Marketing Analytics Hackathon 2024 Challenge: What makes a successful game app?

Goal of the project

The challenge requires you to use the real-world data obtained from Google Play Store to identify the success factors of game apps. The dataset consists of the features of the top 200 grossing games, top 200 paid games, and top 200 free games, and up to 20,000 most recent reviews for each game. You will compete on the depth and novelty of your analytical findings.

MA Hackathon 2024 Brief video

Data

1. Summary of game apps in the dataset

In this summary, you can find the id and the name of a game app, which game category it belongs to, the location of its reviews (only used for full dataset, not for sample dataset), number of its reviews downloaded, and where it is ranked in one of the three top games lists (i.e, top grossing, top paid, top free; with their definitions in the item description).

- Item description
- Sample data: summary of 3 game apps

2. Details of game apps

This file consists of detailed features of the game apps, including their ids, names, number of downloads, ratings, number of ratings, breakdown of ratings, price, privacy policy, ..., among others.

- Item description
- Sample data: details of 3 game apps

3. Reviews for game apps

In this file, you can find up to 20,000 recent reviews for each game app. Each record consists review id, text, time, rating, ..., among others.

The full dataset of reviews is split into three files due to its large size (600-900MB each). The location of the reviews for a certain game app can be found in the summary (see Data Part 1 above). The sample dataset of reviews for 3 apps is in one file.

Since the review text may contain special characters, the reviews are stored in ".json" files. You may use tutorials such as R - JSON Files or Read JSON file using Python to import the data into your statistics software.

- Item description
- Sample data: reviews for 3 game apps

Schedule

Key dates

- 12-19 Aug: Open for proposal submissions.
- 23 Aug: Announce the groups advanced to the final presentation. The groups start to work on their project.
- 30 Aug: Final presentation, award announcement (in-person).

Final presentation (30 Aug)

Location: UNSW Business School Building, Level 6, Business Lounge

Time arrangement (subject to adjustment):

- 09:00 - 13:00: presentation
- 13:00 - 14:00: lunch and networking
- 14:00 - 15:00: award and conclusion

Judging criteria

Proposal judging criteria

- Originality of your idea (30%)
- Practicality of implementation (40%)
- Project feasibility within one week (15%)
- Clarity and Focus of the Proposal (15%)

Final presentation judging criteria

- Originality of research question (20%)
- Choice and implementation of analytic method (20%)
- Insights from the analyses (20%)
- Managerial implication (20%)
- Communication of the results (20%)

Proposal requirements

Up to 1,200 words.

Specify the aim of your project, outline the methodologies, the data items that you plan to use, the expected outcomes from the analyses, and the expected managerial implications.

Proposal submission

Proposal submission open:

12 Aug (9am) ~ 19 Aug (5pm)

Send your proposal to:

MA.Hackathon@unsw.edu.au

No late submission will be considered.

What happens after your submission?

1. Proposal evaluation

Your proposal will be evaluated. Those who advance to the final presentation will be notified via the email you used to submit the proposal.

2. Finalist teams work on the project

Up to 8 teams will advance to the final competition. The finalist teams will receive the full dataset, and have one week to work on the project and prepare for the final presentation.

3. Final presentation

The finalist teams will present their work on the final presentation day. Winners will be announced on the day.

If you have any questions, feel free to contact us: MA.Hackathon@unsw.edu.au