**Executive Summary**:

The purpose of this project is to analyse and provide insights into the evolving landscape of the video game industry over the past two decades. By examining factors such as game genres, publisher sales, regional sales distribution, platform preferences, and critic ratings. This project helps in answering questions like:

* Identify popular game genres and their impact on sales.
* Evaluate the performance of top publishers in terms of game development and sales.
* Understand regional sales distribution and market dynamics across different regions.
* Analyse platform preferences and their influence on game sales.
* Provide recommendations for publishers to make informed decisions to increase sales and navigate the competitive video game market effectively.

Here are the key findings from the analysis:

**Genre Analysis:**

* Adventure, Shooter and Sports genres have shown consistent popularity and high sales across all regions.
* Board games have seen a potential growth trend, indicating opportunities for new developers in this genre.
* The number of games developed in a genre does not always directly correlate with overall sales figures.

**Publisher Sales:**

* While some publishers develop a high number of games, their overall sales may not be the highest.
* Publishers specializing in specific genres tend to excel in those areas due to high competition with expert companies.
* As we can see that Sony had the highest no of sales over other publishers even though they have released less number of games. This tells us that releasing more no of games does not mean high sales.
* When u consider the top 5 companies Sony had highest sales in 2010 because Sony was funding more for publishing games on adventure, shooter, and racing which were still emerging and did not have much competition. By this it can inferred that releasing games in less competitive genres have high chance of improved sales.

**Regional Sales Distribution:**

* Each major region (presumably North America, Europe, Japan, and others) contributes around 24-26% of overall revenue for the top 15 publishers.
* Asia stands out as a region with high video game sales, regardless of genre, making it a key market for testing new genres.
* Asia has large number of Adventure game players, whereas Japan has high sports players.

**Platform Preferences:**

* PC and PS are highlighted as preferred platforms for playing games, with high average sales.
* The analysis suggests that Asia's sales are not directly related to critic scores, indicating unique market dynamics in the region.
* Japan has high number players playing on play station. Where as PC is played in every region but Asia having the highest.

**Recommendations:**

* Developing games in less competitive genres like fighting or board games for popular platforms like PC, PS3, and PS4 could lead to increased recognition and sales.
* Adventure and Sports genres present opportunities for high sales, but competition is intense, making it challenging for games to stand out.

Overall, the project serves as a valuable resource for industry stakeholders, including publishers, developers, and analysts, to gain insights into trends, patterns, and opportunities in the video game industry from 2000 to 2020.