

A decorative graphic on the left side of the slide, consisting of a network of yellow and white lines and circles, resembling a circuit board or a stylized tree structure.

# VIDEO GAME SALES AND TRENDS

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# BACKGROUND

- We decided to look at historical sales data for video games
  - Wanted to focus on:
    - Historical trends
    - Future Predictions using a ML model
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# MAJOR FACTORS

- Year of release
  - Content rating
  - Critic review scores
  - User review scores
  - Genre
- Sales:
    - North American Sales
    - European Sales
    - Japanese Sales
    - Total Global Sales
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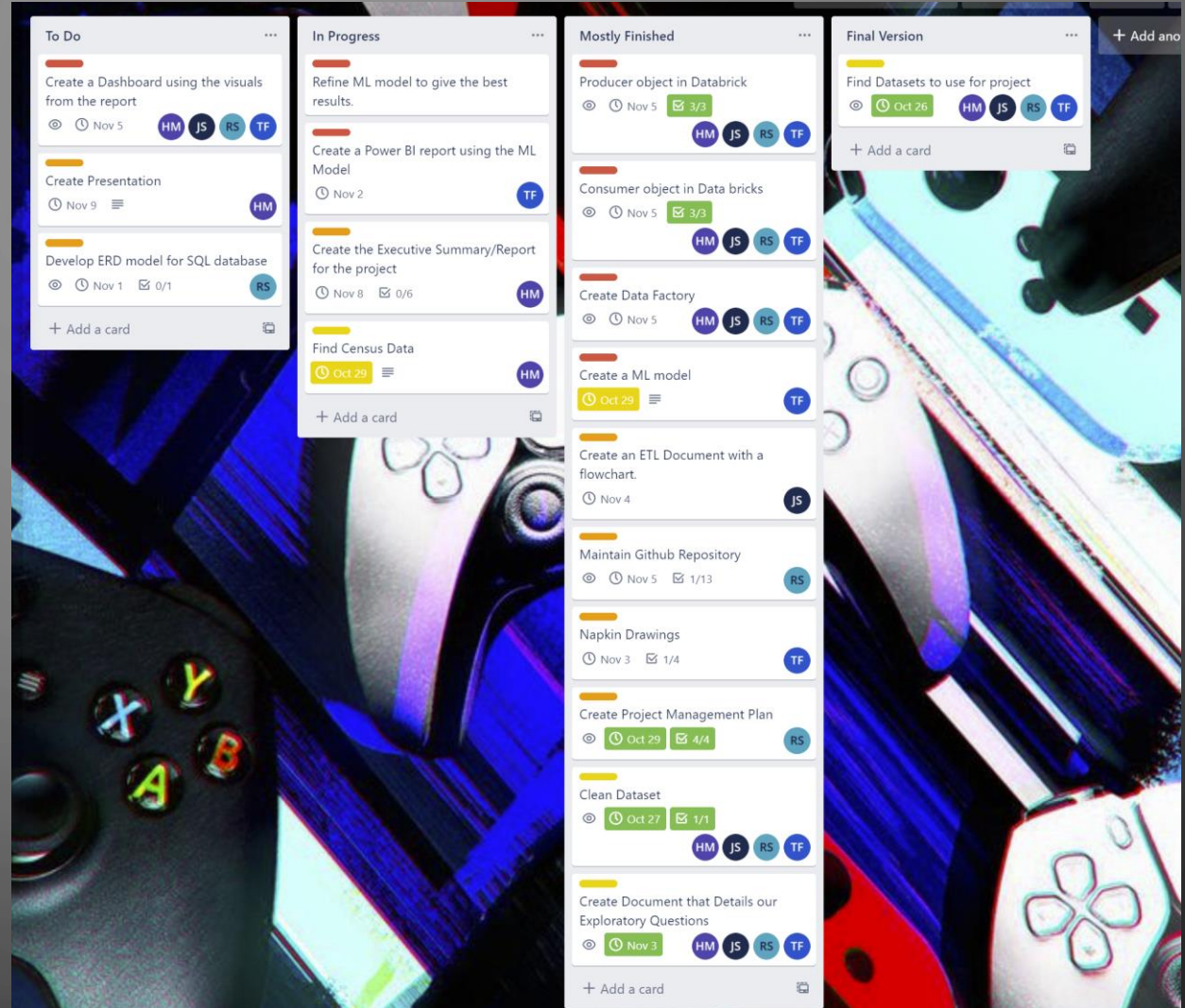


# (A FEW OF) OUR GUIDING QUESTIONS

- How does a game's rating impact its sales?
  - How does region impact a game's sales?
  - Do certain genres sell more than others?
  - How are global sales trending over time?
  - What factors have the most influence on game sales?
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# PROJECT PLANNING

- Tasks have been given different priority levels from high to low
- Tasks have been given due dates
- Tasks have also been assigned to group members



# FINDING DATA

- Sources we found our data from included:
  - Kaggle
  - VG Chartz
  - US Census Bureau

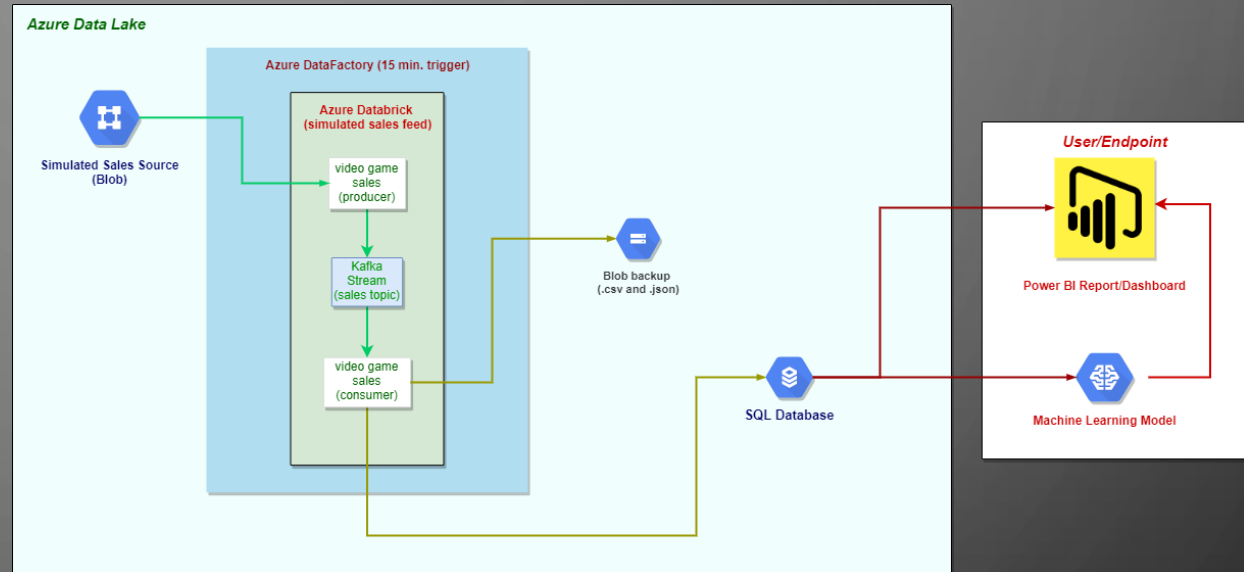
## Data Sources

### References:

- 1.) **Video Games Sales 2019**, "Sales and Scores for more than 55,000 games". Retrieved from [Kaggle](#)
- 2.) **Video Game Dataset**, "474417 Game with Metacritic Score, Ratings, Genres, Publishers, Platforms, ..."  
Retrieved from [Kaggle](#)
- 3.) [VGChartz](#) (For web-scraping)
- 4.) [US Census Bureau](#), Retail Trade: Summary Statistics for the U.S., States, and Selected Geographies: 2017.  
Survey/Program: Economic Census, TableID: EC1744BASIC, Dataset: ECNBASIC2017. ([directlink](#))

# OUR DATAFLOW

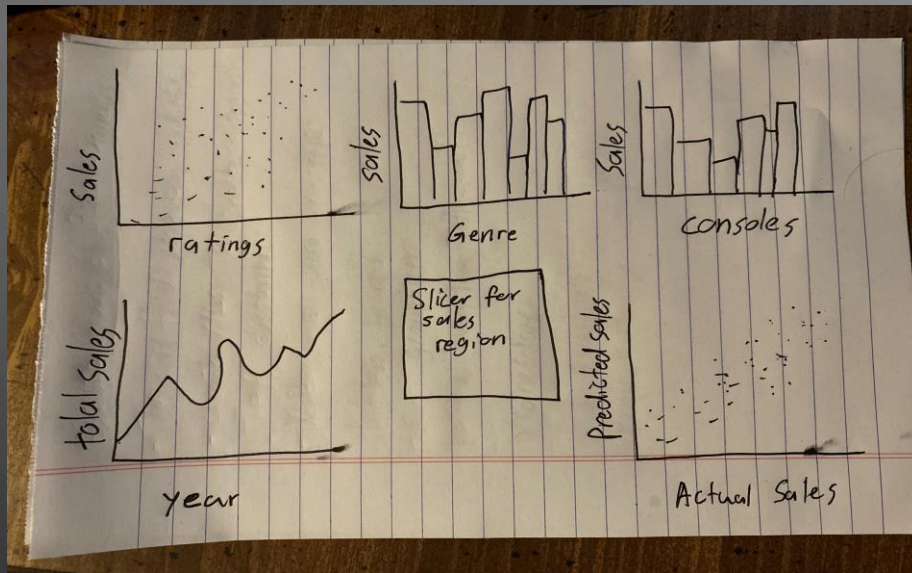
- Technologies and Services used:
  - Azure Data Lakes
  - Azure Databricks
  - Kafka
  - Azure Data Factories



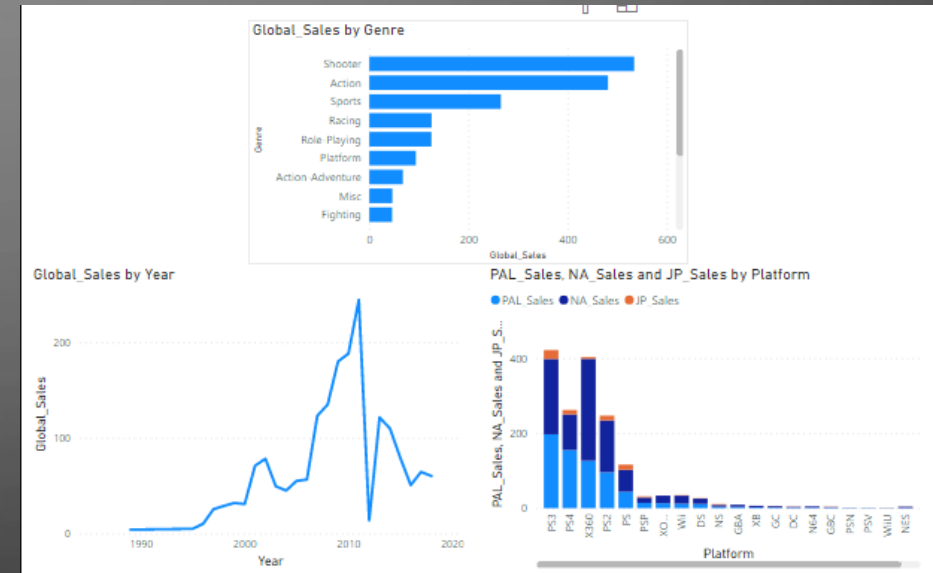


# MODELING PROCESS

## NAPKIN DRAWINGS



## DASHBOARD VERSION 1







# NEXT STEPS

## SHORT TERM

- Refine ML model
  - Accuracy needs to be improved
- Create more visualizations
- ERD Model for SQL database

## LONG TERM

- Report writing
  - Prepare presentation
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