UNCOVERING THE GAMING INDUSTRY'S HIDDEN GEMS:

"A COMPREHENSIVE ANALYSIS OF VIDEO GAME SALES"

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PREOJECT PROFILE:

1. Introduction
2. Problem Definition & Design Thinking
3. Result
4. Trailhead Profile Public URL
5. Advantages and disadvantages
6. Applications
7. Conclusion
8. Future scope

1.Introduction

OVERVIEW:

1. Video game sales analysis is the process of collecting and Analysing data about the sales of video games in order to understand The market trends
2. The main Idea was to visualise the sales different genres publishers and platforms.
3. The aim of the game is to choose and adapt your games to enhance your learner development.
4. Video game development, representing programmers, designers, and artists, and their leadership, with support of middleware and other development tools.
5. video games are classified into a wide range of genres based on their style of gameplay and target audience.

PURPOSE:
1. The Combination of concentration and neurotransmitter surges when playing games help to Strengthen neural circuits, Giving the brain a real workout.
2. Video games can improve mental skills, such as: problem solving and logic. Hand-eye co-ordination, spatial skills and fine motor coordination.
3. Video game industry encompasses the development, marketing and monetization of video games.
4. Game publishers have one common goal, to spread awareness of their product and the make a profit from it. advertising is the key factor in game sales in today's factor. 5.Goals are fundamental to games; they determine what the player has to do win the game, and give the player a sense of accomplishment and progression.

2.Problem Definition& Design Thinking:
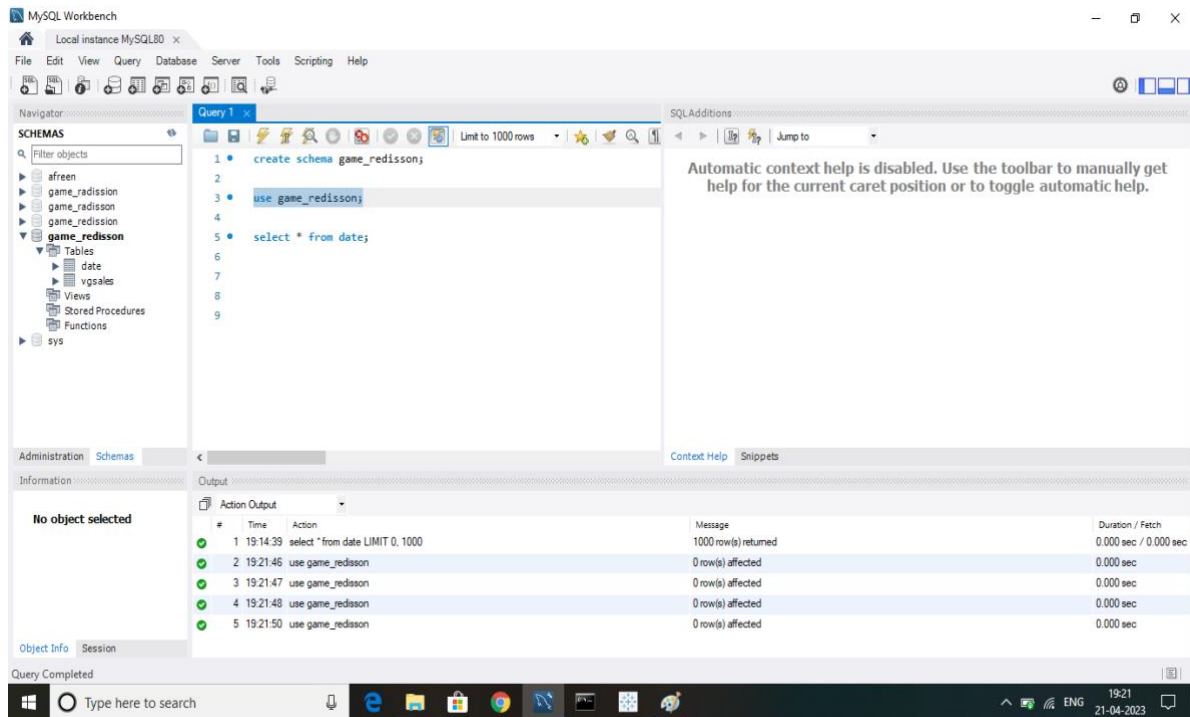
Empathy map
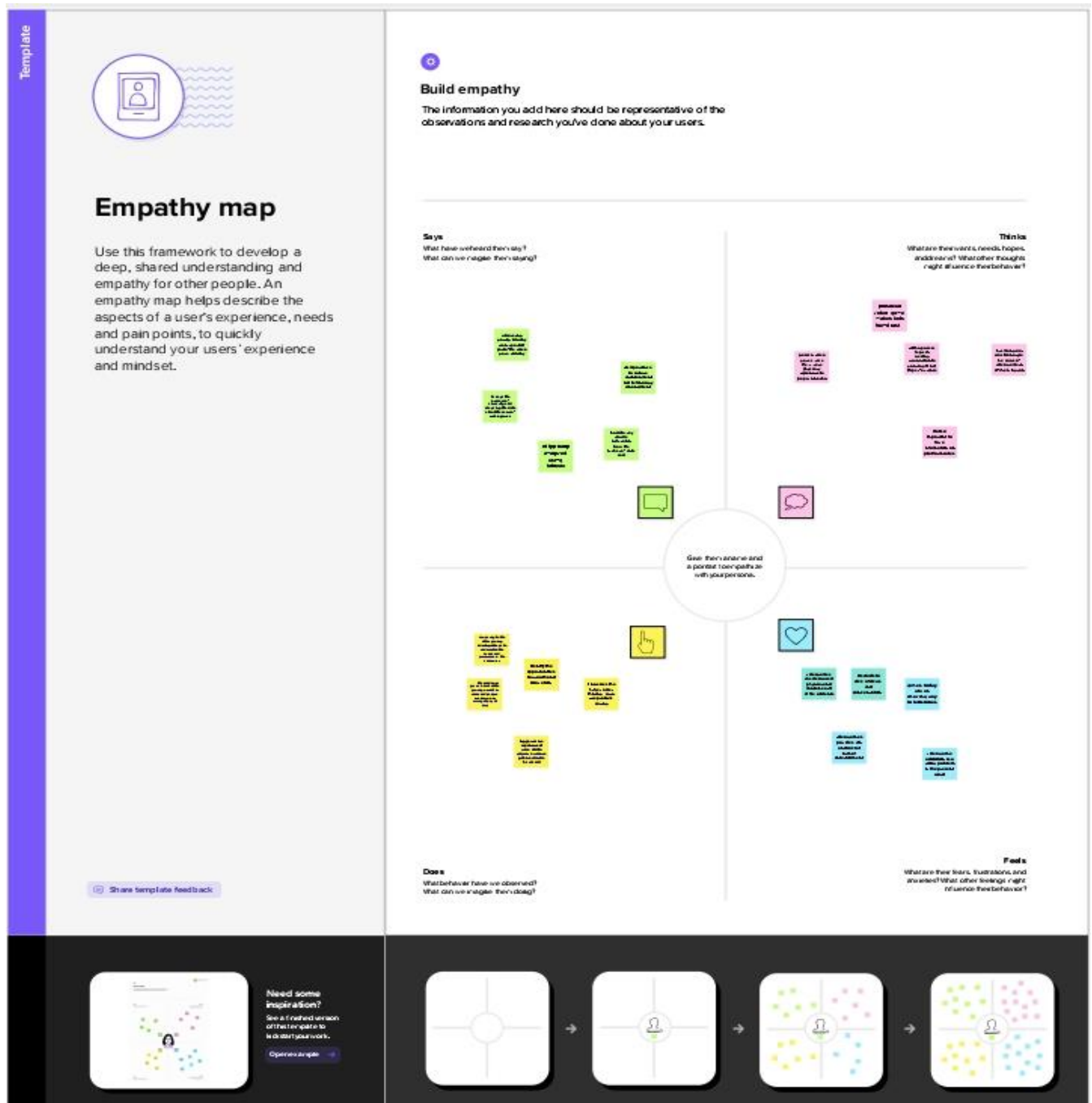
# Brainstorm and idea prioritization
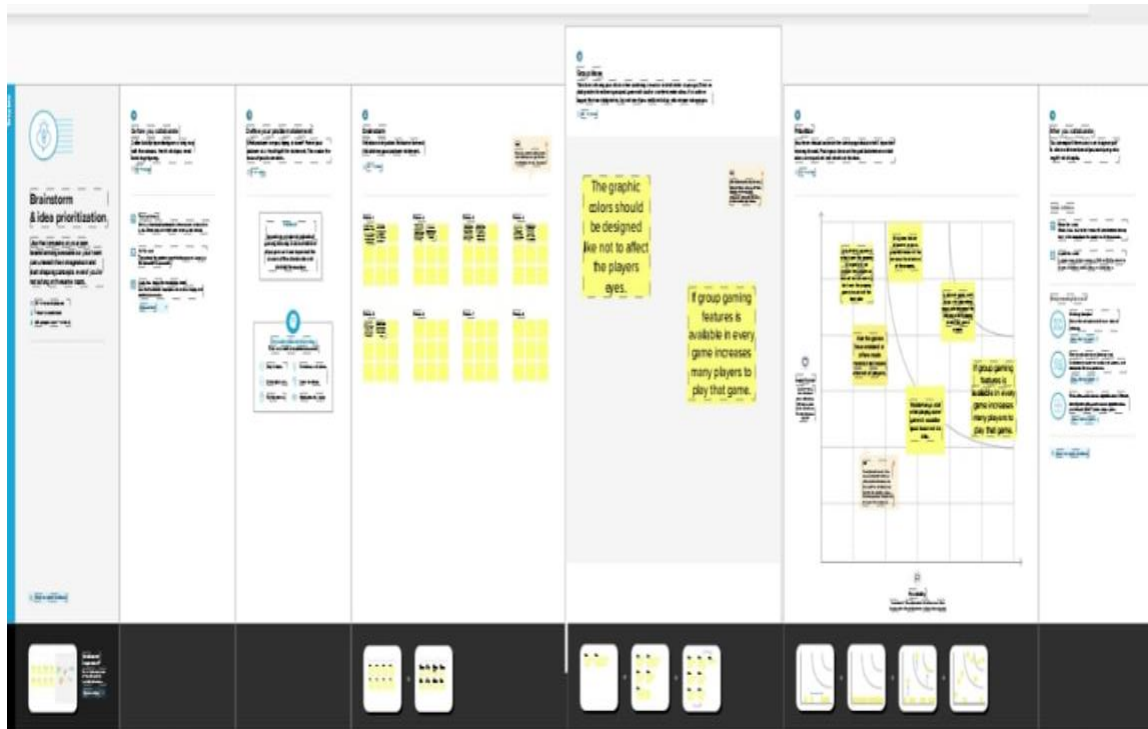
3. RESULT

3.1 Data Model:

Object name	Field in the object	Data type
Gaming industry	1. Year 2. date	1. integer 2. integer
MySQL	Tableau	Dashboard story

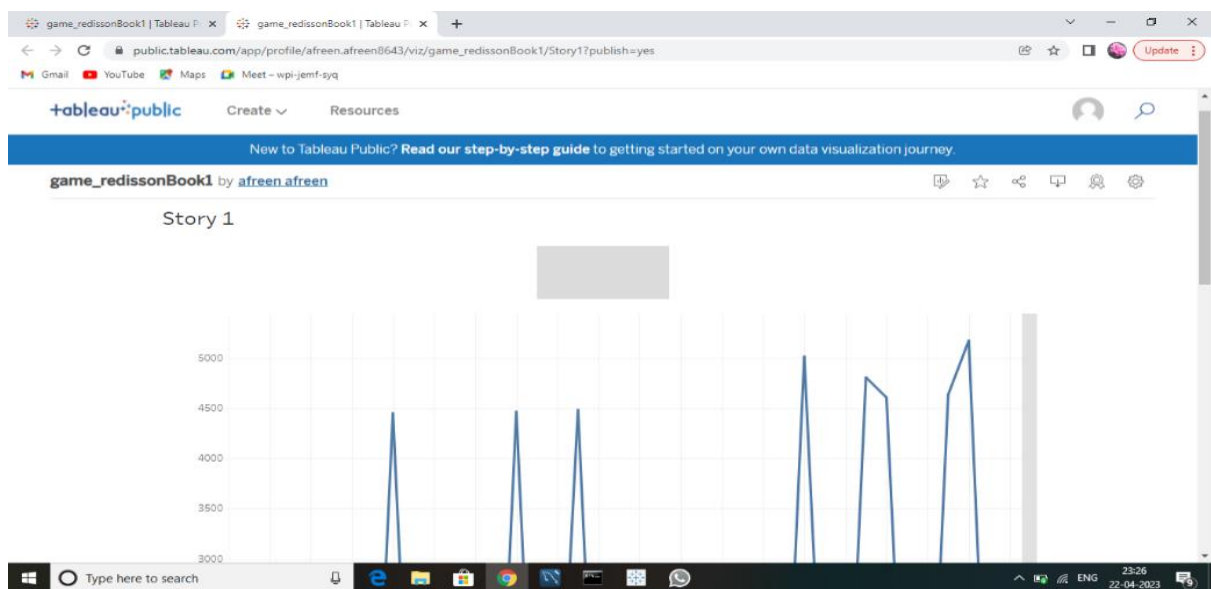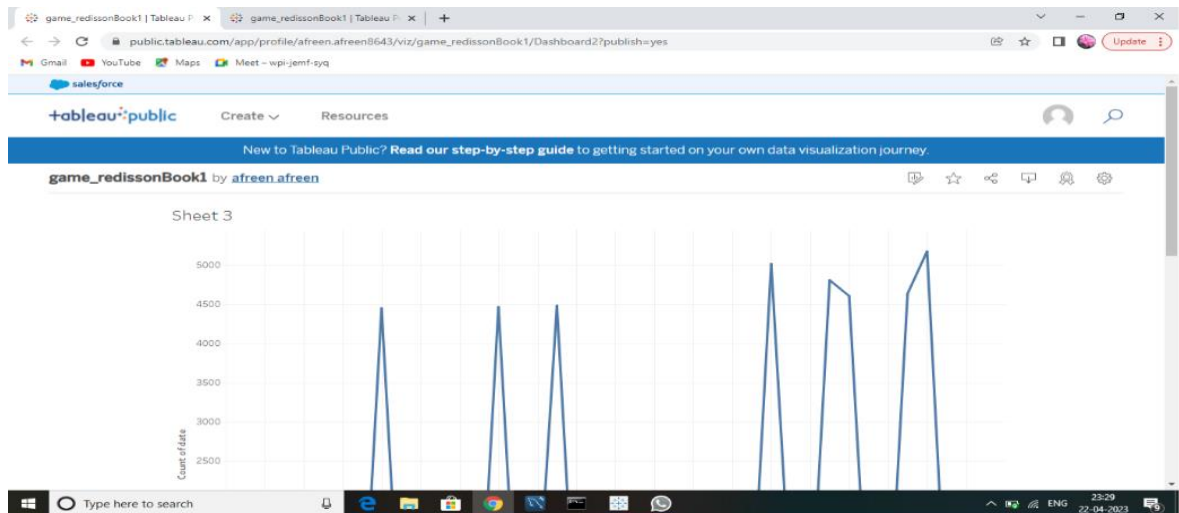# 3.2 Activity & Screenshot

First: We have created a database in the MySQL workbench set the data set provided in the naan mudhalvan project manual.

Second: created dashboard and story in the tableau using the database stored in MySQL
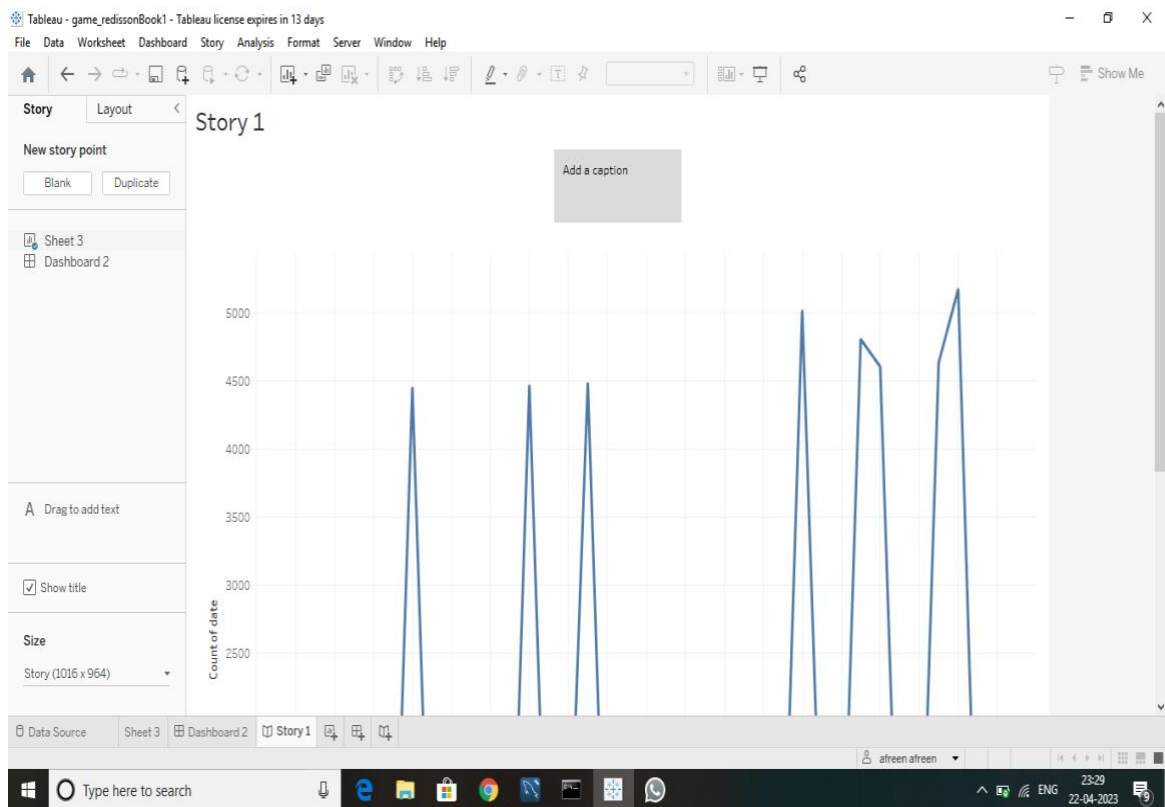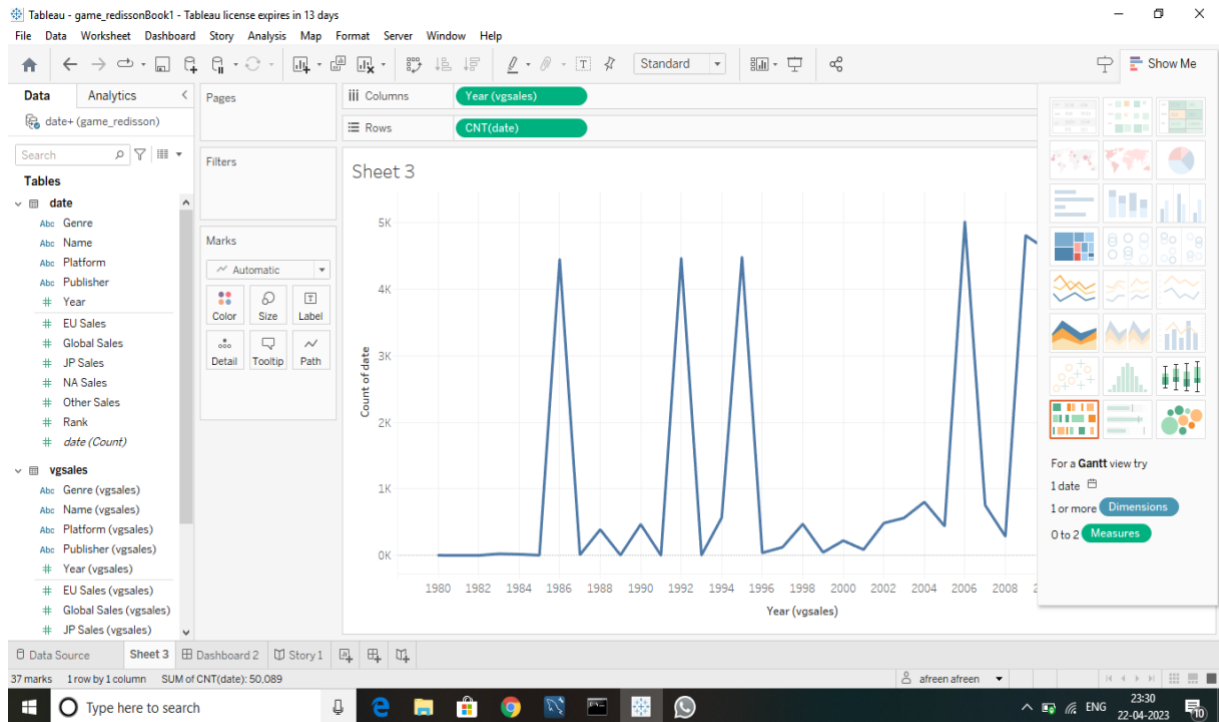
Third: We have uploaded the database into the tableau and make a data of visualization and created a dashboard and story and published in the tableau public

4.Trailhead Profile Public URL

Team Lead- https://trailblazer.me/id/abanu69

Team member 1- https://trailblazer.me/id/ab12315

Team member 2- https://trailblazer.me/id/sswetha67

Team member 3- https://trailblazer.me/id/suba12

Team member 4- https://trailblazer.me/id/rravi360

5.Advantages and Disadvantages

Advantages:

Video games can be used to help improve test scores, teach life and job skills, improve brain function, and encourage physical exercise. Because video game addiction can negatively impact social and physical health, parents should be aware of the symptoms. Kids have been wild about video games for decades.

- They provide a range of cognitive and developmental benefits for children and adults. Online games can improve problem-solving and strategic thinking skills, enhance social and people skills, and even improve cognitive abilities such as attention span and memory retention.

1. Socialize

- When playing online games. there is always a tendency to get socialize. Online gaming allows communication to take place between players of different regions. They can interact with each other while having fun. This will not only help them to get socialized, at the same time they will be a better team player.

Disadvantages:

- The major cost of online gaming comes from the charges of internet connection. The internet Service Provider (ISP) may impose large data charges depending on the time the user spends for gaming.
- Some online games also require players to have online accounts which is normally with a monthly fee. In-game purchases are

also included where a player can upgrade their elements by paying a sum of fee.
- Video game play is negatively related to school performance.
- Video games may exacerbate attention problems.
- It seems that some players can become addicted to video games.

6.Applications

- Video game sales analysis is the process of collecting and analyzing data about the sales of video games in order to understand market trends and consumer behavior.
- This type of analysis can be useful for a variety of purposes, including identifying the most popular games and genres, predicting future sales, and developing marketing strategies.
- Video game sales analysis typically involves collecting data from sources.
- It was generated by a scrape of vgchartz.com.
- This data may include information about the number of units sold, the retail price, and the platforms on which the games are played.
- Once the data has been collected, it is typically analyzed using tableau.
- The results of the analysis can be used to identify trends and patterns in the market, and to make informed decisions about the development and marketing of video games.
- Video game sales analysis may be conducted by game developers, publishers, retailers, and other industry professionals.
- It is an important part of the video game industry, as it helps to understand the needs and preferences of consumers and to identify opportunities for growth and innovation.

7.Conclusion

Video games are a form of media that is often associated with negative health consequences. However, when games are played in moderation and with mindfulness, they are a viable source of stress relief as well as a catalyst for mental health improvement and development of social skills. Video games themselves are a relatively modern form of entertainment. They are engaging and immerse on a level different from that of traditional board games and other forms of entertainment. The player actively contributes to the level of satisfaction he/ she attains from this medium and thus is more invested and willing to engage in the elements of this video games. The amount of play times is also an important factor in the effects of gaming. Although excessive playtime can have negative consequence, gaming in moderation can be healthy, fun, and educational.

8.Future scope:

Gaming is now a bigger industry than movies and sports combined. Revenue for gaming reached $184 billion in 2022, and the number of gamers is expected to grow to 3.6 billion by 2025. It's not just kids either: 38 percent of gamers are between the ages of 18 and 34 years, and 16 percent are older than 55.