Project Reflections

B39		× ✓ fx	Call of Duty: Modern Warfare 3							

|	A	B	C	D	E	F	G	H	I	J	K
1	Rank	Name	Platform	Year	Genre	Publisher	NA_Sales	EU_Sales	JP_Sales	Other_Sales	Global_Sales
2	1	Wii Sports	Wii	2006	Sports	Nintendo	41.49	29.02	3.77	8.46	82.74
3	2	Super Mario Bros.	NES	1985	Platform	Nintendo	29.08	3.58	6.81	0.77	40.24
4	3	Mario Kart Wii	Wii	2008	Racing	Nintendo	15.85	12.88	3.79	3.31	35.82
5	4	Wii Sports Resort	Wii	2009	Sports	Nintendo	15.75	11.01	3.28	2.96	33
6	5	Pokemon Red/Pokemon Blue	GB	1996	Role-Playing	Nintendo	11.27	8.89	10.22	1	31.37
7	6	Tetris	GB	1989	Puzzle	Nintendo	23.2	2.26	4.22	0.58	30.26
8	7	New Super Mario Bros.	DS	2006	Platform	Nintendo	11.38	9.23	6.5	2.9	30.01
9	8	Wii Play	Wii	2006	Misc	Nintendo	14.03	9.2	2.93	2.85	29.02
10	9	New Super Mario Bros. Wii	Wii	2009	Platform	Nintendo	14.59	7.06	4.7	2.26	28.62
11	10	Duck Hunt	NES	1984	Shooter	Nintendo	26.93	0.63	0.28	0.47	28.31
12	11	Nintendogs	DS	2005	Simulation	Nintendo	9.07	11	1.93	2.75	24.76
13	12	Mario Kart DS	DS	2005	Racing	Nintendo	9.81	7.57	4.13	1.92	23.42
14	13	Pokemon Gold/Pokemon Silver	GB	1999	Role-Playing	Nintendo	9	6.18	7.2	0.71	23.1
15	14	Wii Fit	Wii	2007	Sports	Nintendo	8.94	8.03	3.6	2.15	22.72
16	15	Wii Fit Plus	Wii	2009	Sports	Nintendo	9.09	8.59	2.53	1.79	22
17	16	Kinect Adventures!	X360	2010	Misc	Microsoft	14.97	4.94	0.24	1.67	21.82
18	17	Grand Theft Auto V	PS3	2013	Action	Take-Two	7.01	9.27	0.97	4.14	21.4
19	18	Grand Theft Auto: San Andreas	PS2	2004	Action	Take-Two	9.43	0.4	0.41	10.57	20.81
20	19	Super Mario World	SNES	1990	Platform	Nintendo	12.78	3.75	3.54	0.55	20.61
21	20	Brain Age: Train Your Brain in Minutes a Day	DS	2005	Misc	Nintendo	4.75	9.26	4.16	2.05	20.22
22	21	Pokemon Diamond/Pokemon Pearl	DS	2006	Role-Playing	Nintendo	6.42	4.52	6.04	1.37	18.36
23	22	Super Mario Land	GB	1989	Platform	Nintendo	10.83	2.71	4.18	0.42	18.14
24	23	Super Mario Bros. 3	NES	1988	Platform	Nintendo	9.54	3.44	3.84	0.46	17.28
25	24	Grand Theft Auto V	X360	2013	Action	Take-Two	9.63	5.31	0.06	1.38	16.38
26	25	Grand Theft Auto: Vice City	PS2	2002	Action	Take-Two	8.41	5.49	0.47	1.78	16.15
27	26	Pokemon Ruby/Pokemon Sapphire	GBA	2002	Role-Playing	Nintendo	6.06	3.9	5.38	0.5	15.85
28	27	Pokemon Black/Pokemon White	DS	2010	Role-Playing	Nintendo	5.57	3.28	5.65	0.82	15.32
29	28	Brain Age 2: More Training in Minutes a Day	DS	2005	Puzzle	Nintendo	3.44	5.36	5.32	1.18	15.3
30	29	Gran Turismo 3: A-Spec	PS2	2001	Racing	Sony	6.85	5.09	1.87	1.16	14.98
31	30	Call of Duty: Modern Warfare 3	X360	2011	Shooter	Activision	9.03	4.28	0.13	1.32	14.76
32	31	Pok√©mon Yellow: Special Pikachu Edition	GB	1998	Role-Playing	Nintendo	5.89	5.04	3.12	0.59	14.64
33	32	Call of Duty: Black Ops	X360	2010	Shooter	Activision	9.67	3.73	0.11	1.13	14.64
34	33	Pokemon X/Pokemon Y	3DS	2013	Role-Playing	Nintendo	5.17	4.05	4.34	0.79	14.35
35	34	Call of Duty: Black Ops 3	PS4	2015	Shooter	Activision	5.77	5.81	0.35	2.31	14.24
36	35	Call of Duty: Black Ops II	PS3	2012	Shooter	Activision	4.99	5.88	0.65	2.52	14.03
37	36	Call of Duty: Black Ops II	X360	2012	Shooter	Activision	8.25	4.3	0.07	1.12	13.73
38	37	Call of Duty: Modern Warfare 2	X360	2009	Shooter	Activision	8.52	3.63	0.08	1.29	13.51
39	38	Call of Duty: Modern Warfare 3	PS3	2011	Shooter	Activision	5.54	5.82	0.49	1.62	13.46
40	39	Grand Theft Auto III	PS2	2001	Action	Take-Two	6.99	4.51	0.3	1.3	13.1

Screenshot of Gaming Data

The gaming industry has a lot of different factors into deciding how a product will be successful. A large contributing factor is the region where the game is being sold as well as which genres are being marketed in each region. The top selling publishers all have products in each gaming genre. Each region has a strategy which will work best for it. These top publishers include: Nintendo, Electronic Arts, Activision, Sony Computer Entertainment, Ubisoft, Take-Two Entertainment, THQ, Konami Digital Entertainment, Sega, and Namco Bandai Games. In terms of sales, North America has the largest market, which is also very flexible as well. Europe has a smaller market than North America, but follows many of the same trends as North America. Many North American decisions and strategies can also be used for Europe as well, since they both enjoy similar genres. Japan is the smallest of all the regions, but has different interests than North America or Europe. They enjoy more niche genres, such as RPGs. Misc regions follow global trends and make up the rest of the market.These regions will have to follow North American decisions and strategies as well, since GameCo does not have any data on the individual countries which make up the Misc regions. Further data collection is recommended for the individual countries, which make up the board Misc region. North America is where GameCo will find all a large majority of their profits and success. There are some genres which will be a

safer investment, but GameCo can still take advantage of producing games in other genres as well.
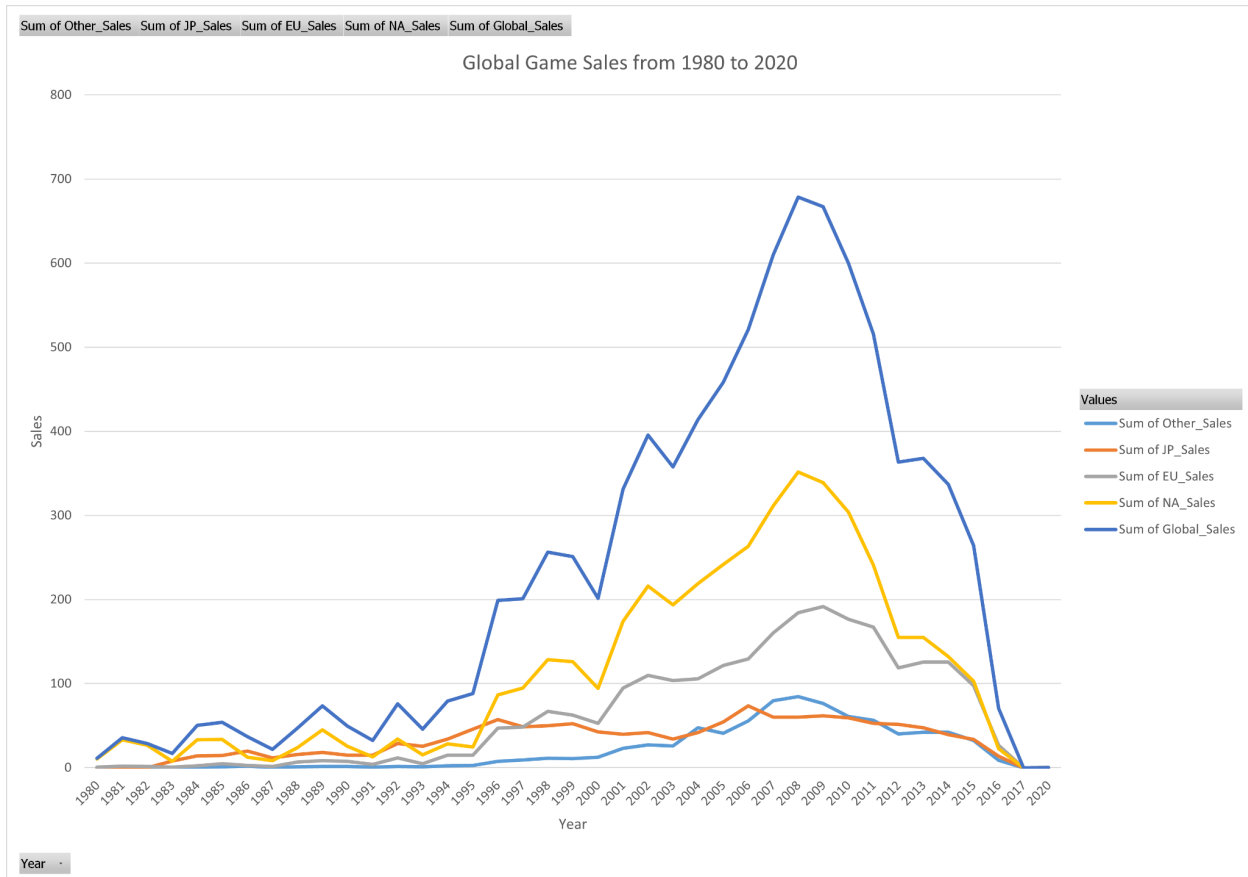

Total Sales for Top 10 Publishers, 1980-2020
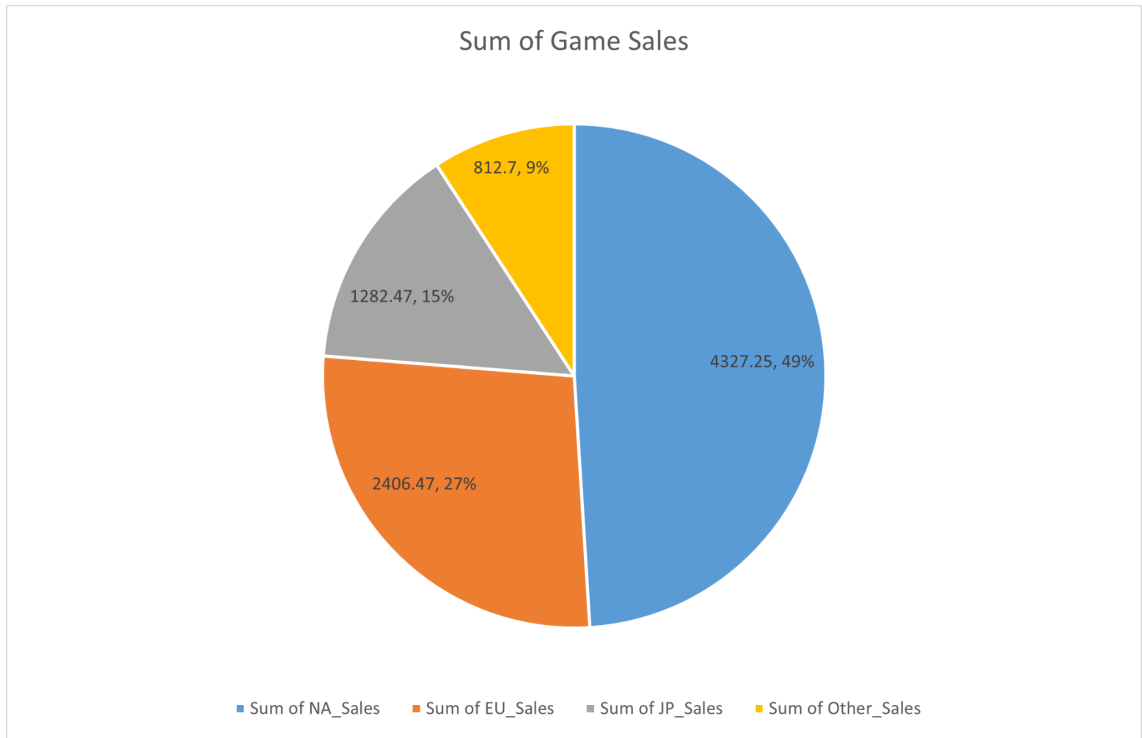
Pie Chart showing sales distribution between different regions.

North America has shown the most growth in its video game market over the year. Despite this growth, GameCo should not discount any other regions since they also have grown as well. I believe catering to the other regions has a lot of potential as well.

Global game sales from 1980 to 2020

Global sales have been on the decline since 2013 and have hit a low point in 2020. This trend is due to two possible reasons. From 1980 to 2013, there have been constant dips in sales followed by a stabilization period. This observation can be seen during the 1990s on a smaller scale when the market was still developing and during the 2000s on a larger scale. Second, 2013 onward has less data collected for all publishers, which include the aforementioned top ten developers. There should be more data collection for the later years, so a clearer picture can be formed on sales and genres.

Step 4

I chose a pie chart, bar graph, and line graph for my initial reflection since they can paint a clear picture of the gaming industry. These visualizations show the presence each publisher and region have on the global market. The pie chart shows North America taking up almost half of the chart, which I feel is a very easy visual for any person with either novice or intermediate

knowledge of the gaming industry can understand. The bar graph shows the top ten publishers and is a prelude to introduce why they are so successful. The line graph still shows North America's market presence, but also shows how the other industries are developing alongside it as well. All these graphs and charts can be shown to anyone even with novice knowledge.