

Strategic Decision-Making for Global Launch of Our Video Game

By – Bhavya Sharma

Introduction -

The gaming industry has witnessed unprecedented growth in recent years, driven by technological advancements, shifting consumer preferences, and the emergence of diverse gaming platforms. One critical aspect shaping the landscape of video game sales is the influence of gaming platforms. These platforms, ranging from traditional consoles to PC gaming and the expanding realm of mobile devices, play a pivotal role in determining how games are developed, distributed, and ultimately consumed by players worldwide.

The diverse ecosystem of gaming platforms has evolved beyond the conventional console model, with each platform offering unique experiences and catering to distinct segments of the gaming community. This research aims to delve into the intricate relationships between gaming platforms and video game sales, unraveling the various factors that contribute to the success or challenges faced by developers and publishers in this dynamic industry.

Problem Statement -

In launching our new video game, we face the pivotal challenge of determining the ideal locations, platforms, publishers, and genre to optimize sales and profitability. Analyzing sales data from Japan, North America, and Europe, alongside global trends, is crucial. We must identify the most lucrative geographical regions, preferred gaming platforms, and reputable publishers with a successful track record in our target areas. Additionally, understanding profitable gaming genres and adapting to emerging trends is vital for maximizing our game's success. A global sales strategy, informed by comprehensive data analysis, will guide our decision-

making process, ensuring a strategic and successful launch in the competitive gaming market.

Objectives -

- To visually analyze and compare the global sales performance of video games over the specified time frame.
- To identify trends and patterns in sales across different regions, including Japan, North America, and Europe.
- To create visualizations that highlight disparities and variations in video game sales between different regions (Japan, America, Europe).
- To explore the impact of gaming platforms on video game sales.
- To identify key publishers associated with successful sales and understand their impact on the market.
- Analysis of key factors influencing video game sales in Europe and comparison with global trends.

Methodology -

Power BI was instrumental in our quest for the optimal data visualization strategy for launching our new video games. Leveraging Power BI's robust capabilities, we collected and cleaned a comprehensive dataset featuring key attributes such as rank, game title, platform, release year, genre, publisher, and regional/global sales figures. The software's intuitive interface allowed us to create dynamic dashboards and interactive visualizations, facilitating a thorough exploration of sales trends across North America, Europe, Japan, and other regions. Through Power BI, we identified the most effective visualization graphs to convey essential insights, enabling us to make informed decisions on platform selection, genre emphasis, and geographical focus for our global game launch. The platform's agility and real-time updates further ensured the relevance and accuracy of our data-driven conclusions.

Data Set -

This dataset features 16,000 rows capturing key aspects of the video game landscape. With 9 columns including Global sales, Japan and North America sales, year of

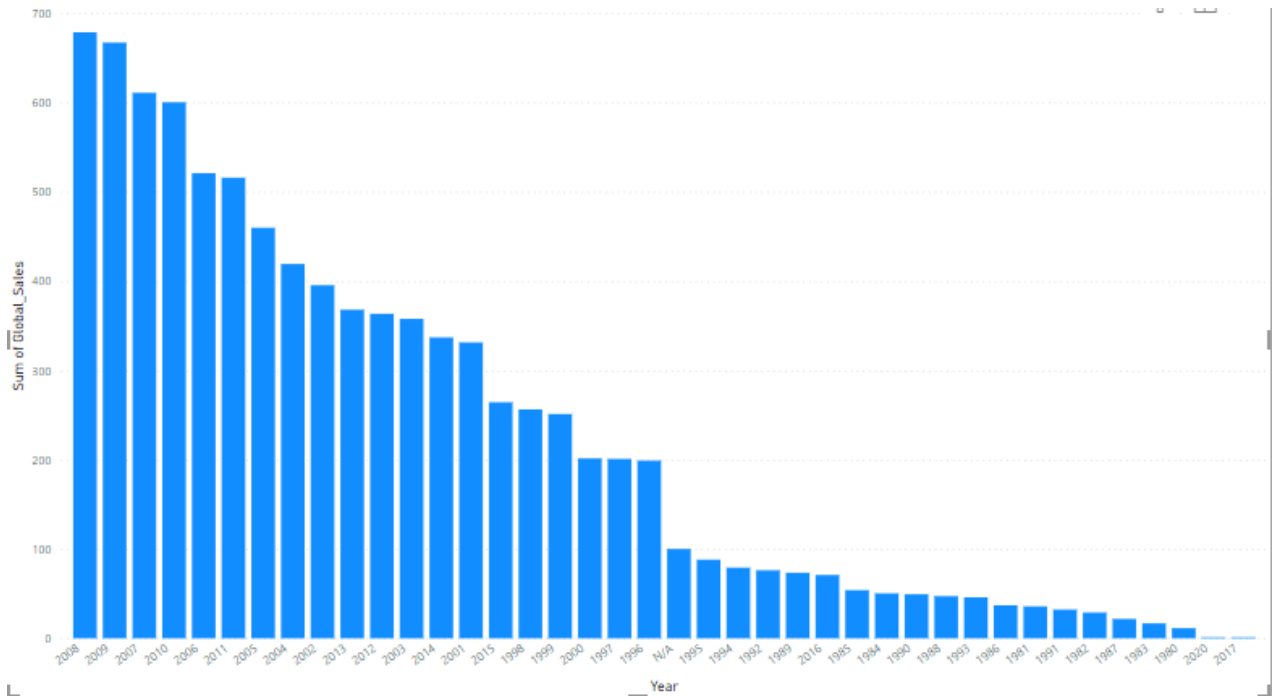
release, Europe sales, platform, publisher, genre, and other sales, it provides a comprehensive snapshot of the industry. From global market performance to regional nuances, temporal trends, and creative insights through genre and publisher data, the dataset is a treasure trove for understanding the dynamic world of video game sales.

Rank	Name	Platform	Year	Genre	Publisher	NA_Sales	EU_Sales	JP_Sales	Other_Sales	Global_Sales
1	Wii Sports	Wii	2006	Sports	Nintendo	41.49	29.02	3.77	8.46	82.74
2	Super Mario Bros.	NES	1985	Platform	Nintendo	29.08	3.58	6.81	0.77	40.24
3	Mario Kart Wii	Wii	2008	Racing	Nintendo	15.85	12.88	3.79	3.31	35.82
4	Wii Sports Resort	Wii	2009	Sports	Nintendo	15.75	11.01	3.28	2.96	33
5	Pokemon Red/Pokemon Blue	GB	1996	Role-Playing	Nintendo	11.27	8.89	10.22	1	31.37
6	Tetris	GB	1989	Puzzle	Nintendo	23.2	2.26	4.22	0.58	30.26
7	New Super Mario Bros.	DS	2006	Platform	Nintendo	11.38	9.23	6.5	2.9	30.01
8	Wii Play	Wii	2006	Misc	Nintendo	14.03	9.2	2.93	2.85	29.02
9	New Super Mario Bros. Wii	Wii	2009	Platform	Nintendo	14.59	7.06	4.7	2.26	28.62
10	Duck Hunt	NES	1984	Shooter	Nintendo	26.93	0.63	0.28	0.47	28.31
11	Nintendogs	DS	2005	Simulation	Nintendo	9.07	11	1.93	2.75	24.76
12	Mario Kart DS	DS	2005	Racing	Nintendo	9.81	7.57	4.13	1.92	23.42
13	Pokemon Gold/Pokemon Silver	GB	1999	Role-Playing	Nintendo	9	6.18	7.2	0.71	23.1
14	Wii Fit	Wii	2007	Sports	Nintendo	8.94	8.03	3.6	2.15	22.72
15	Wii Fit Plus	Wii	2009	Sports	Nintendo	9.09	8.59	2.53	1.79	22
16	Kinect Adventures!	X360	2010	Misc	Microsoft Game Studios	14.97	4.94	0.24	1.67	21.82
17	Grand Theft Auto V	PS3	2013	Action	Take-Two Interactive	7.01	9.27	0.97	4.14	21.4
18	Grand Theft Auto: San Andreas	PS2	2004	Action	Take-Two Interactive	9.43	0.4	0.41	10.57	20.81
19	Super Mario World	SNES	1990	Platform	Nintendo	12.78	3.75	3.54	0.55	20.61
20	Brain Age: Train Your Brain in Minutes a Day	DS	2005	Misc	Nintendo	4.75	9.26	4.16	2.05	20.22

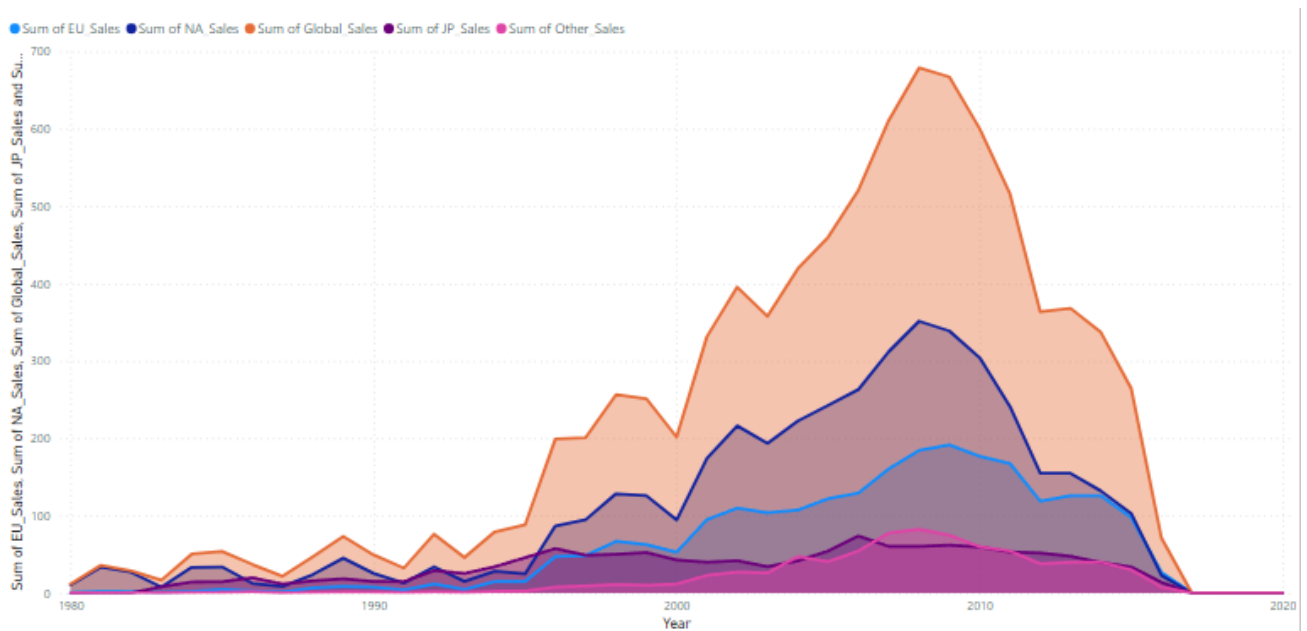
About Attributes -

- **Rank:** The numerical position of the game based on its sales performance.
- **Name of Game:** The title or identifier of the video game.
- **Platform:** The gaming system or device for which the game is designed.
- **Year of Release:** The calendar year when the game was officially launched.
- **Genre:** The category or type of gameplay experience offered by the game.
- **Publisher:** The entity responsible for producing and distributing the game.
- **North America Sales:** The total sales revenue generated in the North American region.
- **Europe Sales:** The total sales revenue generated in the European region.
- **Japan Sales:** The total sales revenue generated in the Japanese region.
- **Other Sales:** The total sales revenue generated in regions other than North America, Europe, and Japan.
- **Global Sales:** The overall total sales revenue worldwide.

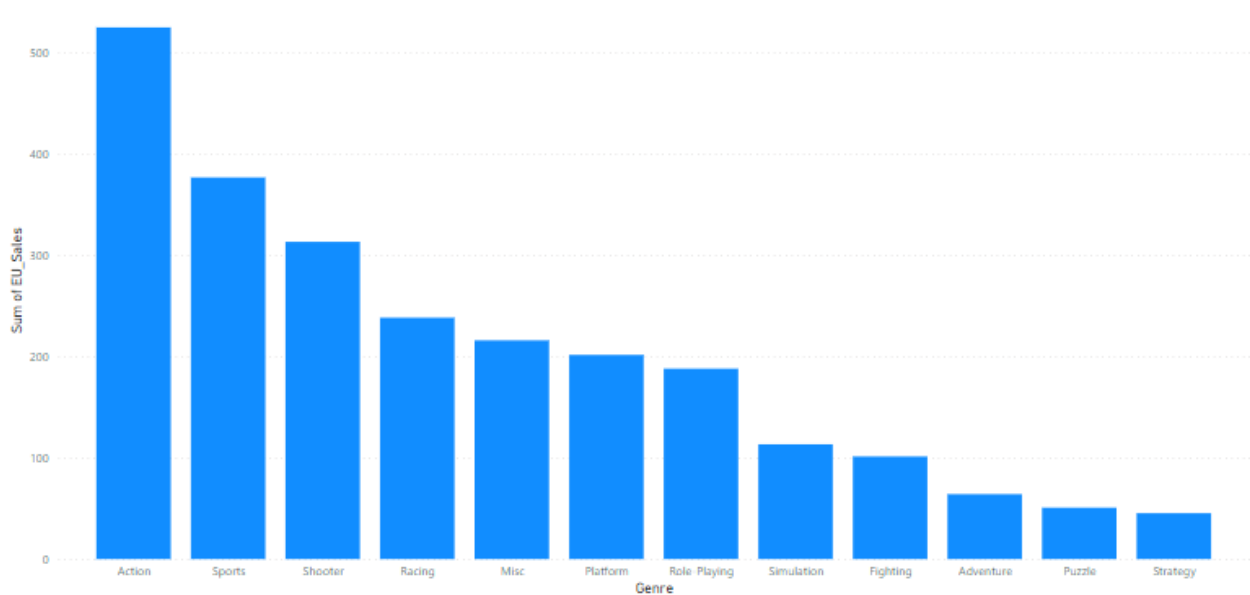
Analysis -



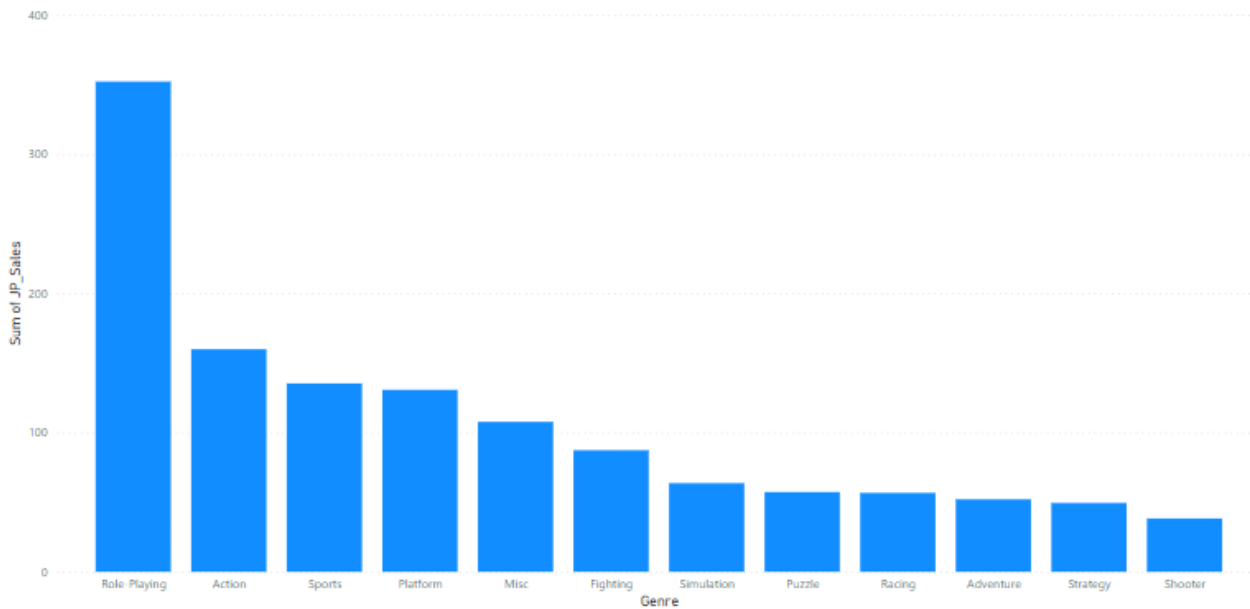
In 2008, global sales were at their maximum, and in 2017, global sales were at their lowest.



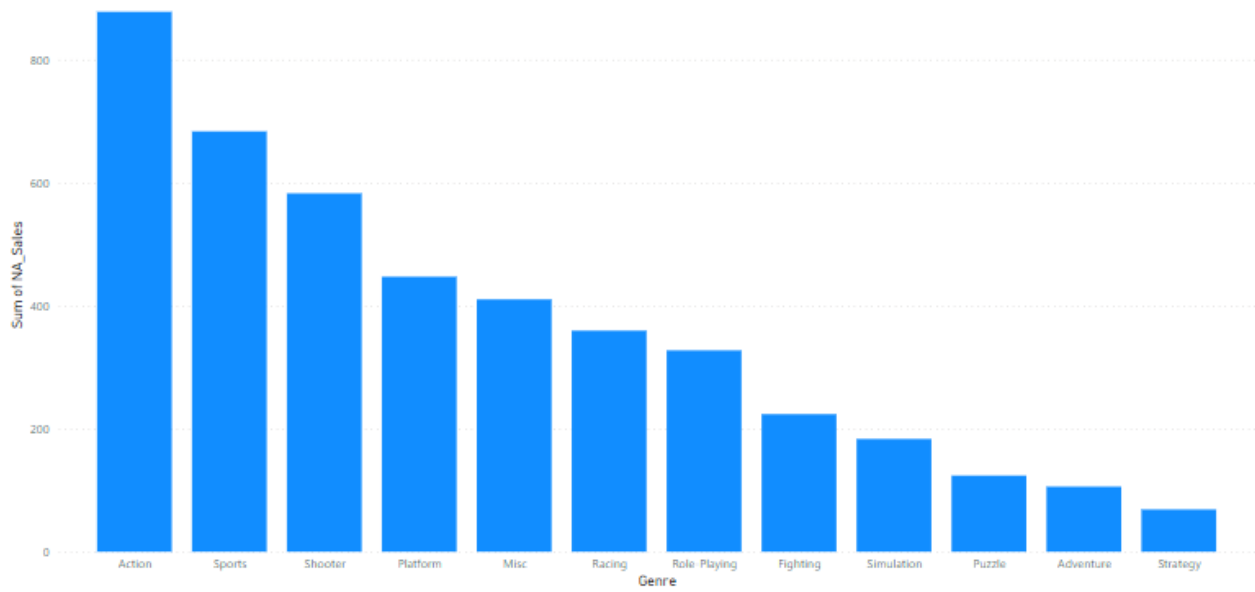
Area chart of all types of sales(Europe, North America, Japan, Other, Global) with Year.



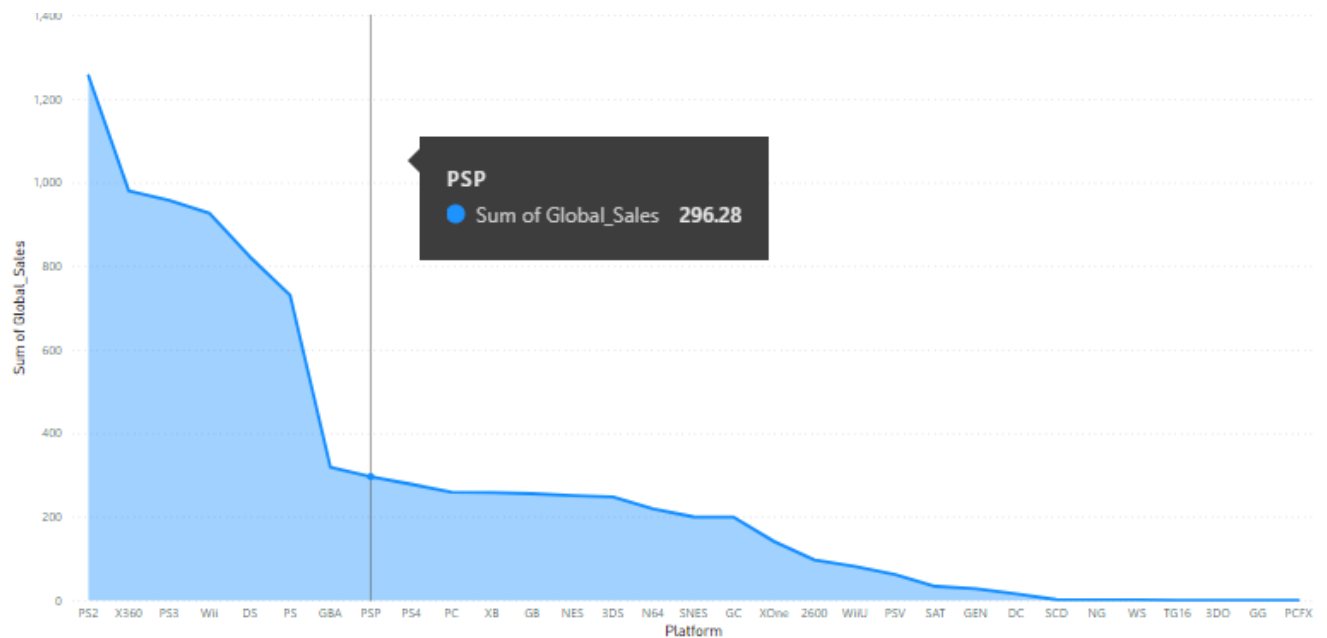
In Europe we can see by this bar graph that Action games are popular there.



In Japan we can see by this bar graph that Role playing games are popular there.



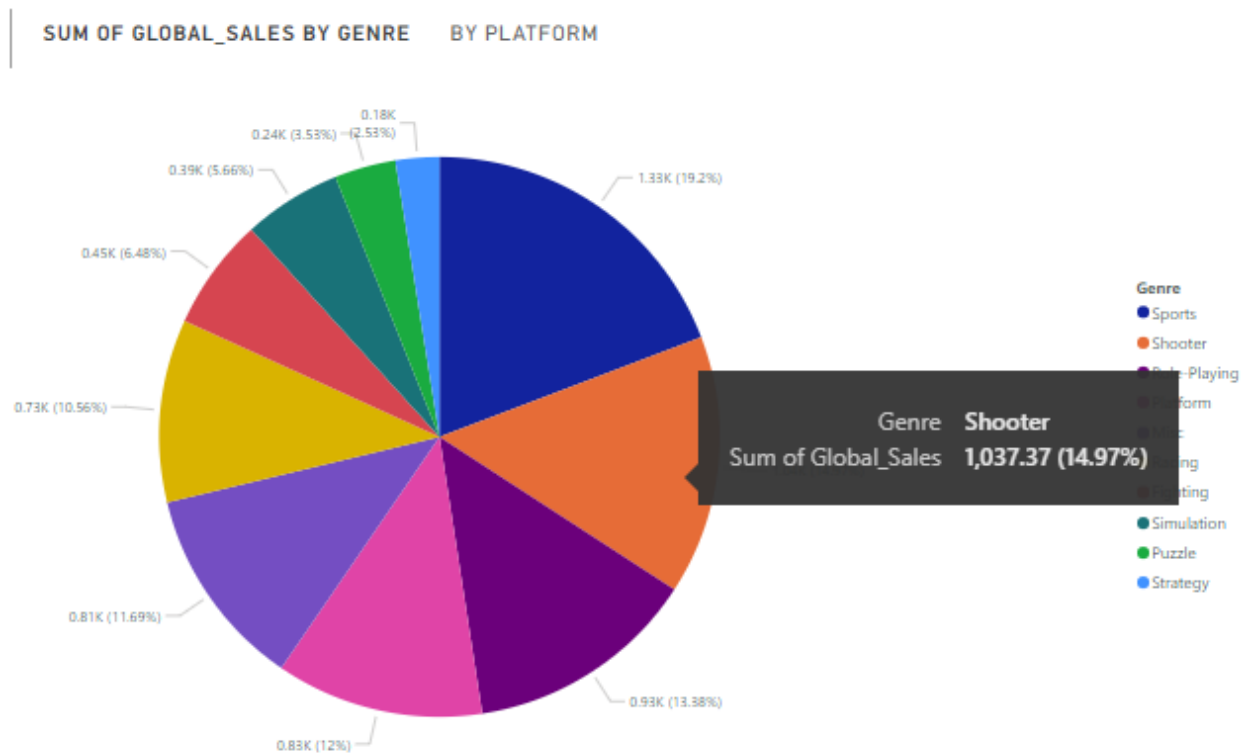
In North America we can see by this bar graph that Action games are popular there.



PS2 platform Global sales is maximum. If we want to select the best option to release our new game then PS2 and X360 is best option.



Nintendo platform have maximum global sales across the different countries. So we will prefer Nintendo or Electronic Arts platform to release our new video game.



Genre Sports and Shooter games is highest sales by seeing Global Sales. Therefore we can conclude that we will release or choose Sports or Shooter as Genre if our game.

Conclusion -

In conclusion, after a thorough analysis of sales data, platform preferences, and genre trends, I have decided to release our new video game in North America. Leveraging the popularity of gaming consoles, particularly the PS2 and Nintendo platforms, aligns with the regional gaming culture and presents a strategic opportunity to tap into a large and diverse audience. The selected genre, a shooter game, is well-suited to capture the interest of the North American gaming community. This strategic decision aims to maximize sales and player engagement, setting the stage for a successful and impactful global launch.