# Game Sales and Data Visualization

8/10/2021
Andrew Wilson
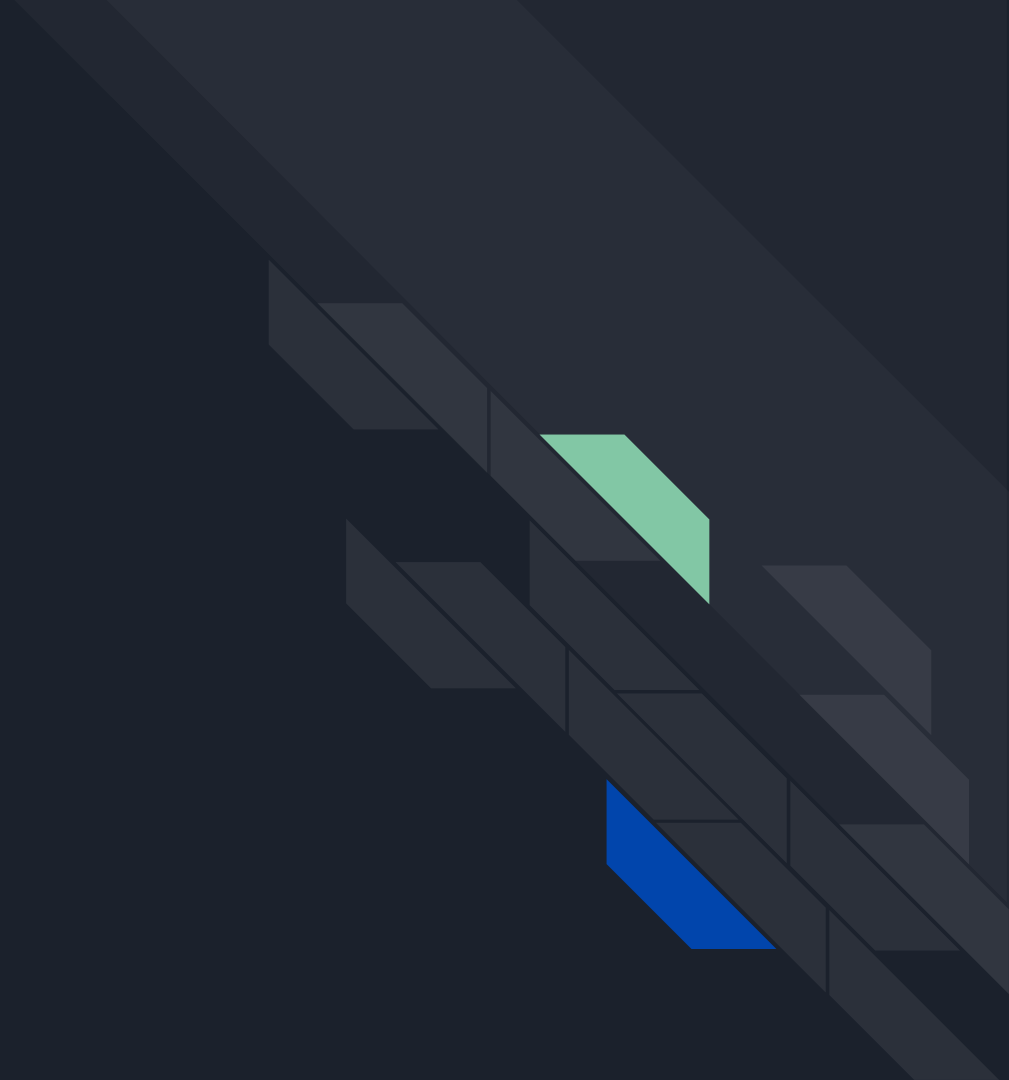Austen Hsiao

# Introduction

- Originally set out to investigate what makes a video game successful.

- Data set issues lead to pivot to focus primarily on exploration of visualization tools and techniques.

Relationships to be visualized:

- Average critic review scores by publisher

- Total sales by genre and platform

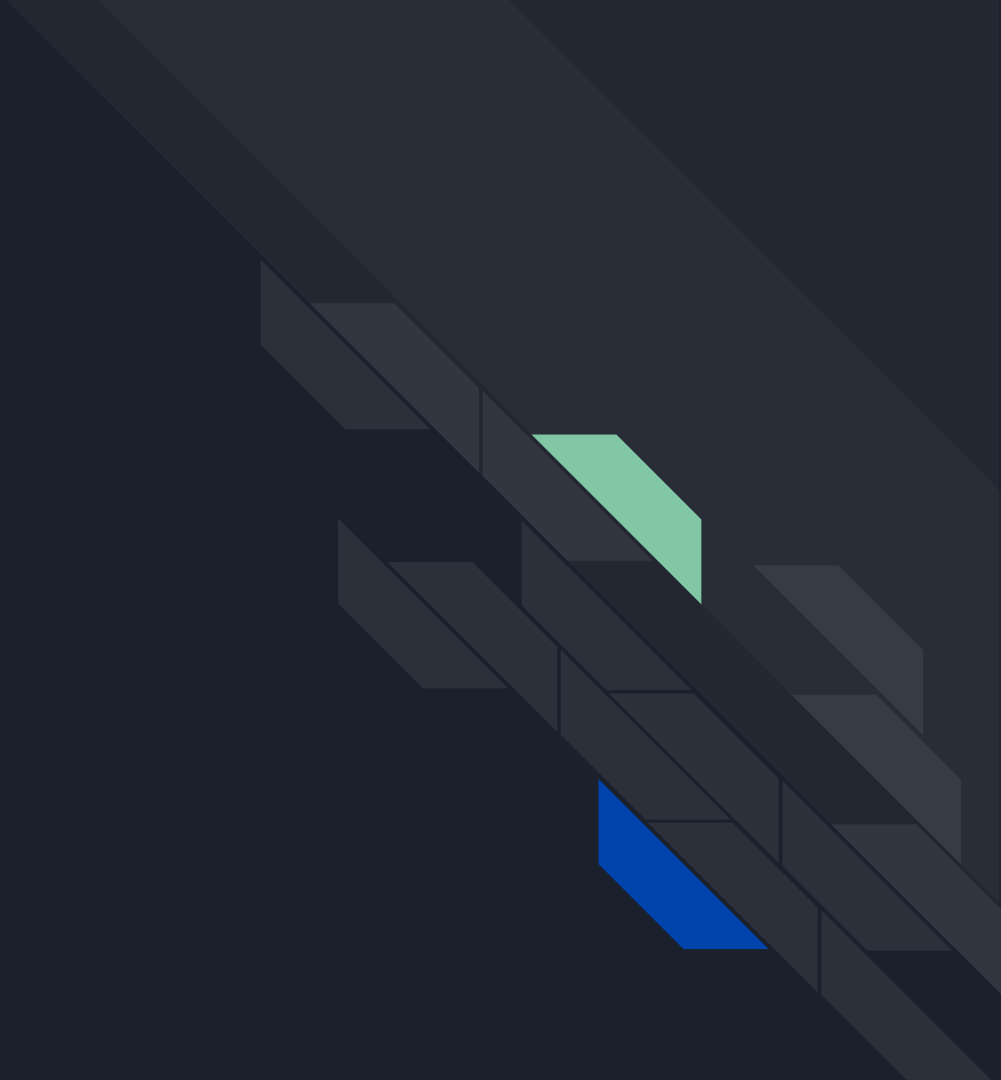- Critic scores and total sales
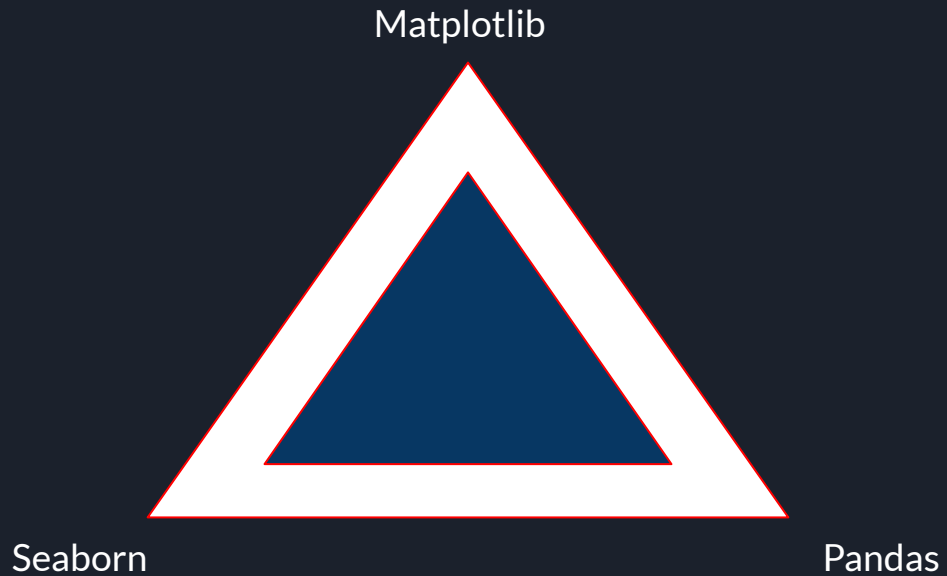
VS

# Tableau

# Tableau Public

Link:
https://public.tableau.com/app/profile/andrew.wilson7224/viz/GameSalesVisualizations/GameSalesVisualizations
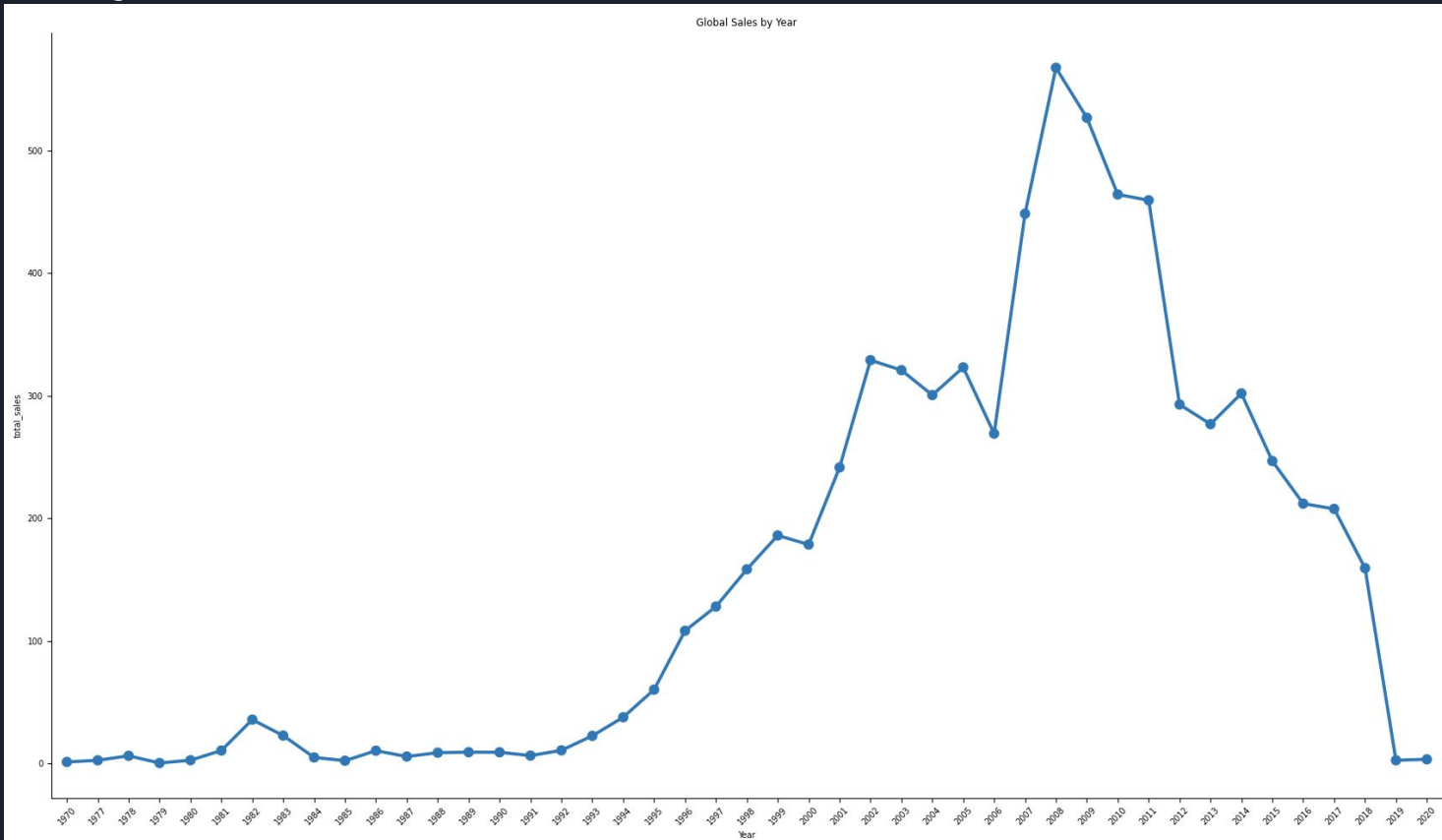
# Python

# Python Tools

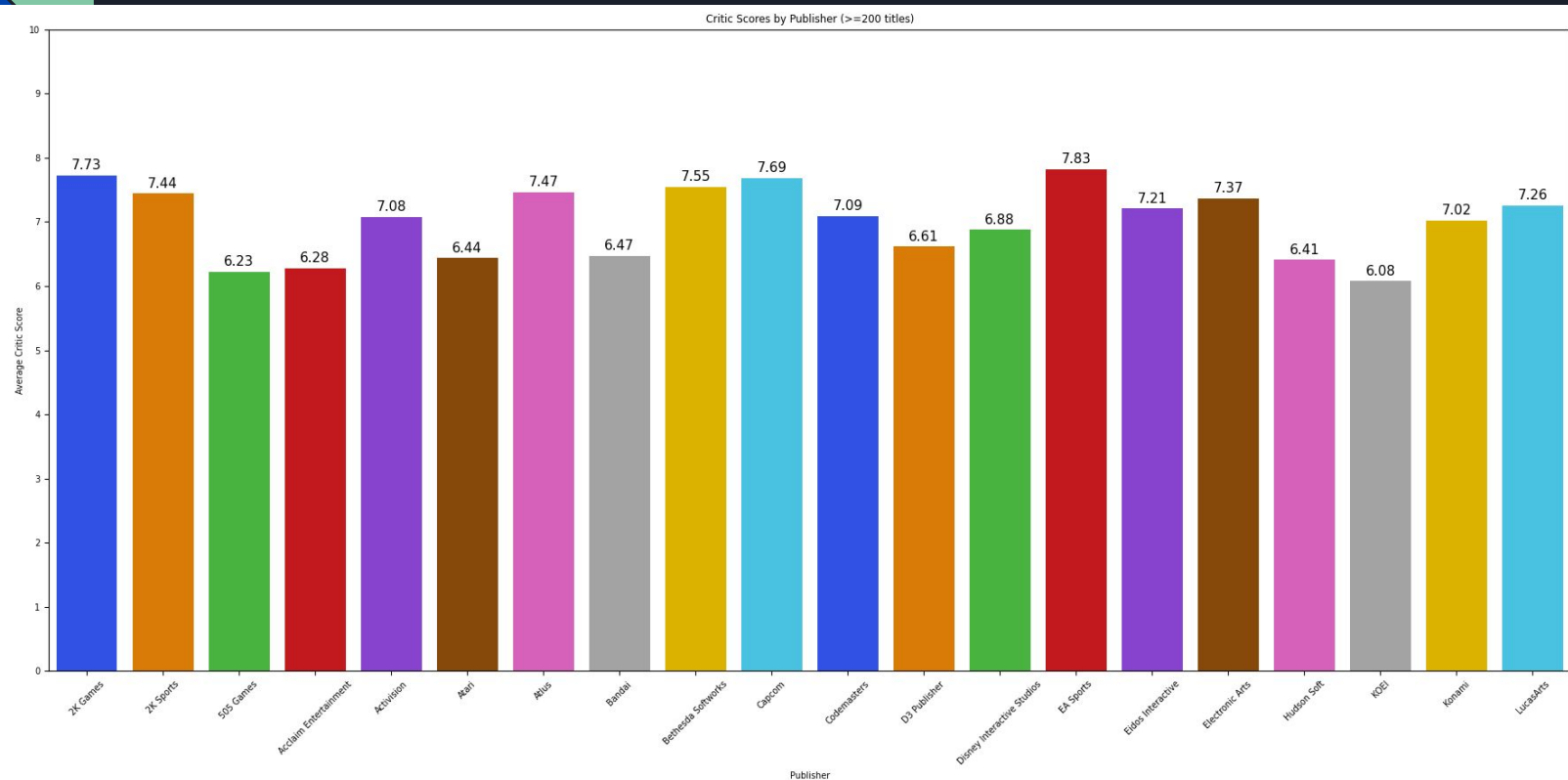# Python Recreations: Global Sales



Global Sales by Year

# Python Recreations: Review Scores by Publishers



Critic Scores by Publisher (>=200 titles)

# Python Recreations: Review Scores by Publishers



Critic Scores by Publisher (>=200 titles)

# Python Recreations: Sales by Genre



Sales by Genre (>=50 sales in millions)

# Python Recreations: Sales by Genre



Sales by Genre between 1971-01 and 1990-01
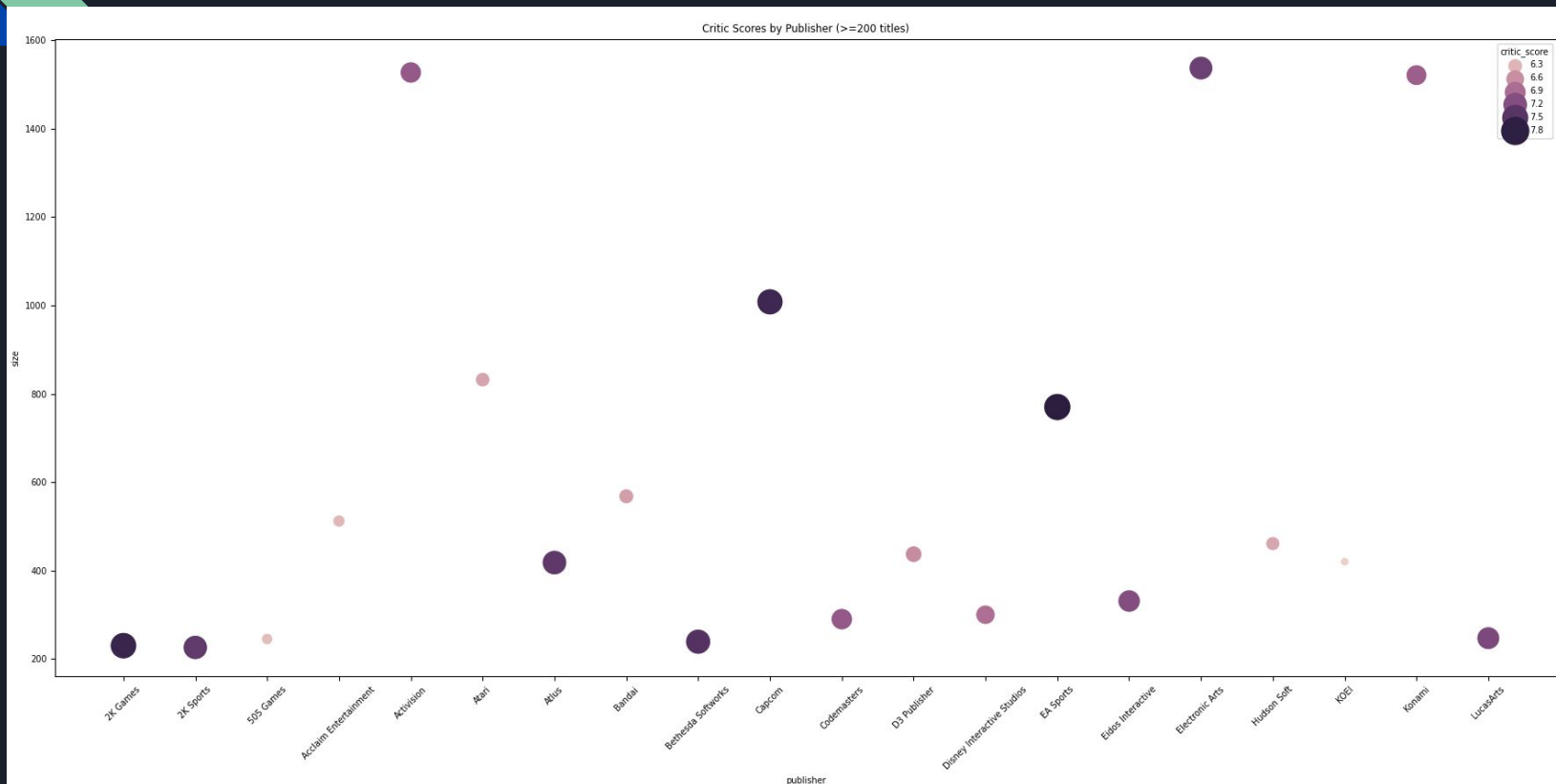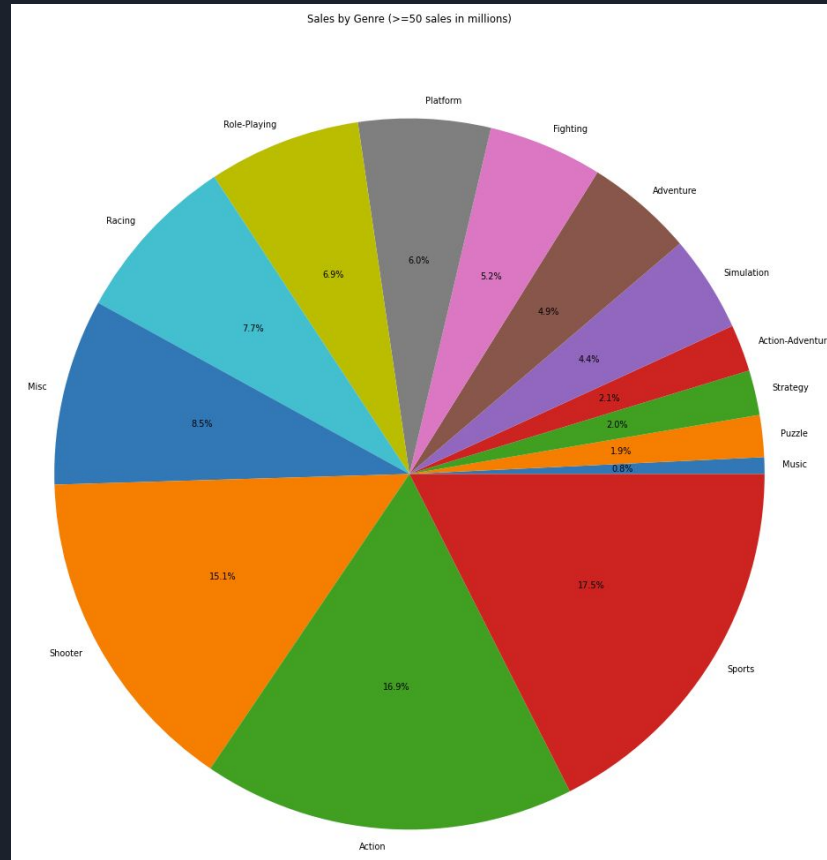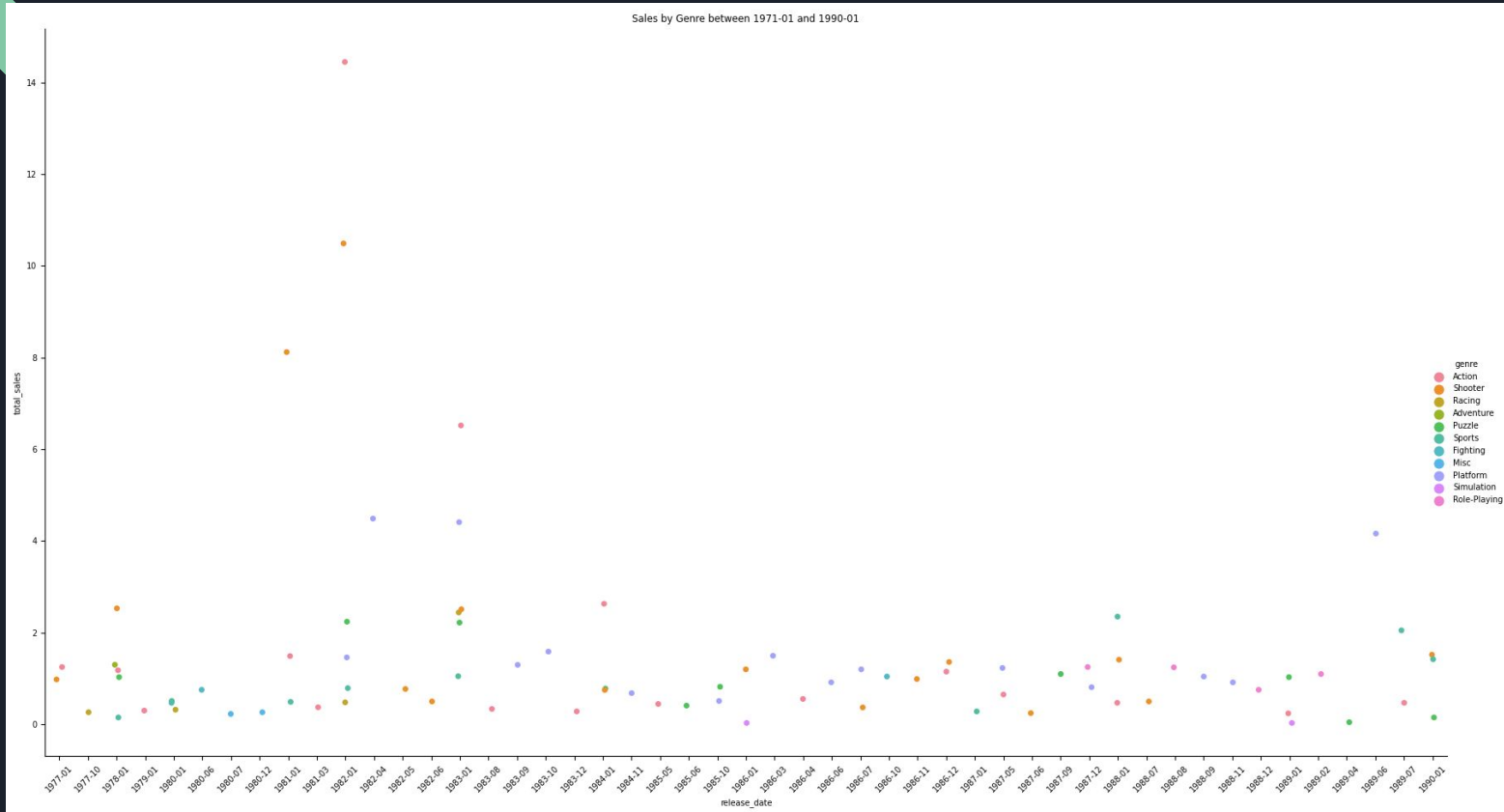
# Python Recreations: Sales by Platform



Sales by Console between 1971-01 and 1990-01
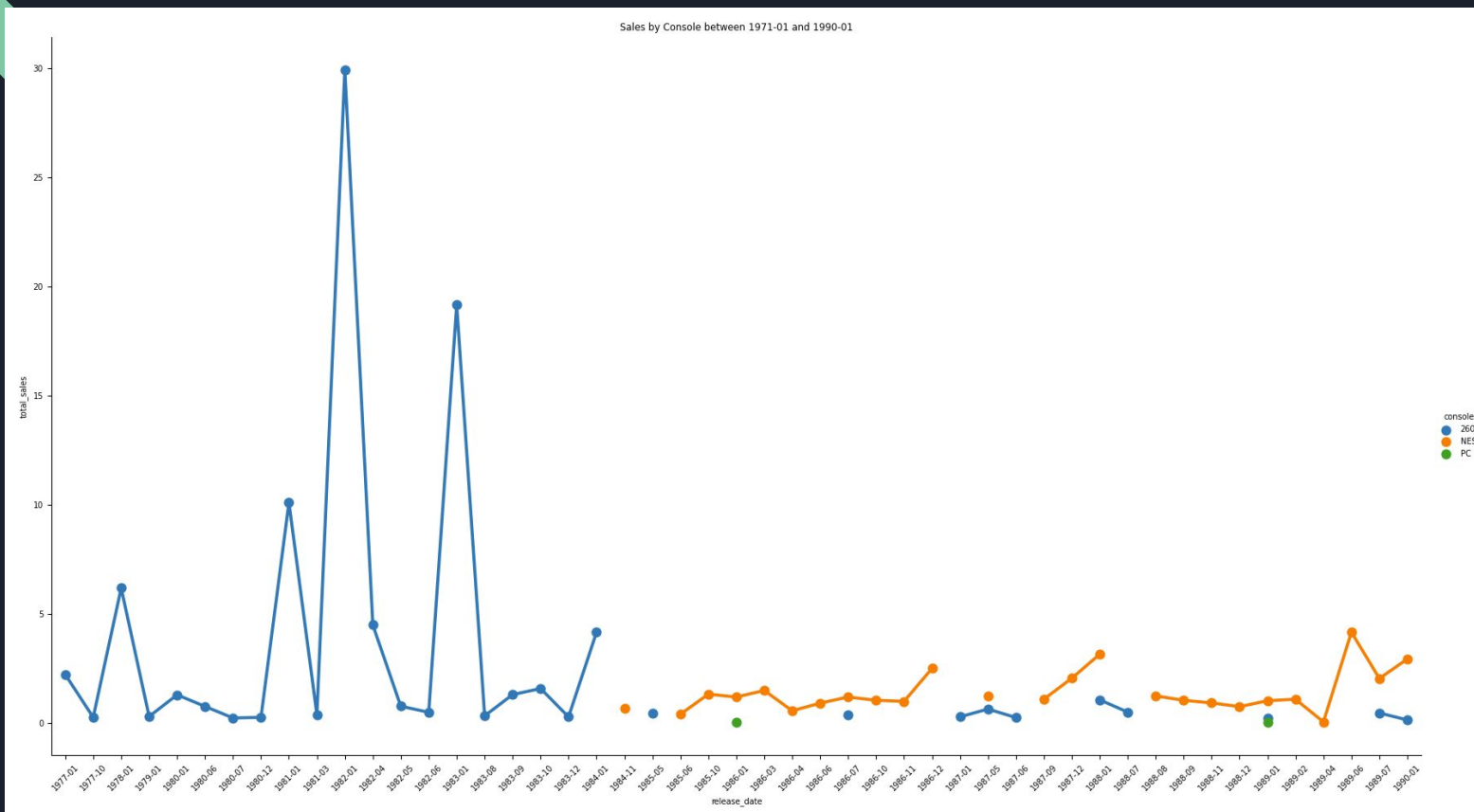
# Python Recreations: Total Sales vs Critic Scores



Total Sales vs Critic Score
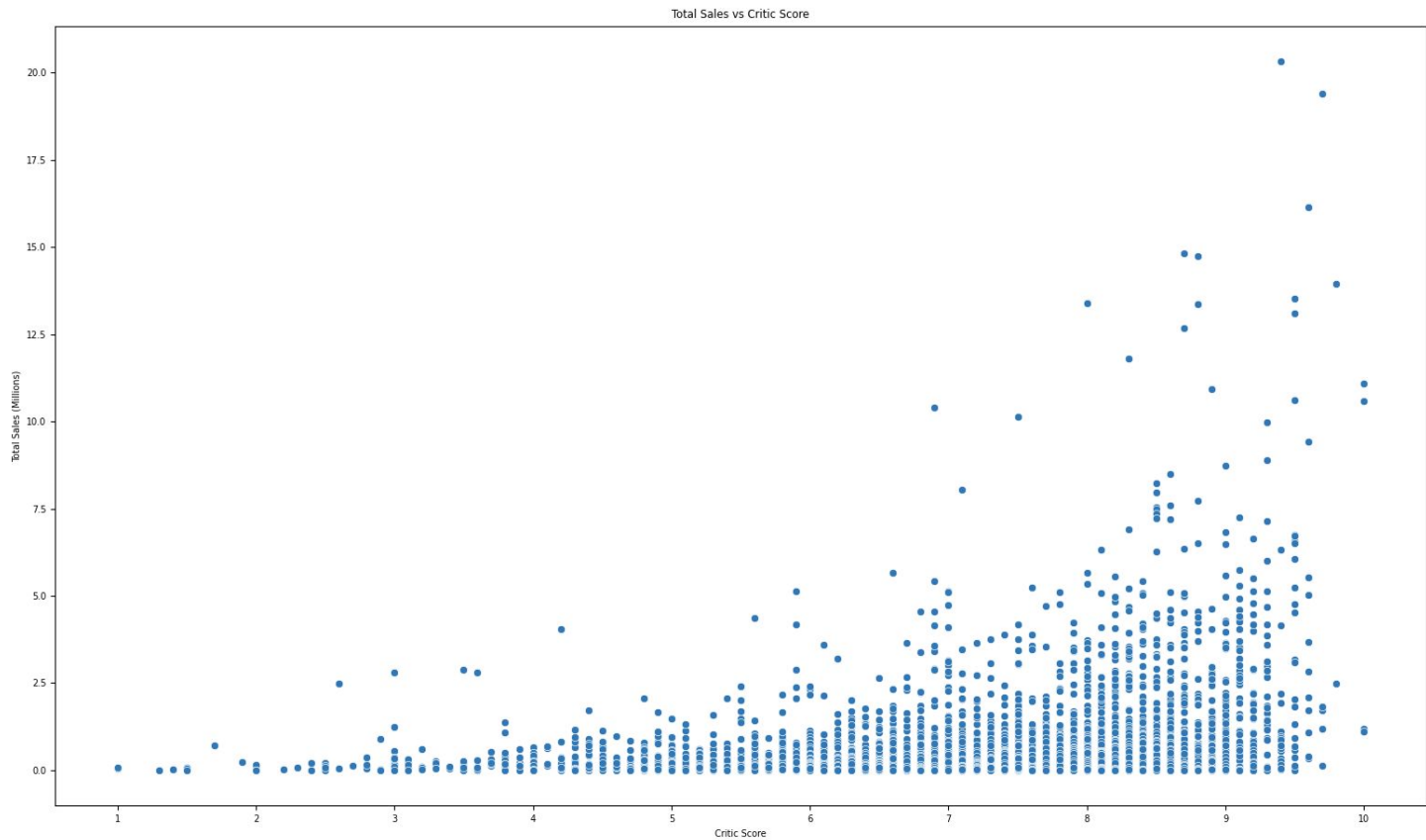
# In Summary...



- **Pros**
  - Free

  - Easy for simple visualizations

- **Cons**
  - Formatting

  - Unique graphs

  - Run time



- **Pros**

  - It *is* intuitive

  - Easy to duplicate/slice/remix data views

  - Tableau public makes sharing a snap

  - Good as either 'first step' to do rough vizs or as main tool for full analysis

- **Cons**

  - Limited access 'under the hood'

  - Cost $$$

*"Dedicated business intelligence software exists for a reason! Try using something besides Excel next time you want to look at data!"*

*-   Andy & Austen, 2021*

# Questions?

# License

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# GitHub Link

https://github.com/AustenHsiao/data_science_sales

# Sources

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(4)     Cox, J. What Makes a Blockbuster Video Game? An Empirical Analysis of US Sales Data. *Manag. Decis. Econ.* **2014**, *35* (3), 189–198. https://doi.org/10.1002/mde.2608.

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