



# **Project 1.**

## **Simple analysis on Game industry**



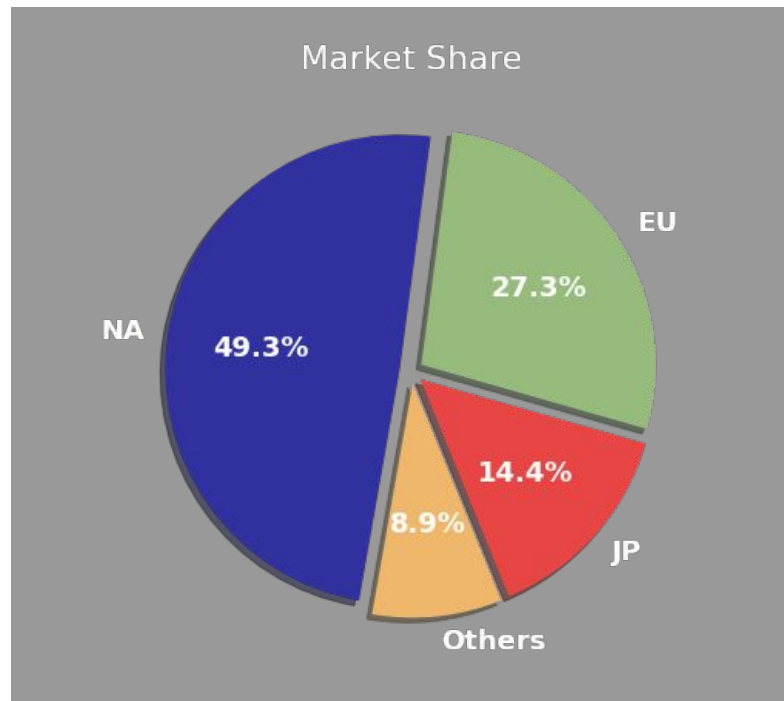
# What do we want to know?

*What games should we build for the upcoming quarter?*

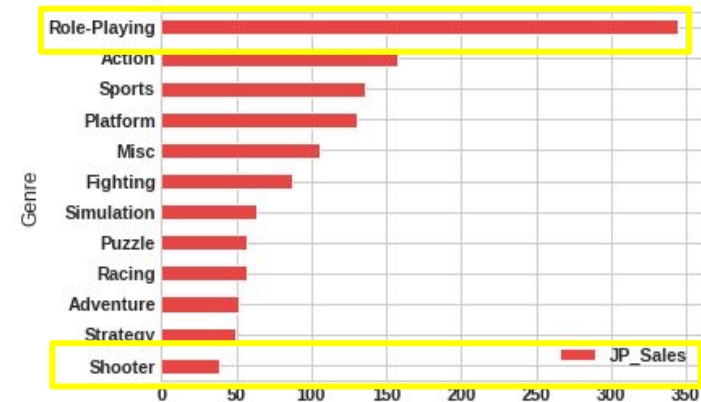
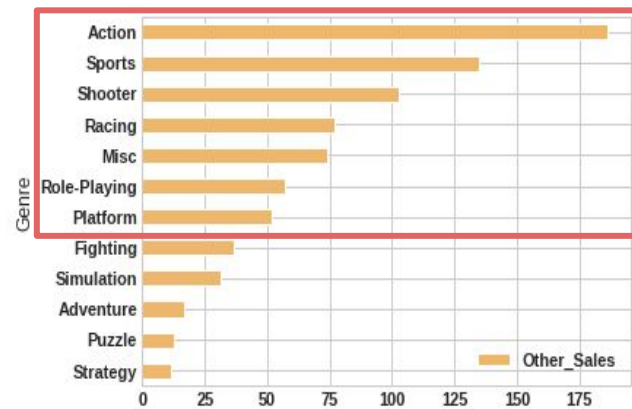
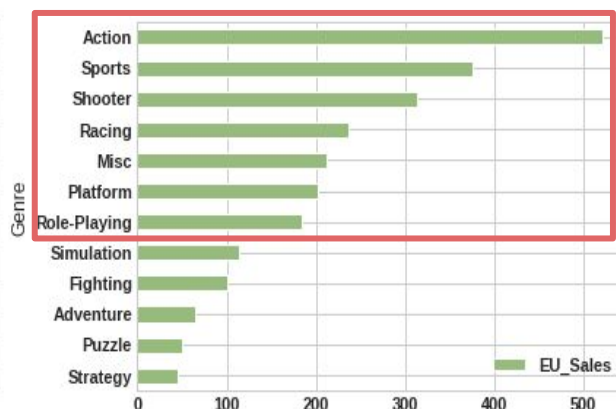
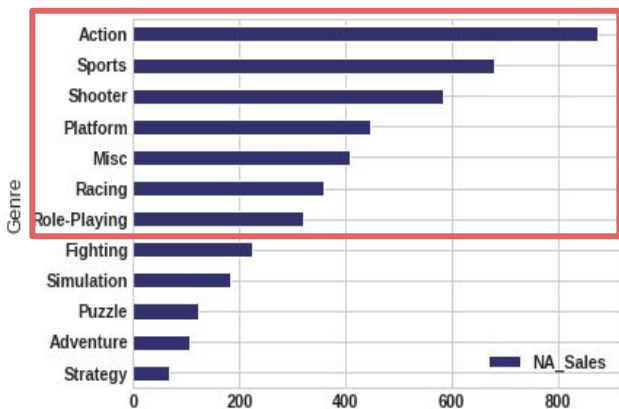
- Do different markets prefer different genres?
- Looking over yearly trends
- Analysis on best selling games

# Data used

- 16,598 Games released between 1980 - 2020
- 12 Genres
  - Counting in 'Miscellaneous' as a genre
- 4 Markets
  - North America, Europe, Japan and Others
- Sales records accumulated up to the recent quarter
  - Unit : Million
- **Remarks**
  - If a game is distributed on multiple platforms, it will be counted per platform as different games as they target different consumer groups.
  - Games without 'Year' and 'Genre' data were disregarded from some analysis as those were not enough to impact the results.



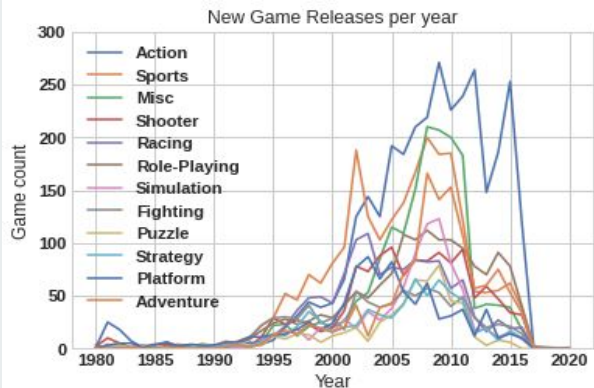
# Do different markets prefer different genres?



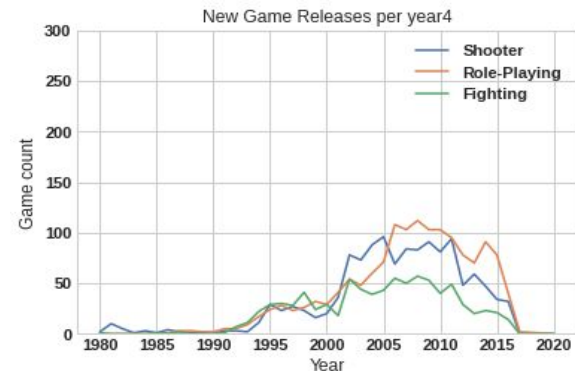
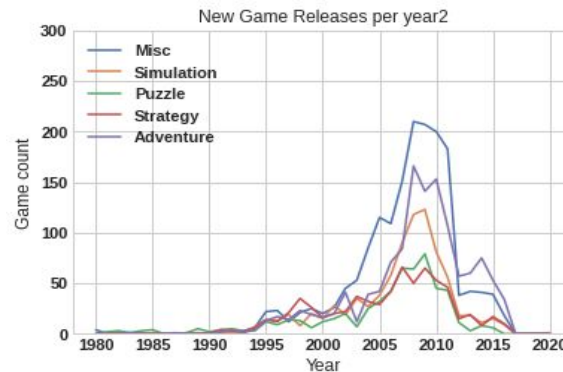
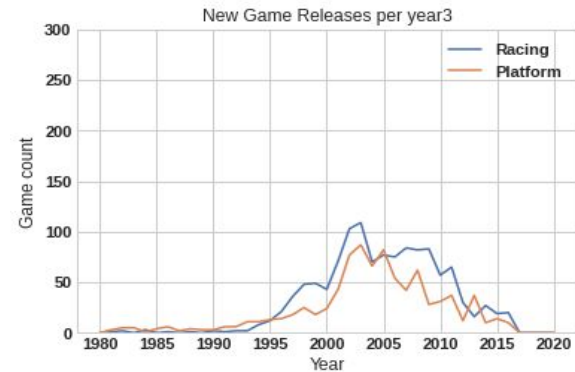
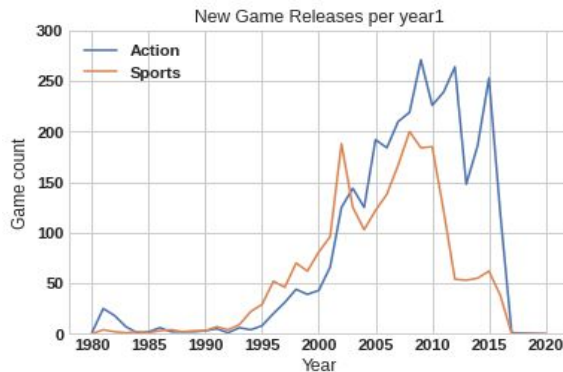
- Top 7 Genres take over more than 80% of market share in all markets.
- Genre preferences among NA, EU and other markets are alike.
  - Top and bottom 3 for these markets include the same genres.
- Japan shows high demand for Role-Playing games (27%) while presenting low interest in Racing and Shooter games contrary to other markets.
- Other than the above, Japan also shows matching preference pattern with the rest of the markets.

*∴ Genre preferences are globally similar, except for Japanese market.*

# Looking over yearly trends

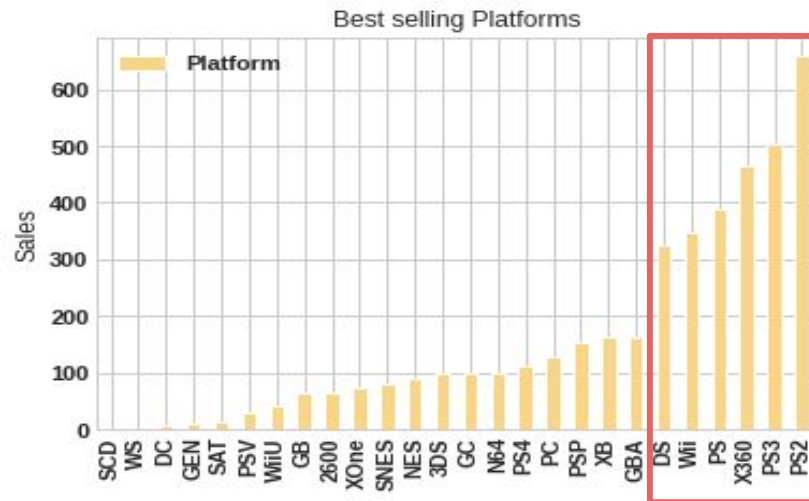
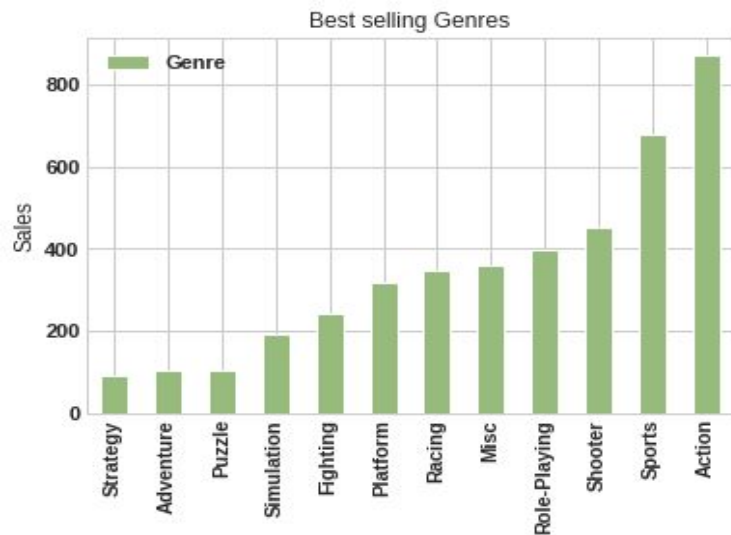


- Release of new games mostly peaked between 2002-2003 and 2008 - 2009 but showed tendency to decreased after 2009.
- Supply of Sports games was the highest among genres from 1995 to 2002 but Action games took over the first place since 2003 and up till recent years.



# Analysis on Best selling games

*"Top 25% make up 80% of the global sales."*



- Genre distribution within 25% is similar to the genre preference of overall markets.
- Sales of PS2, PS3, X360, Wii and DS adds up to over 60% of entire sales per platform.
- Wii Sports series, Mario Series, Pokemon Series, GTA, Call of Duty make up most of Top 50.



**So what's next?**

**PS**

**SPORTS**

# Good Game

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