

# 1.INTRODUCTION

## 1.1 OVERVIEW

Video game sales analysis is the process of collecting and analyzing data about the sales of videogames 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 Kaggle 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.

## 1.2 PURPOSE

### **Streaming and the Involvement of Tech Companies**

Non traditional gaming companies, like Meta, Apple, and Google, are getting into the industry. The tech industry is looking for ways to make video game streaming as natural as streaming a song on Spotify or a movie on Netflix. Microsoft has already been in the gaming industry through its popular Xbox console. In 2019, the company introduced Project Cloud, a video game streaming service that allows users to stream Microsoft's Xbox games to PCs or other devices. The service became fully functional in September 2020 and can be accessed by subscribers to Xbox Game Pass Ultimate. In 2016, Meta began developing a gaming platform with Unity Technologies, which makes a game development framework for people to make video games. Google launched its program, Stadia, which is Google's cloud gaming service, that allows users to play streaming video games with extremely high quality. It is available through Google's browser, phones, tablets, and desktop computers.

The key goal for all of these companies is to allow players to stream video games without the need for a computer or a video game console. As this trend continues, purchasing physical video games in the form of cartridges or discs is becoming increasingly rare. Subscription streaming services are the future and will be beneficial to video game companies, like Ubisoft and Electronic Arts, as manufacturing shipping, and storage costs will all disappear. Subscription services have also allowed for revenue generation to occur throughout the year, whereas traditionally, games were bought during holidays and other big occasion events.

## Technical Innovations

Virtual reality is here. Oculus VR, a subdivision of Meta, is working hard on improving the quality of the virtual reality headsets it has already released. Oculus VR was purchased by Meta in 2014 for \$2 billion. The Oculus Quest 2 is Meta's latest offering of the product . Video games have already surpassed many other forms of entertainment as far as immersion goes, and virtual reality will add yet another layer. There will also be further experimentation with controls, such as adding voice, touchscreens, and gestures to game mechanics when consoles add peripherals to take in those inputs. Apple is also targeting the release of a virtual reality headset in 2021 or 2022.

## Merchandising

Like Hollywood, the video game industry needs to spin more revenue off of its intellectual property because the product costs a lot to make. Merchandising is already around, with t-shirts, figures, hats, mugs, and more. The *Halo* series on Microsoft's Xbox has spread to other forms of content through novels and comic books in addition to an upcoming television series and a long-rumored movie. This may become the approach for all successful video game series to follow.

In fact, the popular video game, *Assassin's Creed*, a game developed by Ubisoft, was made into a movie in 2016 with prominent actors. Sega's popular *Sonic the Hedgehog* game was made into a successful movie in 2020, starring well-known actors, and set the record for the biggest opening weekend for a video game-based movie.

## Market Demographics Are Expanding

Another trend in the video game industry is the expansion of the market as far as demographics go. People are playing games both earlier and later in life, and the gender mix is nearing par. The top-level gamers competing in eSports leagues have gained enough recognition that they can apply for

the professional athlete visa when entering the U.S. Gaming has a wide appeal, and it is still growing.

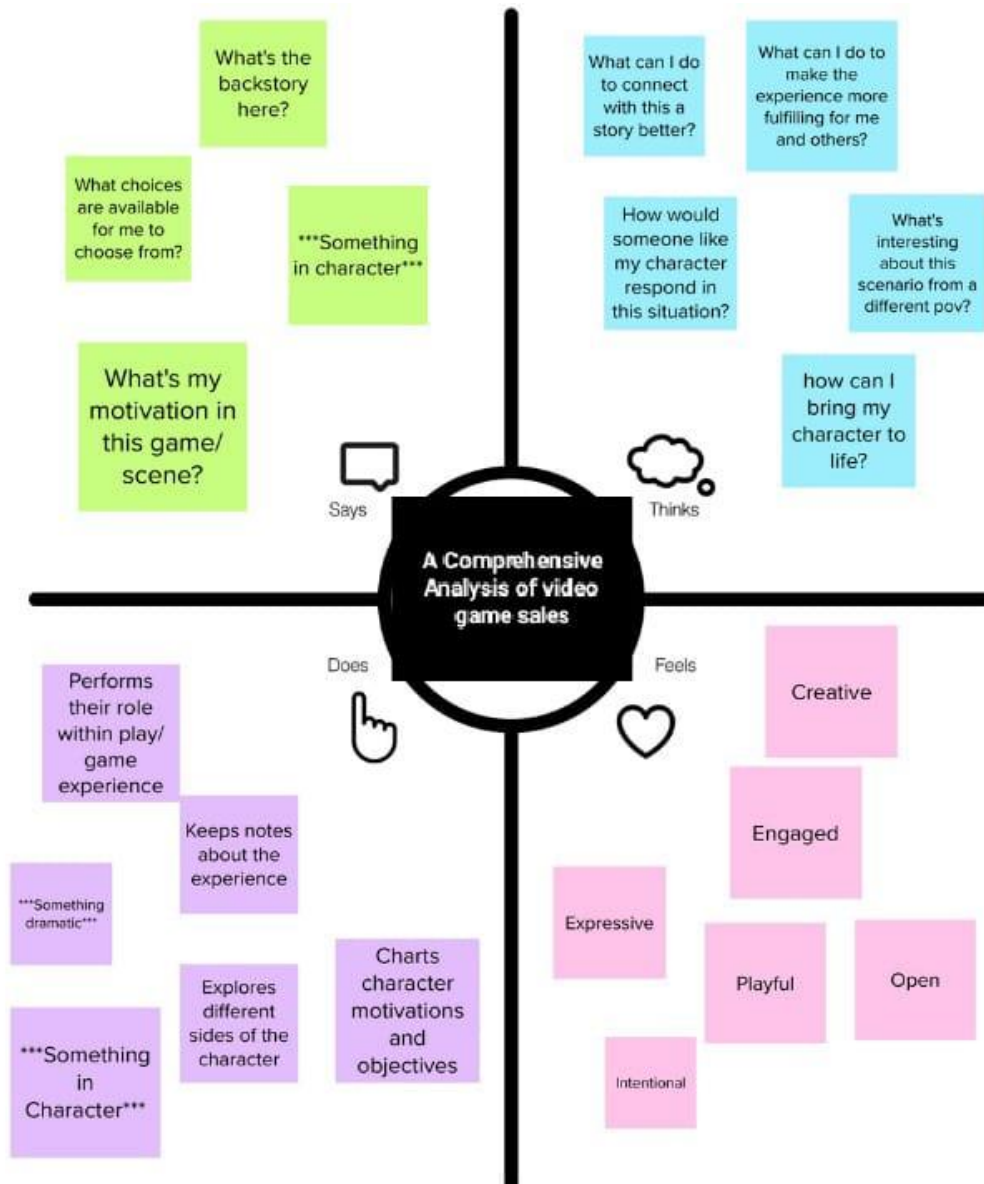
Video games have become so popular on a mass scale that certain players stream videos of themselves playing video games at home and make hundreds and thousands of dollars by doing so. This has become another revenue generation sector of the video game market .

## **Vintage Video Games**

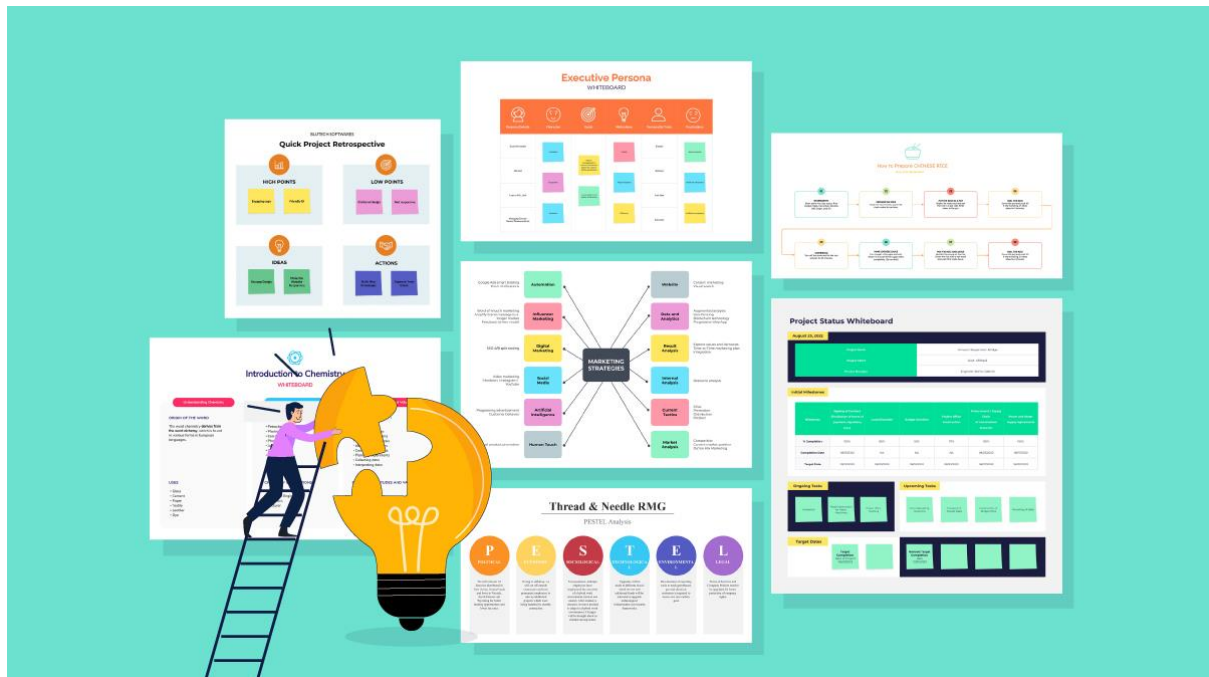
As the world becomes nostalgic and we see reboots and remakes of loved films and shows from decades ago, the same is happening for video games. Vintage video games from the early days of the industry are in high demand and have become extremely popular, not only with older players who experienced the games first-hand but also with a new generation of players. Many companies have taken advantage of this nostalgia and released updated versions of their consoles. Nintendo , more than any other company, has successfully taken advantage of this interest in retro video games by releasing Nintendo Classic Mini and Nintendo Switch, two consoles that allow for playing classic Nintendo video games. This has become a solid revenue stream for companies that were around at the early stages of the industry

## 2.PROBLEM DEFINITION&DESIGN THINKING

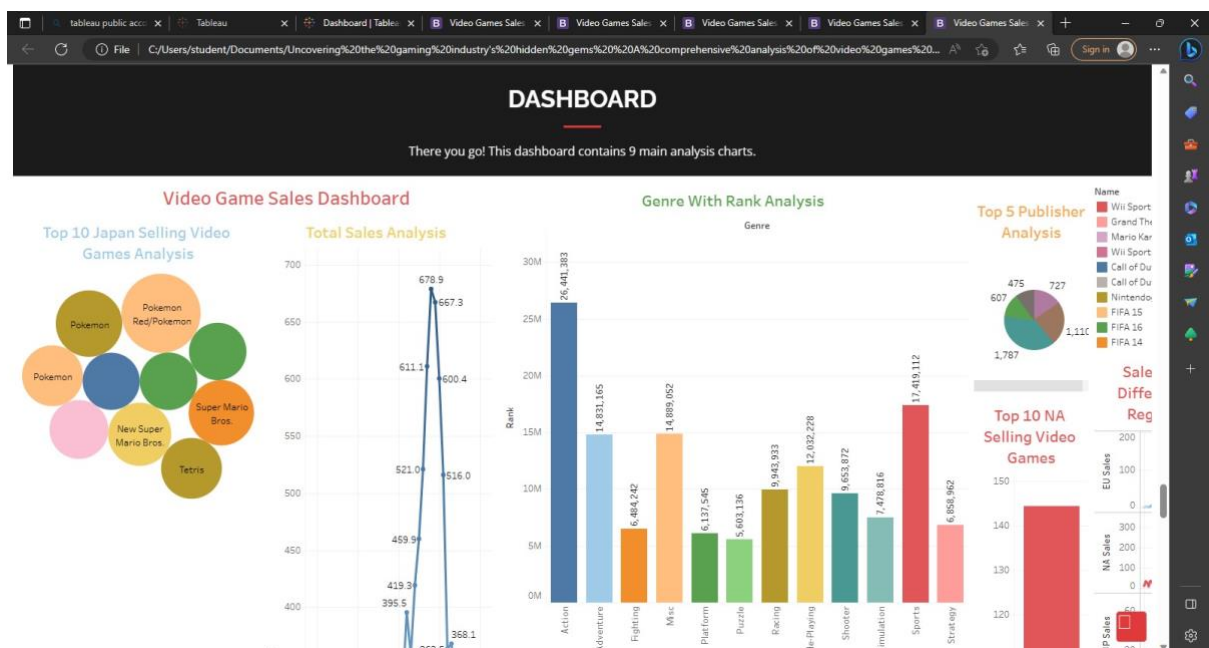
### 2.1 EMPATHY MAP

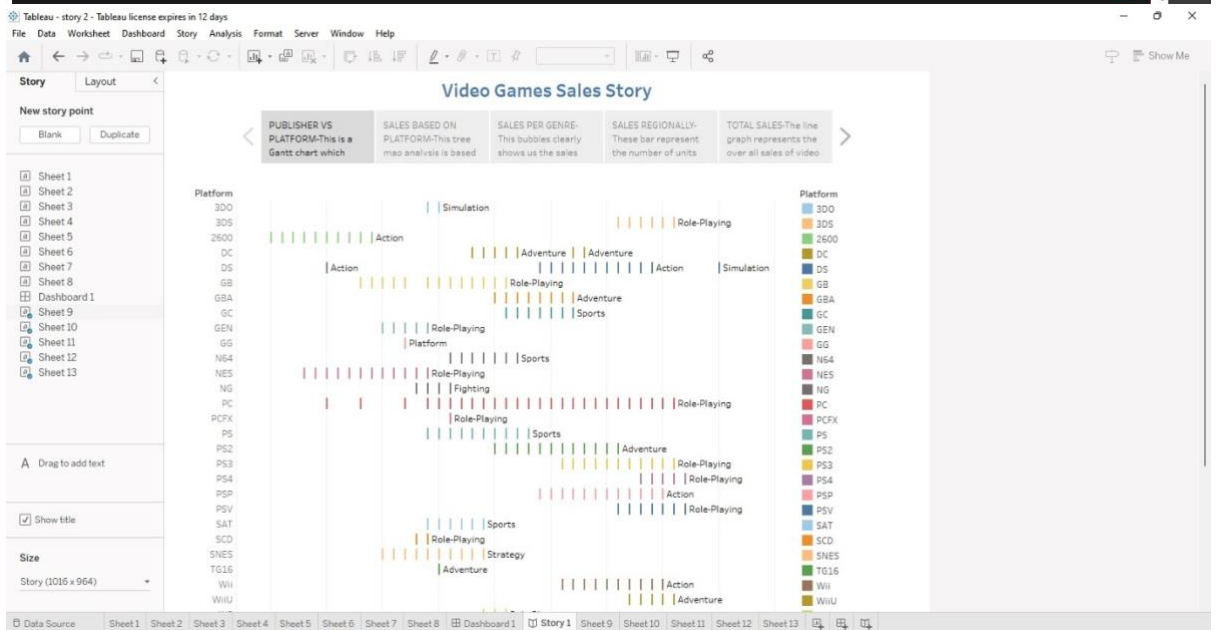
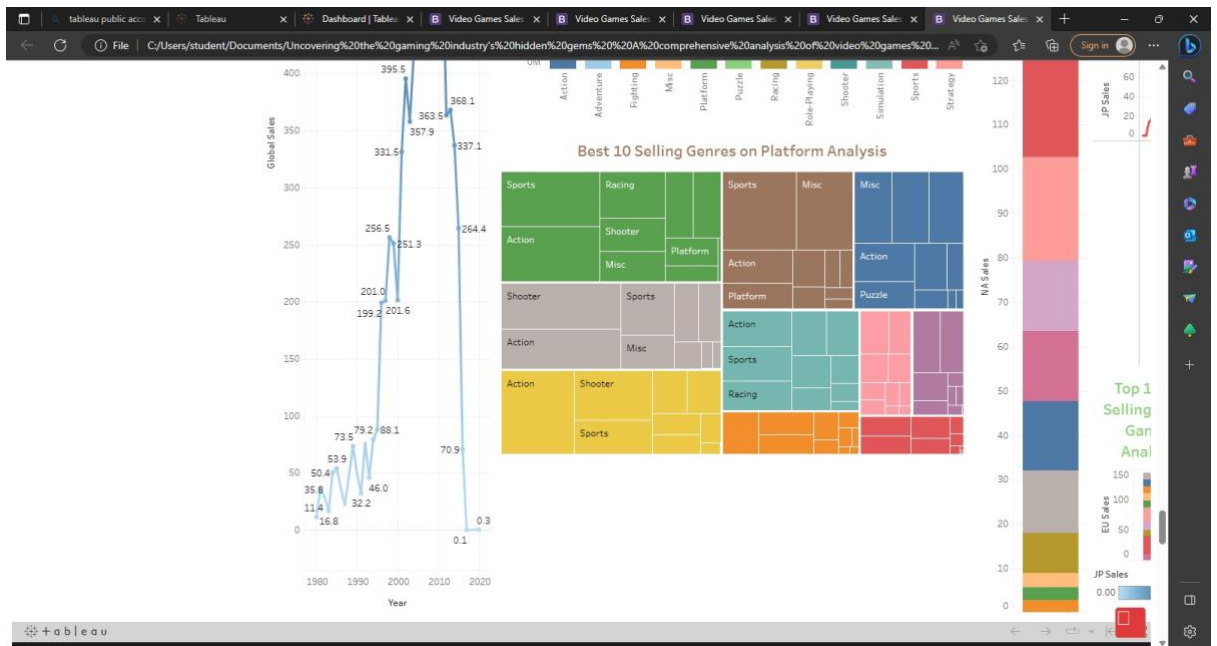


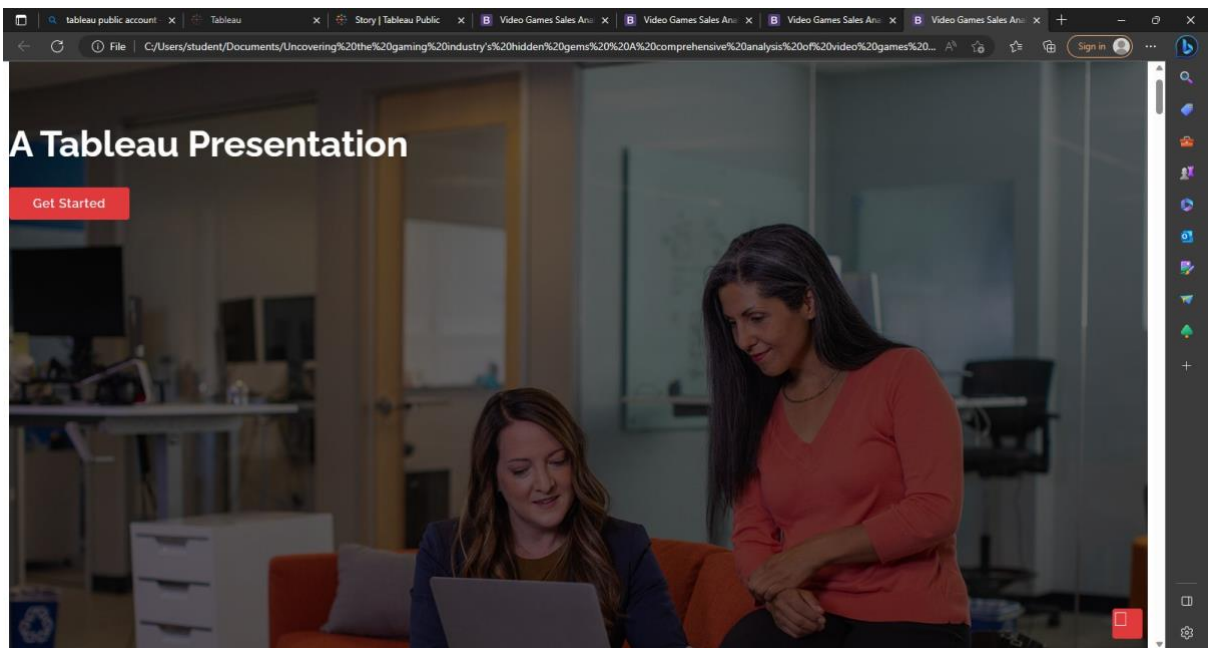
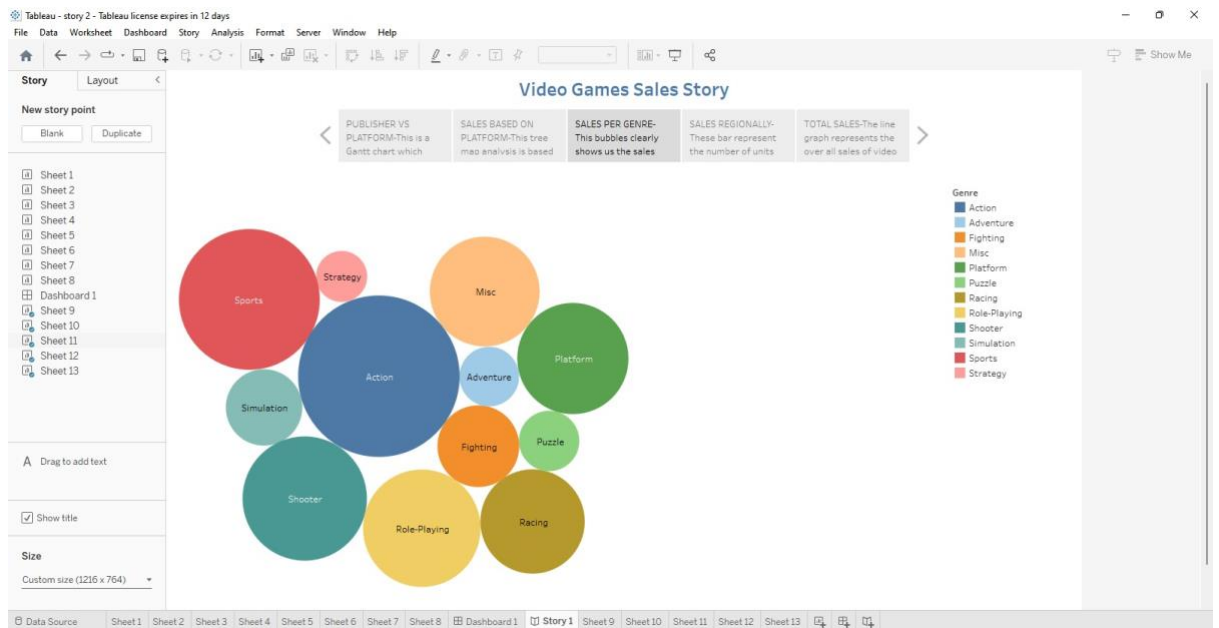
## 2.2 IDEATION AND BRAINSTORMING MAP

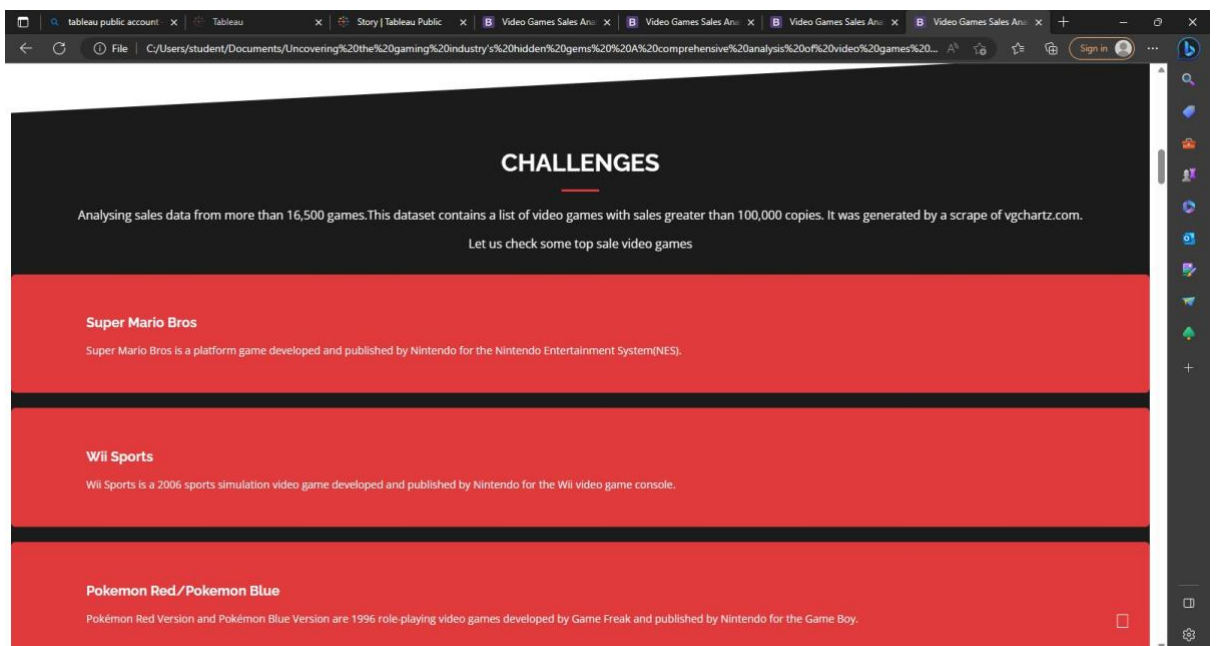
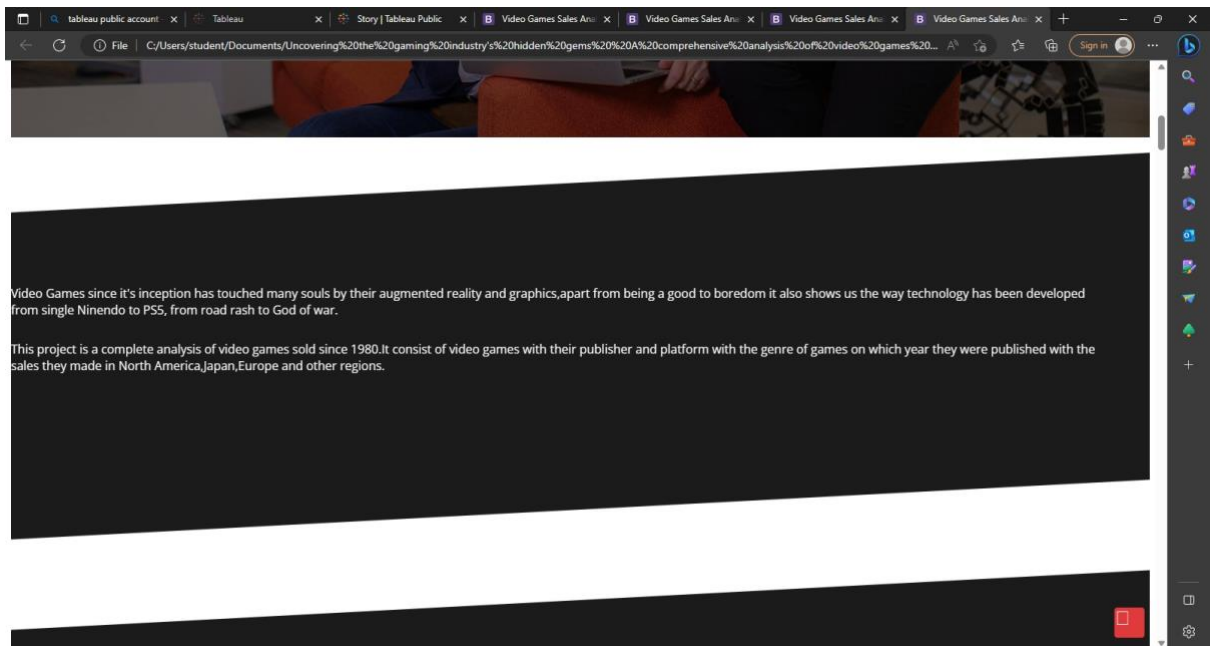


## 3.RESULT

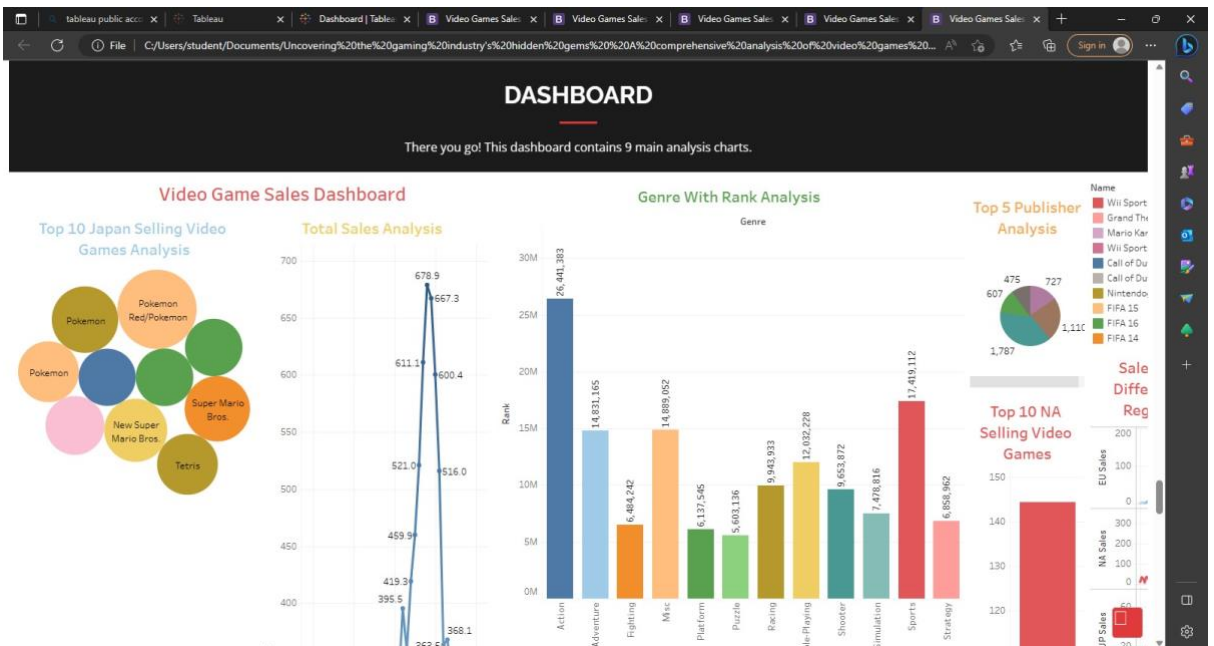
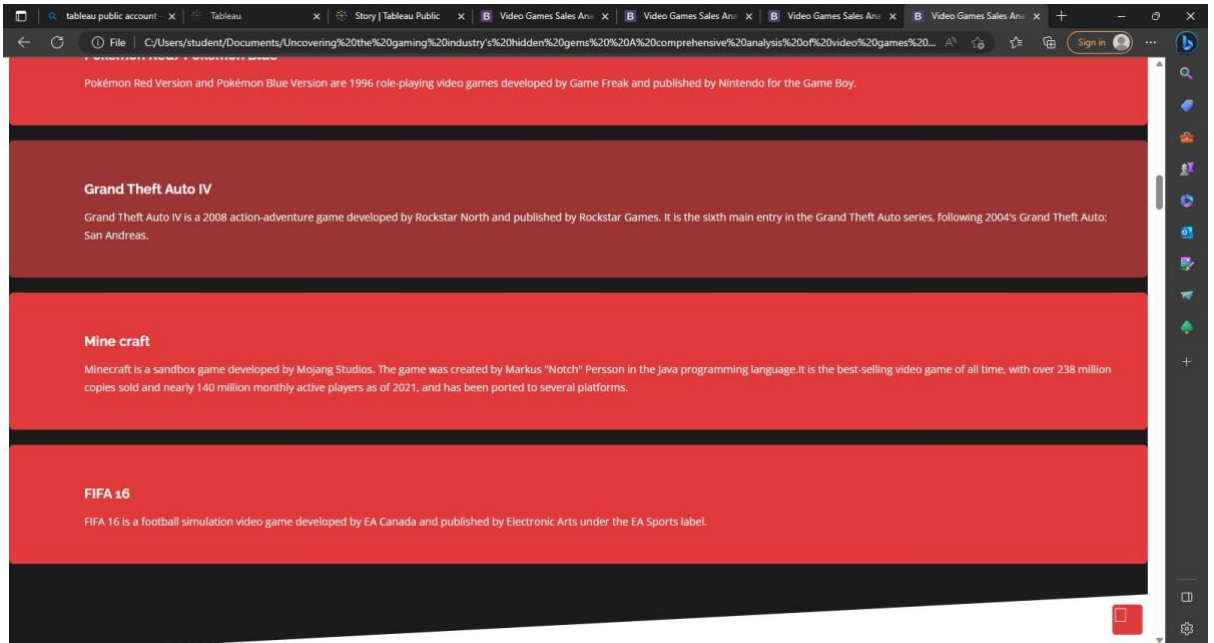


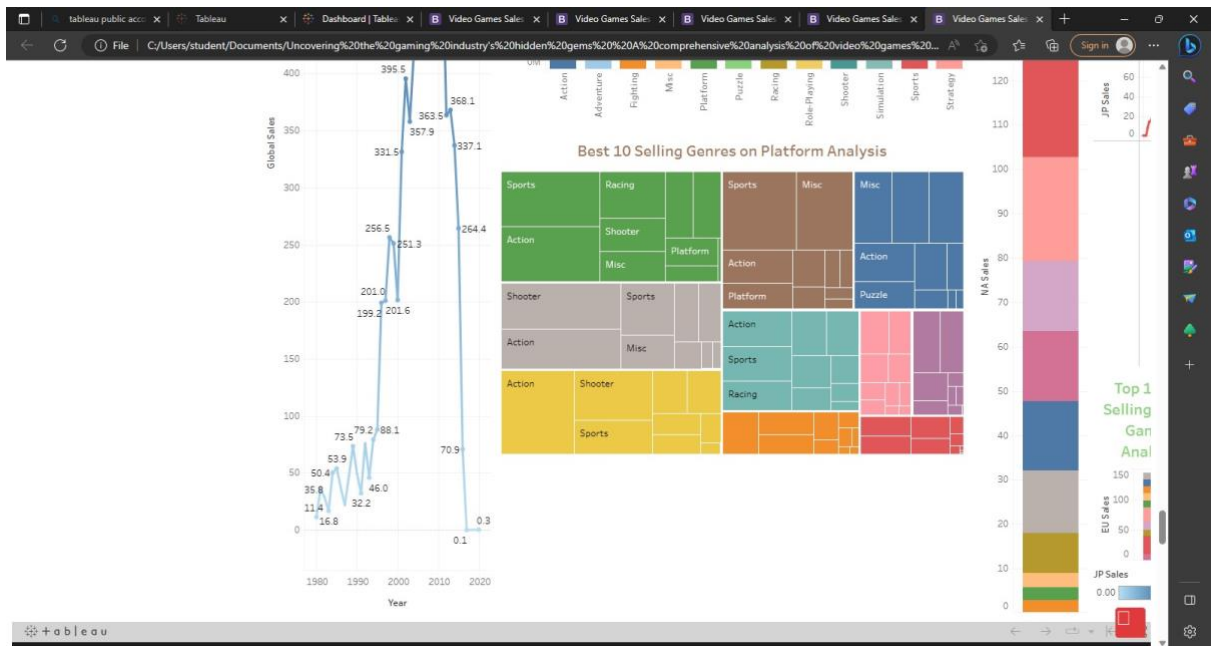


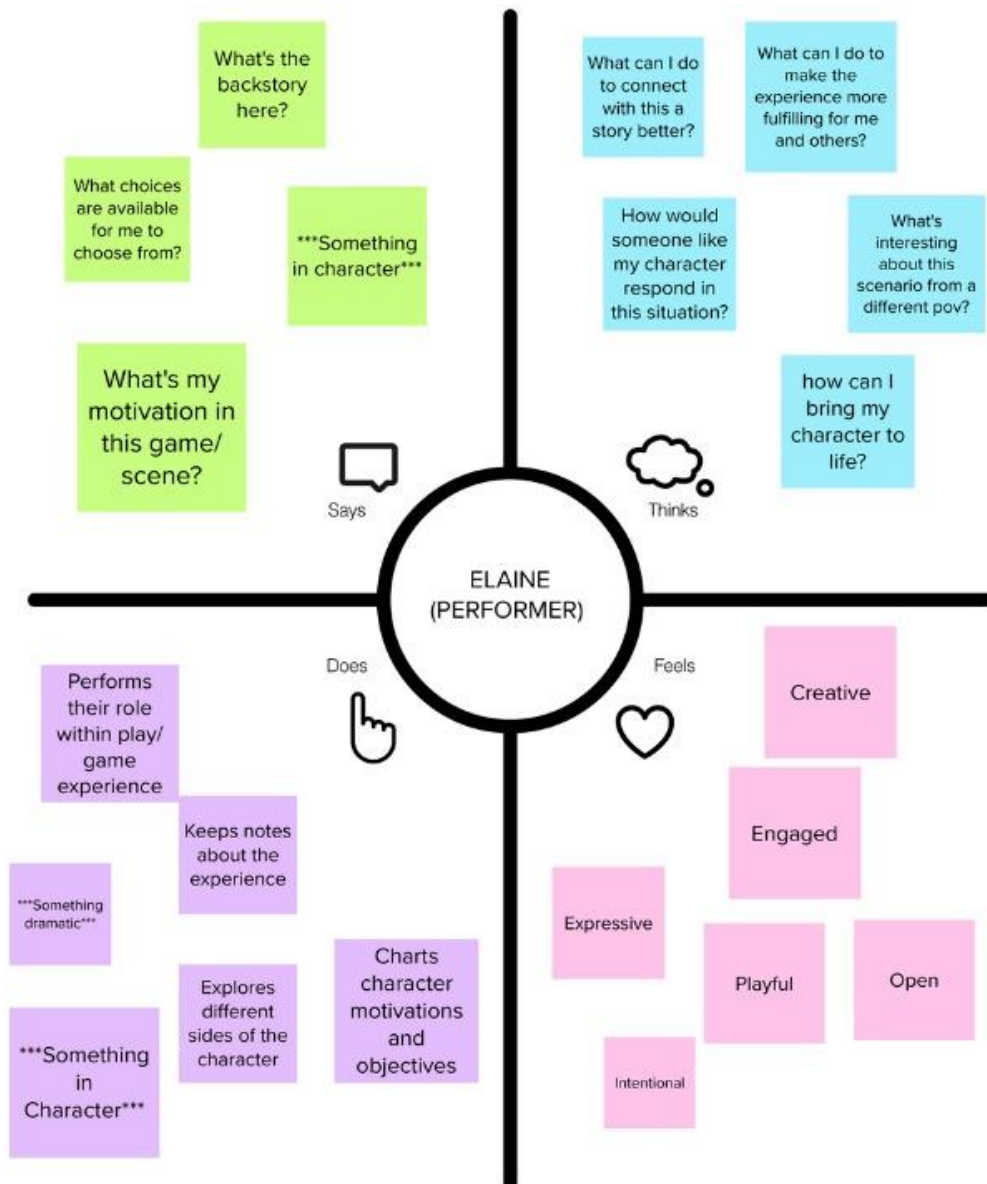












## 4.ADVANTAGES AND DISADVANTAGES OF VIDEO GAMES

### ADVANTAGES OF VIDEO GAMES

#### 1.IMPROVED VISION

Studies suggest that video game players may get an unexpected benefit from them; better vision. They have been shown to increase players' ability to distinguish subtle differences in shades of gray. They may also help players increase their ability to visually detect the direction of movement. It was found that gamers spotted targets on a cluttered screen 80% of the time, while non-gamers managed this only 30% of the time.

## **2.BRAIN BOOSTER**

Playing video games directly impacts regions of the brain responsible for memory, spatial orientation, information organizations, and fine motor skills. As people age, the importance of playing games tends to increase . It could improve decision-making skills; compared to non-players, gamers who spend time daily with fast-paced games can react to questions or situations up to 25% faster.

## **3.IMPROVED LIFE SKILLS**

Video games involve taking risks, and the ability to strategize. It teaches patience, perseverance, and the right judgment. It also helps people find new friends and social connections. Besides, gamers become better at critical analysis and learn to concentrate on tasks at hand to completion.

## **DISADVANTAGES OF VIDEO GAMES**

### **1.ADDICTION**

Video games are designed to be addictive, so it is essential to have some self-control. Especially people with poor impulse control or who have a hard time fitting in are most vulnerable to game addiction. It could be because people tend to play games to fill the void that real-world problems leave behind. It is better to watch out for this form of addiction because it might eventually end up costing you a lot.

### **2.SOCIAL REPLACEMENT**

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### **3.OBESITY**

New studies show that the risk of being overweight increases with every hour people spend on virtual play. Lack of motion and overplaying lead to muscle pain as well. Moreover, the addiction to these games leads to sleep deprivation which contributes to obesity.

## **5. APPLICATIONS**

Video gaming, once seen as an addictive hobby, can actually make the world a better place through science and technology. By inspiring

students to pursue careers in STEM fields and helping solve real-world problems, video games have taken on an entirely new light in recent years. Let's explore how video gaming can help solve world problems and create innovation in the future.

### **Video games aren't for everyone**

Some people simply don't like them or don't have time for them, and that's OK. But for those who do play video games (and love them), we'd suggest looking at it as a way to learn some new skills, advance your career, and even make money. In fact, there are a lot of reasons to play video games that have nothing to do with entertainment: They just might help solve our world's most pressing problems.

### **The importance of video games**

Video games are often perceived as a mere pastime for kids and teenagers, who use them to unwind after school or on weekends. However, there is an increasing body of research that suggests video games can play a key role in improving global affairs—from education to disaster relief and beyond.

## **6.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

## **7.FUTURE SCOPE**

- 1.Video games can be used for entertainment and relaxation
- 2.But they can be also be used for competitions and for computer learning