Using Trends to Predict Video Game Profitability

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Outline of Topics

Executive Summary

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Data Analysis

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Executive Summary

Business Problem:

- Provide business insight for "Best Game Inc." on which features make a video game successful

Business Solution:

- Produce games of the shooter genre as they continue to rise in popularity

- Consider other genres as they do have their spikes and still hold a positive ROI on average

- Release on all current-gen platforms (Xbox Series X, PS5, Nintendo Switch, PC)

Data Understanding

Data sources:
- Popular streaming sites
- Open-source data

Metrics used:
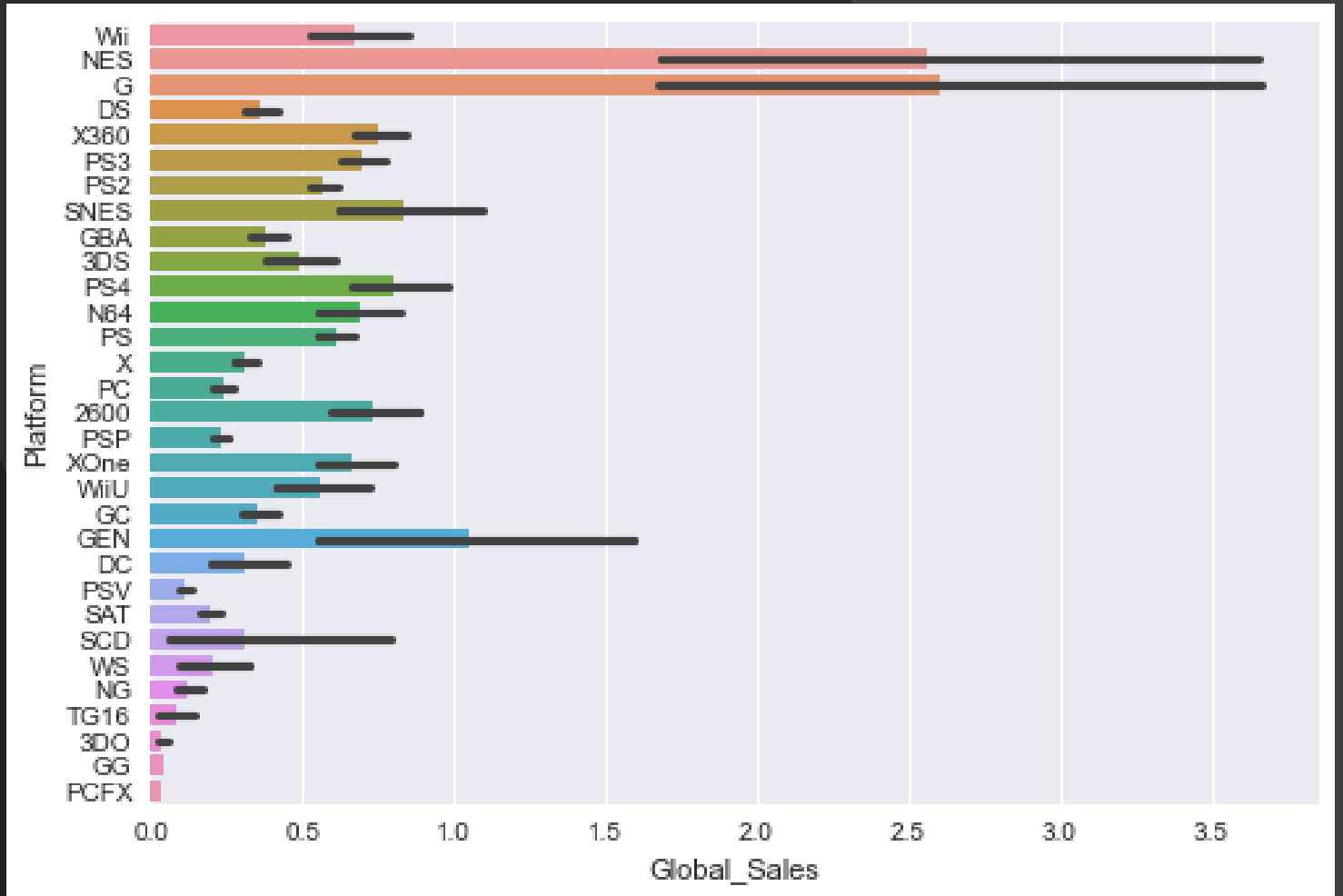- Game Genre
- Year of Release
- Global Sales
- Publisher

	Name	Platform	Year_of_Release	Genre	Publisher	Global_Sales
0	Wii Sports	Wii	2006.0	Sports	Nintendo	82.54
1	Super Mario Bros.	NES	1985.0	Platform	Nintendo	40.24
2	Mario Kart Wii	Wii	2008.0	Racing	Nintendo	35.57
3	Wii Sports Resort	Wii	2009.0	Sports	Nintendo	32.78
4	Pokemon Red/Pokemon Blue	G	1996.0	Role-Playing	Nintendo	31.37

Global Sales by Attribute

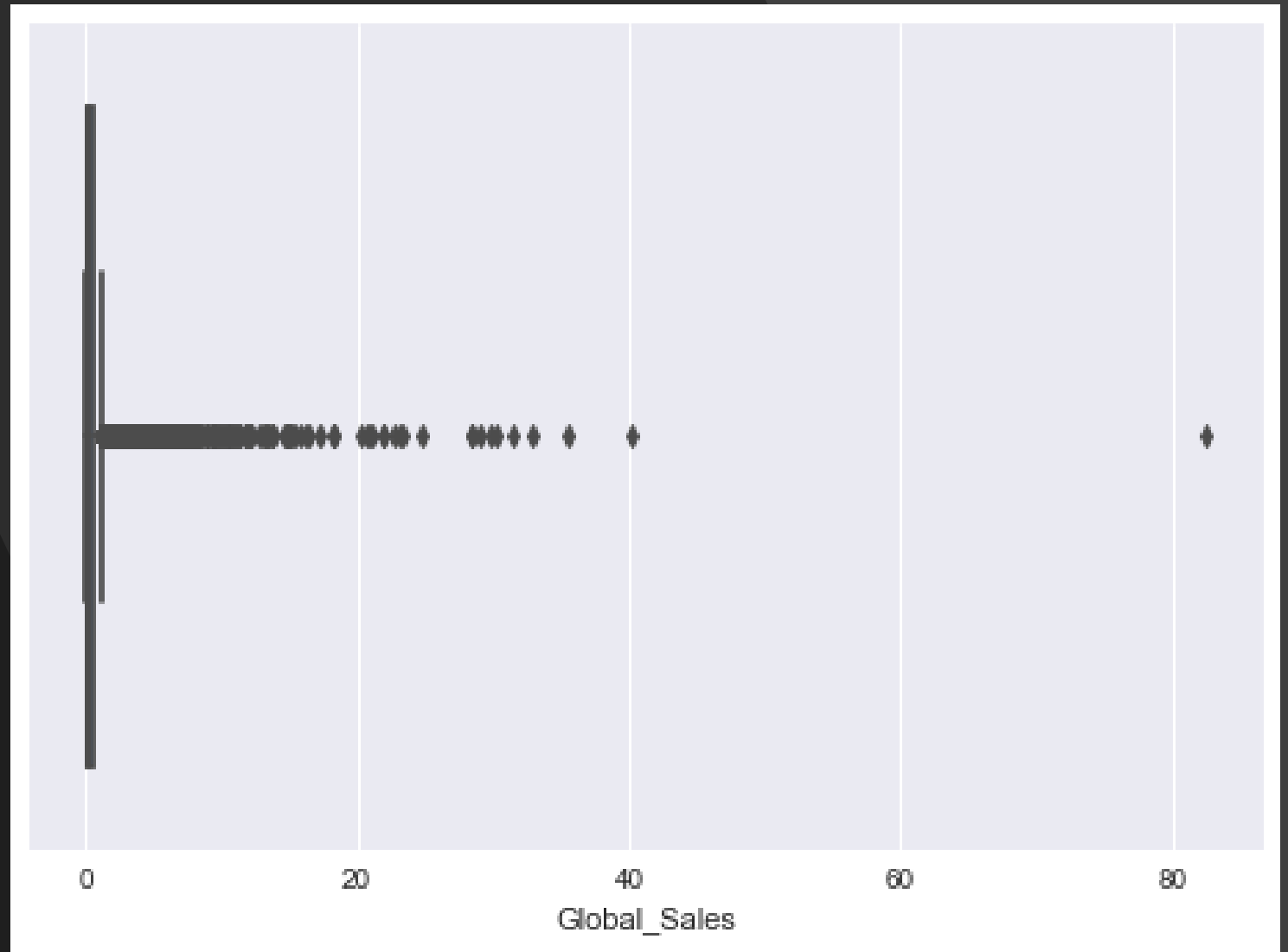Outlier: Wii Sports
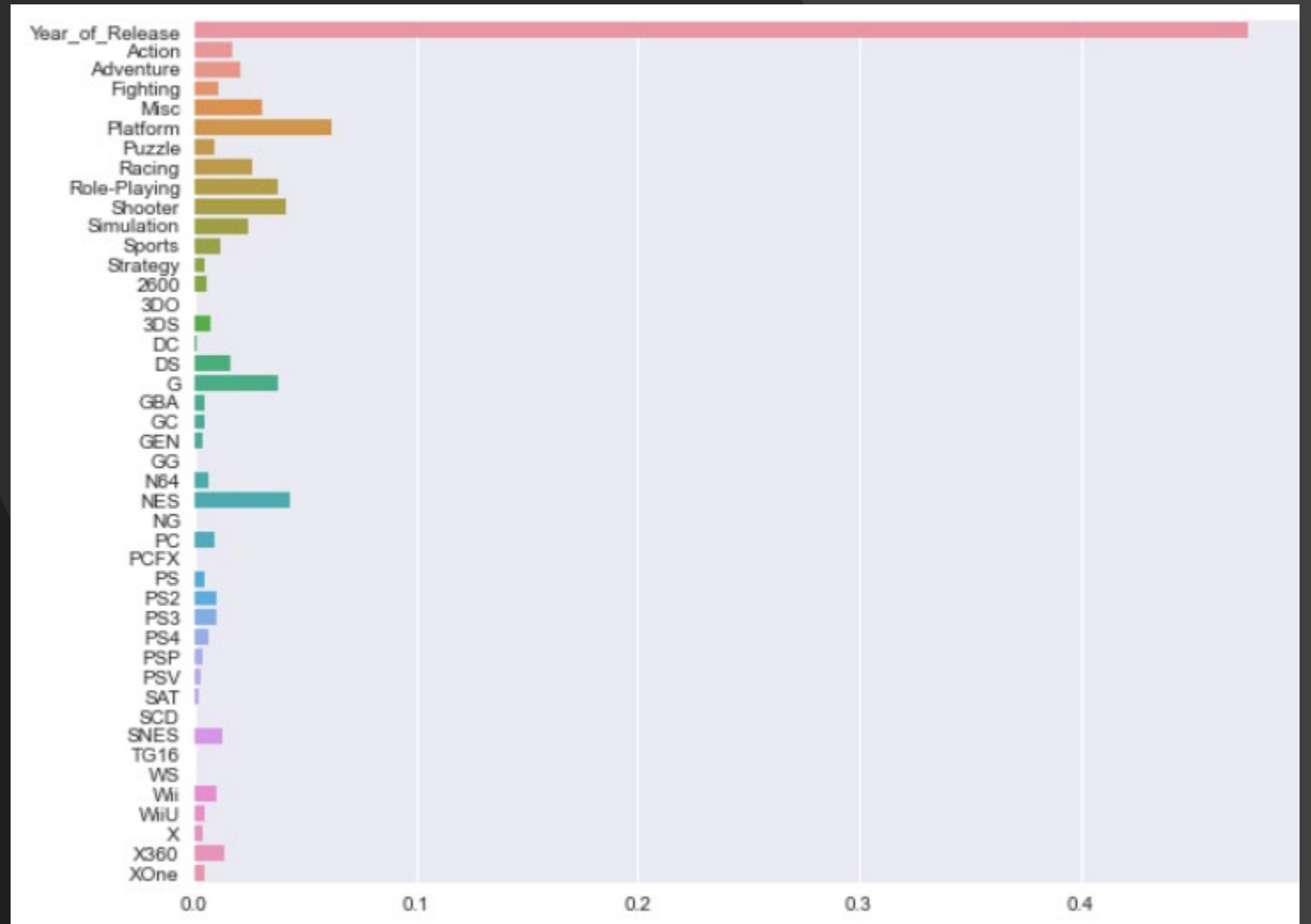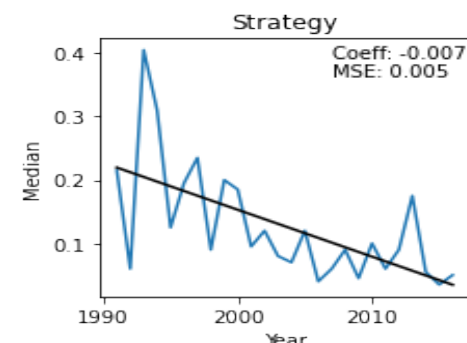
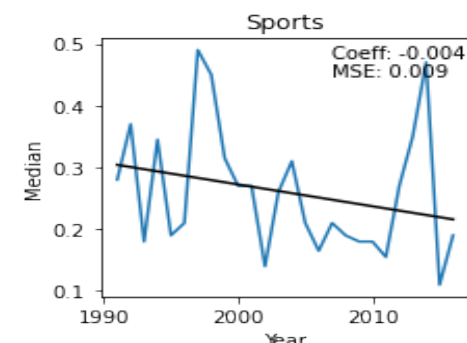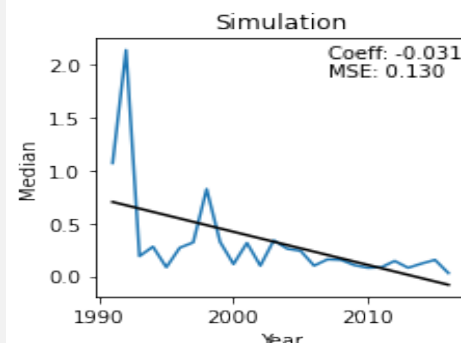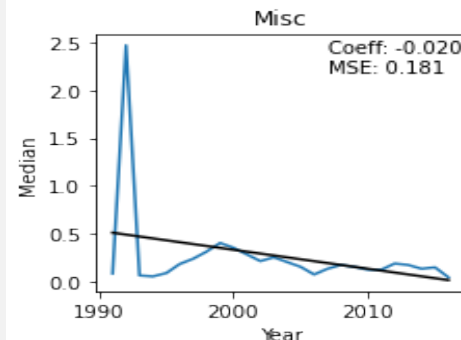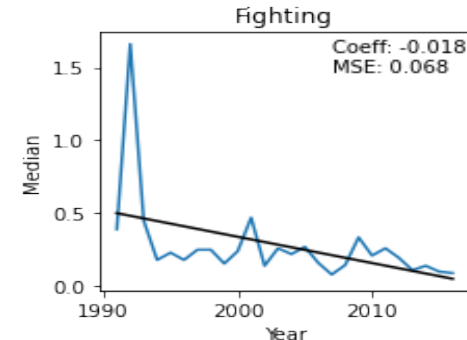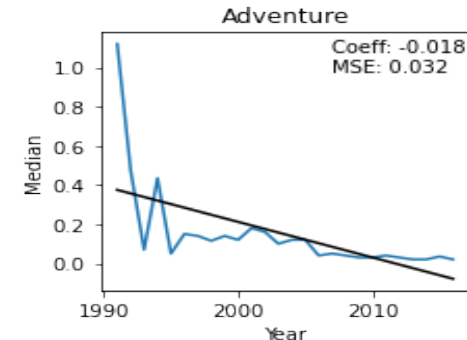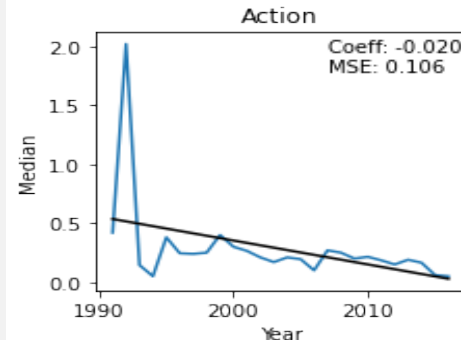# Global Sales by Platform

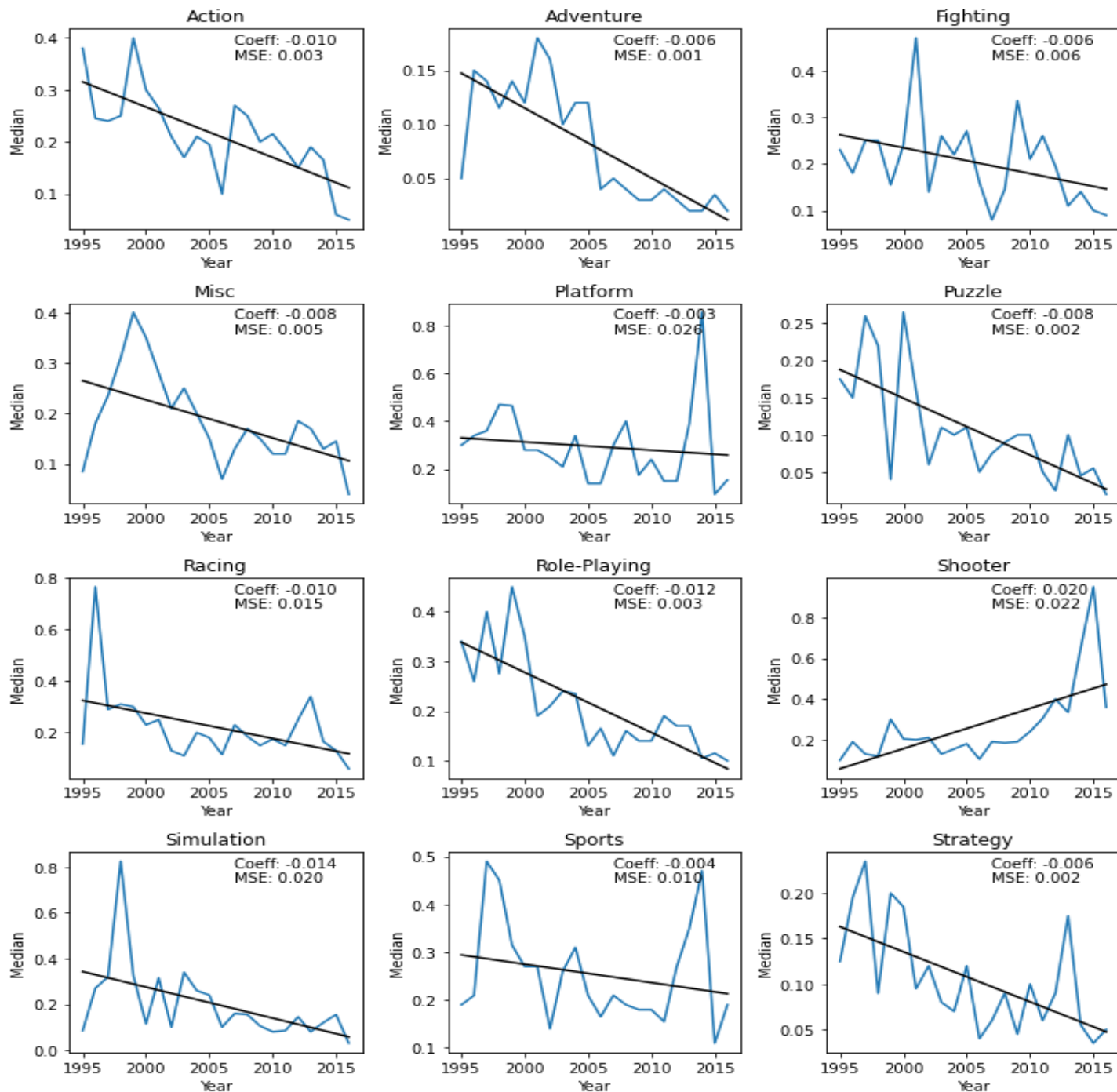# Global Sales by Genre
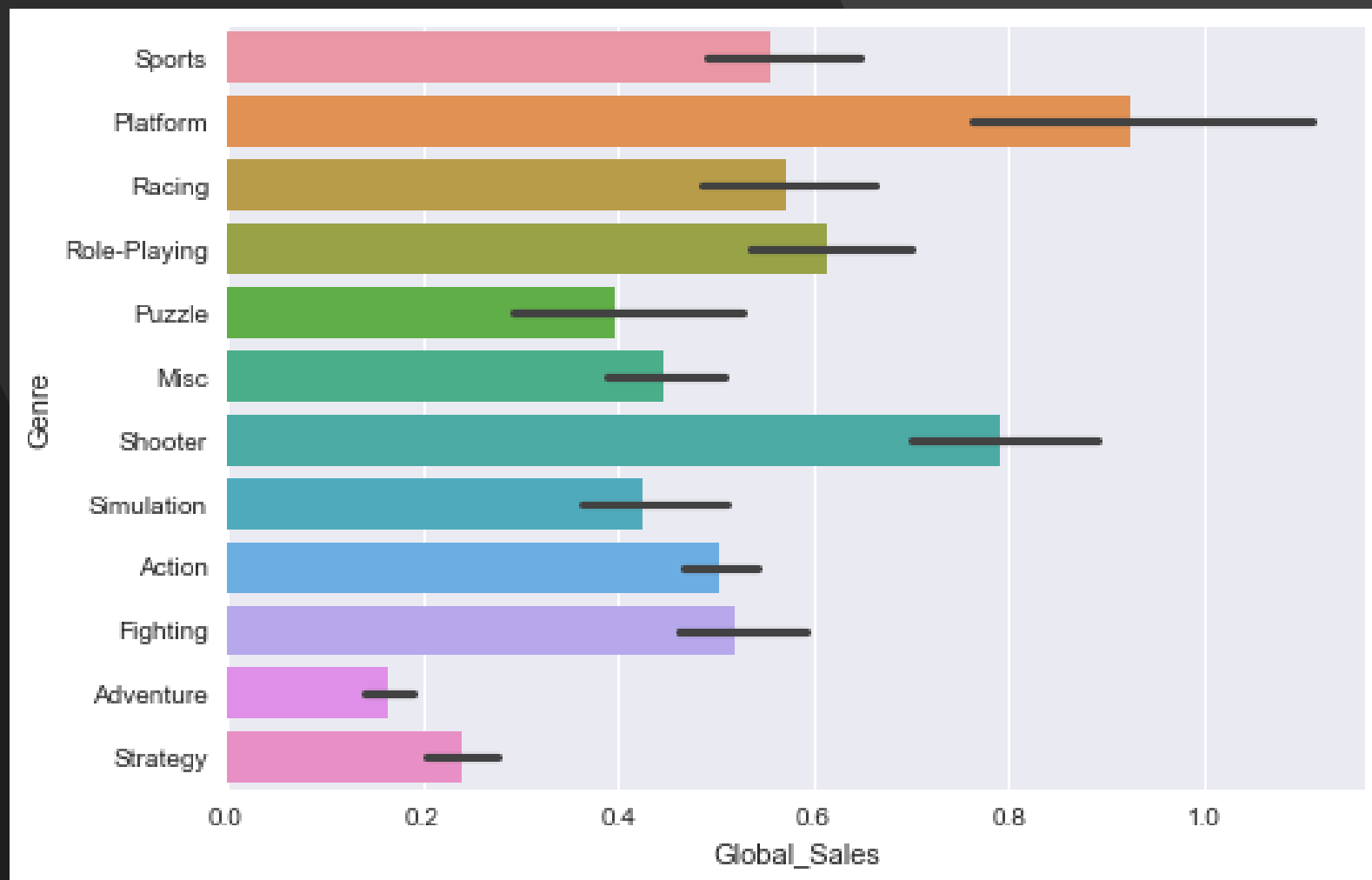
Global Sales by Game Title
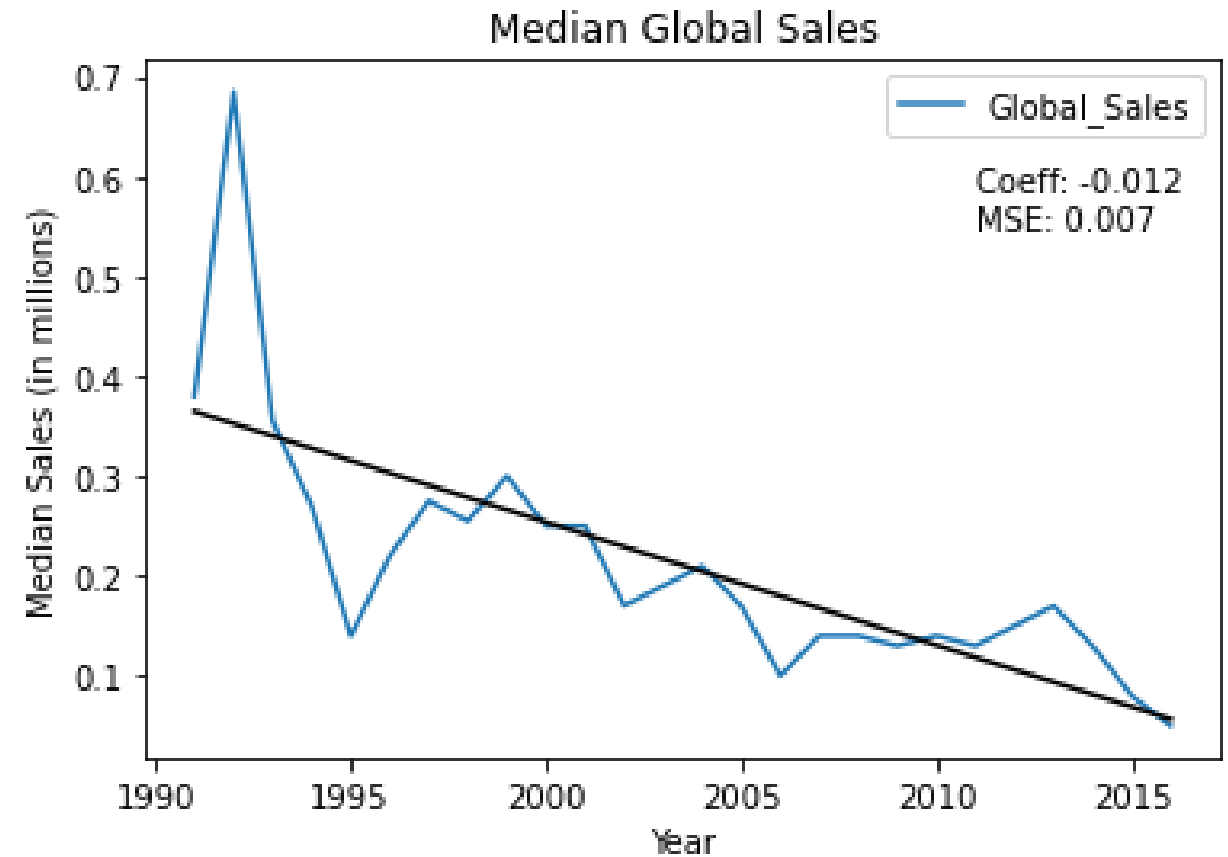
Outlier: Wii Sports

Average Sales (in Millions) by Genre from 1991-2016
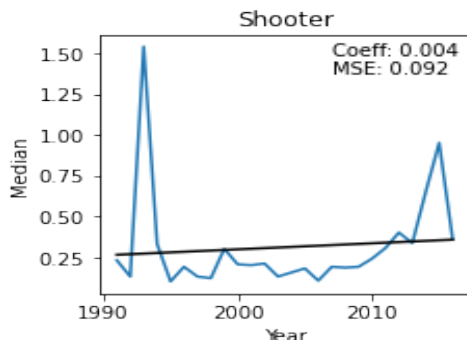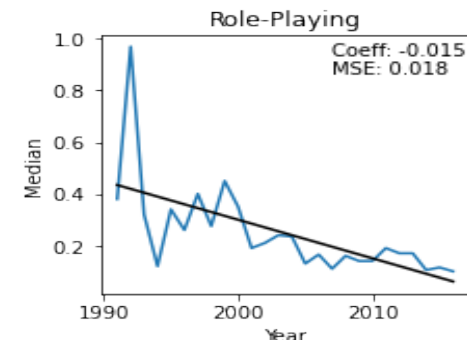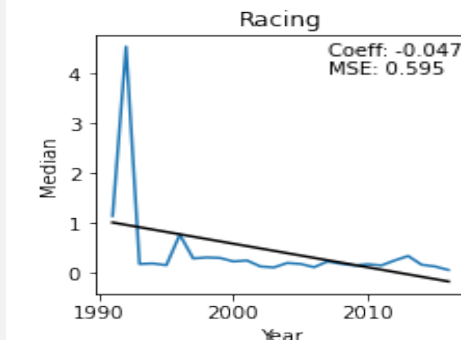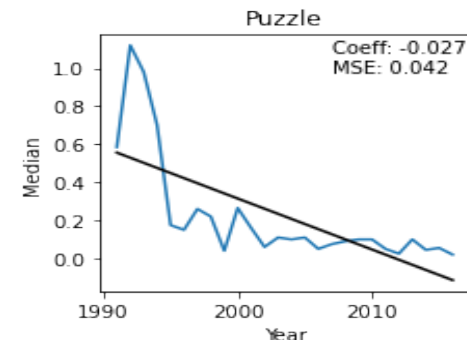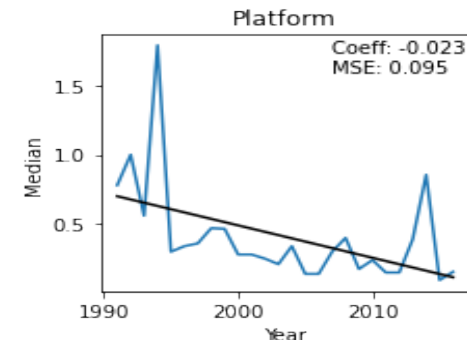
Average Sales (in Millions) by Genre from 1995-2016

Average Global Sales For All Game Genres

Conclusion

Results of Analysis:

- Trends suggest that Shooter games stay the most consistent in sales

- Platform games have had large success as well, however, not as consistent

- Shooter games can be played on a variety of platforms, making the customer population very large

Considerations

- Consider more analysis on popular mobile gaming trends

- Consider the influence that "Free" games have on the sales market

- Consider the cost of developing games of different genres compared to revenue potential