

Video Game Sales Analysis Report

1. Introduction

This report provides an in-depth analysis of video game sales trends, covering global and regional performance, best-selling games, platform dominance, and market growth. The dataset includes information on game titles, platforms, genres, publishers, and sales figures across multiple regions. The goal is to uncover key insights into the video game industry's performance and evolution over time.

2. Data Overview

- **Dataset Name:** Video Game Sales Dataset
- **Key Columns:**
 - Rank (Game Ranking by Sales)
 - Name (Game Title)
 - Platform (Console/PC)
 - Year (Release Year)
 - Genre (Game Genre)
 - Publisher (Company Name)
 - NA_Sales (Sales in North America)
 - EU_Sales (Sales in Europe)
 - JP_Sales (Sales in Japan)
 - Other_Sales (Sales in Other Regions)
 - Global_Sales (Total Worldwide Sales)

3. Key Insights & Findings

3.1 Total Global Video Game Sales

- **Total Revenue:** \$ 892 Million
- **Highest-Grossing Game:** *Wii Sports* with \$ 82 Million in Sales

Query:

```
SELECT SUM(Global_Sales) AS Total_Global_Sales FROM vgsales;
```

3.2 Best-Selling Video Games

Top 5 Best-Selling Games:

1. *Wii Sports* - \$ 82M
2. *Super Mario Bros.* - \$ 40M
3. *Mario Kart Wii* - \$ 35M
4. *Wii Sports Resort* - \$ 33M
5. *Pokemon Red/Pokemon Blue* - \$ 31M

Query:

```
SELECT Name, Global_Sales
FROM vgsales
ORDER BY Global_Sales DESC
LIMIT 5;
```

3.3 Sales Performance by Platform

Top 3 Platforms by Sales:

1. PS2 - \$100M
2. X360 - \$97M
3. PS3- \$95M

Query:

```
SELECT Platform, SUM(Global_Sales) AS Total_Sales
FROM vgsales
GROUP BY Platform
ORDER BY Total_Sales DESC;
```

3.4 Most Popular Game Genre Over Time

- **Trending Genre:** *Action* dominated sales in 2009
- **Shifting Popularity:** *Sport* was overtaken by *Action* in 2008

Query:

```

WITH GenreRank AS (
    SELECT Year, Genre, SUM(Global_Sales) AS Total_Sales,
           RANK() OVER (PARTITION BY Year ORDER BY SUM(Global_Sales) DESC) AS rnk
    FROM vgsales
    GROUP BY Year, Genre
)
SELECT Year, Genre, Total_Sales
FROM GenreRank
WHERE rnk = 1
ORDER BY Total_Sales DESC;

```

3.6 Longest-Lasting Top 10 Games

- Games that stayed in the top 10 for the longest:
 1. *Donkey Kong* - 3 years
 2. *Tetris* - 2 years
 3. *Tennis* - 2 years

Query:

```

WITH RankedGames AS (
    SELECT Name, Year,
           RANK() OVER (PARTITION BY Year ORDER BY Global_Sales DESC) AS rank
    FROM vgsales
)
SELECT Name, COUNT(DISTINCT Year) AS Years_In_Top_10
FROM RankedGames
WHERE rank <= 10
GROUP BY Name
ORDER BY Years_In_Top_10 DESC
LIMIT 10;

```

4. Business Recommendations

- ❖ **Focus on High-Growth Platforms:** Consoles like *PS2* continue to generate the highest sales. Prioritize game development for this platform.
- ❖ **Capitalize on Trending Genres:** *Action* has been the most popular in recent years. Invest in game development for this category.
- ❖ **Reinvest in Best-Selling Franchises:** Games like *Donkey Kong* have sustained success. Expanding on these franchises could yield higher sales.

5. Conclusion

This report provides key insights into video game sales trends, platform performance, and market dynamics. The gaming industry continues to evolve, with shifts in platform dominance, genre preferences, and regional sales performance. Companies can use these findings to make data-driven decisions about game development, marketing, and sales strategies.