Video Game Analytics
By Robert Fusting

The created database final_games_rmust20 is designed with the intent to support anova models that predict playtime and sales through genre and publisher. The aim of this analysis is to asses customer engagement of the video games in the data set, so that we can recommend which genres and publishers Microsoft should include in their game pass. The database supports these requirements by ensuring that every video game in the data set has a singular genre and publisher. Additionally the database is well suited for the inclusion of a machine learning recommendation system. All the infrastructure for such an algorithm is in place such as user data and matching video game information that corresponds with said user data. A recommendation system would be worth implementing as it would allow for Microsoft to recommend similar games to users. This would allow for further engagement in the service as users would be exposed to games that could be potentially interesting at no cost to the user.