

Project Report

Video Game Sales Data Analysis

Introduction

The video game industry is one of the fastest-growing sectors in global entertainment. Using dummy data from Maven Analytics, this project analyses sales trends across multiple years, regions, consoles, publishers, and genres. The objective is to uncover key insights into regional preferences, top-performing publishers, popular genres, and console performance through Microsoft Excel.

Worksheets Overview

1. Dashboard_1 & Dashboard_2

- Interactive dashboards combining pivot charts, slicers, and timelines.
- Visual representation of top consoles, genres, publishers, and games.

2. Region Sales Trend

- Pivot charts tracking sales growth across regions such as Asia, North America, Europe, and Others.
- Identification of region-wise preferences for consoles and genres.

3. Genre Sales Trend

- Analysis of sales performance across genres such as Action, Sports, Shooter, and Adventure, and others.
- Comparative insights into changing genre popularity over the years.

4. Publisher Growth Trend

- Yearly analysis of top publishers based on total sales.
 - Key insights into publishers' growth patterns and decline phases.
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Key Performance Indicators (KPIs)

1. Region with Highest Sales

- Asia consistently leads in sales, followed by North America and other regions.

2. Top Publisher by Sales

- Activision ranks as the No.1 global publisher in terms of sales.

- Region-wise, EA dominates in Asia, Africa, and Europe.

3. Best-Selling and Highest-Rated Games

- *Grand Theft Auto V* is the best-selling game globally.
- *Call of Duty: Black Ops* leads in North and South America.
- *Red Dead Redemption: Undead Nightmare* and *Grand Theft Auto IV* both received perfect ratings of 10/10 globally.

4. Most Popular Genre

- Shooter is the most popular genre worldwide.
- Within this genre, the Xbox 360 is the top-selling console.

5. Most Popular Console

- PlayStation 3 (PS3) is the most popular console overall, both in terms of total sales and number of games.

6. Year with Highest and Lowest Sales

- **2011** recorded the highest sales, largely due to the release of 906 games, including highly anticipated titles.
- Interestingly, 2010 saw even more releases (930), but sales were slightly lower as many 2010 titles continued to sell strongly in 2011, boosting that year's numbers.
- **1991** recorded the lowest sales, with only 6 game releases, similar to 1985. Despite also having just 6 releases, 1989 performed better due to the launch of the highly popular *Teenage Mutant Ninja Turtles* game.

Conclusion

- Asia emerges as the largest gaming market, while Australia records the lowest sales.
- PS3 dominates overall sales across multiple genres, with *GTA V* selling the most on this console. However, within the shooter genre, Xbox 360 leads.
- EA published the highest number of games, yet Activision secured the top spot in global sales. Notably, Rockstar Games' *GTA V* remains the best-selling title despite Activision's dominance.
- 2011 stands as the peak sales year, followed by 2010, while 1991 and 1985 recorded the lowest sales figures.