

Video Game Sales Analysis

Full Dashboard



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Profile





Today's agenda

Project recap

Process

Insights

Summary



Project Recap

The Video Games Sales and Ratings Dataset offers a comprehensive overview of the video game industry. Featuring data on 16387 games, 31 different platforms and released year between 1986 until 2016. This dataset provides insights into sales figures, ratings, release dates, and publisher information for these games across various platforms and genres. The dataset includes detailed information on each individual game's name, a crucial aspect for understanding how games are marketed and sold globally.

Source Data **kaggle**

Process

1

Data Understanding

2

Data Cleaning

3

Data Analysis

4

Data Visualization

5

Uncover Insight

Insights

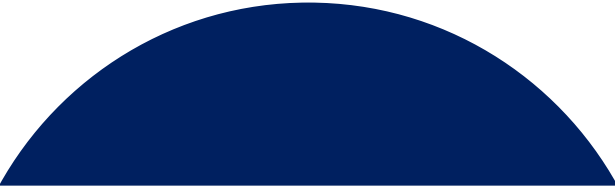
16387

UNIQUE
CATEGORIES



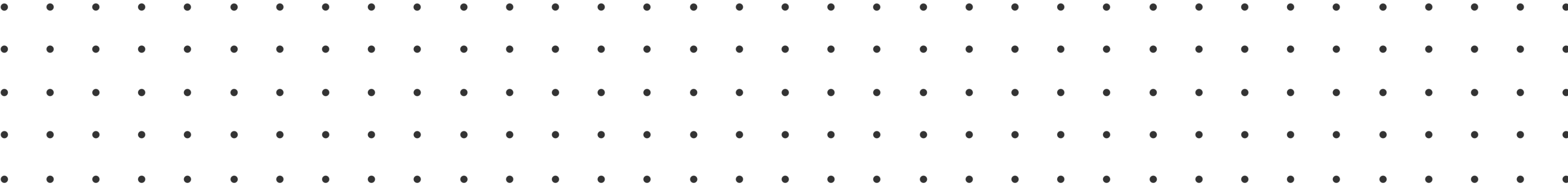
ACTION

TOP SELLING GAME
GENRE

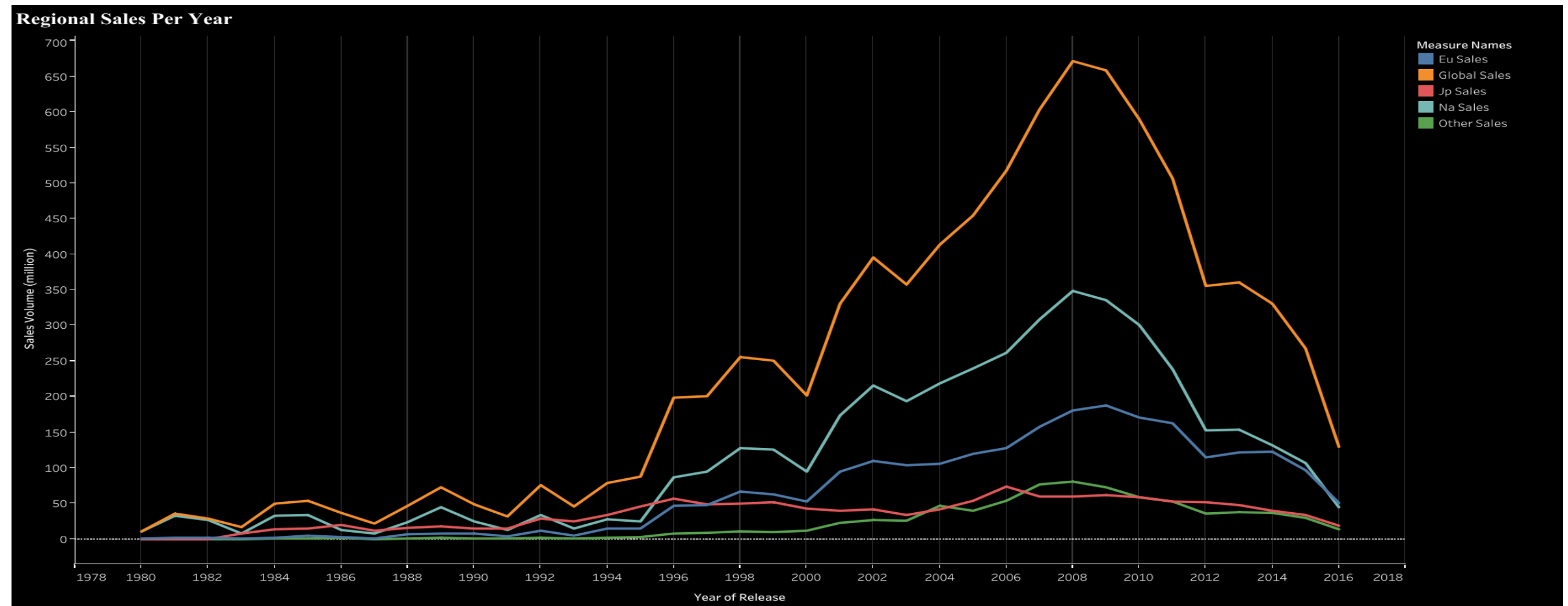


2008

YEAR WITH THE MOST
GAME MADE

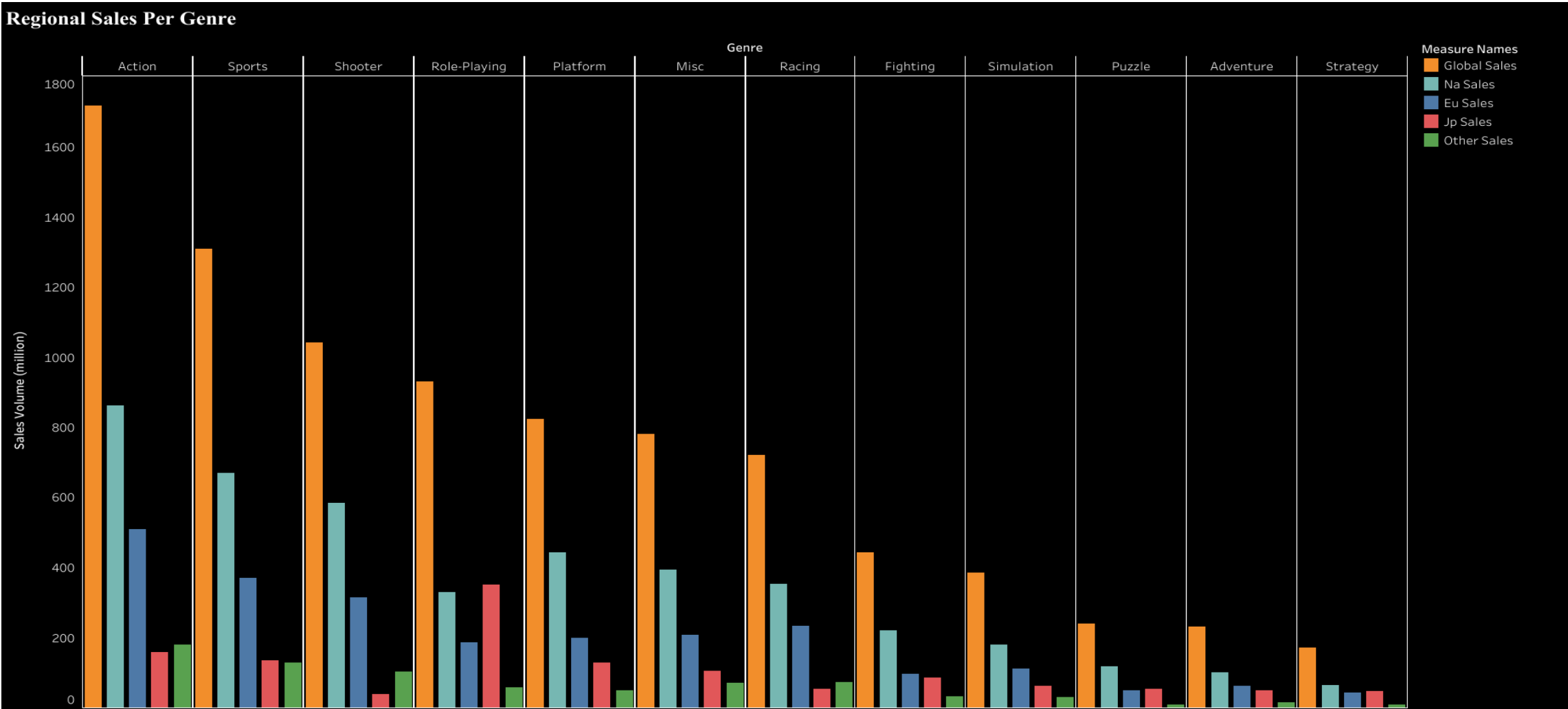


Regional Sales Yearly



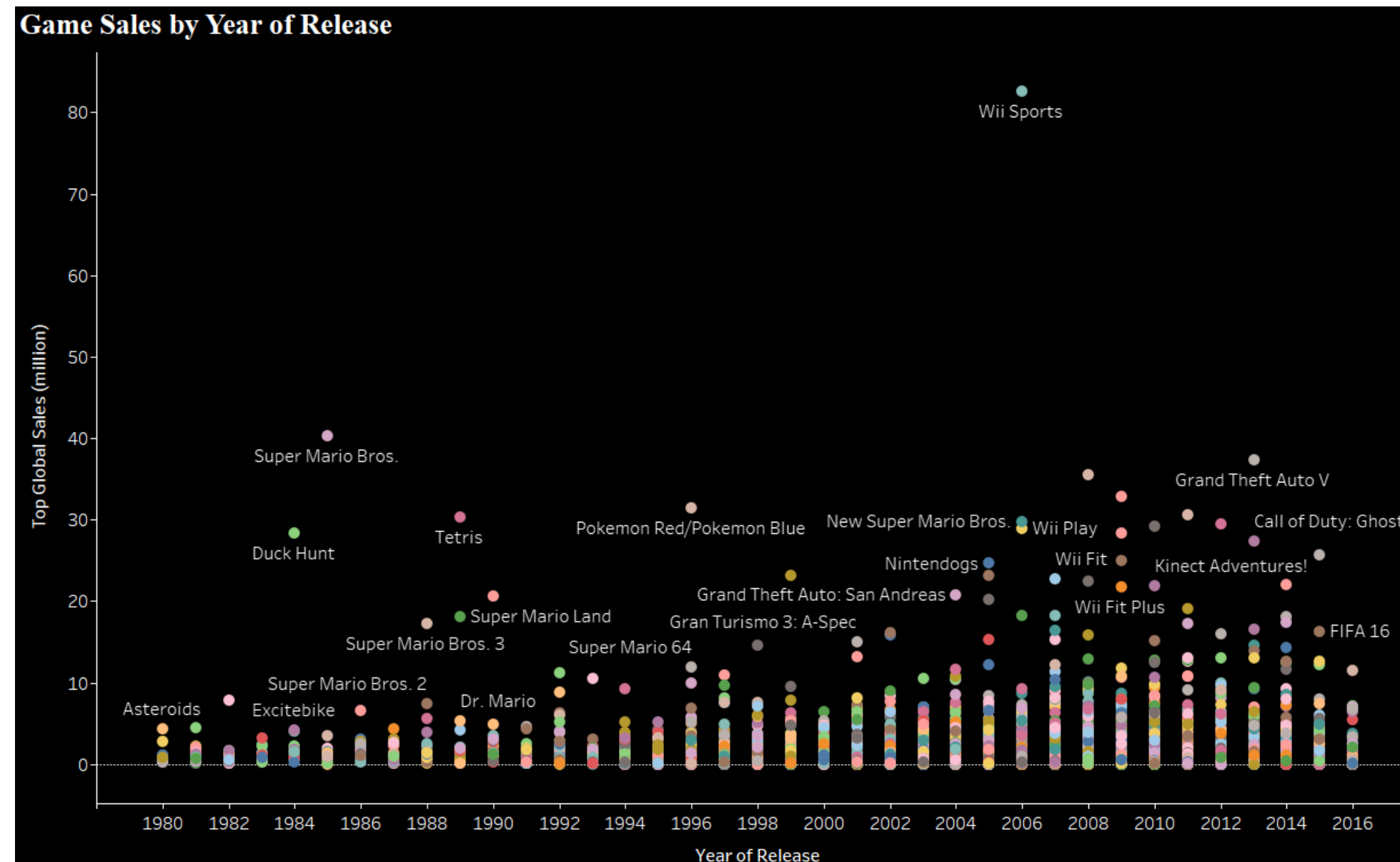
From 1980 to around 2008, we can observe a strong upward trend in most regions, with North America (NA) leading the sales, shown by the light blue line. NA sales rising steadily until around 2008 before declining. This drop might correlate with changes in gaming consumption, like the rise of online and mobile gaming. Furthermore, the frequency of new game releases decreased significantly after 2008.

Regional Sales Per Genre



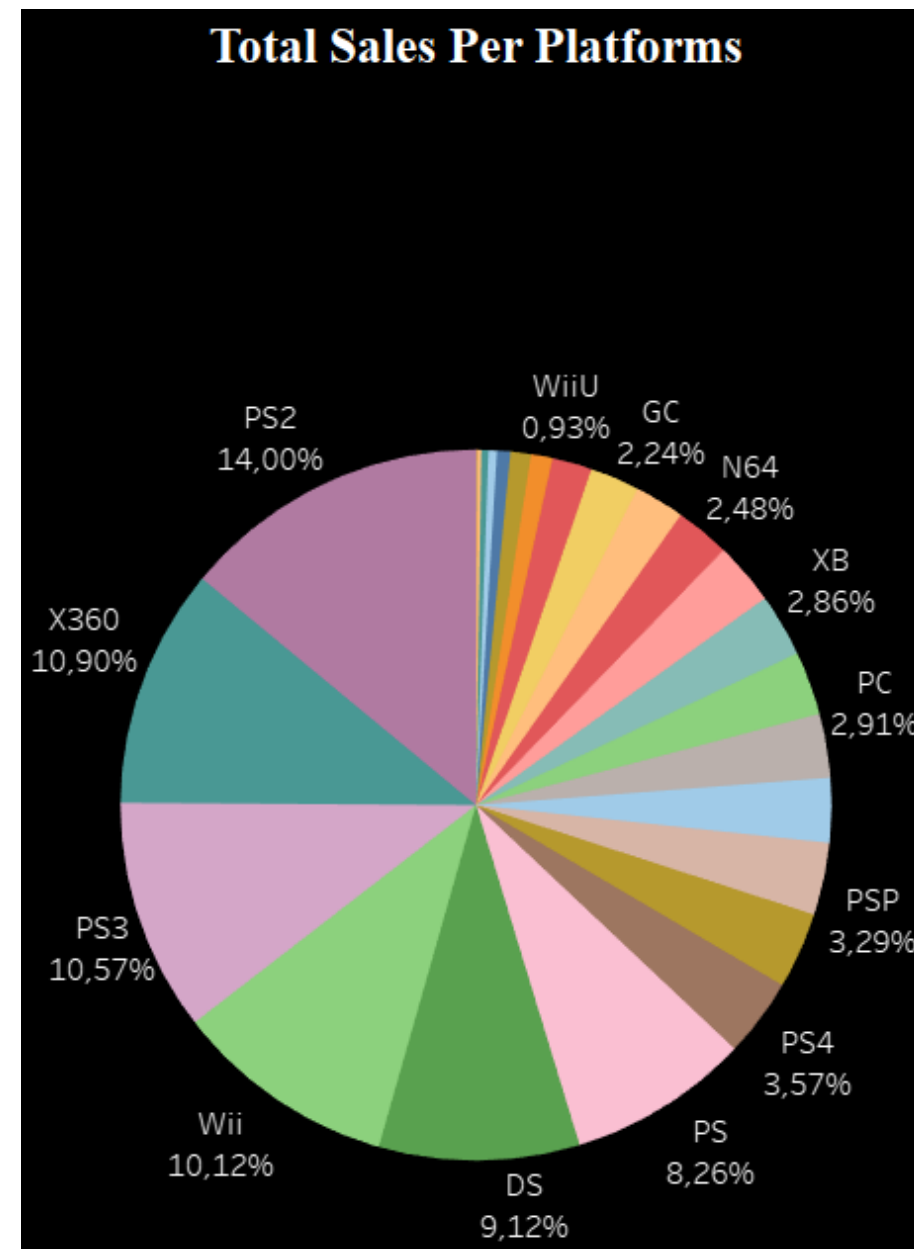
This graph shows video game sales by genre across different regions. **Globally**, **Action** games are the top-selling genre, showing broad appeal worldwide. **North America** has high sales in **Sports** and **Shooter** games, reflecting regional interests. In **Europe**, **Action** and **Sports** games are popular as well, but with a bit more balance across genres. **Japan** stands out for its preference for **Role-Playing** games and **Action**, which aligns with its gaming culture. Meanwhile, **Other regions** have smaller sales overall, with **Action** and **Sports** leading. In short, each region has unique preferences, with **Action** games being the most popular globally.

Game Sales by Year of Release



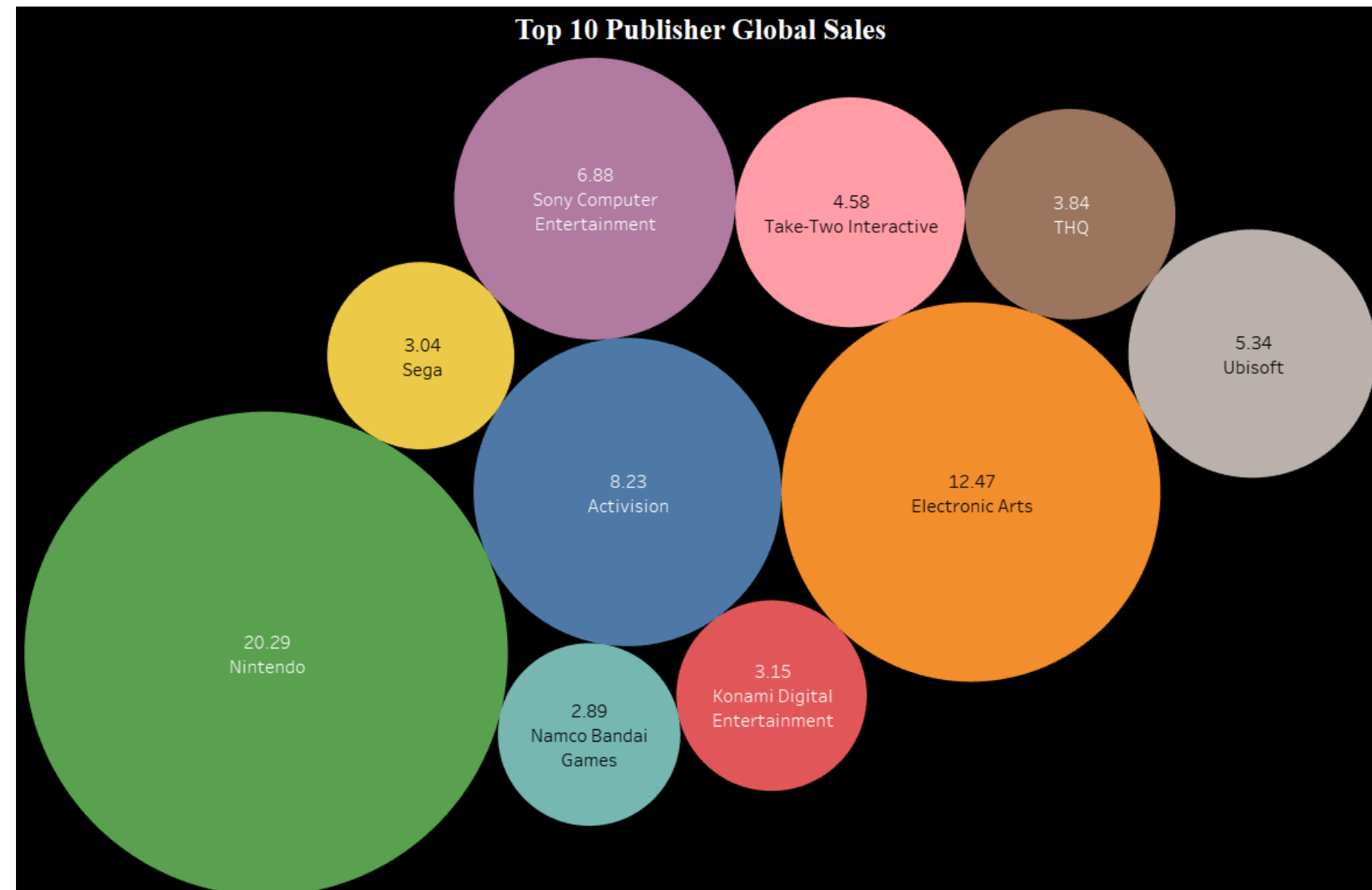
This graph shows the top-selling video games by year of release. Some major hits, like **Wii Sports** in 2006, achieved record-breaking sales, with other classics like **Super Mario Bros** and **Tetris** also reaching high numbers over time. You can see popular franchises like **Grand Theft Auto** and **Call of Duty** appear repeatedly, showing their lasting popularity. Overall, the graph highlights how certain games became global sensations and how the gaming industry grew, with more high-selling games emerging after 2000 as gaming expanded worldwide.

Total Sales Per Platform



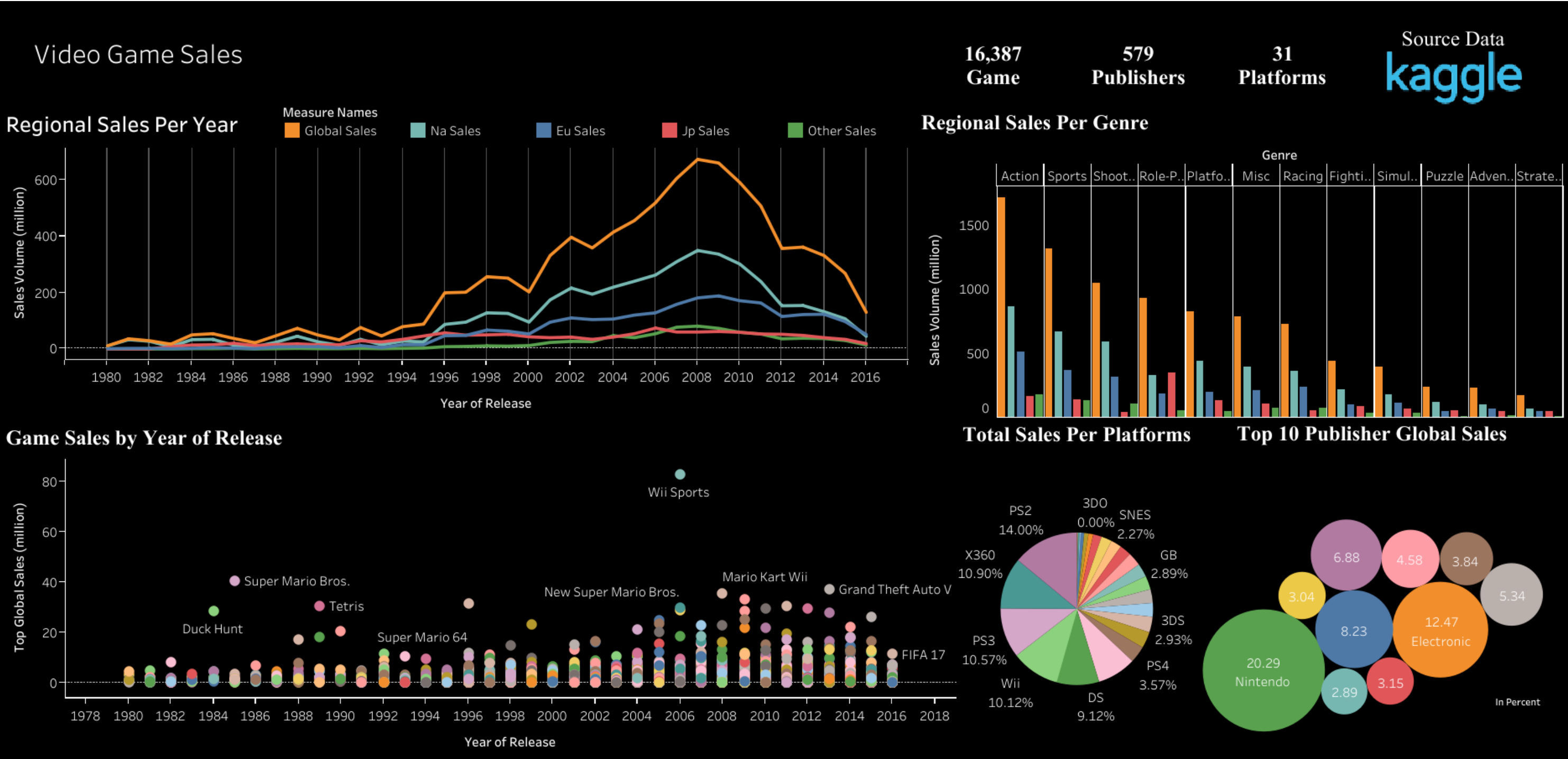
This pie chart displays the total sales distribution across various gaming platforms. The **PlayStation 2 (PS2)** holds the largest share with **14%** of total sales, making it the top-selling platform in this dataset. This is followed by **Xbox 360** and **PlayStation 3 (PS3)**, with **10.9%** and **10.57%**, respectively, indicating strong performance from both Sony and Microsoft consoles. **Nintendo's Wii** also has a notable share at **10.12%**. In contrast, platforms like **Wii U**, **GameCube (GC)**, and **Nintendo 64 (N64)** occupy smaller portions, each under **3%**. This chart highlights the dominance of certain consoles in total sales and shows the competitive landscape among top gaming platforms.

Top 10 Publisher Global Sales



This bubble chart shows the global sales of the top 10 game publishers. **Nintendo** leads with the highest sales at **20.29%**, followed by **Electronic Arts** with **12.47%**. **Activision** and **Sony Computer Entertainment** also hold significant shares, with **8.23 %** and **6.88%** in sales, respectively. Other notable publishers include **Ubisoft** (5.34%), **Take-Two Interactive** (4.58%), and **THQ** (3.84%). Smaller players in this top 10 include **Sega**, **Namco Bandai Games**, and **Konami Digital Entertainment**. This chart highlights Nintendo's dominant position and the competitive distribution among other top publishers in the global gaming market.

Full Dashboard



Summary

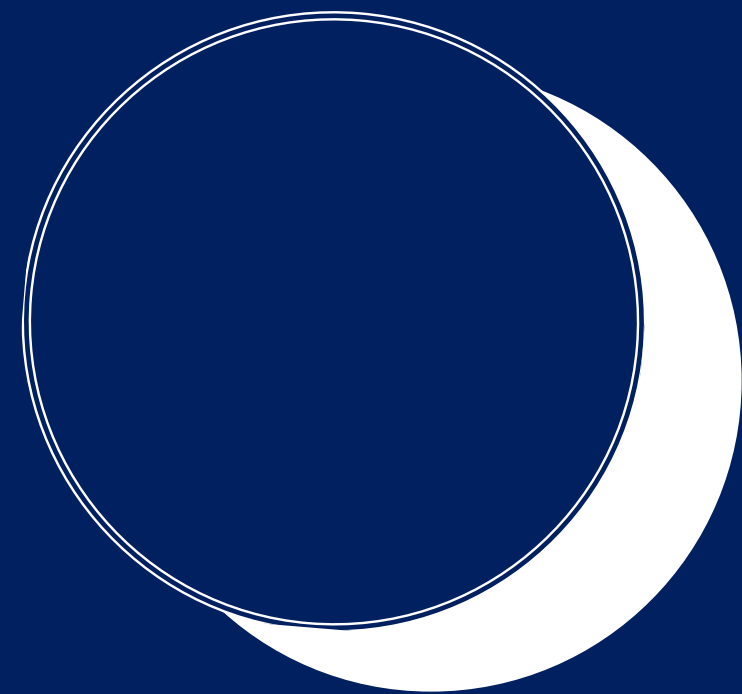


ANALYSIS

Action is the most favorite genre categories of game, showing that people enjoy “competitive” and “adventurous” game.

INSIGHT

Genre preferences vary by region. Action games are the top choice across North America, Europe, and other regions, while Japan stands out with a strong preference for Role-Playing Games (RPGs). To counter a downward trend in global sales, publishers should consider regional genre preferences when strategizing marketing and product releases, which could improve overall sales performance.



Thank you!

ANY QUESTIONS?