

# EPSILON 4.0



## CASE ROUND

In association with



It's the year 2017, and the gaming industry is emerging as one of the most exciting industries because of its importance to culture, entertainment, and technological advancement. PC, console, and mobile gaming companies are using the latest in tech to bring their games to the screens of more than three billion people.

Prime-Time Entertainment is a video game developer engaged in creating immersive and groundbreaking gaming experiences. It combines cutting-edge technology, captivating storytelling, and stunning visuals to transport players into unforgettable virtual realms. However, recently the company has seen a fall in its revenue because of increased competition from the Virtual Reality(VR) industry.

It primarily conducts its business operations in the following regions:

- North America
- Europe
- Japan

You are William Shakespeare, the newly appointed Chief Analytics Officer of Epsilon Analytics. A leading developer of video games, Prime-Time Entertainment is a client of your firm. Owing to the problems it is facing, the company is looking to invest in the up-and-coming VR industry and has hired your firm for recommendations on the same.



Prime-Time Entertainment has tasked you with a project which involves a detailed analysis of the current market scenario of the Video Gaming Industry. Your analysis must include:

- Derive key insights from the data and create an overall summary of the same which could be explained easily, preferably in the form of a dashboard.
- Identification of key parameters which drives the growth of a video game
- Perform a trend analysis showing how the video game industry has evolved over the course of time.
- The company is willing to develop some new games to boost its profitability. Keeping the insights you derived in mind, suggest some key parameters to keep in mind while developing the game.

Enclosed is the Video Games data (Epsilon 4.0.xlsx) to be used for this case study.



### General guidelines:

- You are required to present your analysis in a PPT Format. The maximum number of slides is 8 excluding the cover page and thank you slides. Please convert the PowerPoint slides to a PDF while submitting the solution.
- The presentation must be uploaded on this Google form link given : [bit.ly/submission\\_epsilon](https://bit.ly/submission_epsilon)
- The deadline for submission is 6:00 PM on 14th June. Late submissions will not be accepted.
- The naming convention of the solution files should be TeamName\_Epsilon4.0 for PDF and Workbook/Notebook files, respectively. The final upload file should be named as TeamName\_Epsilon4.0
- Please make smart assumptions as needed for the analysis and such assumptions must be explicitly mentioned. Use of any open-source tools which can help in getting better insights and analysis of data is permitted.
- Participants must maintain academic integrity and honesty throughout the competition. Any instance of plagiarism or cheating will result in immediate disqualification.
- The decision of organising committee shall be final and binding.

