

UNCOVERING THE GAMING INDUSTRY 'S HIDDEN GEMS:

A COMPREHENSIVE ANALYSIS OF VIDEO GAME SALES



Project submitted to

NAAN MUDHALVAN

A Massive Up skilling Program

MANONMANIAM SUNDARANAR UNIVERSITY

In partial fulfillment of the requirement for the degree of

BACHELOR OF SCIENCE IN MATHEMATICS

By

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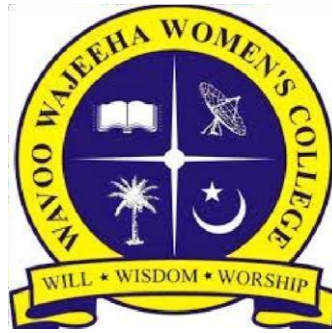
PAVITHRA K (Reg.no:20202241517219)

MUTHU SARANYA K (Reg.no:20202241517217)

Under the Guidance of

Dr . Mrs. A. POONGOTHAI M.Sc., M. Phil., Ph.D., SET.,

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WAVOO WAJEEHA WOMEN'S COLLEGE OF ARTS AND SCIENCE

KAYALPATNAM-628204

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1. INRODUCTION

1.1 Overview

Video game sales analysis is the process of collection and analysing data about the rate of video games in order to understand market and trends and consumer behaviour. This type of analysis can be useful for a variety of purpose, including identifying the most popular games and genre, 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 unit sold the retail price and the platform on which the games are played. Once the data has been collected it is typically analysed using tableau.

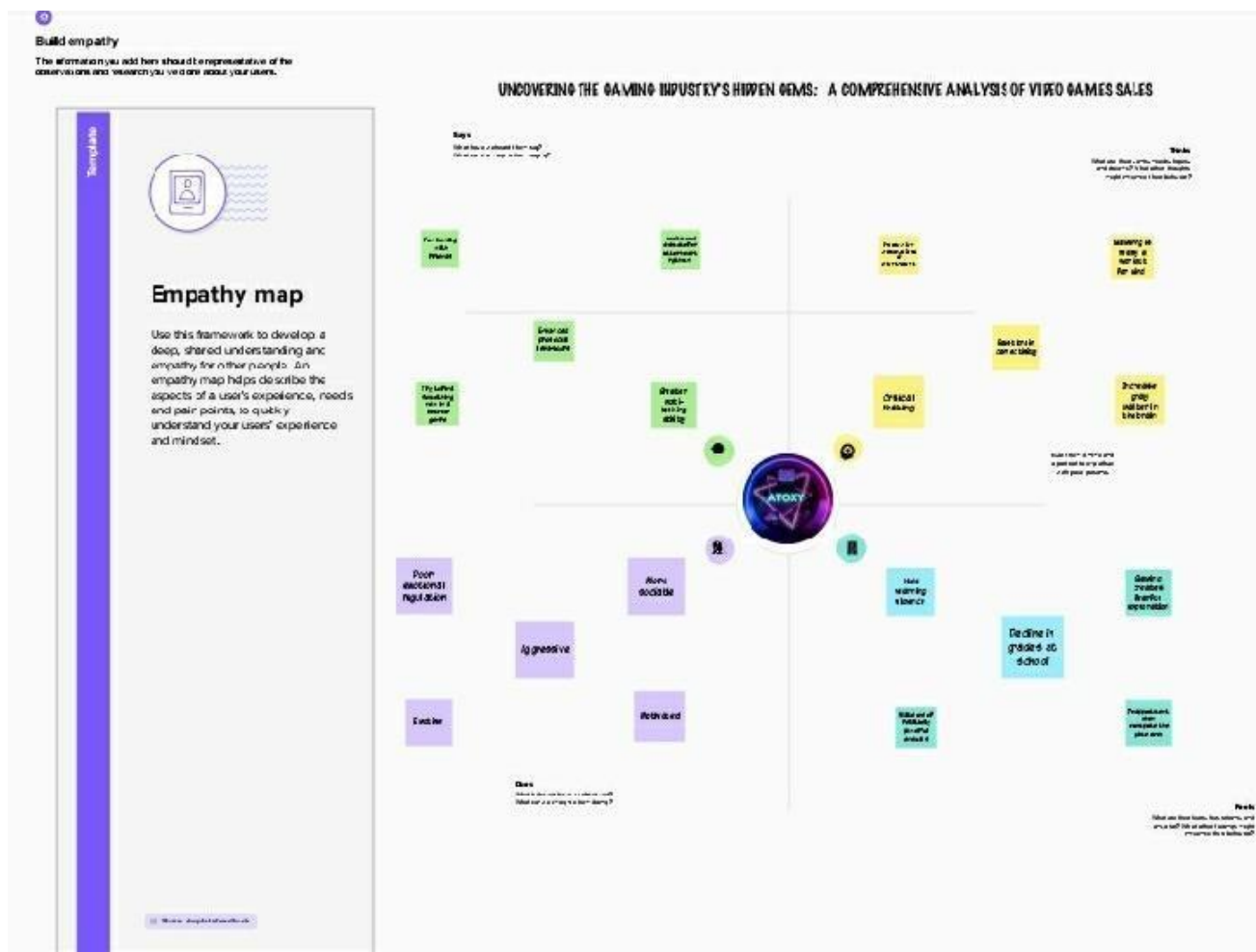
1.2 Purpose

The result of the analysis can be used to identify trends and patterns in the market, and to make informed decision about the development and marketing of video games. Video game sale 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 help to understand the needs and preferences of consumers and to identify opportunities for growth and innovation.

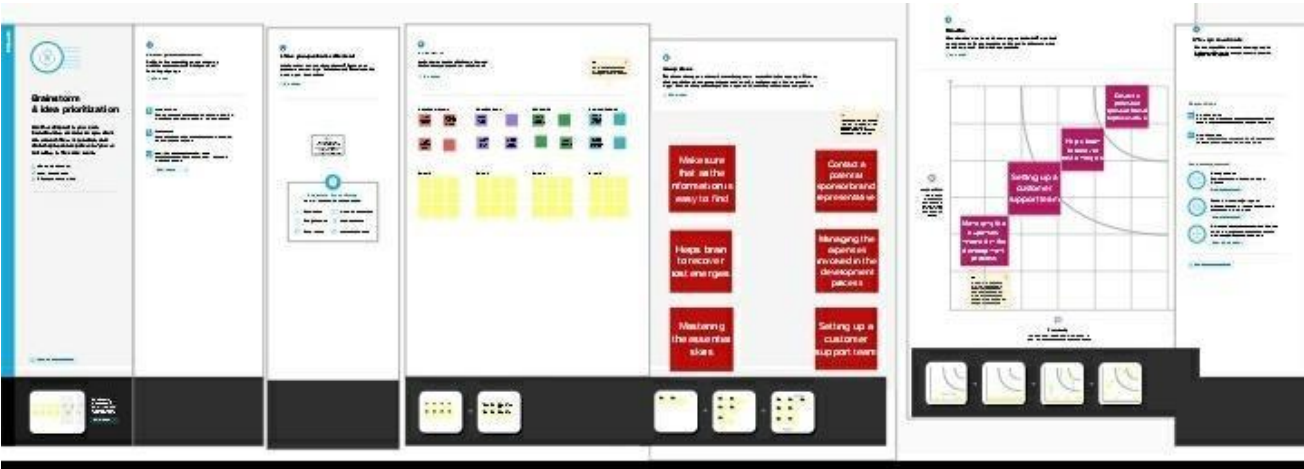
Analysing sales data from more than 16,500 games. This data set contain a list of video games with sales greater than 100,000 copies. It was generated by a scrape of vgchartz.com.

2. PROBLEM DEFINITION & DESIGN THINKING EMPATHY

2.1 Empathy Map

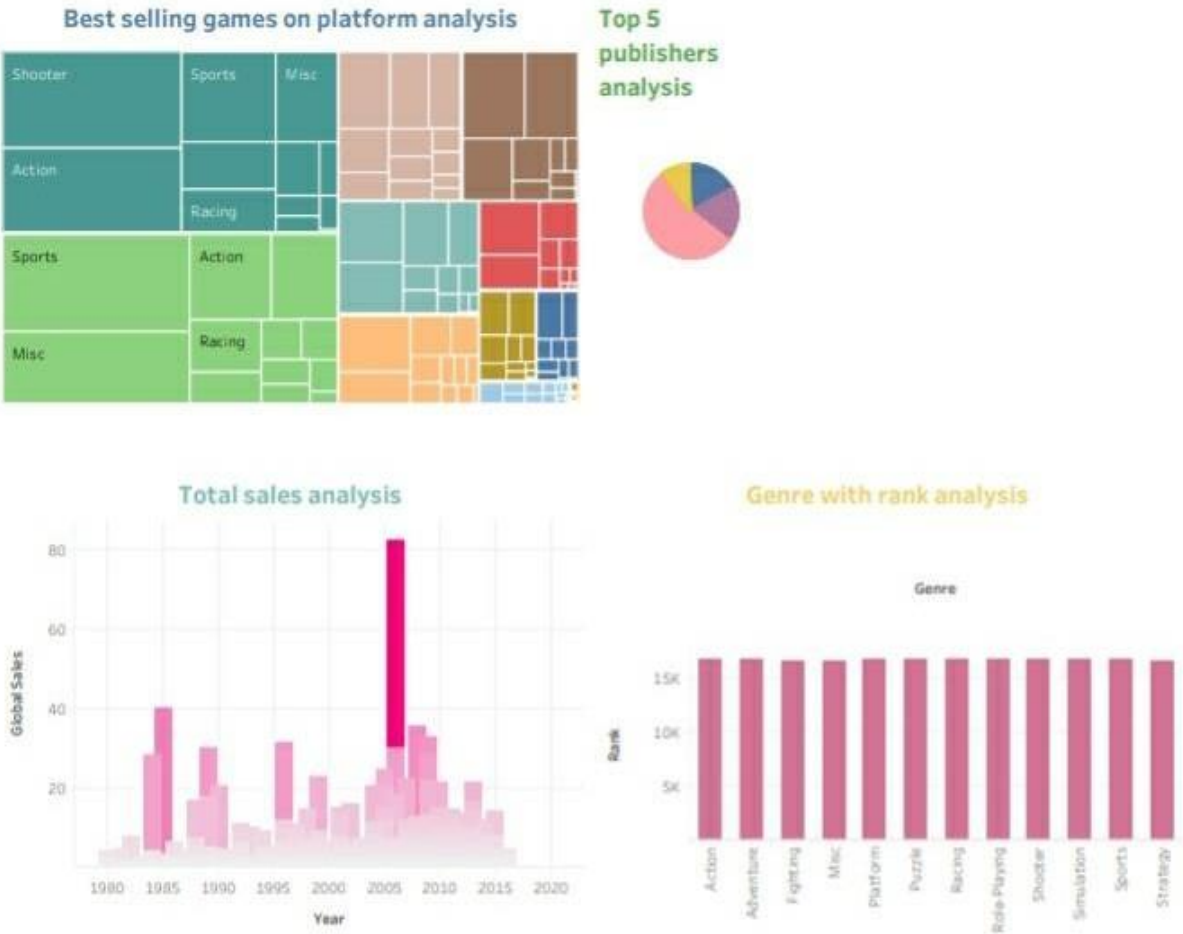


2.2 Ideation and Brainstorming Map



3. RESULT

Dashboard



Story

Video Games Sales Story

PUBLISHERS VS PLATFORMS: This is a game chart which shows a game published on every platform since 1980. The highest games are being published on platforms like PS2, PS3, PS4, GB and PC. It clearly shows that games in action genre are the highest sold and the most favorite games among the gamers.

SALES BASED ON PLATFORM: This tree map analysis is based on the game sold globally by the publisher over the years. Here Nintendo is the clear winner but also ele...



Video Games Sales Story

PUBLISHERS VS

PLATFORMS: This is a
game chart which show:

SALES BASED ON PLATFORM: This tree map analysis is based on the game sold globally by the publisher over the years. Here Nintendo is the clear winner but also electronic arts, Activision and Sony computer entertainment played a vital roll in the game been sold.

SALES PER GENRE - This
bubbles clearly shows so the
sales count in each genre o



Video Games Sales Story

SALES BASED ON
PLATFORM: This tree
map analysis is based on.

SALES PER GENRE - This bubbles clearly shows us the sales count in each genre of game. Action being the top performer followed by sports and shooting games. Games are not very font of strategical games, that is what we can infer from the bubbles.

SALES REGIONALLY - These bar represent the number of unit sold in different regio.

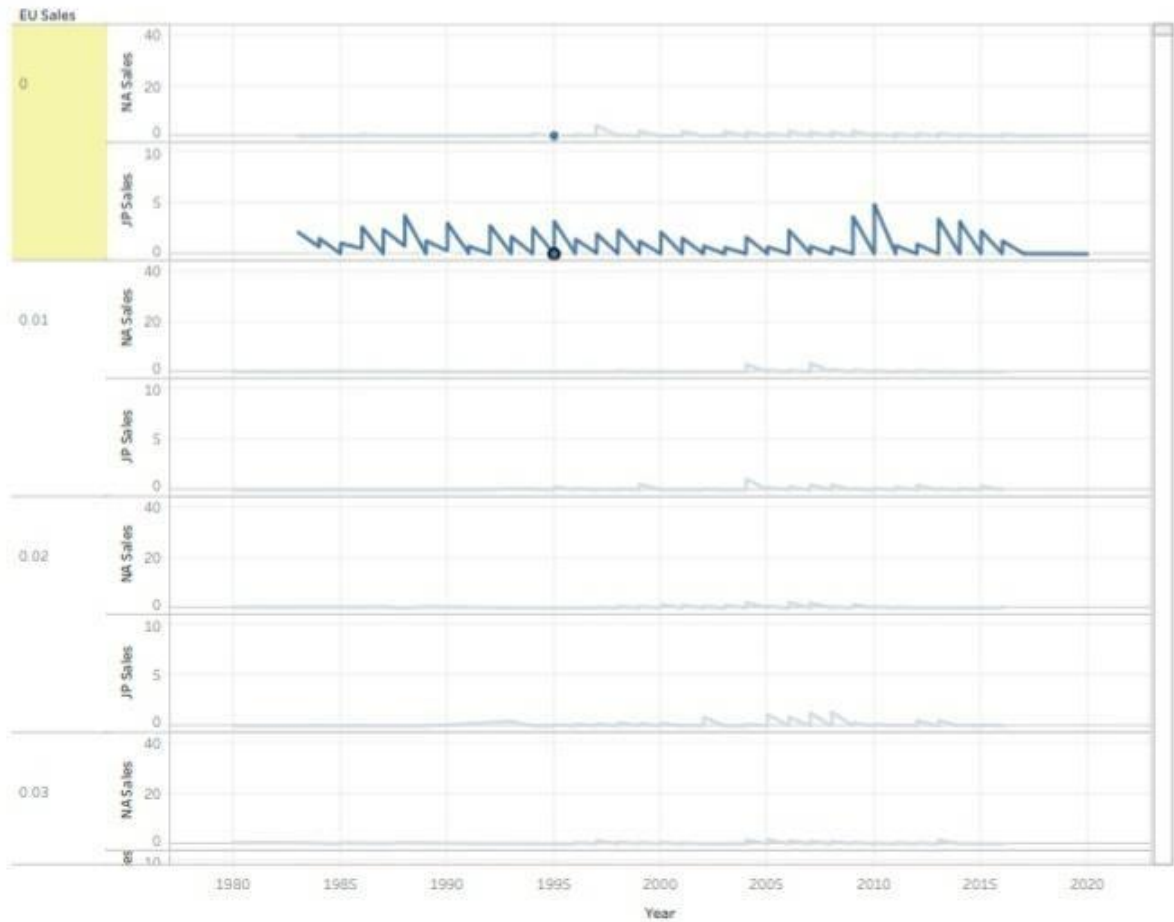


Video Games Sales Story

SALES PER GENRE - This bubbles clearly shows us the sales count in each g-

SALES REGIONALLY - These bar represent the number of unit sold in different region like North America, Japan, Europe and other parts of the world. The most popular video games lovers are from North America as the unit sold here are the highest and other parts of the world are yet get the craze for the video games.

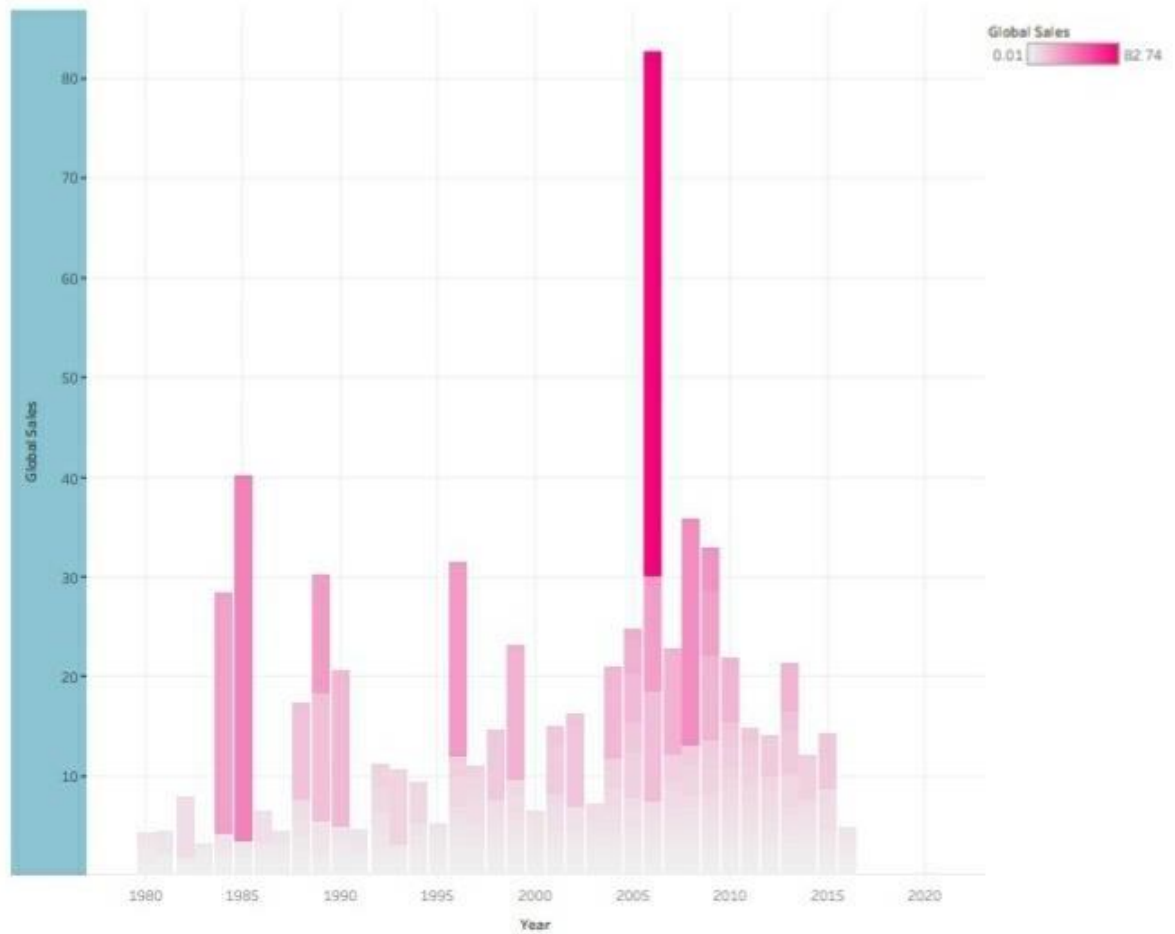
TOTAL SALES - The line graph here represents the the over all sales of video g-



Video Games Sales Story

SALES REGIONALLY -
These bar represent the
number of unit sold in di...

TOTAL SALES - The line graph here represents the the over all sales of video games over the years and the years
2008 seems to be the peak year where the sales was highest. We have a average line here and the value of average
sales changing is shown by the graph indicating blue as the highest sales and let as the lowest score over the year.



Video Games Sales Story

TOTAL SALES - The line graph here represents the the over all sales of video games over the years and the years 2008 seems to be the peak year where the sales ...

4. ADVANTAGES & DISADVANTAGES

Advantages

- Multitasking, quick thinking, and developing reading and computing skills, are one of the main advantages of playing videogames.
- When you play video games, not only is your brain improving but also you will be having fun. In many video games, the skills required to win involve abstract and high level thinking.
- Gaming and analytics can be best defined as is the whole process of applying user behavior data to guide sales and marketing, product enhancements, and business decision for any many company for such companies, the user are the people who use these games for entertainment purposes and are addressed as players or games.
- Many parents think online games make their kid's brains dull and inactive. But in reality, it is the opposite. At the same time, if you play video games regularly, the grey matter of your brain increases, which helps boost brain connectivity
- The brain's grey matter is related to memories, perception, muscle control, and so on.

Disadvantages

- Video Games are addictive if you keep playing them without any break. If you do not have self-control over video games, you might get addicted to the game.
- Once you get addicted to online gaming, you start to forget your responsibility.
- Getting exposed to violent content at a very young age can make kids violent. Hence all online games are not good for kids. When your kids start to play violent games, their emotional arousal increases, increasing violence among kids.
- Few game require you to get physically involved. Most games can be played without getting out of your gaming chair.
- Spending hours on a gaming chair playing\games can increase obesity. Likewise, other health problems that you can get if you play online games for more than an hour a day are poor posture, eye problems, carpal tunnel syndrome, and so on.
- Many gamers procrastinate their studies, ignore their deadline, and continue playing games. You should let your kids play games only in their free time and teach them self-control to limit this disadvantage.

5. APPLICATIONS

The gaming industry has come a long way with its hand-in-hand approach, from rule-based Artificial Intelligence to modern conversational Artificial Intelligence programmes. Gamers became more demanding as games progressed. To meet gamers' never-ending demands and expectations, developers began creating immersive graphical experiences with incredibly human-like characters, allowing for a more immersive gaming experience.

Artificial Intelligence application in the gaming industry controls many elements in most video games. Whether racing, shooting or strategy games. It could be bots or characters that appear to be doing nothing, but they are programmed to add depth to the game and provide clues to the gamer.

Artificial Intelligence in gaming rapidly blending with real-world experiences, could create experiences tailored to preferences, whether the way players interact with the game, the content within it, or the way it's designed.

Game developers must update their knowledge of current Artificial Intelligence techniques and chat bot trends to provide a more thoughtful, more intelligent, and realistic gaming experience.

As it stands the gaming industry is highly competitive, and game developers must consistently adopt cutting-edge technology to stay ahead of the competition. The rise of artificial intelligence, machine learning, and modern conversational Artificial Intelligence in games would indicate an improvement in the traditional methods of game development.

6. CONCLUSION

This argument reiterates that video games are one of the many things today's era can profit it from and can benefit people in several things. On the other hand, video games are not useful in many aspects in life.

Well there are lots of efforts going into a single game and due to modern era mobile games other platforms are getting deprived of the attention which had created a lot of awesome experiences for games from 1980-2010.

7. FUTURE SCOPE

The future of games looks bright, with the emergence of new technologies such as virtual reality and the increased prevalence of mobile gaming. Virtual reality has the potential to revolutionize the gaming industry by immersing players in a fully interactive and realistic digital world.

The future of gaming industry in India looks promising. Some of the main changes that boost the industry in future include – increase in freemium games in order to create better economics for companies, boost in e-sports division to increase online gaming, development of such games having content according to local tasters, improving age and gender parity among gamers, more focus on gaming and other emerging technologies.

Also courses in gaming and gaming development should increase in order to foster new career paths in gaming and to build up a considerable talent pool in the sector. The above changes look inevitable with the current pace of growth of the industry and India should look to capture many more opportunities that come with the growth of this industry.

Local companies' roles are changing from service providers to end-to-end game developers as a result of the growth of extensive local expertise and the influx of new funds. This trend is expected to continue in the future, with businesses creating enhanced content that is tailored to the needs of local marketers. These games with local themes and languages are projected to have a positive effect on consumption habits in the near futures.

8. APPENDIX

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vizElement.style.width='1000px';vizElement.style.height='827px';} else {
vizElement.style.width='100%';vizElement.style.height='1227px';}
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t.parentNode.insertBefore(scriptElement, vizElement);
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  <title>VIDEO GAMES SALES ANALYSIS</title>
  <meta content="" name="description">
  <meta content="" name="keywords">

  <!-- Favicons -->
  <link href="assets/img/favicon.png" rel="icon">
  <link href="assets/img/apple-touch-icon.png" rel="apple-touch-icon">

  <!-- Google Fonts -->
  <link
href="https://fonts.googleapis.com/css?family=Open+Sans:300,300i,400,400i,600,600i,7
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  <!-- Vendor CSS Files -->
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  <link href="assets/vendor/bootstrap/css/bootstrap.min.css" rel="stylesheet">
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  <!-- Template Main CSS File -->
  <link href="assets/css/style.css" rel="stylesheet">

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  * Template Name: Presento
  * Updated: Mar 10 2023 with Bootstrap v5.2.3
  * Template URL: https://bootstrapmade.com/presento-bootstrap-corporate-template/
  * Author: BootstrapMade.com
  * License: https://bootstrapmade.com/license/
  ===== -->
</head>

<body>

  <!-- ===== Header ===== -->
  <header id="header" class="fixed-top d-flex align-items-center">
    <div class="container d-flex align-items-center">
      <h1 class="logo me-auto"><a href="index.html">VIDEO GAMES SALES
ANALYSIS</a></h1>

```

```

    <!-- Uncomment below if you prefer to use an image logo -->
    <!-- <a href="index.html" class="logo me-auto"></a>-->

    <nav id="navbar" class="navbar order-last order-lg-0">
        <ul>
            <li><a class="nav-link scrollto active" href="#hero">Home</a></li>
            <li><a class="nav-link scrollto" href="#Prologue">Prologue</a></li>
            <li><a class="nav-link scrollto" href="#Challenge">Challenge</a></li>
            <li><a class="nav-link scrollto" href="#Dashboard">Dashboard</a></li>
            <li><a href="story.html">story</a></li>

            <li><a class="nav-link scrollto" href="#conclusion">Conclusion</li>
        </ul>
        <i class="bi bi-list mobile-nav-toggle"></i>
    </nav><!-- .navbar -->

</div>
</header><!-- End Header -->

<!-- ===== Hero Section ===== -->
<section id="hero" class="d-flex align-items-center">

    <div class="container" data-aos="zoom-out" data-aos-delay="100">
        <div class="row">
            <div class="col-xl-6">
                <h1>A Tableau Presentation</h1>

                <a href="#Prologue" class="btn-get-started scrollto">Get Started</a>
            </div>
        </div>
    </div>

</section><!-- End Hero -->

<main id="main">

    <!-- ===== Prologue section ===== -->
    <section id="Prologue" class="Prologue section-bg">
        <div class="container" data-aos="fade-up">

            </div> <div class="section-title">PROLOGUE
                <h2>prologue

            <div class="row no-gutters">
                <div class="content col-xl-5 d-flex align-items-stretch">

```

```

<div class="content">
  <hp>video games since it's inception has touched many souls by their
    augmented reality and graphics, apart from being a good to
    boredom it also shows us the way technology has been
    developed from single Nintendo to PSS, from road to god of
    War. This project is a complex analysis of video games sold since
    1980. It consists of video games with their publisher and platform
    with the genre of games on which year they were published with
    the sales they made in North America, Japan, Europe, and other
    regions.

<!-- ===== Challenges ===== -->
<section id="Challenges" class="Challenges section-bg ">
  <div class="container" data-aos="fade-up">

    <div class="section-title">
      <h2>Challenges</h2></h2>
      <p>Analysing sales data from more than 16,500 games. This dataset contains a
list of video games with sales greater than 100,000 copies. It was generated by a
scrape of vgchartz.com.</p>
    </div>

    <div class="row">
      <div class="col-md-6">
        <div class="icon-box" data-aos="fade-up" data-aos-delay="100"></div>
        <i class="bi bi-briefcase"></i>
        <h4><a href="#">Super Mario Bros</a></h4>
        <p>Super Mario Bros is a platform game developed and published by
Nintendo for the Nintendo Entertainment System (NES)</p>
      </div>
      <div class="col-md-6 mt-4 mt-md-0">
        <div class="icon-box" data-aos="fade-up" data-aos-delay="200">
          <i class="bi bi-card-checklist"></i>
          <h4><a href="#">Pokemon Red/ Pokemon Blue</a></h4>
          <p>Pokemon Red/pokemon Blue version are 1996 role playing video games
developed by game freak and published by Nintendo for the game boy</p>
        </div>
      </div>
      <div class="col-md-6 mt-4 mt-md-0">
        <div class="icon-box" data-aos="fade-up" data-aos-delay="300">
          <i class="bi bi-bar-chart"></i>
          <h4><a href="#">Will Sports</a></h4>
          <p>Will Sports is a 2006 sports simulation video game developed and
published by Nintendo for the Will video game console</p>
        </div>
      </div>
    </div>
  </div>

```

```

    </div>
  </div>
  <div class="col-md-6 mt-4 mt-md-0">
    <div class="icon-box" data-aos="fade-up" data-aos-delay="400">
      <i class="bi bi-binoculars"></i>
      <h4><a href="#">Mine Craft</a></h4>
      <p>Minecraft is a sandbox video game developed by Mojang studios.The game was created by Fersson in the java programming language .It is the best selling video games of all time ,with over 238million copies sold and nearly 140 million monthly achieve players as of 2021 amnd has been ported into several platforms. </p>
    </div>
  </div>
  <div class="col-md-6 mt-4 mt-md-0">
    <div class="icon-box" data-aos="fade-up" data-aos-delay="500">
      <i class="bi bi-brightness-high"></i>
      <h4><a href="#">Grand Theft Auto IV</a></h4>
      <p>Grant Theft Auto IV is a 2008 action-adventure game developed by Rockstar North and published by Rockstar Games.It is in the sixth main entry in the Grant Theft Auto series, following 2001's Grant Theft Auto San Andreaz </p>
    </div>
  </div>
  <div class="col-md-6 mt-4 mt-md-0">
    <div class="icon-box" data-aos="fade-up" data-aos-delay="600">
      <i class="bi bi-calendar4-week"></i>
      <h4><a href="#">FIFA 16</a></h4>
      <p>FIFA 16 is a football simulation video game developed by EA canada and published by Electronic Artts under thr EA sports label </p>
    </div>
  </div>
</div>
</section><!-- End Challenge Section -->

<!-- ===== Dashboard section ===== -->
<section id="Dashboard" class="Dashboard">
  <div class="container" data-aos="fade-up">
    <div class="section-title">
      <h2>DASHBOARD</h2>
      <p>There you go! This dashboard contains 4 main analysis charts.</p>
    </div>
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</section><!-- End Dashboard Section -->

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/></object></div>
<script
type='text/javascript'>
document.getElementById('viz1680955923469');
divElement.getElementsByTagName('object')[0];
dth='1016px';vizElement.style.height='991px';
document.createElement('script');
'https://public.tableau.com/javascripts/api/viz_v1.js';
t.parentNode.insertBefore(scriptElement, vizElement);
var divElement =
var vizElement =
vizElement.style.wi
var scriptElement =
scriptElement.src =
vizElemen
</script>

</section><!-- End Story Section -->

<!-- ===== CONCLUSION ===== -->
<section id="Conclusion" class="Conclusion section-bg"

<div class="container" data-aos="fade-up">

<div class="section-title">
<h2>CONCLUSION</h2>
<p>Well,there are lots of efforts going into creating a single ga me and
due to modern era mobile games other platforms are getting deprived of the attention
which had created a lot of awesome experiences for gamers from 1980-2010

</section><!-- End Contact Section -->

</main><!-- End #main -->

<!-- ===== Footer ===== -->
<footer id="footer">

<div class="footer-top">
<div class="container">
<div class="row">

<div class="col-lg-3 col-md-6 footer-contact">
<h3>Presento<span>.</span></h3>
<p>
A108 Adam Street <br>
New York, NY 535022<br>

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        United States <br><br>
        <strong>Phone:</strong> +1 5589 55488 55<br>
        <strong>Email:</strong> info@example.com<br>
    </p>
</div>

<div class="col-lg-2 col-md-6 footer-links">
    <h4>Useful Links</h4>
    <ul>
        <li><i class="bx bx-chevron-right"></i> <a href="#">Home</a></li>
        <li><i class="bx bx-chevron-right"></i> <a href="#">About us</a></li>
        <li><i class="bx bx-chevron-right"></i> <a href="#">Services</a></li>
        <li><i class="bx bx-chevron-right"></i> <a href="#">Terms of
service</a></li>
        <li><i class="bx bx-chevron-right"></i> <a href="#">Privacy
policy</a></li>
    </ul>
</div>

<div class="col-lg-3 col-md-6 footer-links">
    <h4>Our Services</h4>
    <ul>
        <li><i class="bx bx-chevron-right"></i> <a href="#">Web
Design</a></li>
        <li><i class="bx bx-chevron-right"></i> <a href="#">Web
Development</a></li>
        <li><i class="bx bx-chevron-right"></i> <a href="#">Product
Management</a></li>
        <li><i class="bx bx-chevron-right"></i> <a href="#">Marketing</a></li>
        <li><i class="bx bx-chevron-right"></i> <a href="#">Graphic
Design</a></li>
    </ul>
</div>

<div class="col-lg-4 col-md-6 footer-newsletter">
    <h4>Join Our Newsletter</h4>
    <p>Tamen quem nulla quae legam multos aute sint culpa legam noster
magna</p>
    <form action="" method="post">
        <input type="email" name="email"><input type="submit"
value="Subscribe">
    </form>
</div>

</div>
</div>
</div>

<div class="container d-md-flex py-4">

```

```

<div class="me-md-auto text-center text-md-start">
  <div class="copyright">
    &copy; Copyright <strong><span>Presento</span></strong>. All Rights
Reserved
  </div>
  <div class="credits">
    <!-- All the links in the footer should remain intact. -->
    <!-- You can delete the links only if you purchased the pro version. -->
    <!-- Licensing information: https://bootstrapmade.com/license/ -->
    <!-- Purchase the pro version with working PHP/AJAX contact form:
https://bootstrapmade.com/presento-bootstrap-corporate-template/ -->
    Designed by <a href="https://bootstrapmade.com/">BootstrapMade</a>
  </div>
</div>
<div class="social-links text-center text-md-end pt-3 pt-md-0">
  <a href="#" class="twitter"><i class="bx bxl-twitter"></i></a>
  <a href="#" class="facebook"><i class="bx bxl-facebook"></i></a>
  <a href="#" class="instagram"><i class="bx bxl-instagram"></i></a>
  <a href="#" class="google-plus"><i class="bx bxl-skype"></i></a>
  <a href="#" class="linkedin"><i class="bx bxl-linkedin"></i></a>
</div>
</div>
</footer><!-- End Footer -->

<a href="#" class="back-to-top d-flex align-items-center justify-content-
center"><i class="bi bi-arrow-up-short"></i></a>

<!-- Vendor JS Files -->
<script src="assets/vendor/purecounter/purecounter_vanilla.js"></script>
<script src="assets/vendor/aos/aos.js"></script>
<script src="assets/vendor/bootstrap/js/bootstrap.bundle.min.js"></script>
<script src="assets/vendor/glightbox/js/glightbox.min.js"></script>
<script src="assets/vendor/isotope-layout/isotope.pkgd.min.js"></script>
<script src="assets/vendor/swiper/swiper-bundle.min.js"></script>
<script src="assets/vendor/php-email-form/validate.js"></script>

<!-- Template Main JS File -->
<script src="assets/js/main.js"></script>

</body>

</html>

```