Project Initialization and Planning Phase

Date	7 December 2024
Team ID	Nil
Project Name	Uncovering the Gaming Industry's Hidden Gems: A Comprehensive Analysis of Video Game Sales
Maximum Marks	3 Marks

Define Problem Statements:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A video game publisher	Understand sales trends and preferences	I lack clear, actionable insights	The data is too scattered and complex to analyze	Frustrated and unable to make informed decisions
PS-2	A game developer	Identify the most profitable game genres/platforms	There is no single source of detailed sales data	I don't know what consumers prefer or demand	Confused about where to focus my efforts
PS-3	A marketing strategist	Predict the performance of new games	Existing tools do not provide accurate forecasts	I can't base campaigns on reliable projections	Ineffective in planning and strategy
PS-4	A gaming industry retailer	Decide which games to stock and promote	I can't access insights on region	The consumer demand varies across regions	Unsure about optimizing inventory

			al sales trends		
PS-5	A business analyst	Assess market opportunities for video games	I lack a comprehensive understanding of historical and emerging trends	Data sources are fragmented or incomplete	Overwhelmed and unable to provide actionable insights