

UNCOVERING THE GAMING INDUSTRY'S HIDDEN GEMS - A COMPREHENSIVE ANALYSIS OF VIDEO GAMES

1. INTRODUCTION:

1.1 Preclude

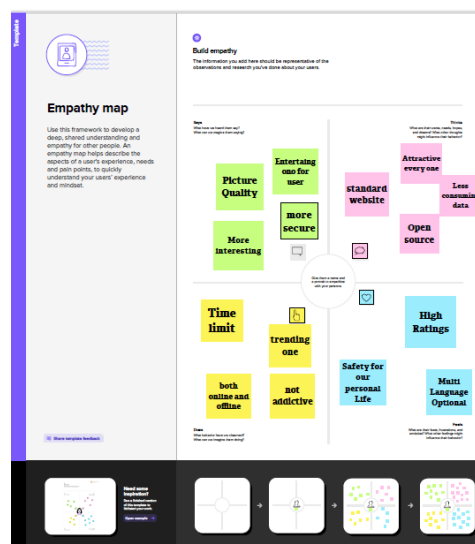
Video games are popular all over the world. They are enjoyed by all ages. Video game industry is huge and the spending on video games per year is huge too. Sales of different types of games vary widely between countries due to local preferences. According to the market research firm SuperData, as of May 2015, the global games market was worth USD 74.2 billion. By region, North America accounted for 23.6 billion dollars, Asia for 23.1 billion dollars, Europe for 22.1 billion dollars and South America for 4.5 billion dollars. There are different genres, publisher and platforms for video games. This project relates to the sales of these video games based on different regions and analyzes the sales. Also I have analyzed which genre, platform or publisher is the most popular and has maximum number of sales.

1.2 Purpose

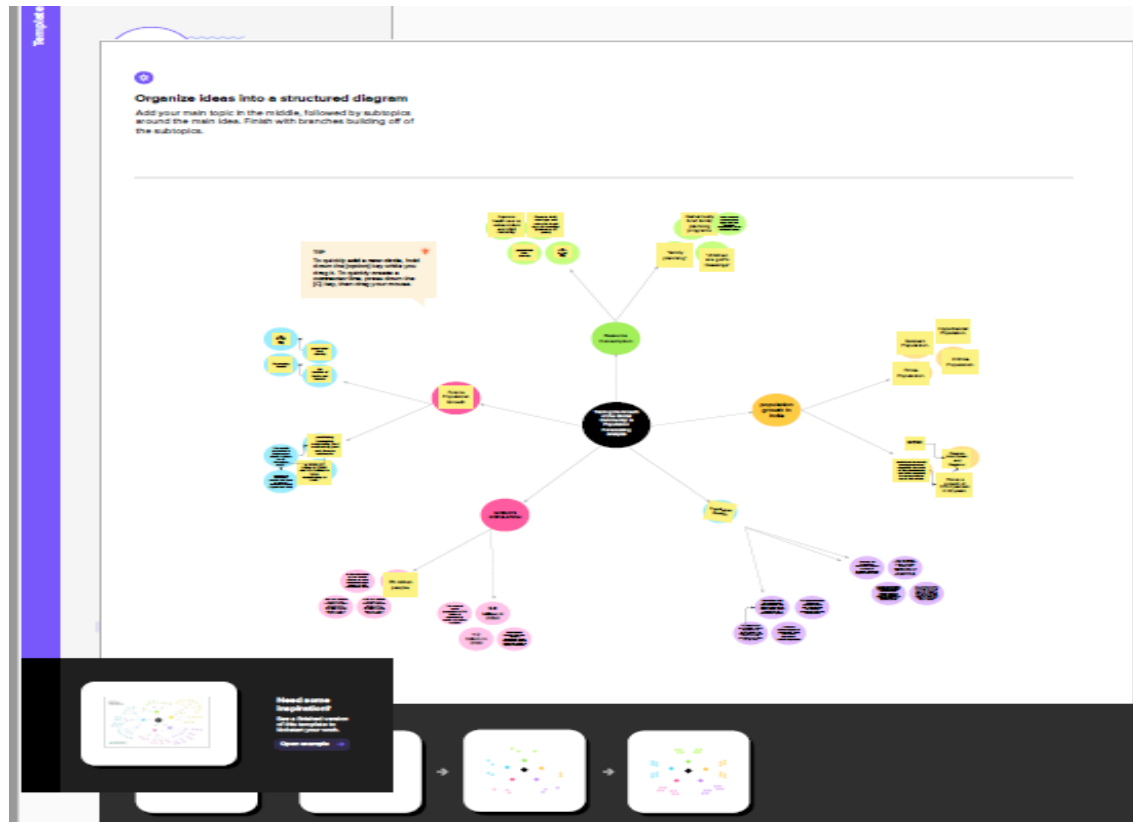
To increase the sales of hidden video games in the gaming industry.

2. PROBLEM DEFINITION AND DESIGN THINKING

2.1 Empathy Map

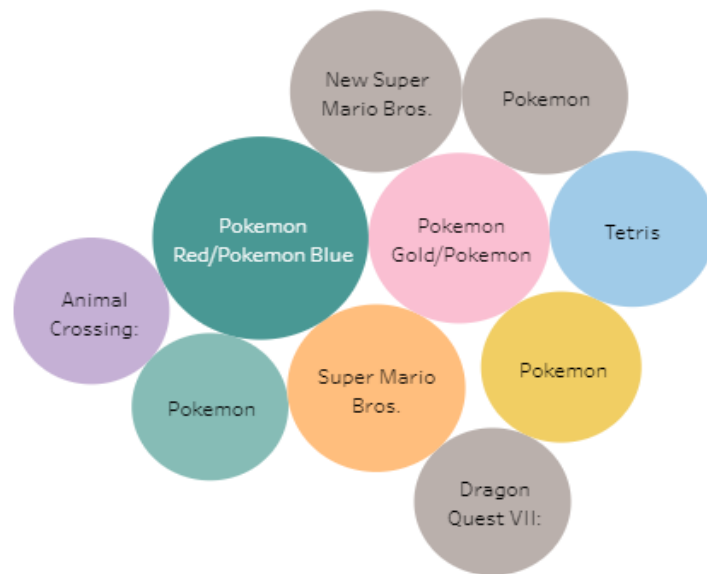


2.2 Brain Storming Map



3. Result

This data may include the information about video game sales on various countries for different resource.



4. ADVANTAGES AND DISADVANTAGES

4.1 Advantages of video game sales

1. Improved Vision
2. Brain Booster
3. Improved life skill
4. May ease anxiety and depression
5. Painkiller

4.2 Disadvantages of video game sales

1. Addiction
2. Social Replacement
3. Obesity
4. Stress
5. Violence

5. APPLICATIONS

- Improved cognitive abilities
- Improved problem-solving skills and logic
- Increased hand-to-eye coordination
- Greater multi-tasking ability
- Faster and more accurate decision-making
- Enhanced prosocial behaviors
- Better eyesight (attention to detail)
- More physical activity with games that promote physical activity (VR, mobile games)

6.CONCLUSION

video games aren't bad for you as long as you aren't overdoing. So, enjoy your downtime and relax with your games but get out there and keep your life as diverse as possible as well, because eventually, you have got to win the game of life.

7. FUTURE SCOPE

There is a very wide and bright future in game design in India. Students can earn up to 3 Lakh to 5 Lakh PA. Due to less PC penetration, the game industry did not grow the way industry grow in the world.