

**Video Game**

**Sales Analysis**

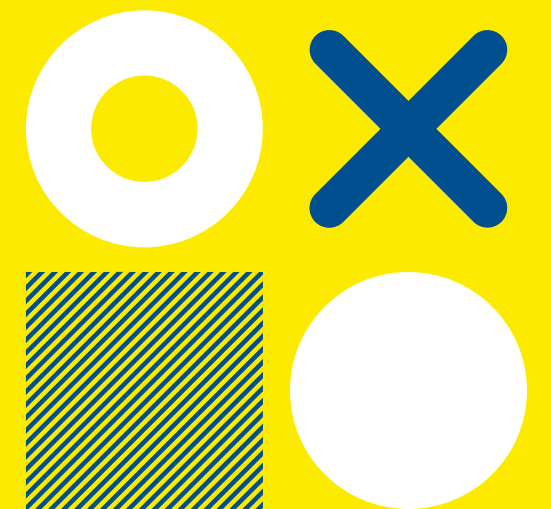
**By Archit Kumar**

# Data Set

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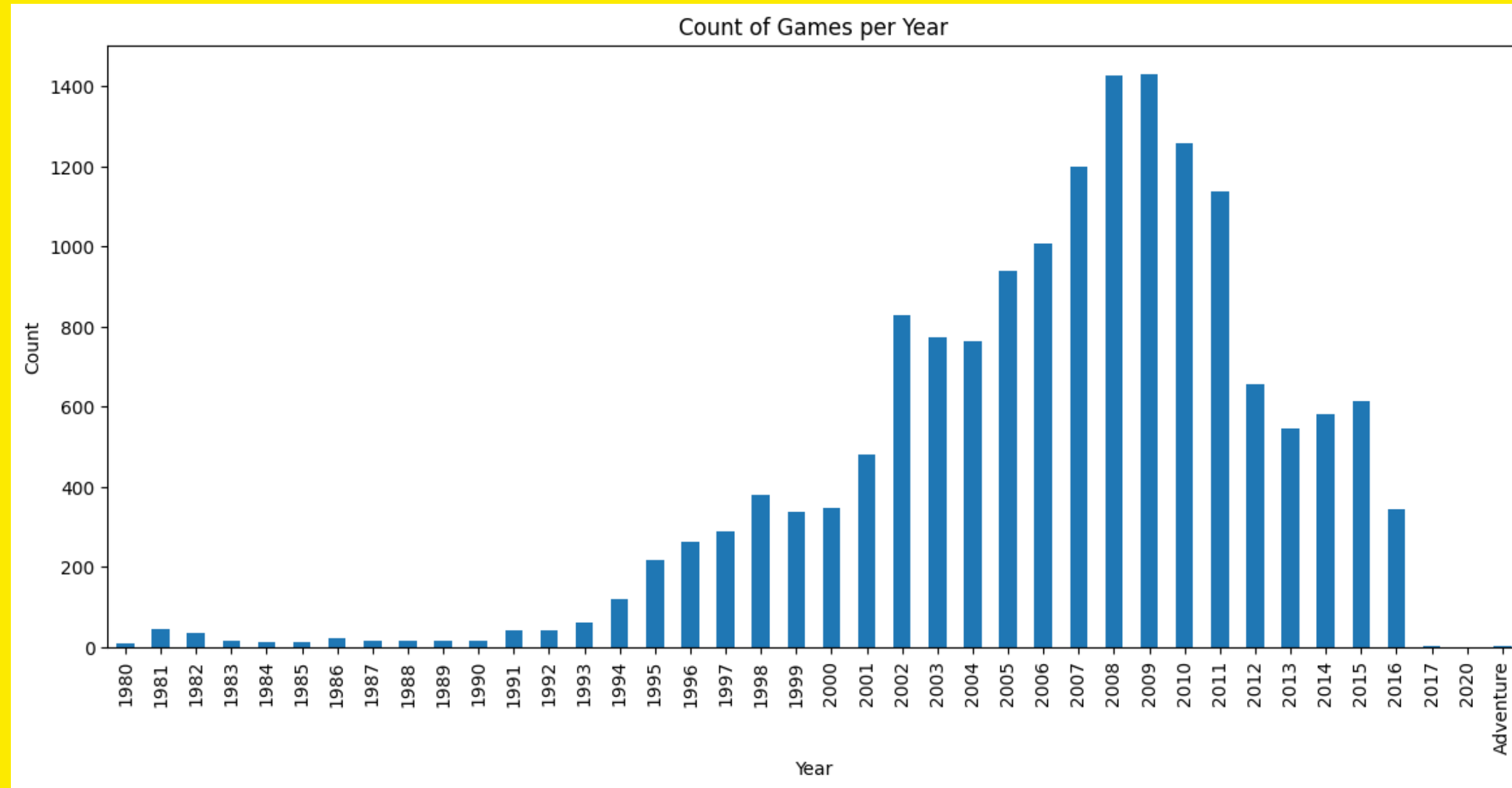


The Data set that I have used consists of the video game sales from 1980 to 2017. In different regions such as North America(NA), Japan(JP), Europe(EU) and it also has the data for Global Sales and other sales. The data set consists of many different data such as Game Name, Platform, Year, Genre, Publisher, and the sales region.



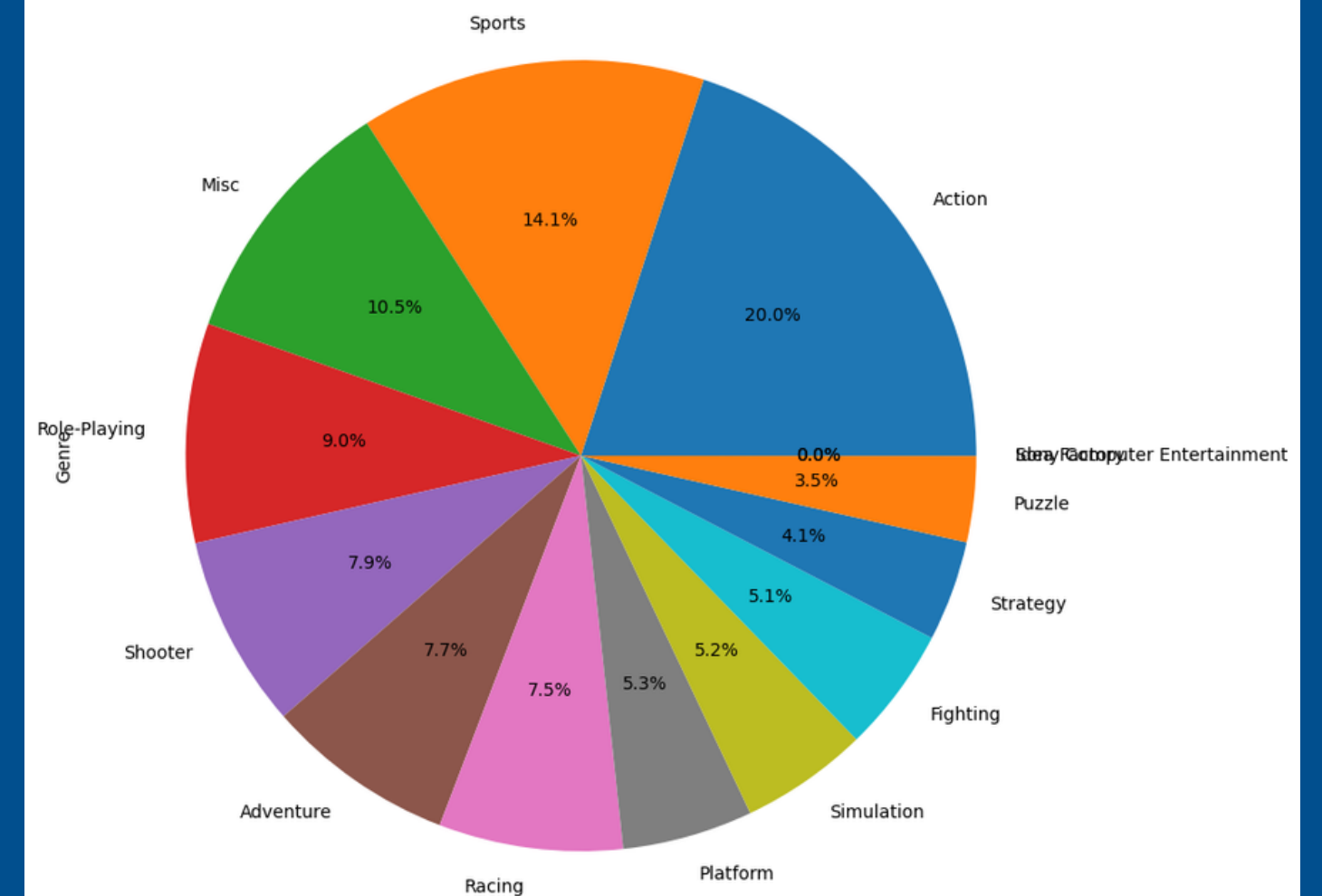
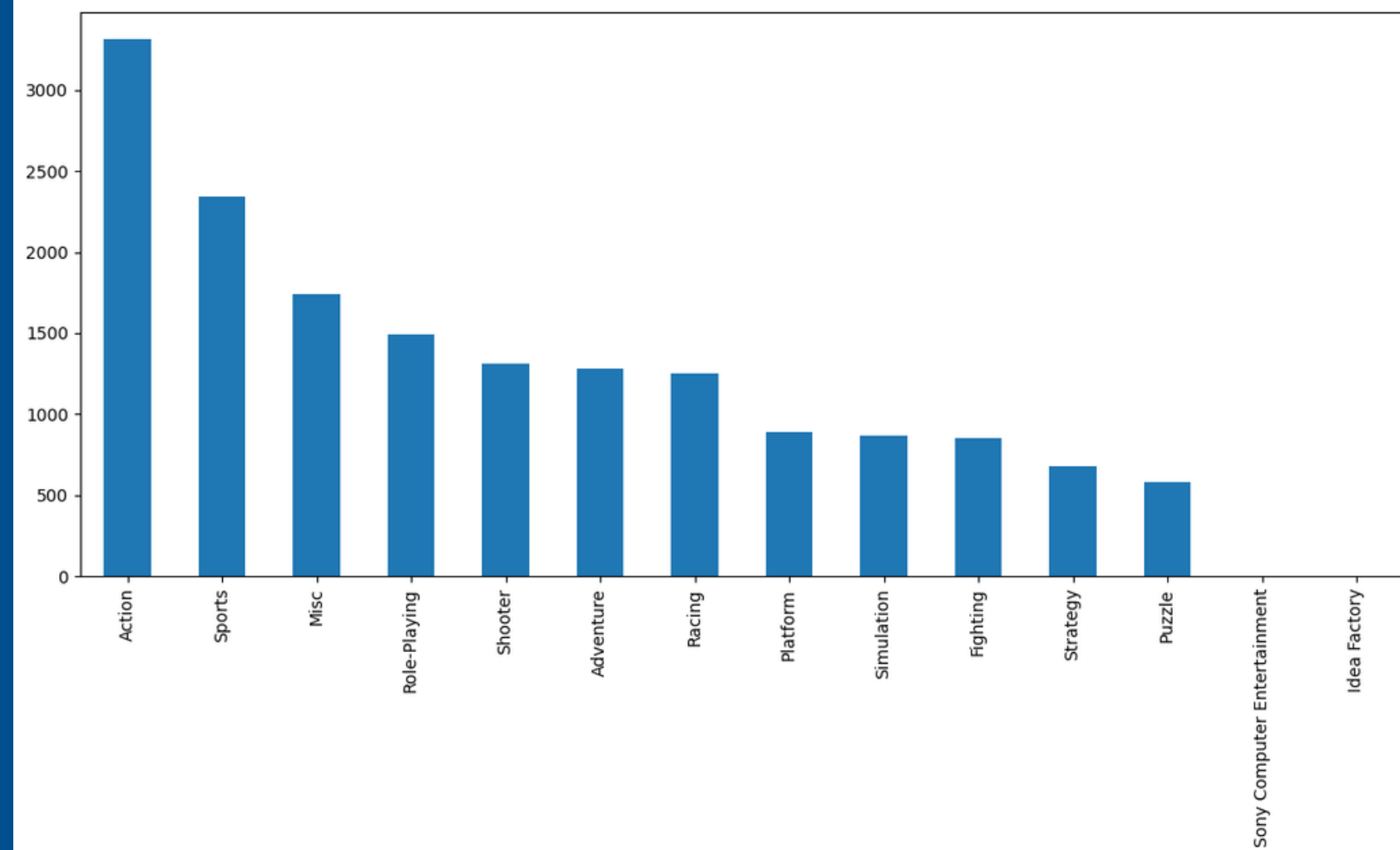
# Sales Analysis Over the Year

An examination of the provided bar graph showcasing video game sales from 1980 to 2020 reveals a potential upward trend in sales beginning around 1992. This trend culminated in a peak around 2008-2009. However, due to the limitations of the data set ending in 2020, it's crucial to acknowledge the lack of information for subsequent years. This absence precludes a definitive conclusion regarding a potential decline in sales post-2009. Further data acquisition beyond 2020 would be necessary to confirm or refute this possibility.



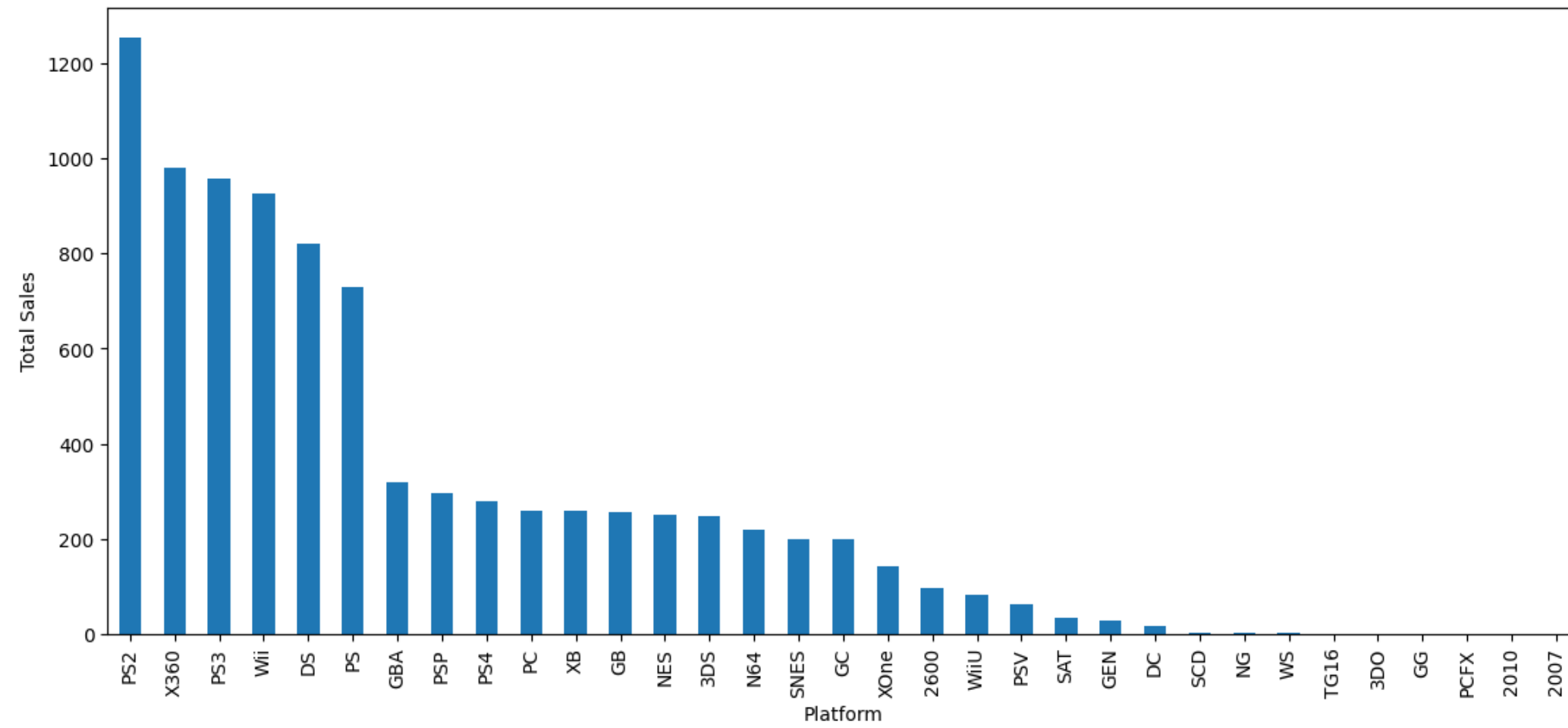
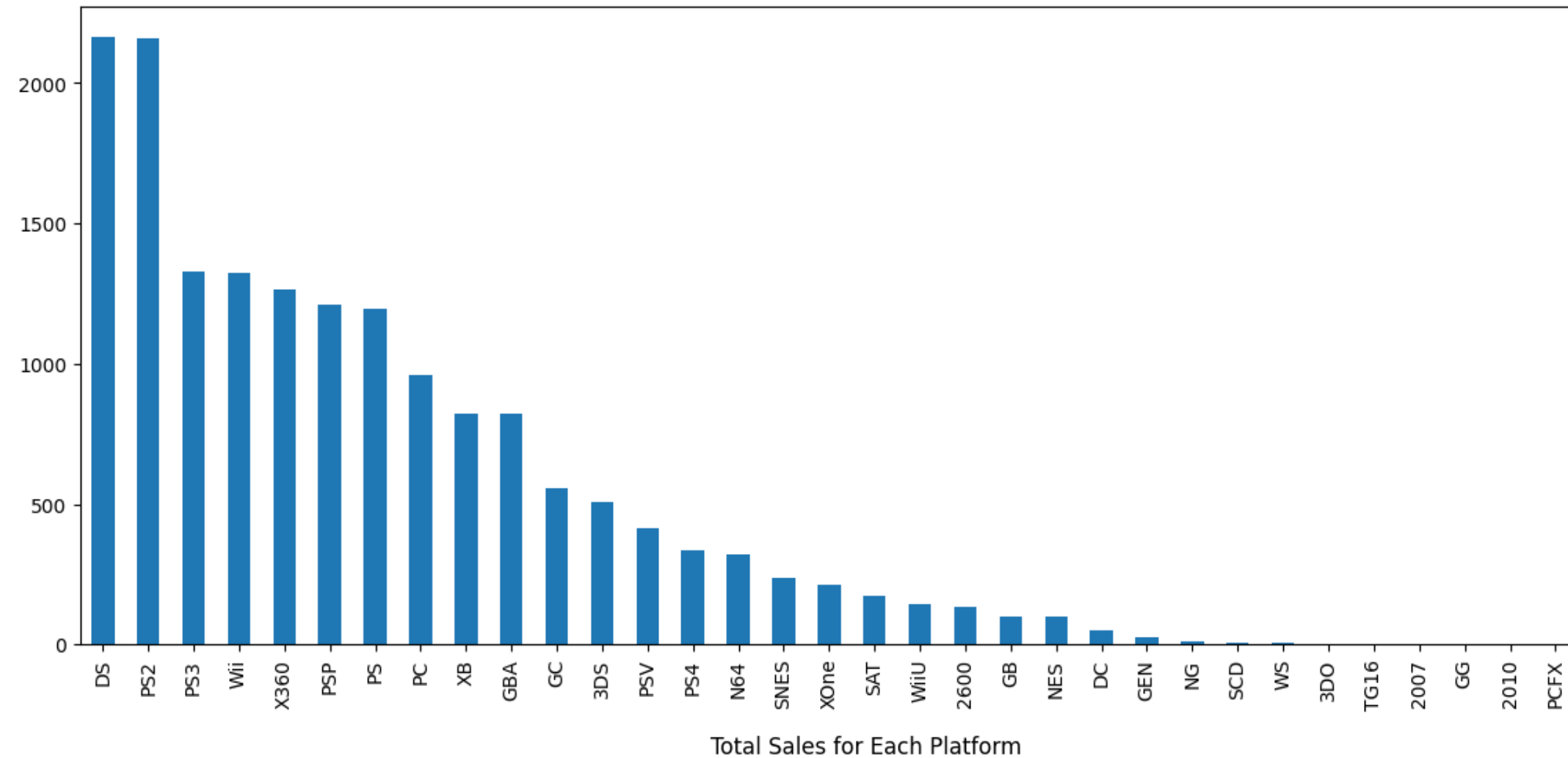
# Genre Analysis

Analyzing the provided data set reveals that the action genre reigns supreme, capturing approximately 20% of the video game market share. Sports games follow closely behind at 14.1%, showcasing their enduring appeal. The "miscellaneous" category holds a respectable 10.5%, indicating a diverse range of player preferences beyond the dominant genres. This data sheds light on current genre popularity trends, highlighting the video game styles that resonate most strongly with players.



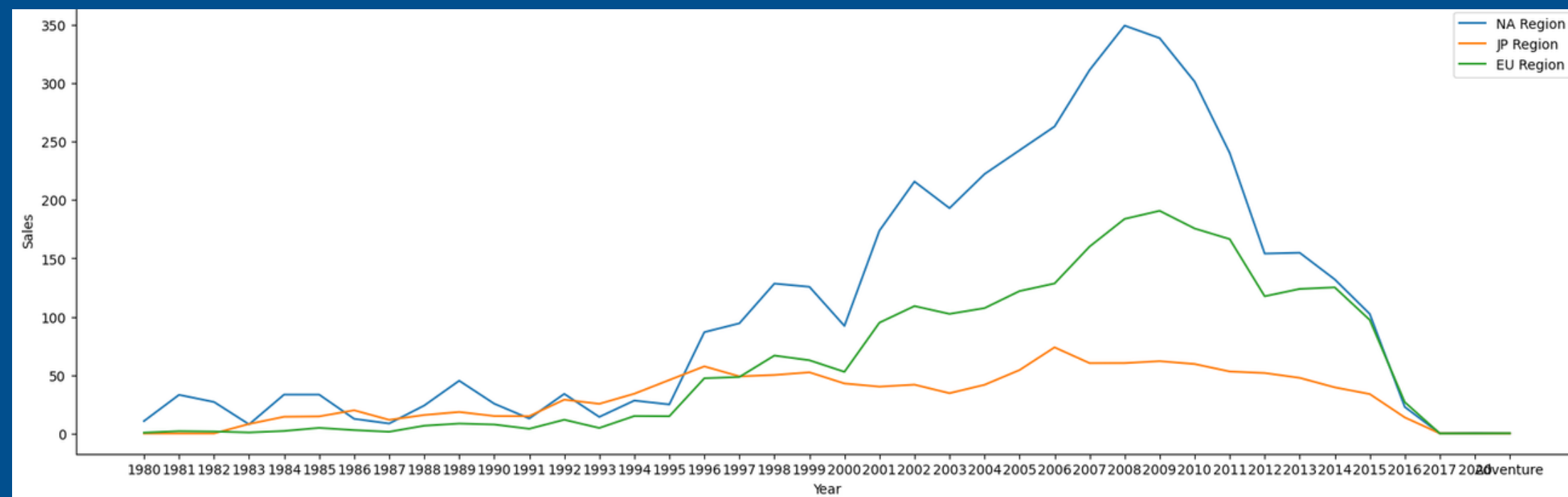
# Platform Analysis

The data set offers valuable insights into historical video game platform popularity within the context of technological advancements. A clear trend emerges dominance shifts alongside technological development. The graph reveals close competition between the DS and PS2, with the DS potentially leading in user adoption. However, the PS2 emerges as the sales leader, suggesting a preference for console power over portability during this era. This highlights the importance of platform-specific game libraries - some users prioritize a platform with broader game availability, as evidenced by the dominance of DS and PS2, which boasted a larger library compared to other platforms. It's important to note that sales figures solidify PS2's position as the market leader, followed by the Xbox 360 and PS3.

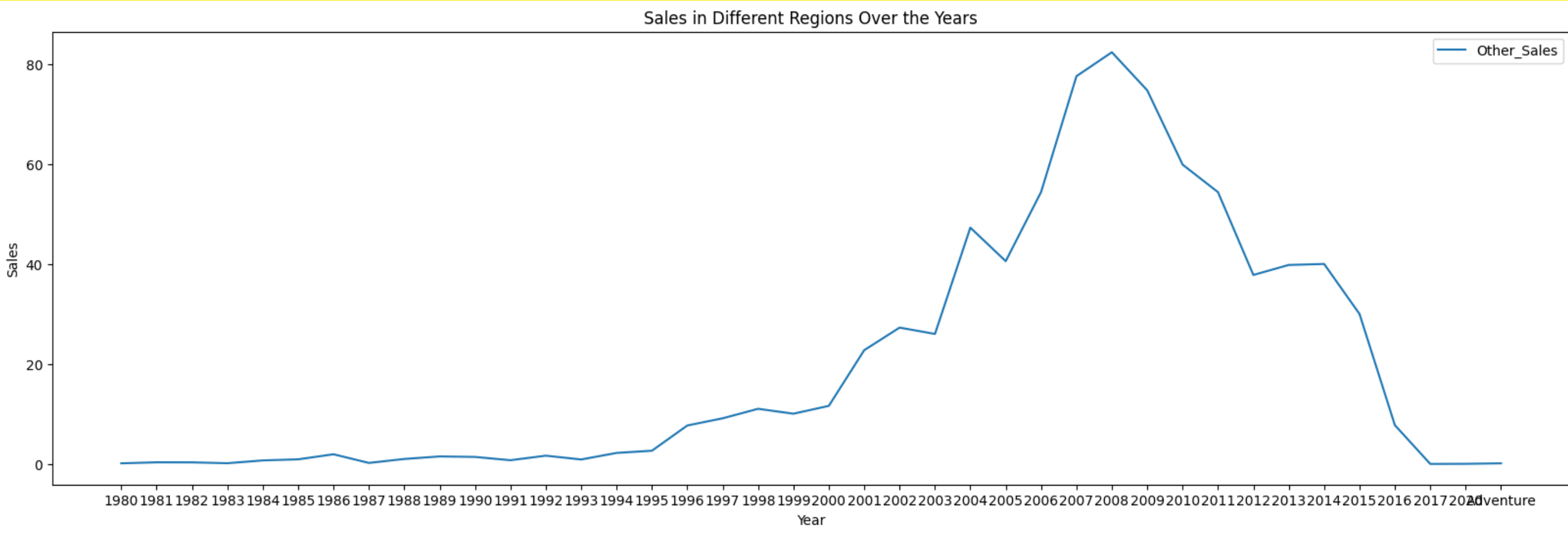
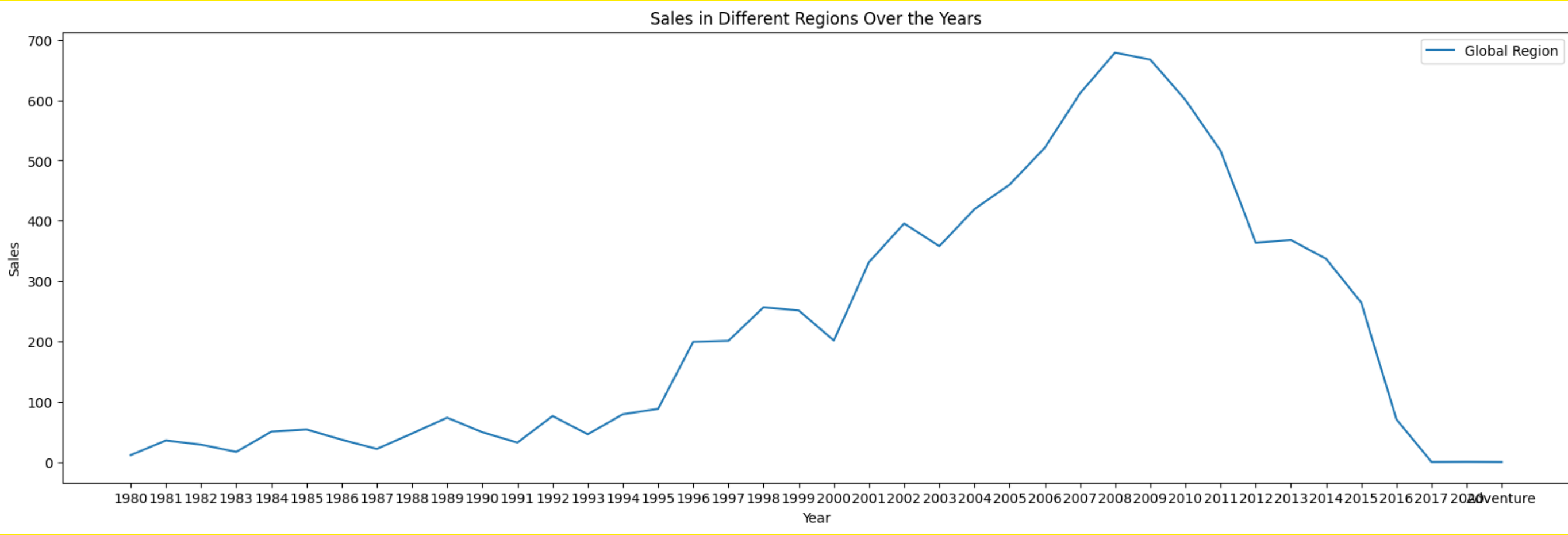


# Regional Sales Analysis

The data focuses on the three key sales regions: North America (NA), Europe (EU), and Japan (JP). Interestingly, North America emerges as the consistent sales leader, outperforming both Europe and Japan throughout most of the provided timeframe. However, a brief period of dominance by Japan is evident between 1993 and 1995. Additionally, the data suggests a potential shift around 1997, with Europe's sales surpassing Japan's. This analysis provides a springboard for further investigation into the factors influencing regional sales variations.



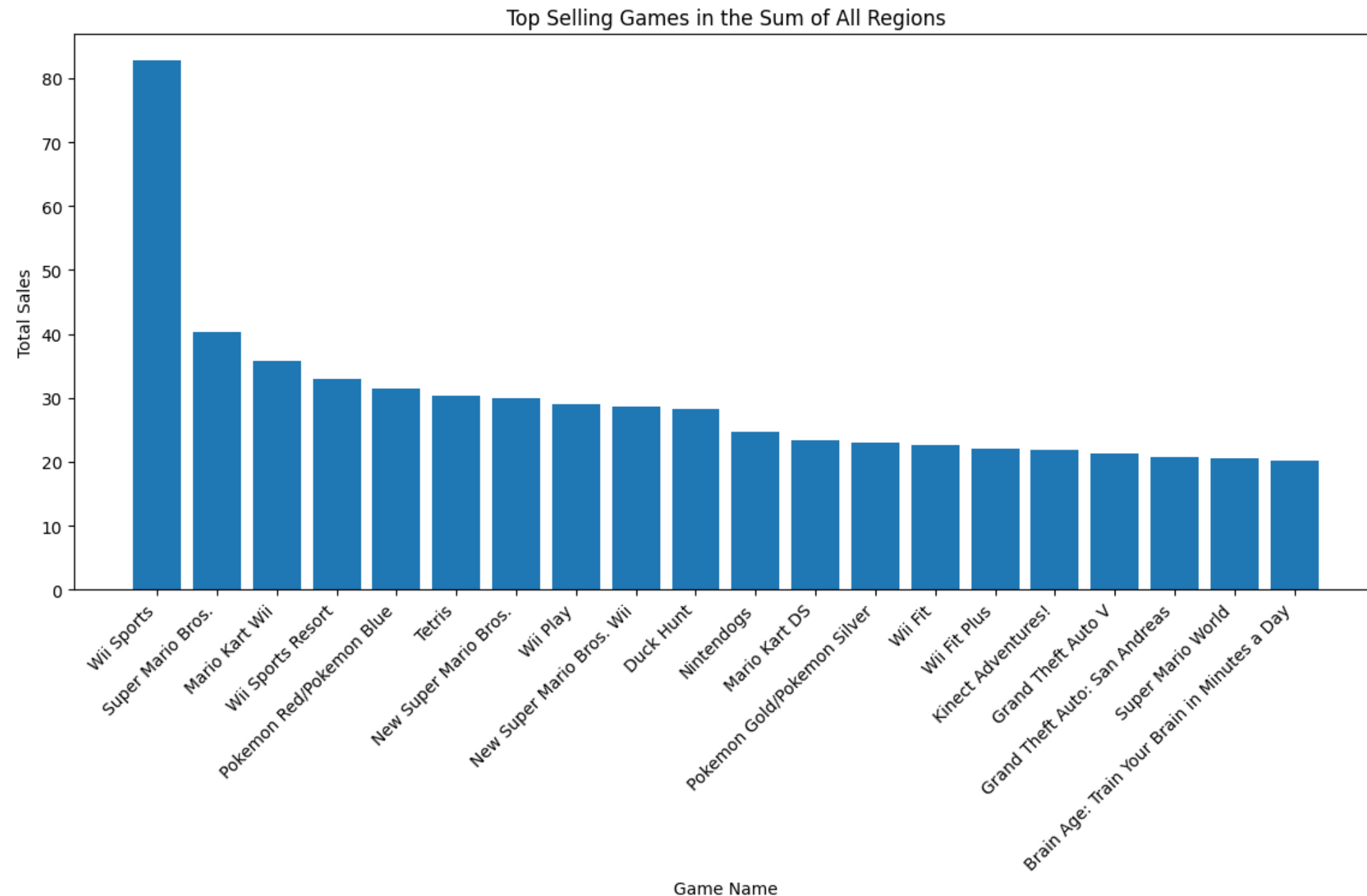
# Global Sales and Other Sales





# Top Selling Games

The data set boasts an impressive collection of 11,493 unique video game titles. Within this extensive library, Wii Sports reigns supreme as the top-selling game. Following closely behind are perennial favorites like Super Mario Bros and Mario Kart Wii, solidifying Nintendo's enduring popularity in the market. The provided graphs offer a focused view of the top 20 best-selling games within this rich data set.





# Correlation in Sales Data

The provided correlation graph offers insights into sales data relationships across the specified regions (NA, EU, JP) and global sales figures. The color scheme effectively highlights these relationships: darker blue indicates a positive correlation, darker red suggests a negative correlation, and white represents a neutral correlation. Notably, the graph reveals a stronger positive correlation between North America (NA) and Europe (EU) sales compared to other regions within the data set. This finding suggests potential similarities in consumer preferences or market trends between these two regions.

