

# Data Analysis on the Rise of Animal Crossing: New Horizons

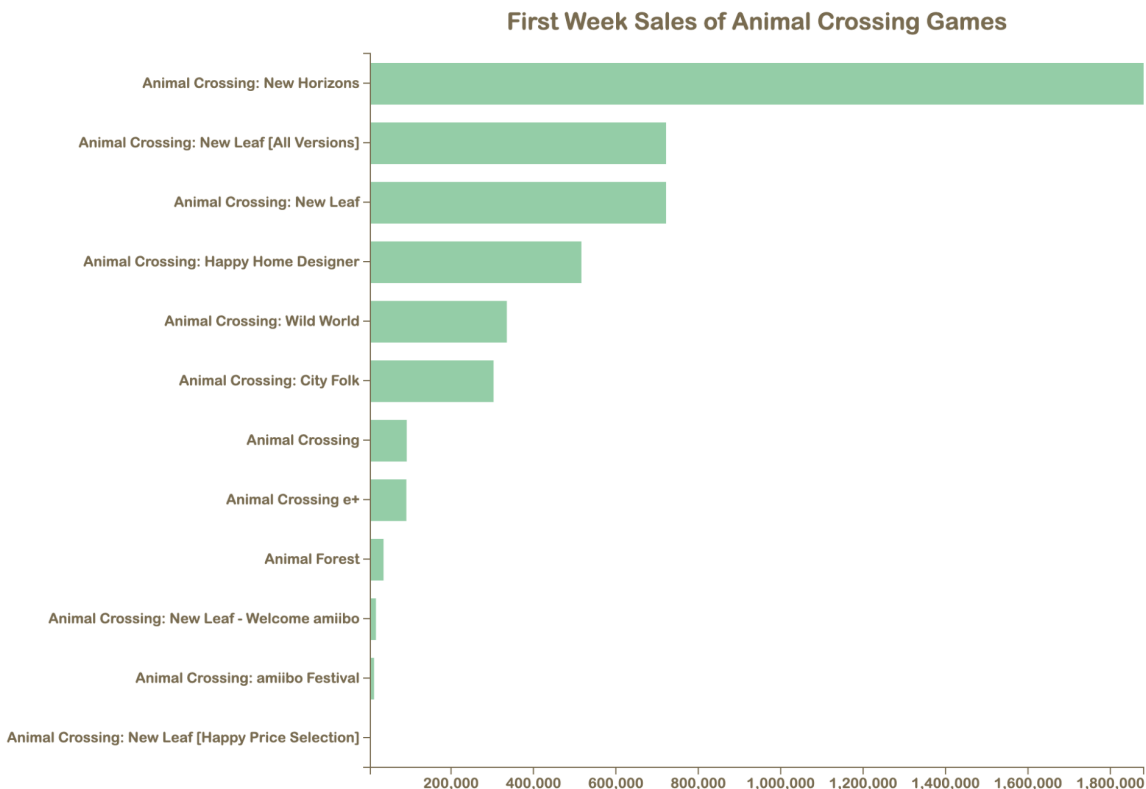
## Alpha Report

### Overview

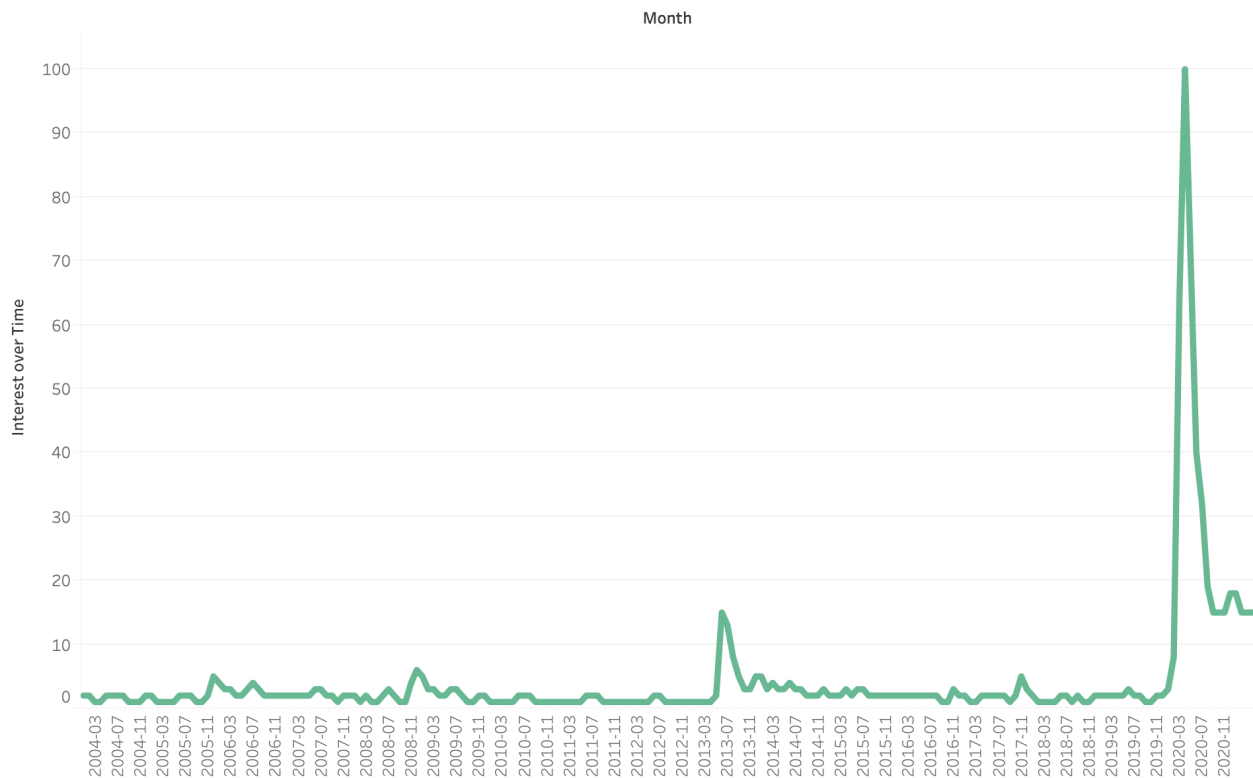
For this project my goal is to show the viewer the growth in popularity surrounding the release of the Nintendo game Animal Crossing: New Horizons which came out last May of 2020. The long awaited addition to the Animal Crossing franchise is noted for its release around the start of the pandemic, and due to its timing became a massive hit. In this project I would like to analyze this rise of popularity for the Animal Crossing Franchise through google search trends, the impact of first week sales, as well as what type characters became the most popular.

### Completed Features

As of now the rough versions of the line chart and sales bar chart are both completed. They still need tweaking on the axis labels, however; the data displayed as how I intend it to be shown. Currently, these are just the static versions that have not yet implemented interactive features yet. That will come later in development.



## Interest of Animal Crossing over Time

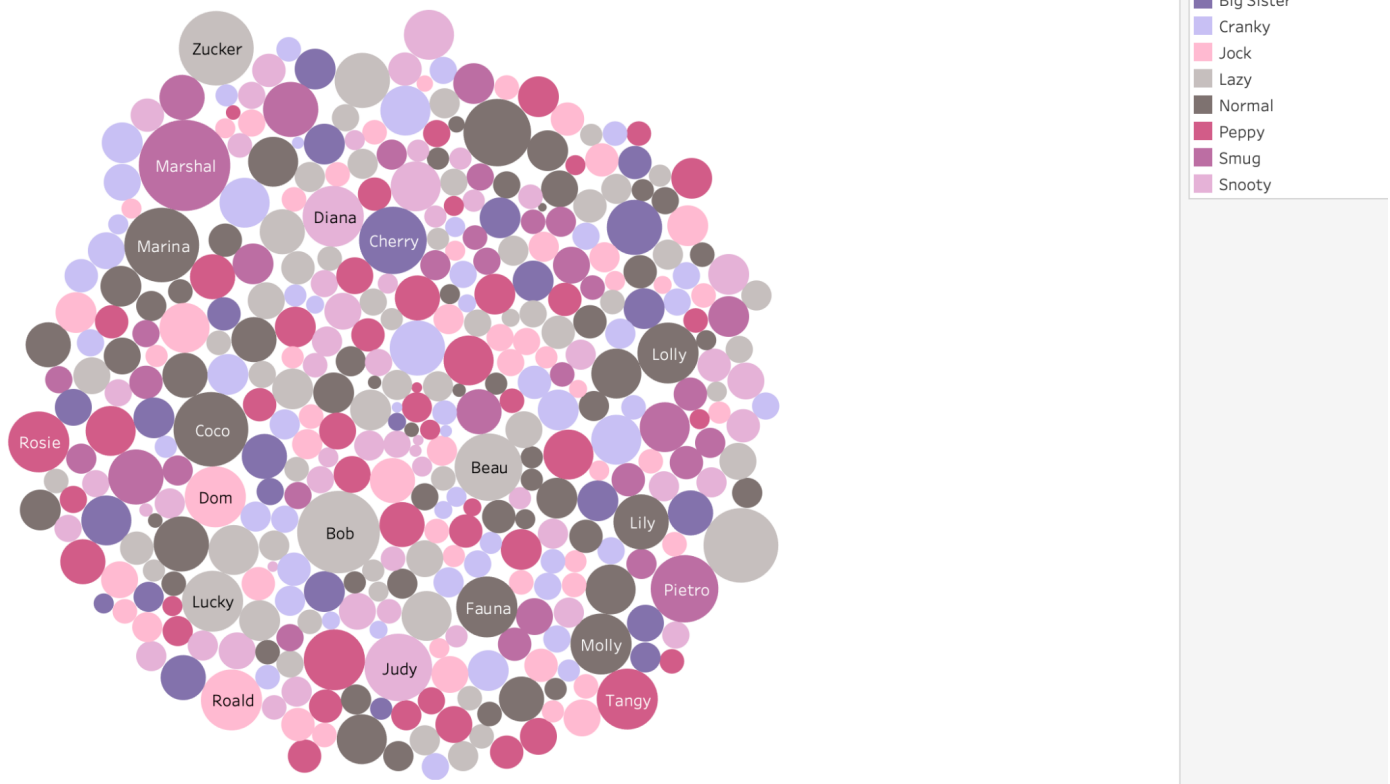


The trend of sum of Interest over Time for Month. The view is filtered on Month, which keeps 208 of 208 members.

## Upcoming Immediate Milestones

For the upcoming milestones, the line chart and bar chart should be finalized and have basic interactions set. ToolTips should be set up at this point, along with rough brushing interactions. Additionally, visualizations for the bubble chart and chord diagram should already be started. These do not need to have interactions at the moment, just a static visualization.

Most Popular Characters Based on Search Volume



## Roadblocks

Currently running into a minor roadblock on the data I've collected on the villagers. The data used right now is on the estimated search volume of each character based on google searches. This is more recent data and I'm thinking about if instead looking at google trends during the first release of the game would be a better way to show popular characters when New Horizons was first released. This would mean having to create a completely new dataset for the visualization. Other than that, I am a little concerned if the visualization to show popular characters is too cluttered and thinking about whether to change from a bubble chart into another type of visualization altogether.