

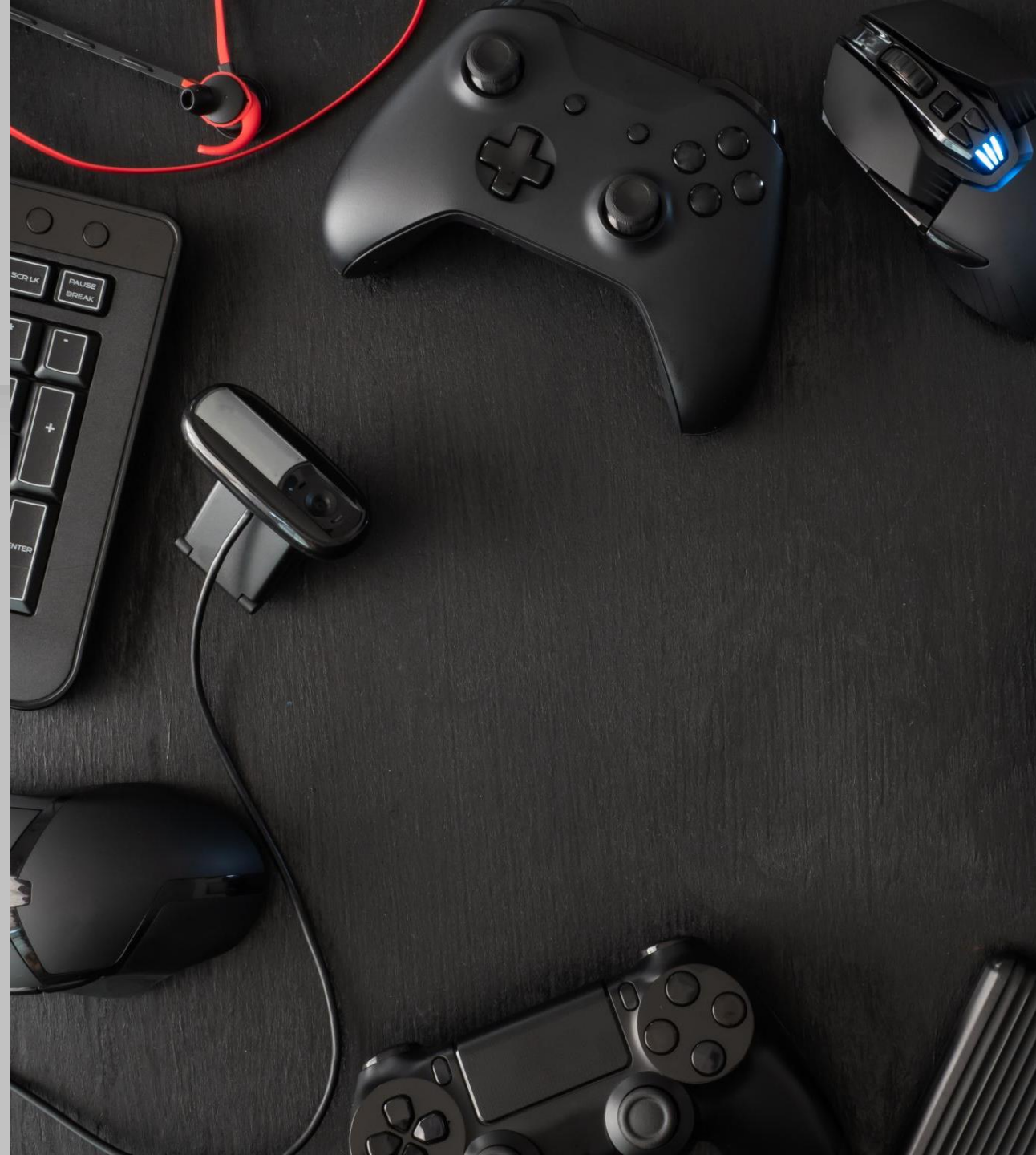


Genre and Platform Sales Performance Across Regions from 1980-2005

Daniel Sterling
Aaron Suarez
Ivelisse Montero

Thesis

Our study will analyze the sales performance of video games across genres and platforms through different regions, identifying shifts in genre and platform popularity and their correlation with the regions they are sold in.

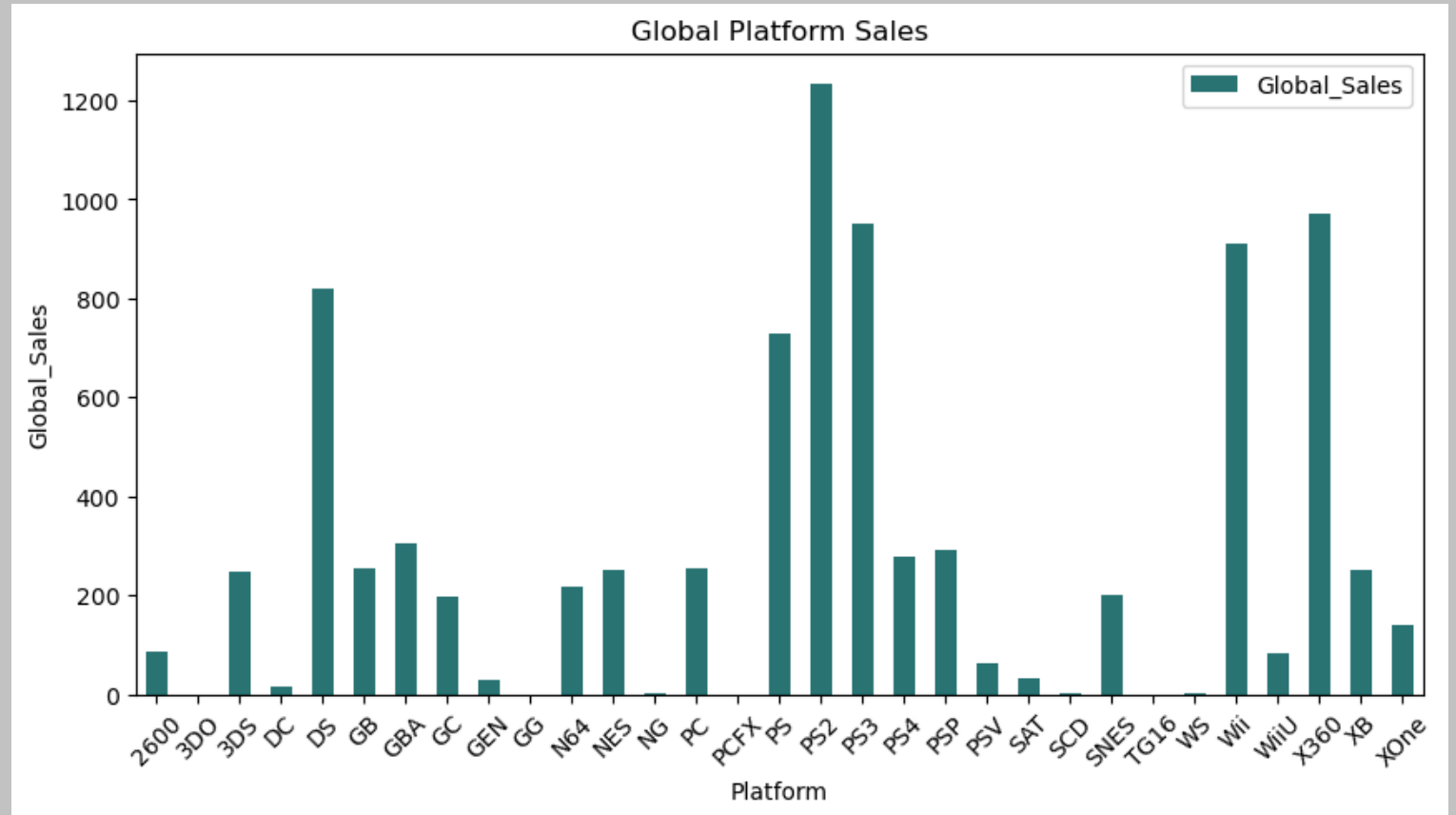


Platform Sales

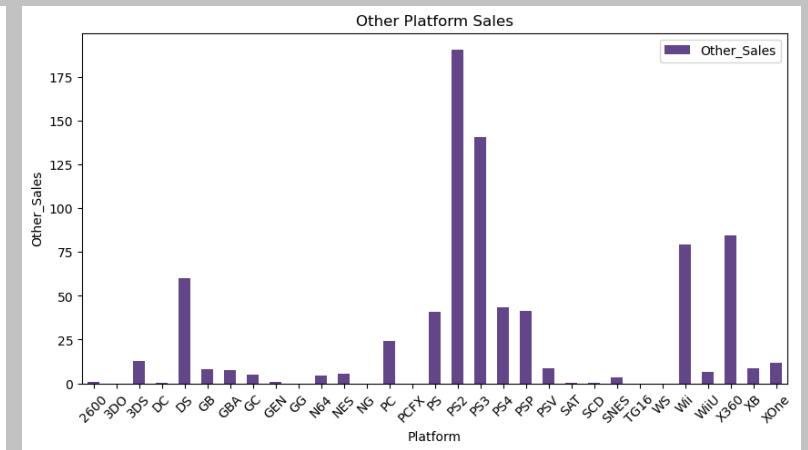
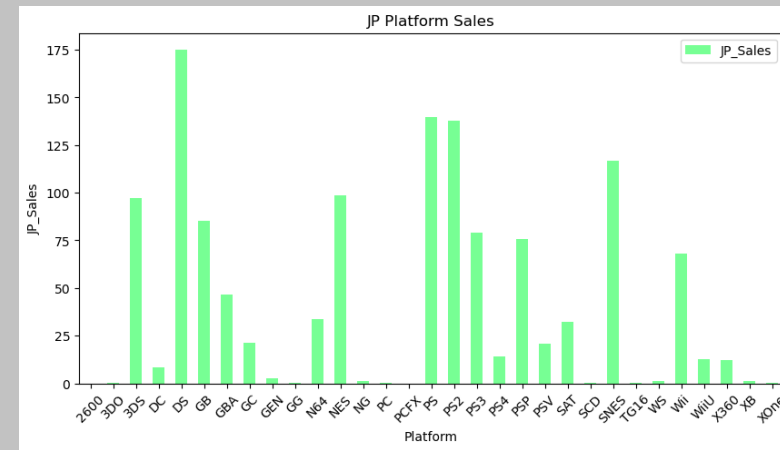
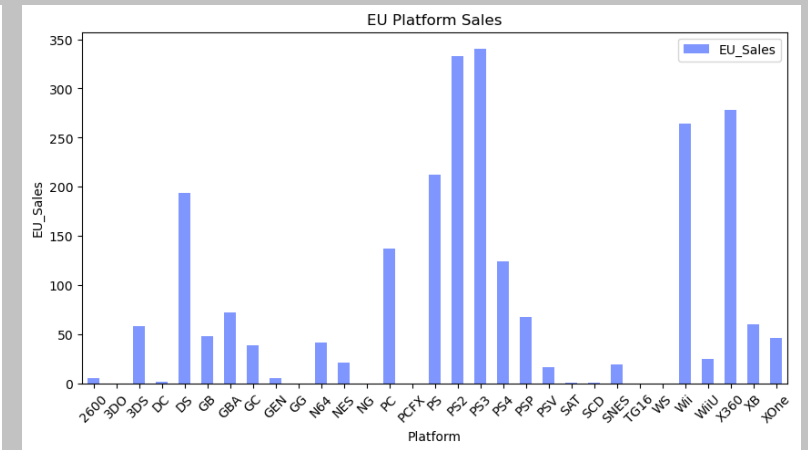
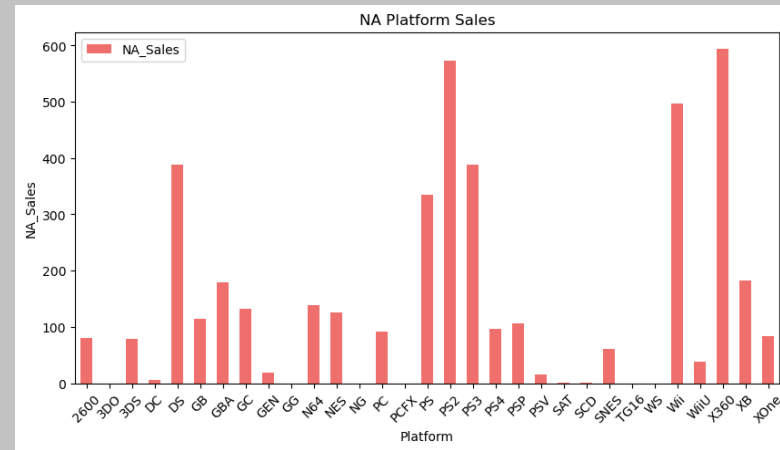
What Platforms had
the highest sales?

What Platforms are
most prominent in
each major region?

Global Platform Sales



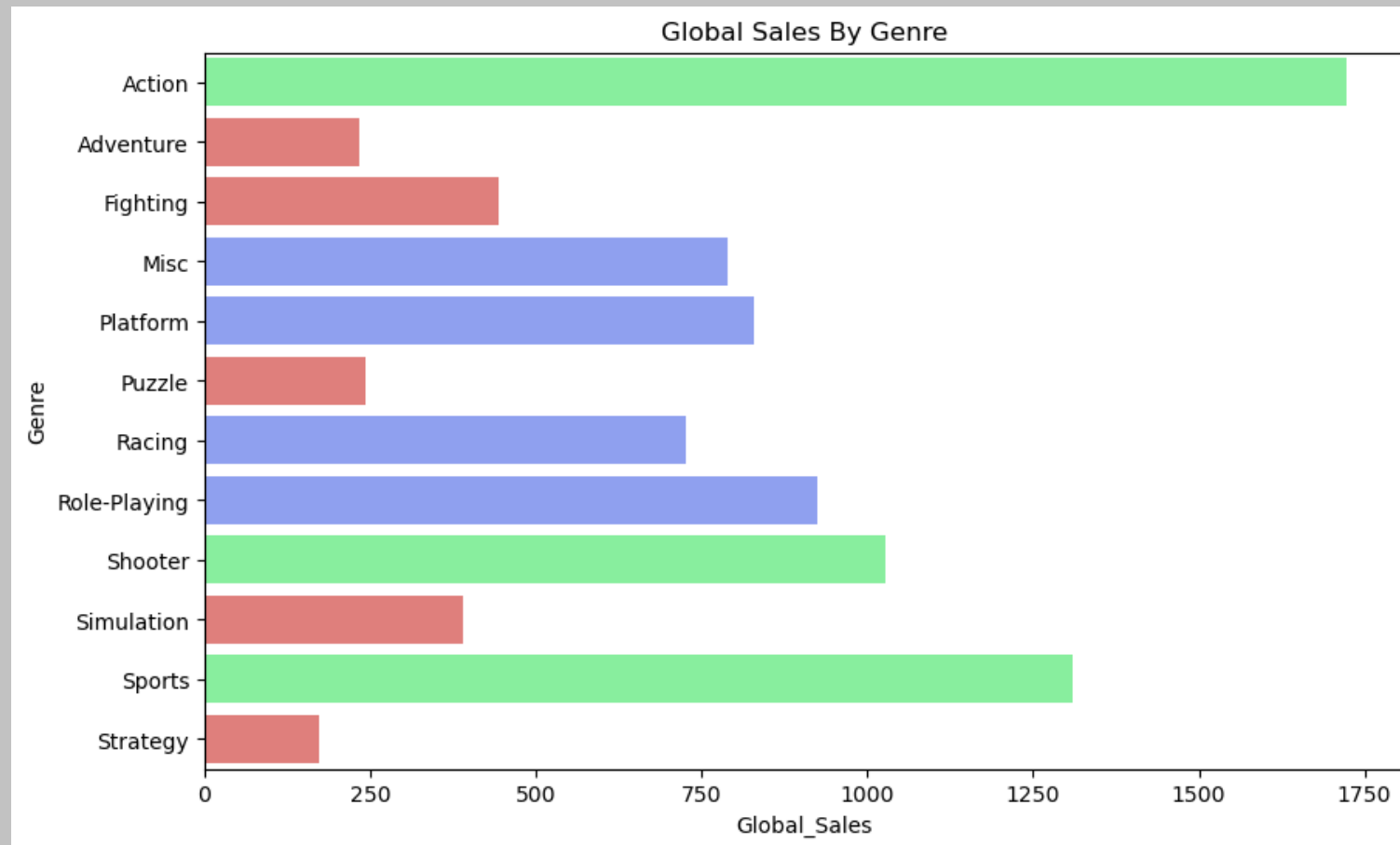
Platform Sales by Region



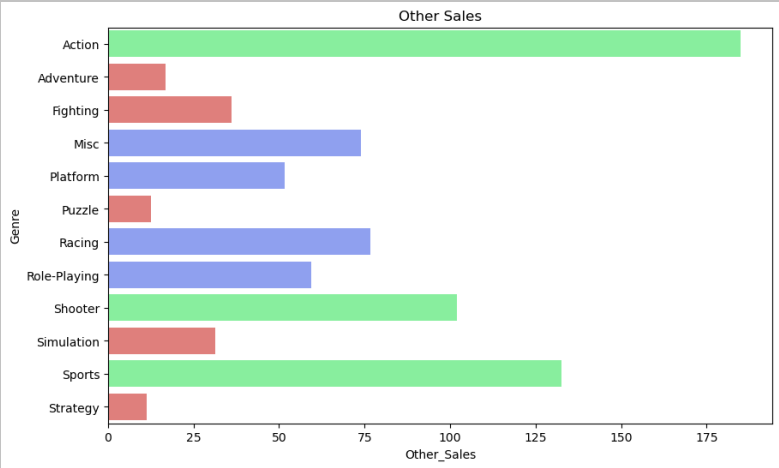
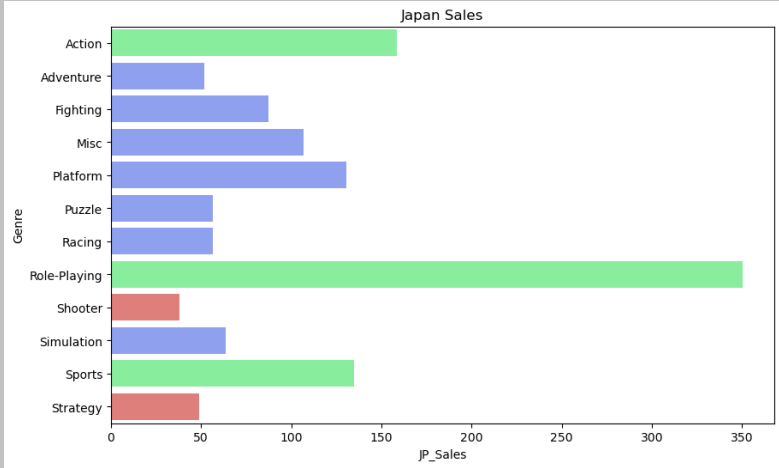
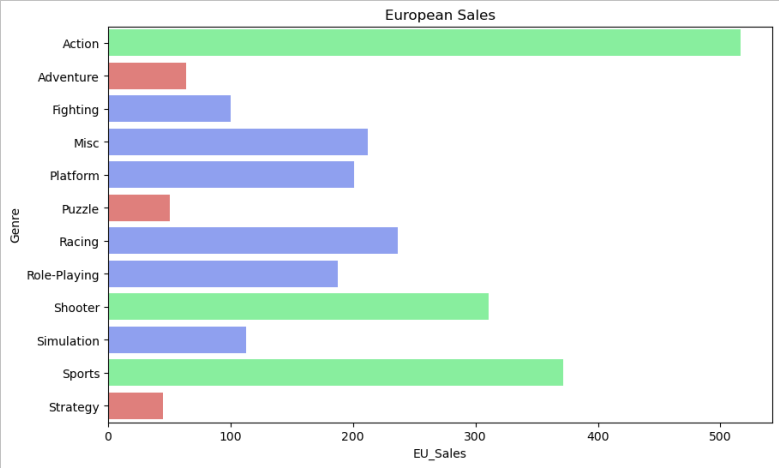
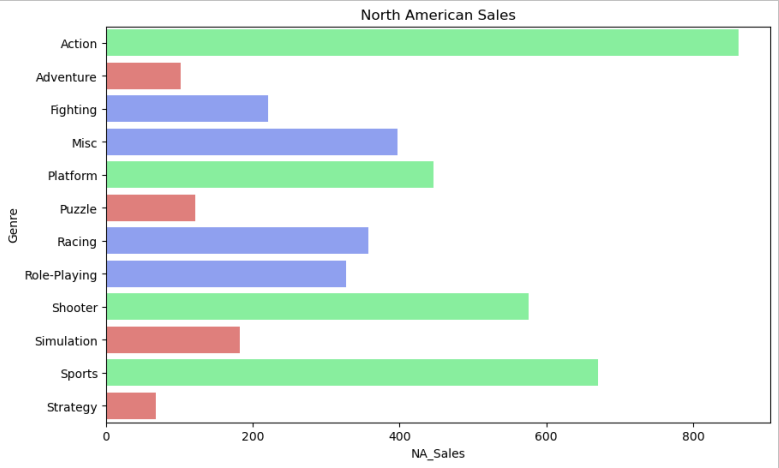
Genre Sales

What Genres had the highest sales?

What Genres are most prominent in each major region?



Genre Sales by Region



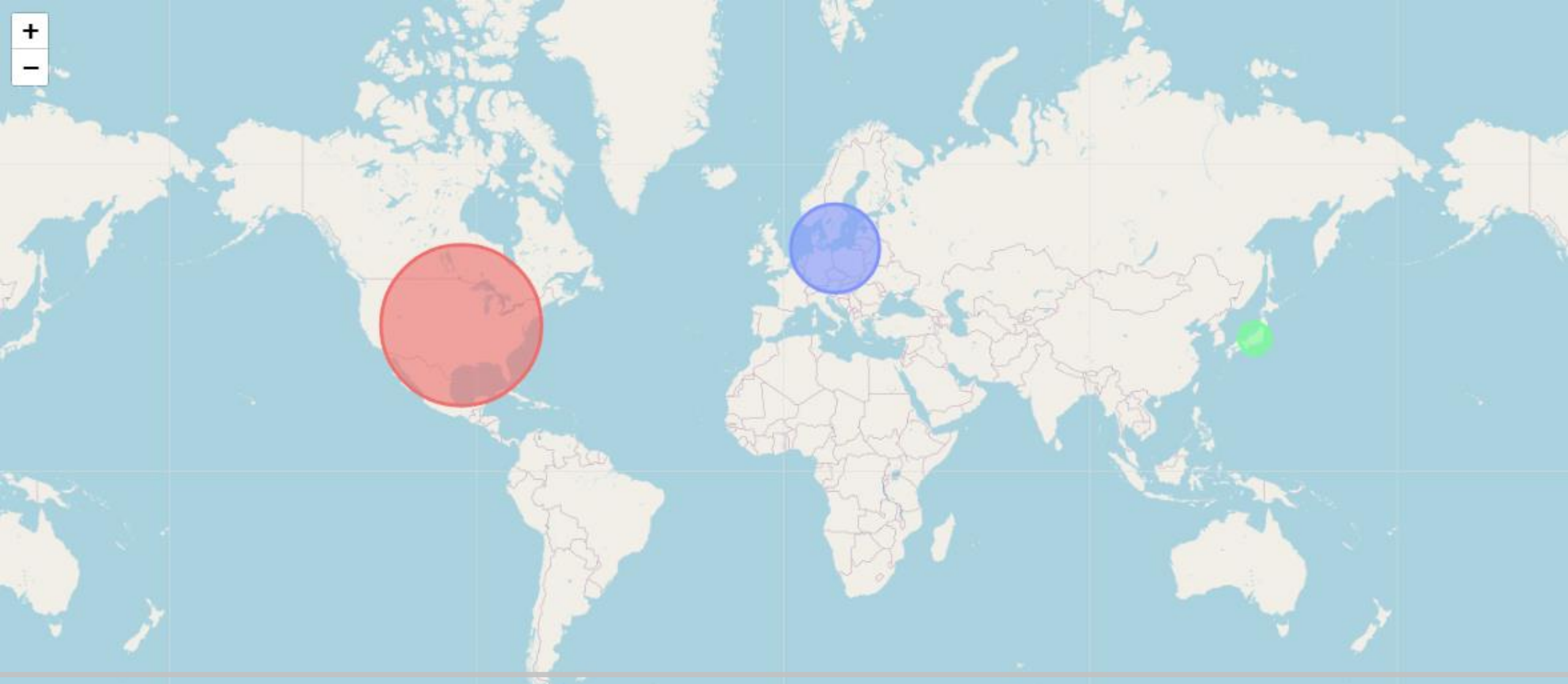
Major Contributions to Genre Sales

What were the three
main genres seen in
our data set?

What countries
contribute most to
these genres?



Action



Sports



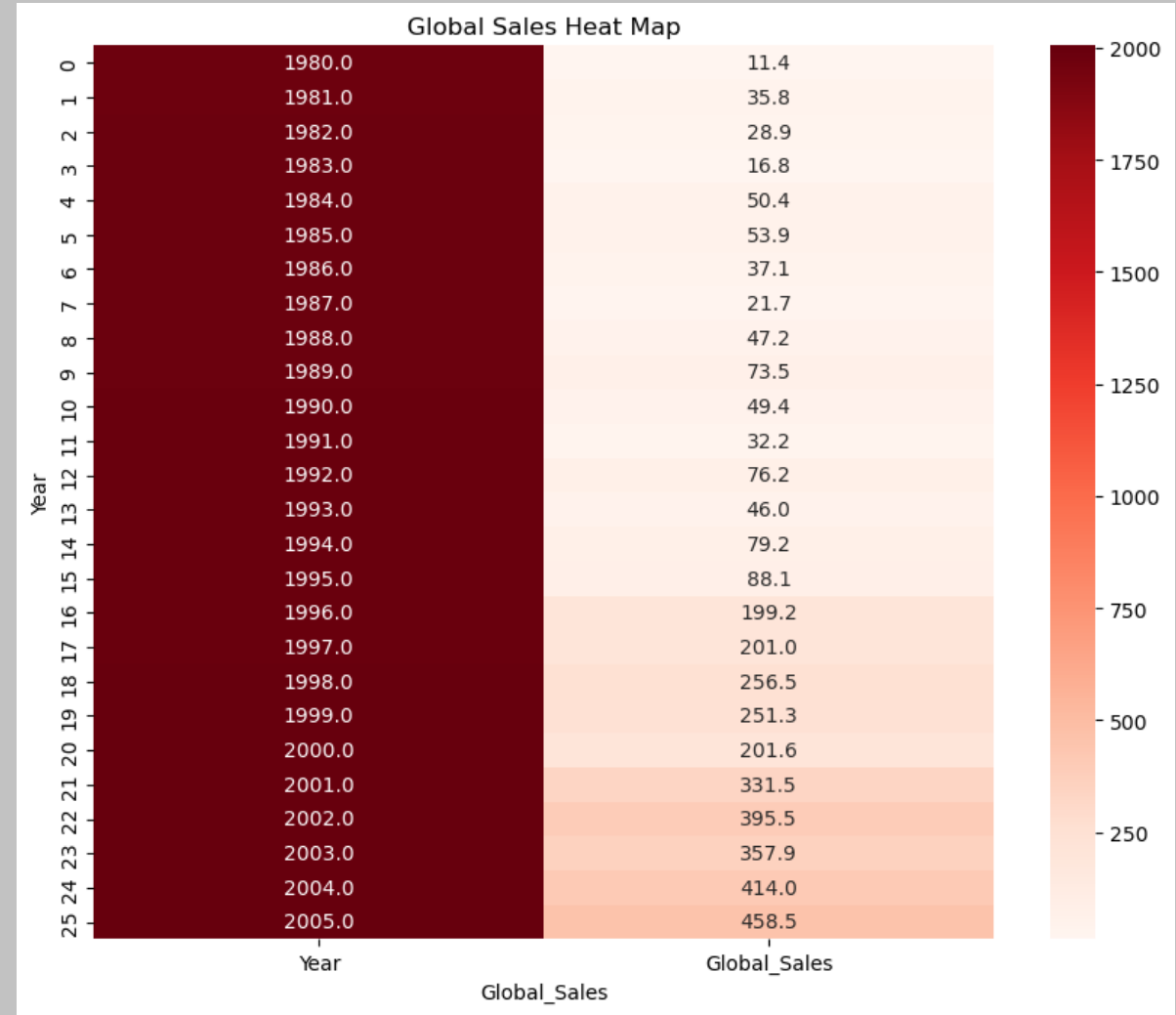
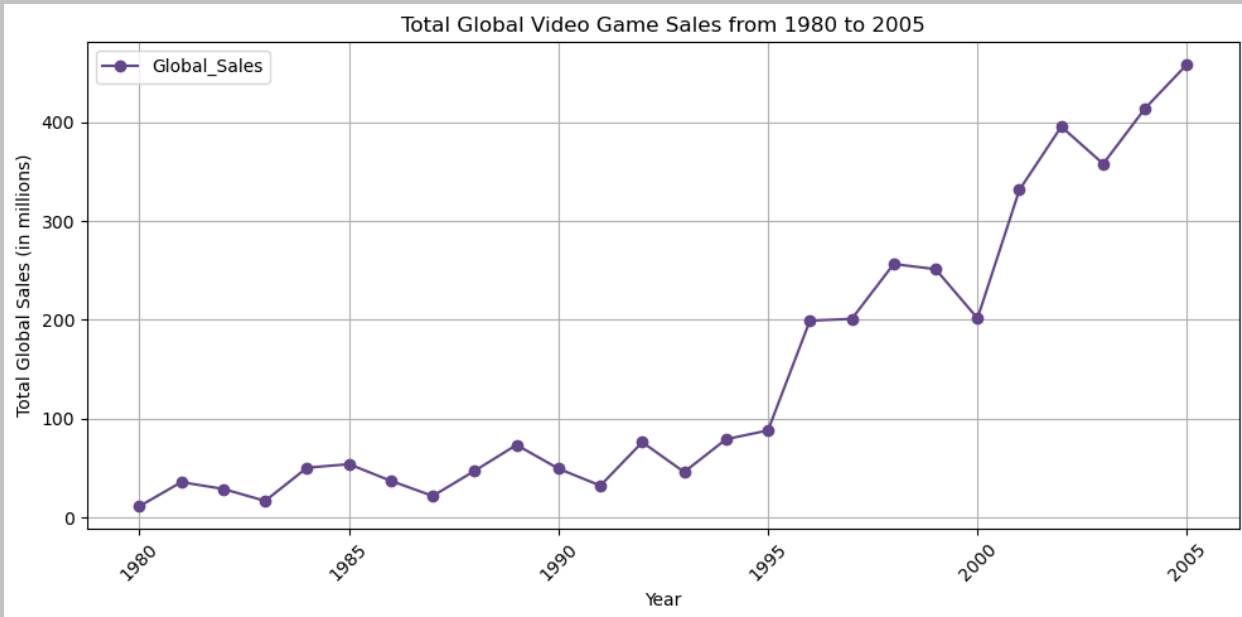
Shooter

Correlation Between Years and Sales

Does the year a game is release effect its sales?

What were the peak years for video game sales?

Global Platform Sales



Call to Action

- Based on our Analysis of the Data Set we have concluded that if a new game were to include elements of Action, Sports, and Shooter games, while also ensuring that they focus marketing on North America and Europe, that game would have the best foundation for success.

Bias and Limitation


- The major bias of our data set is platforms. Certain games could have likely found more success had they been made available on other Platforms. This is the case with Japan's Platform Sales.
- The major limitation to our data set is not having indications for a game being part of a long running series. This would heavily affect the popularity of a release.

Future Work

- Companies like Microsoft would benefit from looking at sales in Japan, such as Role-Playing Games (RPGs), which would increase their overall sales output.
- America and Europe both have identical sales trends for both Platforms and Genres, so marketing similarly in both of those regions will benefit game developers.

Work Cited

- <https://www.kaggle.com/code/upadorprofzs/eda-video-game-sales>
- <https://chatgpt.com/>
- Kaggle is the source of our Data set, and Chat GPT was referenced throughout our presentation to formulate our thesis as well as understand our Bias and Limitation.



Q&A