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](#)

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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

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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.

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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.

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