

## **Project Outline**

# **The Impact of iPhone to Nintendo's Handheld Gaming Business**

In past 20 years, Nintendo was famous for its handheld gaming devices and software. Gaming devices from GameBoy, NDS, to 3DS, and software from Super Mario, Zelda, to Pokemon, Nintendo's dominated handheld gaming market and became many people's memory in childhood. However, the market changed since Apple introduced iPhone as well as App Store in 2008. With plenty of gaming Apps, either free or paid, iPhone grabbed consumer's time and money, making Nintendo suffered. Based on Nintendo's historical sales data, this project will make a regression model between Nintendo's software sale unit, Nintendo's annual income (since 2000), and iPhone sale unit, the number of game titles in App Store and the number of downloads, testing some hypothesis, and making some conclusions.