**FINAL ANALYSIS REPORT**

Problem and purpose:

It is difficult to know when to release a game, what type of genre of game to create and whether or not to promote a game on social media and to what extent. The purpose of the analysis  is to draw insight from a Gaming Trends Database to find patterns. Then to decide the value of these patterns toward designing a successful game from the viewpoint of a developer in the industry intent on creating and releasing a new game.

Description of database:

The dataset contains **4,989 entries** and **11 columns** related to gaming trends. We chose this for our project because it was small enough to run on our computers and gave valuable insight into answering our project goals.

1. **Date** - The date of data collection.
2. **Platform** - Gaming platform (PC, Console, VR, Mobile, etc.).
3. **Daily Active Users (DAU)** - Number of active users per day.
4. **New Registrations** - New user registrations on that day.
5. **Session Duration (minutes)** - Average session duration in minutes.
6. **In-game Purchases ($)** - Revenue from in-game purchases.
7. **Social Media Mentions** - Number of mentions on social media.
8. **Stream Viewership** - Viewership numbers for streams.
9. **Revenue ($)** - Total revenue generated.
10. **Top Genre** - Leading game genre for the day.
11. **Influencer Endorsements** - Number of endorsements by influencers.

Conclusions and Recommendations:

The most profitable platforms are PC and Console and the most profitable genre is Adventure games. The most popular genre differs amongst the different platforms as follows: First Person Shooter games are the most popular games on Console, Adventure games are most popular on Mobile as well as VR, and Role Playing Games are the most popular on PC. Best time of year to release games according to revenue are August, April, and the 4th quarter; assumed to be because these are the times right before and after school which is when most gamers have the most time and/or finances for gaming. This is supported by stream viewership peaking in September and December. From the group’s life experience, gamers typically have less time to play but still have capability to watch streams due to class, schoolwork, etc. These three findings were all according to average revenue per game and can be used towards research on games to be released by gaming companies.

The effects that social media presence and streaming viewership have on a game varies with different factors. Influencer endorsements play a role when it comes to revenue by streaming popularity, as gamers are more likely to buy/play a game that their favorite streamer or celebrity is talking about. There is however, a major dropoff when a game is in the upper range of stream viewership because there comes a point where gamers would rather just watch a streamer then play the game themselves if it’s entertaining enough. Where it differs is in social media mentions; the revenue and new player registrations both show significant drops in unexpected amounts with higher social media mentions which we believe can be attributed to those social media mentions being bad reviews.

Executive Summary:

We have been tasked to find answers to questions about gaming trends. These answers, gleaned from the analysis of a kaggle database aim to solve questions developers have when designing and planning for the release of a new game to market. Our project goals are to find what types of games are the best to develop based on revenue reports, time of year to be released. We have confirmed that there is a best time of year to release games, benefits to social media mentions, and other factors throughout the year that affect the revenue of released video games.