Title: What Genres Sell — and Where

Introduction:
Video game sales are more than just numbers—they're a reflection of what players love. By analyzing the global dataset of video games that sold over 100,000 copies, we focused on two key variables: **Genre** and **Sales (Global & Japan)**. The goal? To uncover how genre popularity shifts between global audiences and Japanese gamers.

Global Best-Sellers:
From the data, three genres stand out as global blockbusters:

- **Action**

- **Sports**

- **Shooter**

These genres dominate the global sales chart, suggesting they have broad, cross-market appeal. Whether it's the adrenaline of fast-paced action or the competitiveness of sports games, these titles consistently capture the attention of players across continents.

Visual Insight 1: Bar chart of **Global Sales by Genre** shows Action, Sports, and Shooter leading by a large margin.
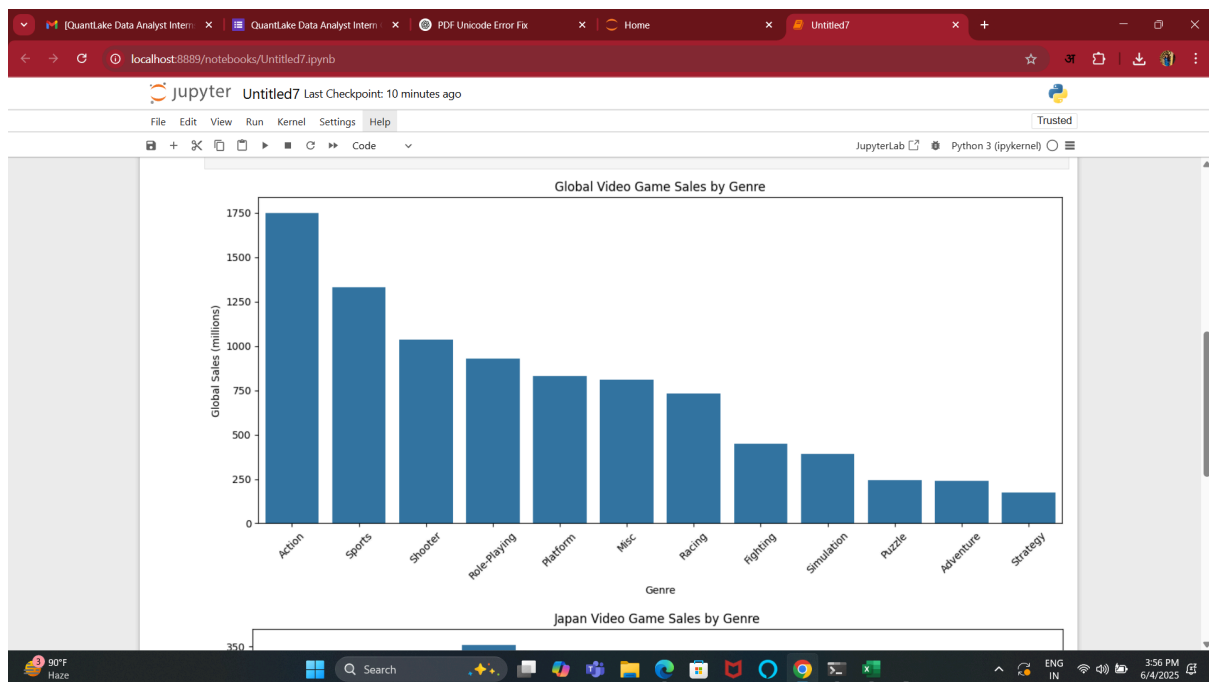

Japan's Unique Preference:
In stark contrast to global trends, **Role-Playing Games (RPGs)** are the undisputed leaders

in the Japanese market. While globally RPGs sit mid-pack, in Japan they outperform all others by a wide margin.

This highlights a cultural preference in Japan for story-driven, immersive gameplay experiences. The dominance of franchises like *Pokemon* and *Final Fantasy* reflect this.

Visual Insight 2: Bar chart of **Japan Sales by Genre** shows RPGs at the top, far ahead of other genres.
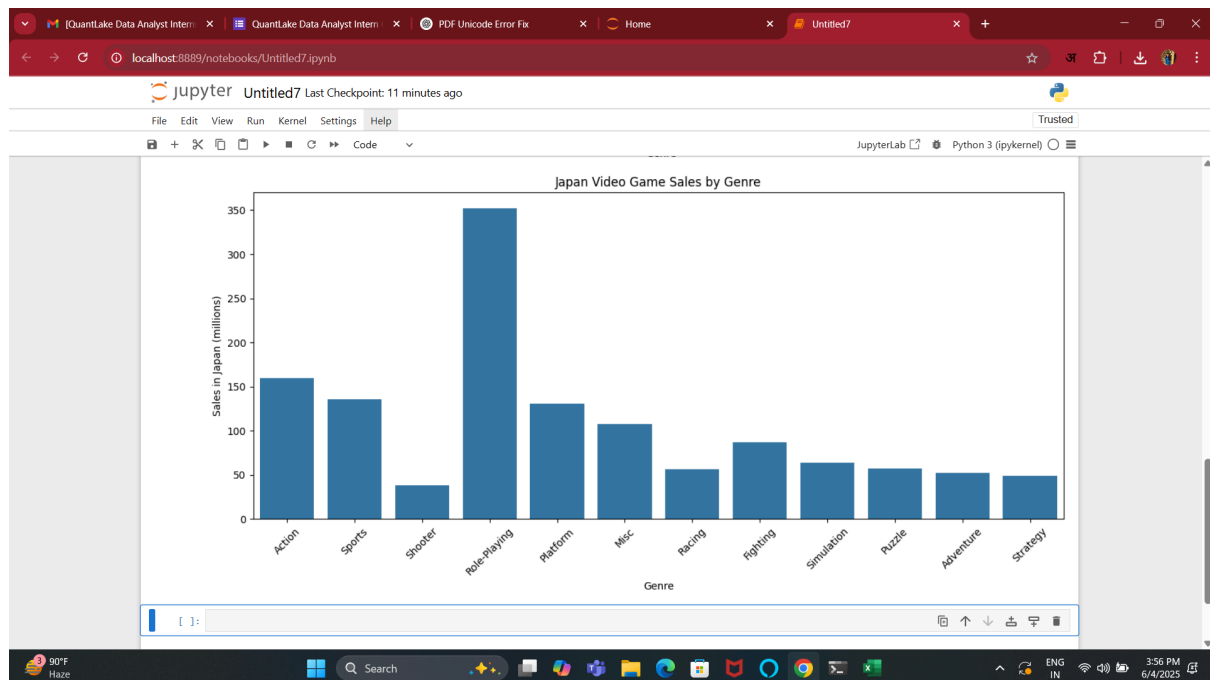
Why It Matters:
 Understanding regional genre preferences is crucial for game studios and publishers. It informs everything from development decisions to marketing strategies. For example:

- A publisher targeting Japan should invest more in RPGs.

- For global hits, focus on action-packed or sports titles with mass appeal.

Conclusion:
 This genre-sales comparison shows that while some games enjoy global success, others thrive in regional niches. Smart studios can use this insight to tailor content to the right audience—because in gaming, knowing your player is half the battle.