

PROJECT REPORT TEMPLATE

TITLE:

Uncovering The Gaming Industry's Hidden Gems: A Comprehensive Analysis Of Video Games Sales.

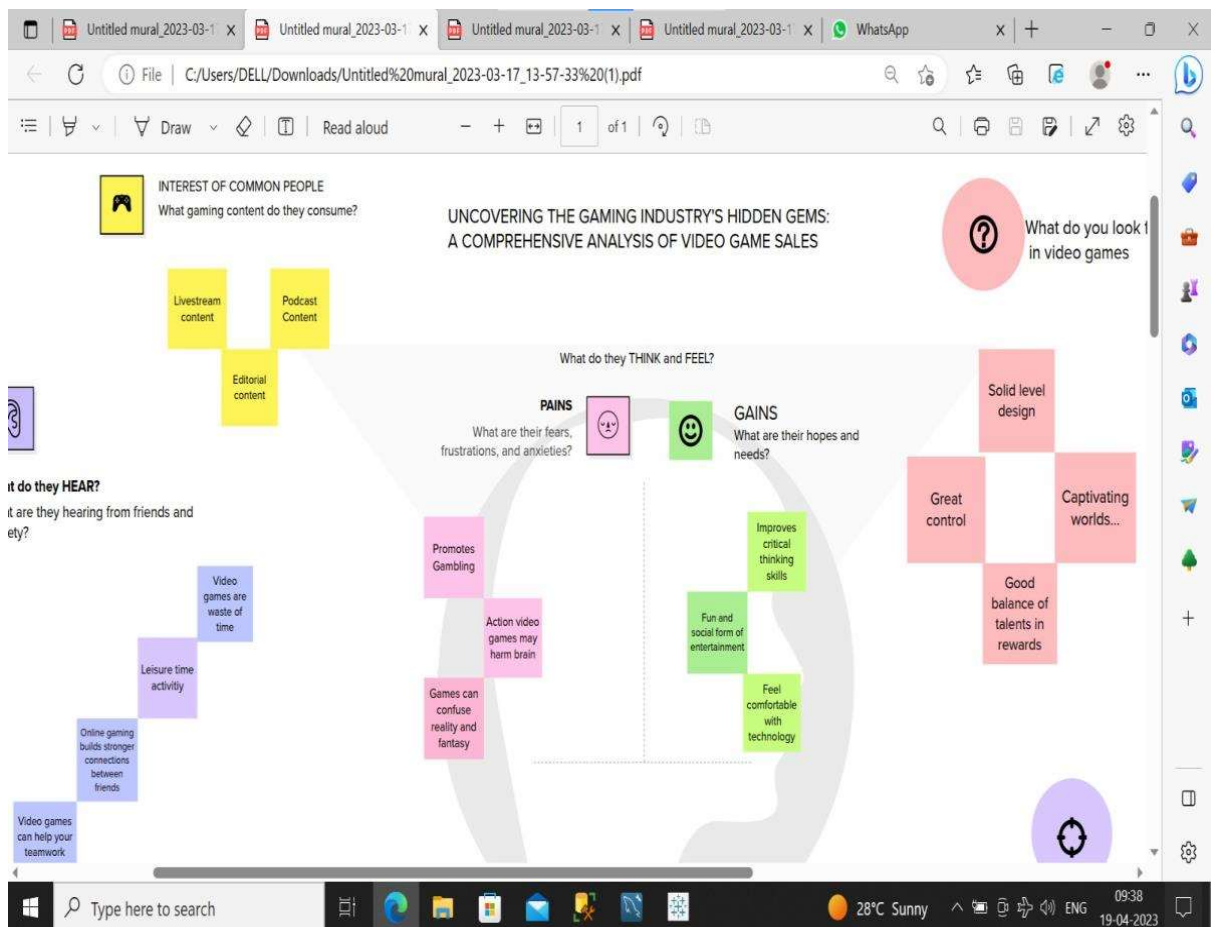
INTRODUCTION:

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. 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.

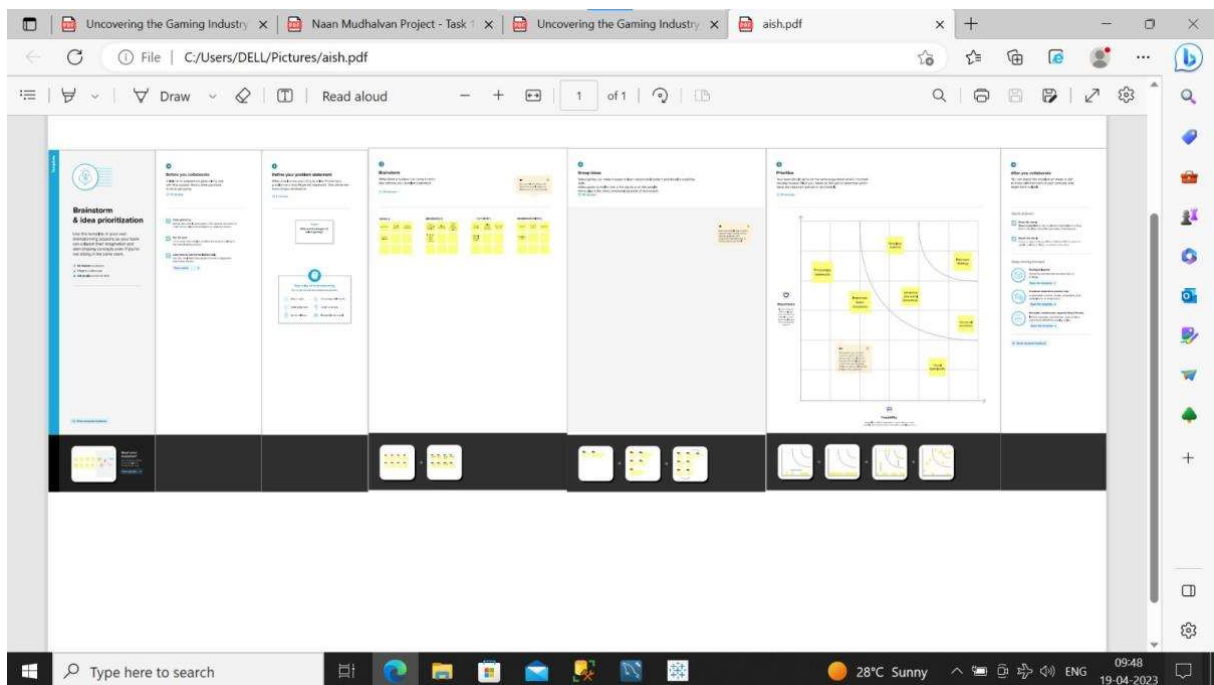
This type of analysis can be useful for a variety of purposes, including identifying the most popular games and genres, predicting future sales, and developing marketing strategies.

PROBLEM DEFINITION AND DESIGN THINKING:

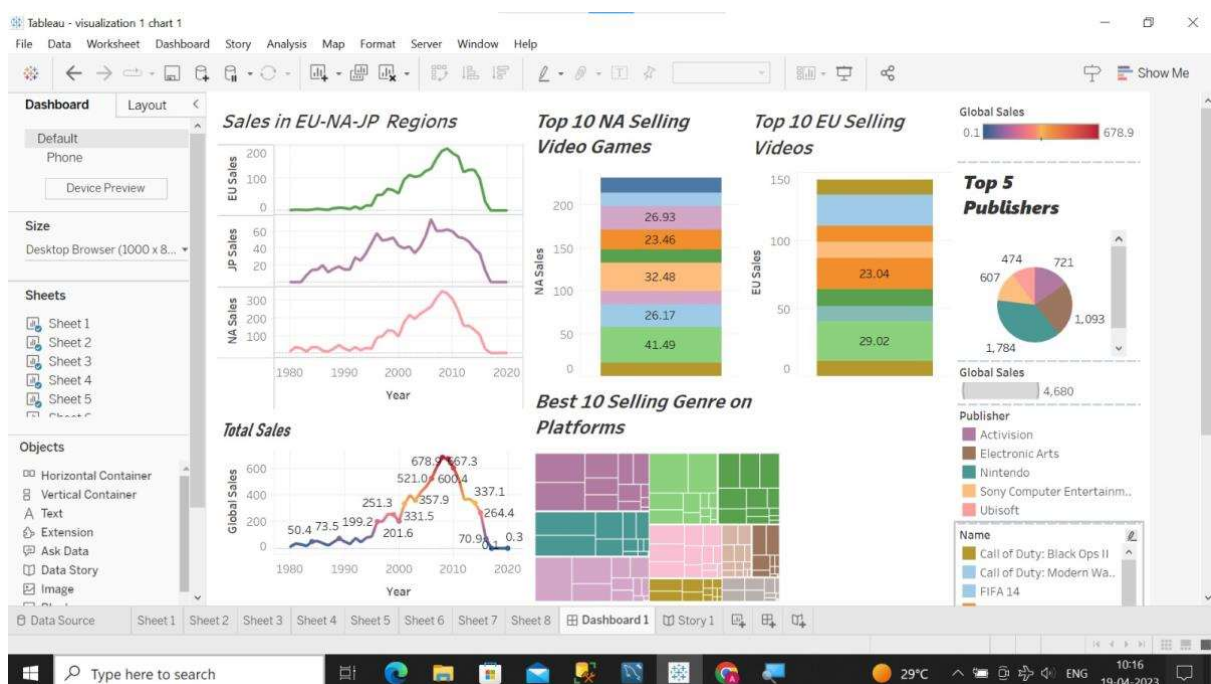
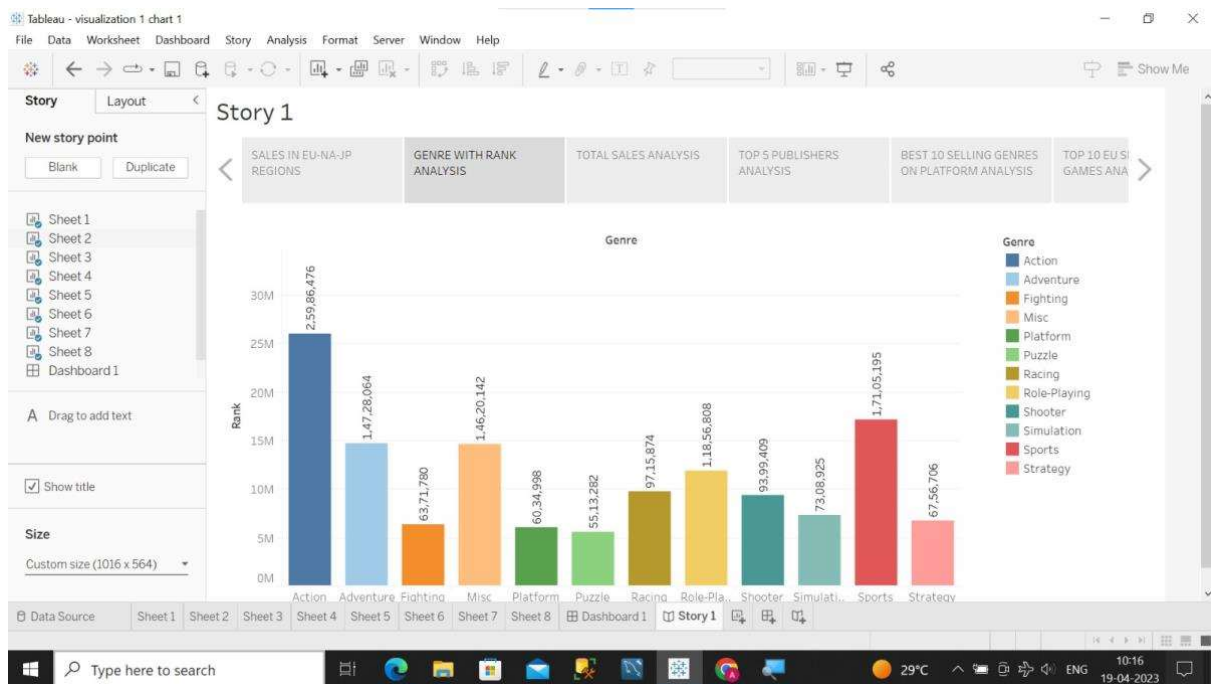
EMPATHY MAP:



IDEATION AND BRAINSTORMING MAP:



RESULT:



ADVANTAGES OF VIDEO GAMES SALES:

INCREASED QUALITY OF CONTENT:

Games are near the top when it comes to content. In a world where more users are young and tech-savvy, furnishing marketing via interactive games increases the quality of the advertised content. The audiovisual nature of the games is an important factor in engagement and user retention.

INCREDIBLY HIGH ENGAGEMENT:

People engagement is one of the biggest plus point of marketing gamification. Marketing via interactive games holds the attention of customers almost 3x more on average. In addition the audiovisual nature of games is an essential factor in engagement and user retention.

WIDER MARKET REACH:

The multi-generational appeal of games has made marketing through them incredibly effective. According to the recent study, games account for 43% of smartphone usage, something that gamified marketing techniques employ to increase their market reach. A global phenomenon, gaming can help your products reach previously impenetrable markets.

DISADVANTAGES OF VIDEO GAMES

SALES:

HIGHLY EXPENSIVE:

Gamification can be expensive to implement if developed with the wrong third-party service. It requires time and effort to create serious games that are engaging and motivating, and not any given company has the resources to do this.

CHALLENGING TECHNIQUES:

Video games can be challenging to get right—if fundamental techniques are not implemented properly, the performance of the campaign can backfire and actually disengage users rather than engage them.

GAMIFICATION CONTENT:

Gamification can be intrusive. If not done well, gamified content can be overwhelming or distracting for customers. Too many gamified elements in your campaign can actually stand in

the way of users truly connecting with your company and its offerings.

APPLICATIONS:

- ❖ Game Marketing allows advertisers to pay to have their name or products featured in digital games.
- ❖ Huge billboards placed in virtual cities can feature the logos of major corporations, while racing games can feature real cars made by Ford or Chevy.

CONCLUSION:

By the above data we can say that action games on DC or playstation for that matter are the most popular and are the ones responsible for maximum sales all over the globe. Also as these games are so abundant and popular(ranking wise),variation in the sales of one or two such games would not cause significant change in the oveall sales.

FUTURE SCOPE:

Video games have steadily risen in popularity for years. The future of gaming looks bright, with the emergence of new technologies such as virtual reality and the increased prevalence of mobile gaming. Virtual reality(VR) has the potential to revolutionize the gaming industry by immersing players in a fully interactive and realistic digital world.