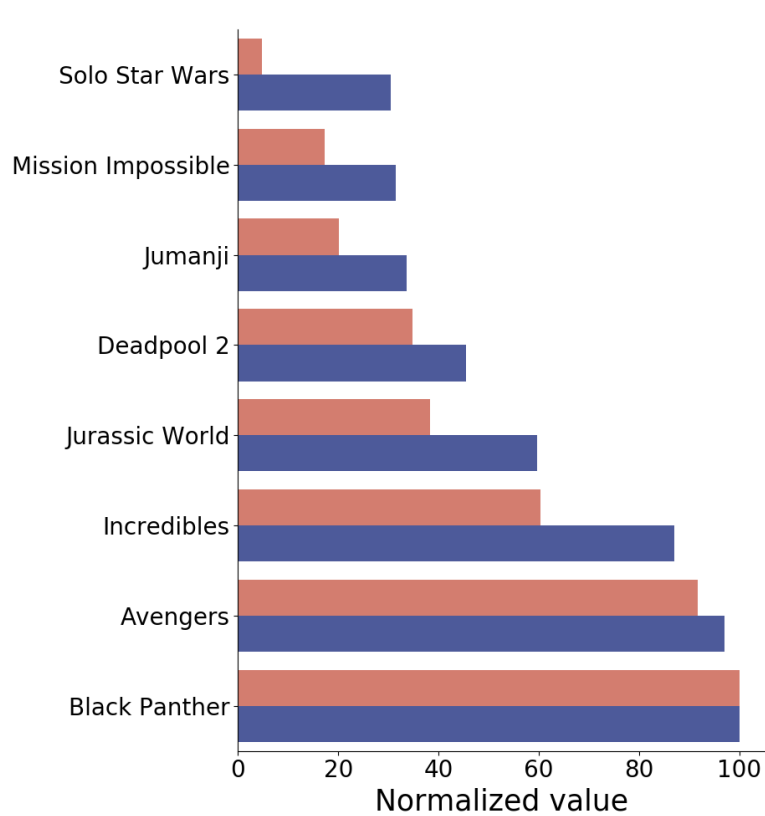


Movie Sales vs Google Trends

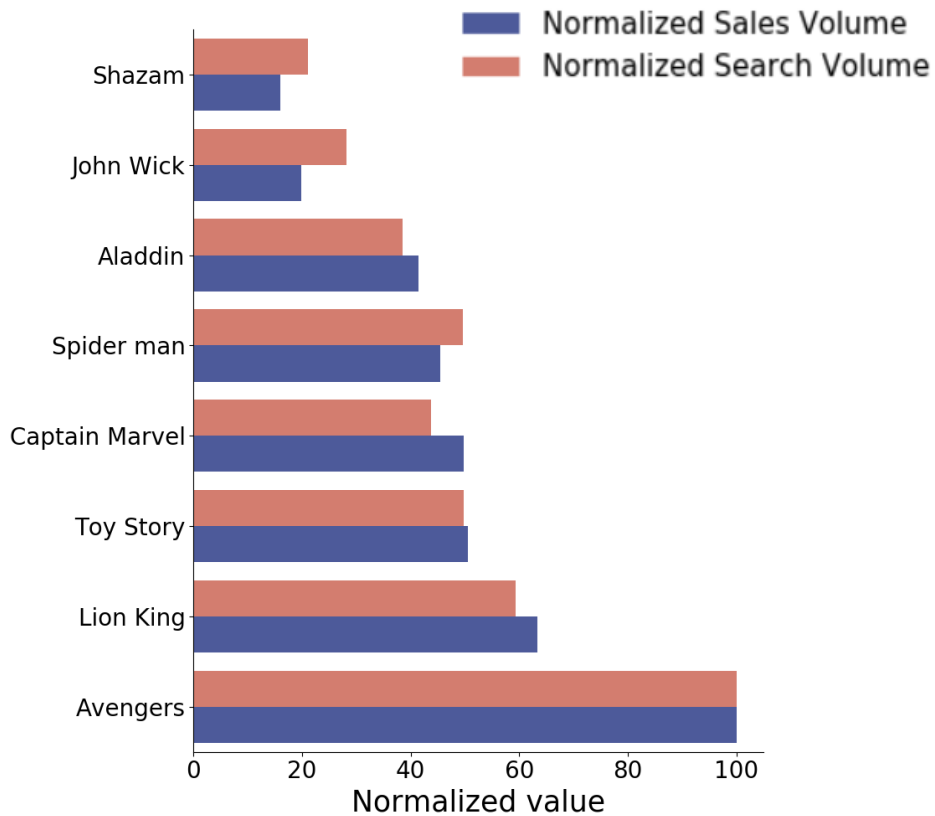
Individual Movies vs Search Trends



Top Movies by Year

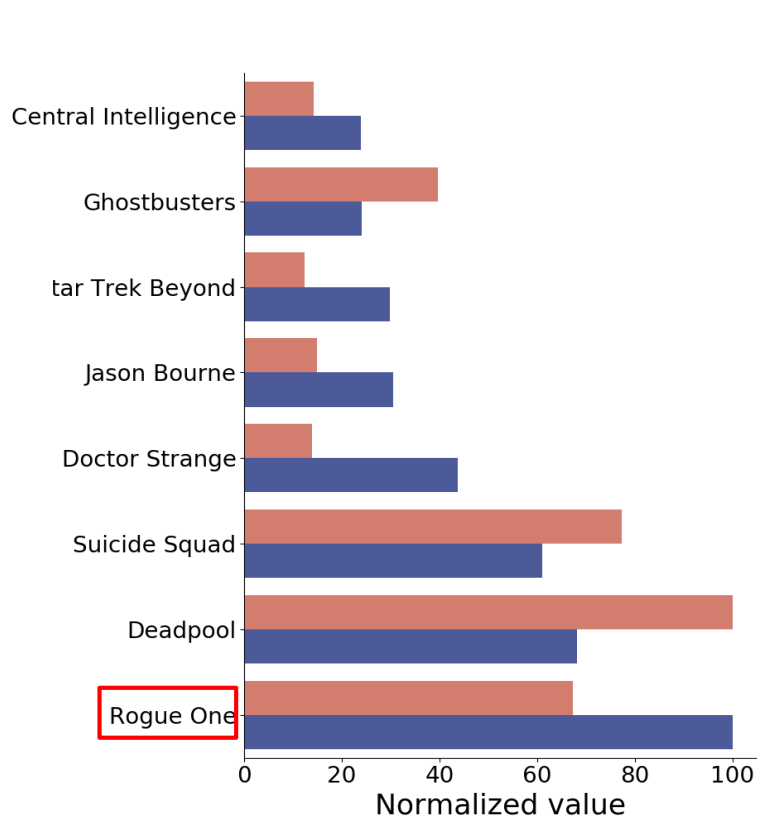


Year: 2018

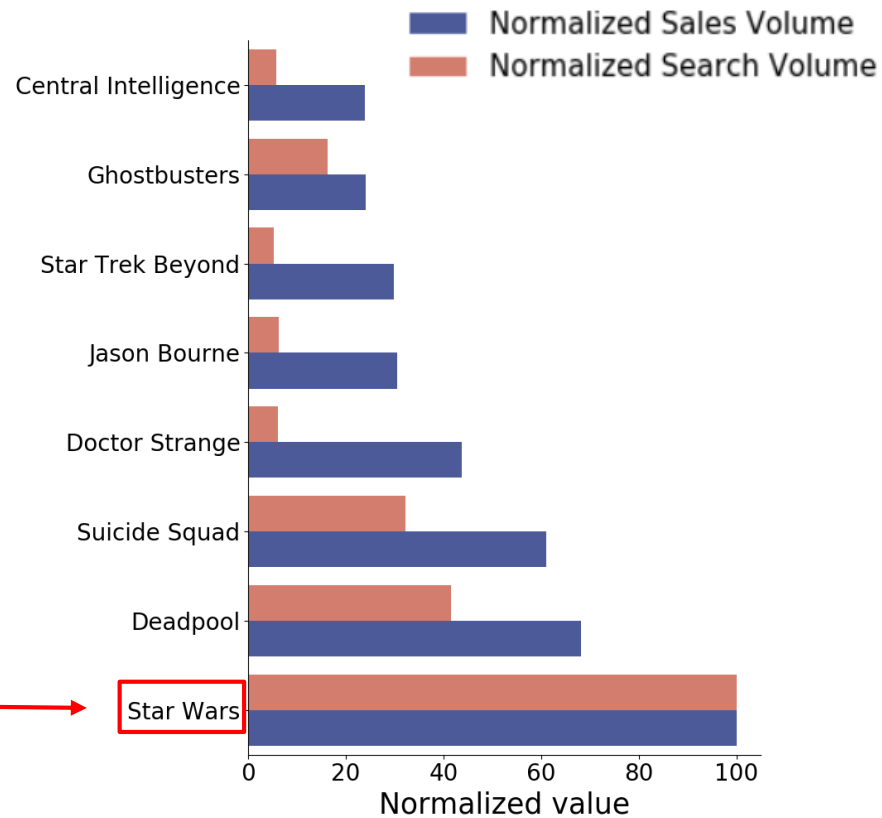


Year: 2019

Top Action Movies



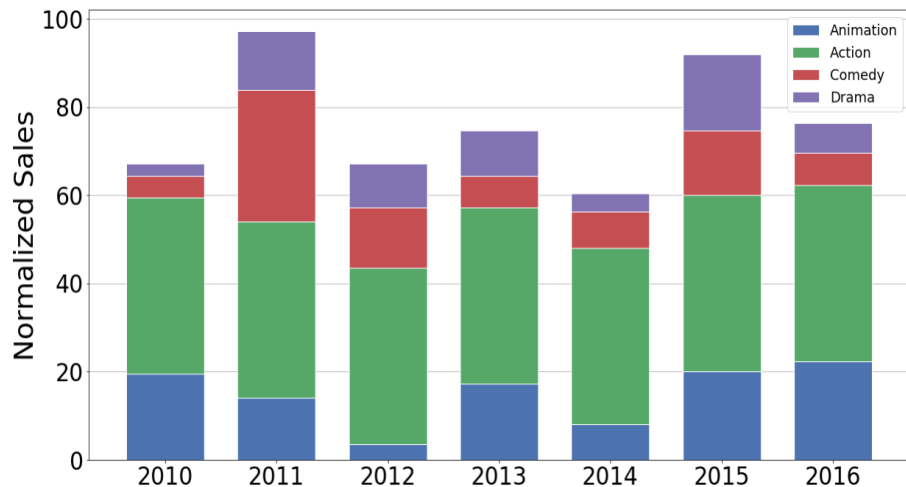
Default Search



Improved Search

Movie Sales per Genre vs Trends

Sales

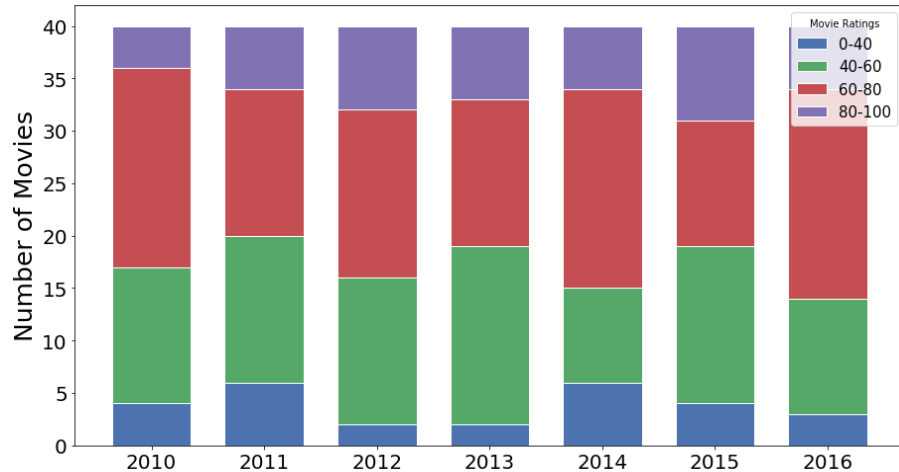


Google Trends

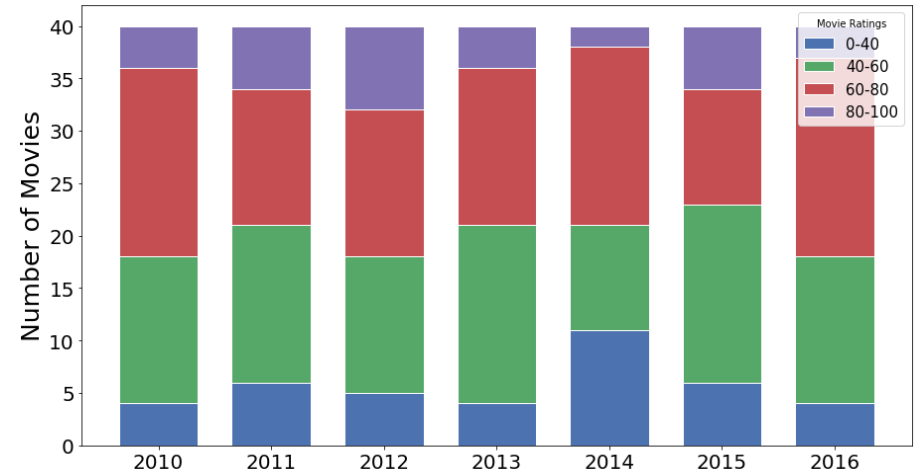


Movie Ratings vs Trends

Sales



Google Trends



Summary

- 1. Correlates to real-world data**
- 2. Can be used in place of real-world data**
- 3. Applicable to a wide variety of topics**

Thank You