



# Genre and Platform Sales Performance Across Regions from 1980-2005

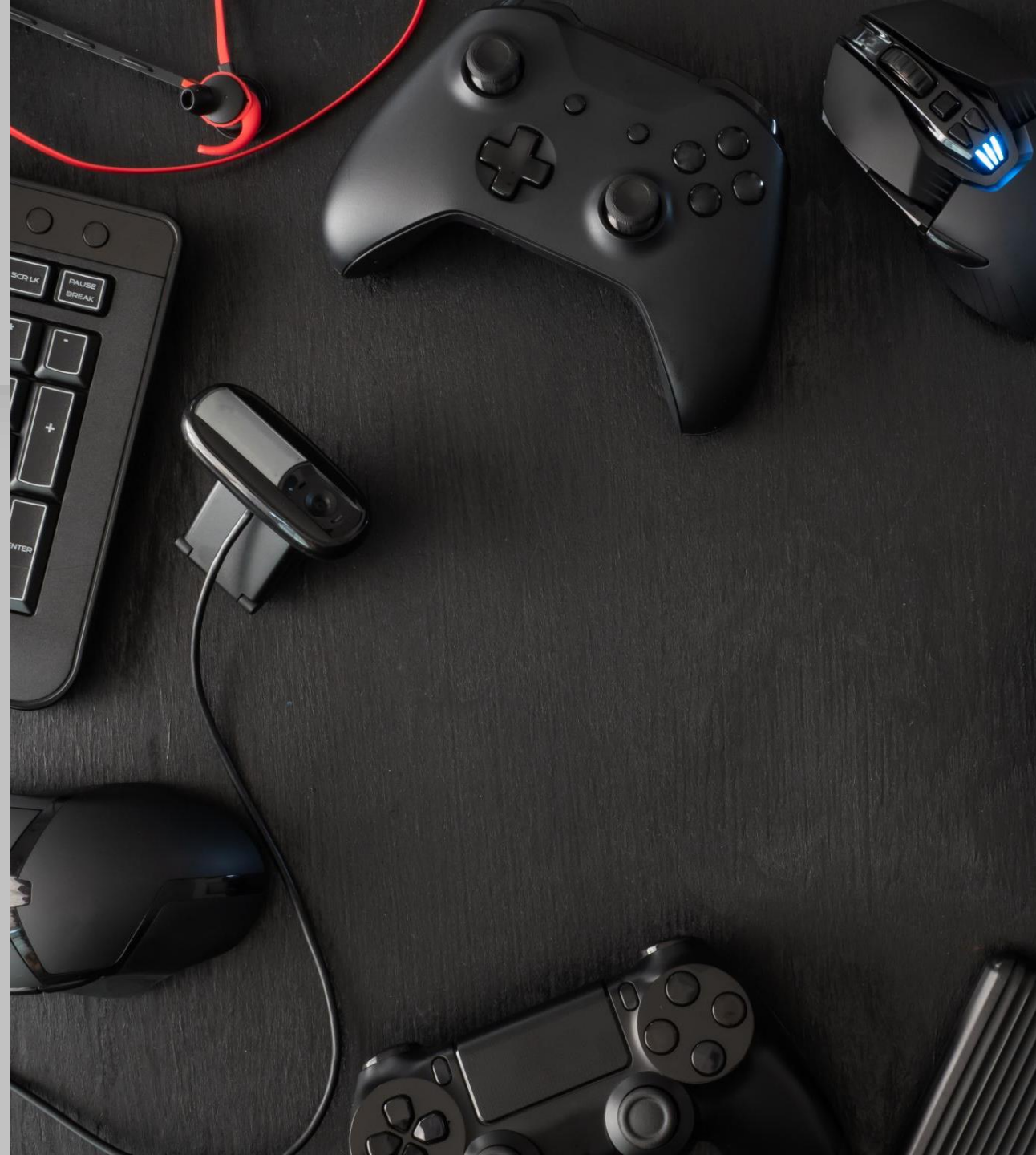
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# Thesis

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.

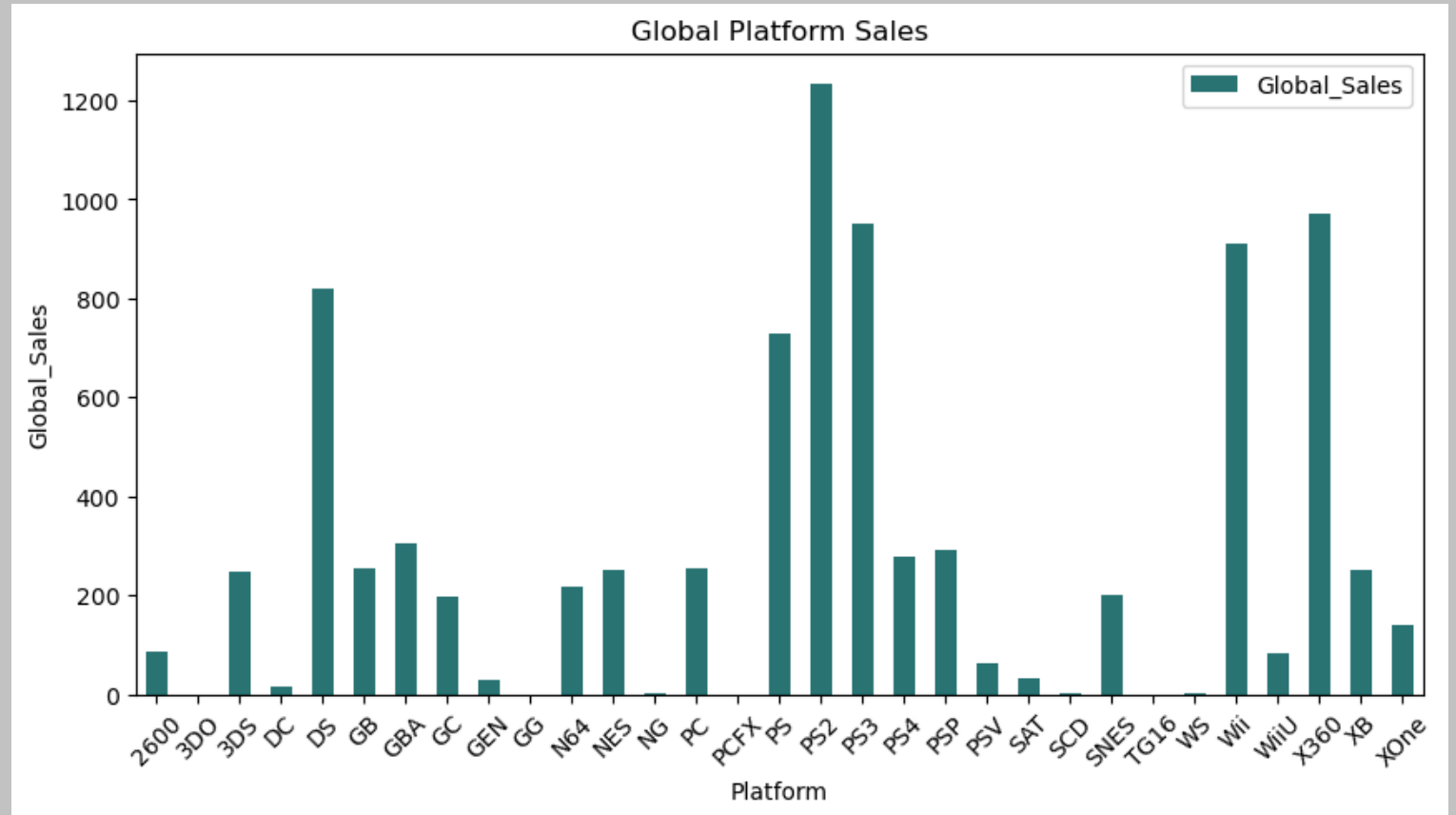


## Platform Sales

What Platforms have  
the highest sales?

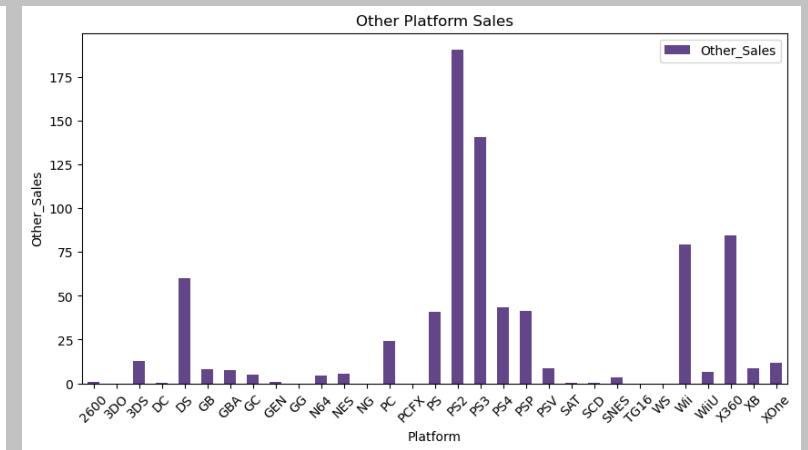
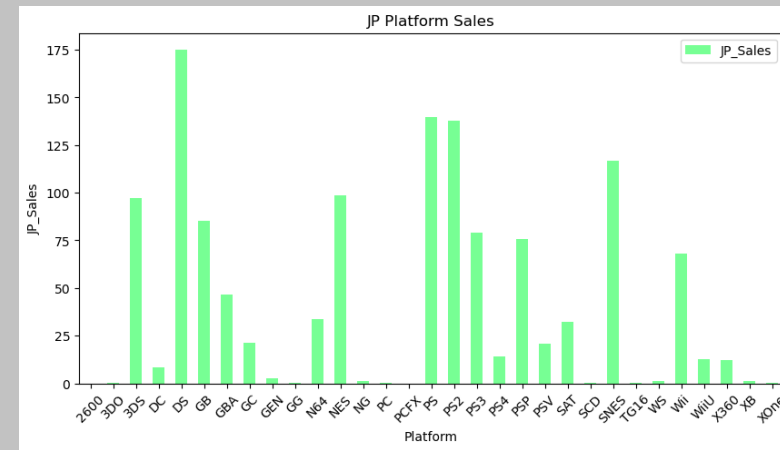
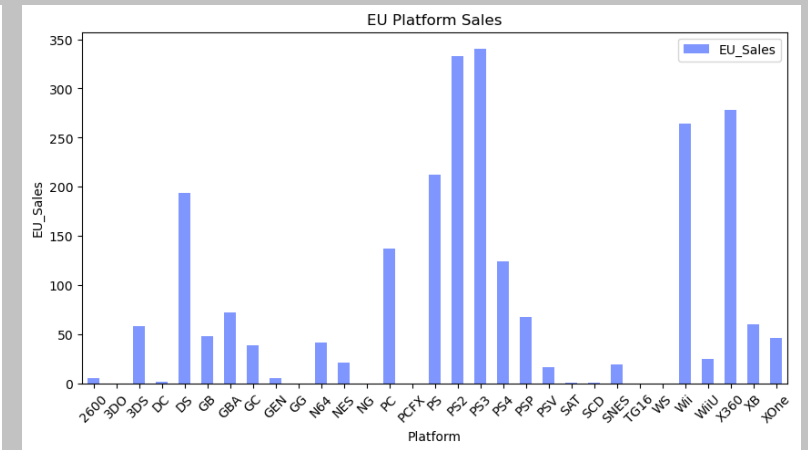
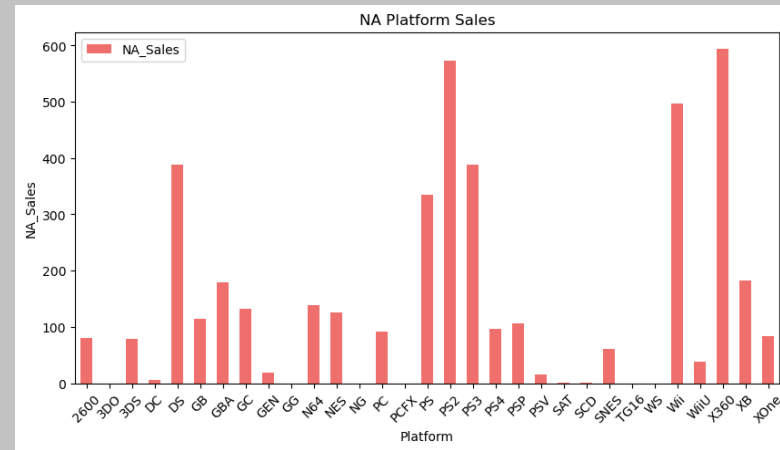
What Platforms are  
most prominent in  
each major region?

# Global Platform Sales





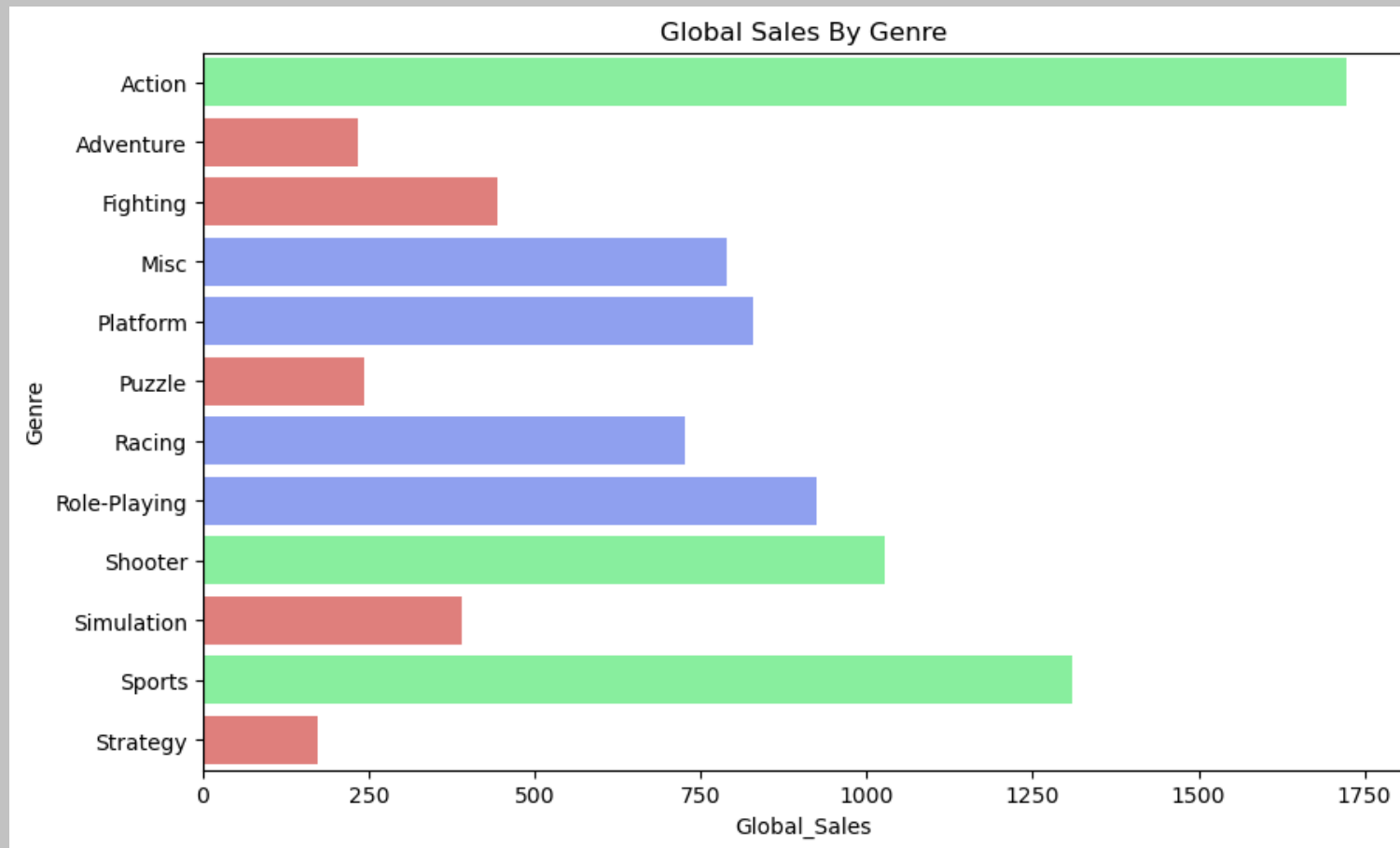
# Platform Sales by Region



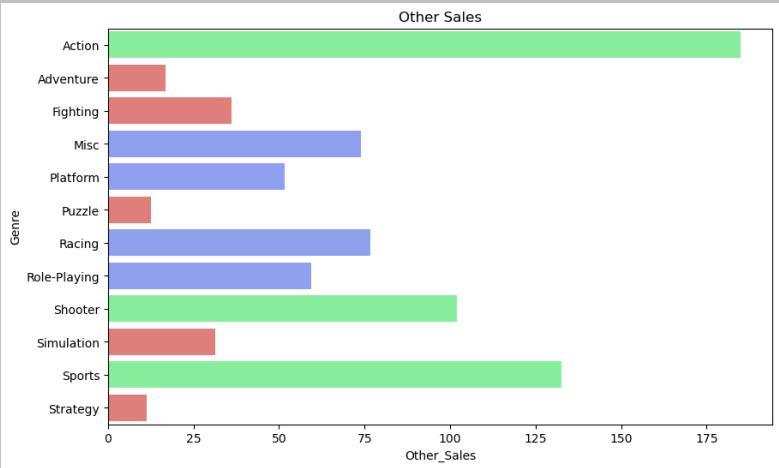
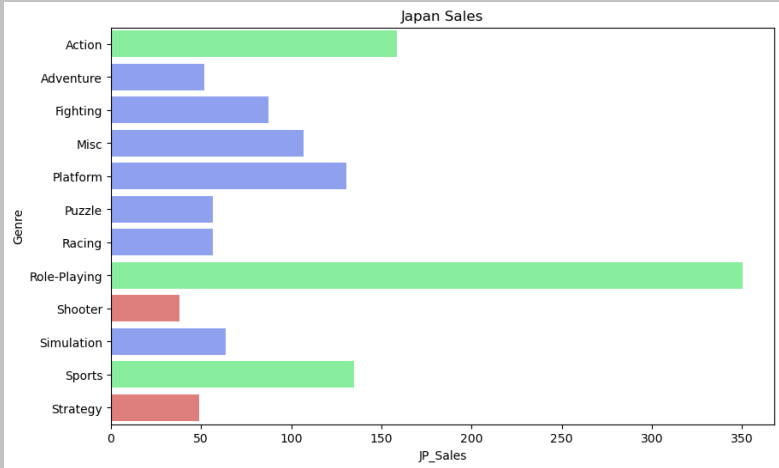
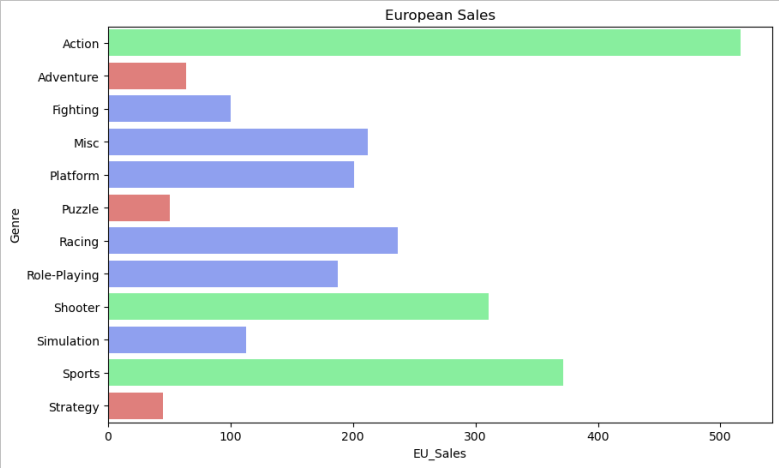
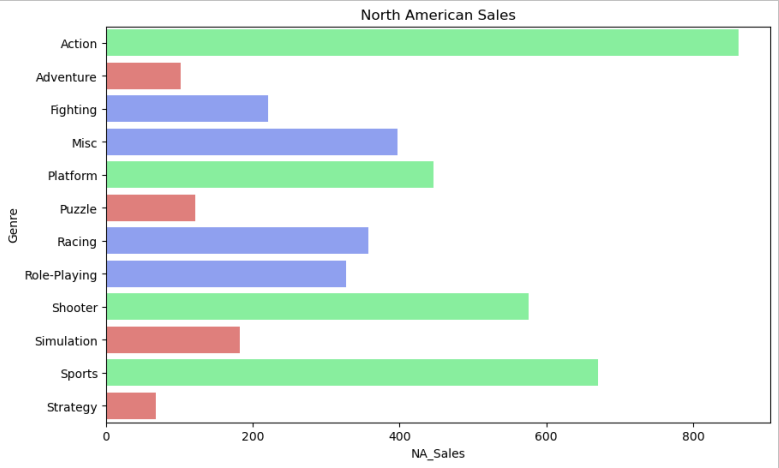
## Genre Sales

What Genres have the highest sales?

What Genres are most prominent in each major region?



# Genre Sales by Region





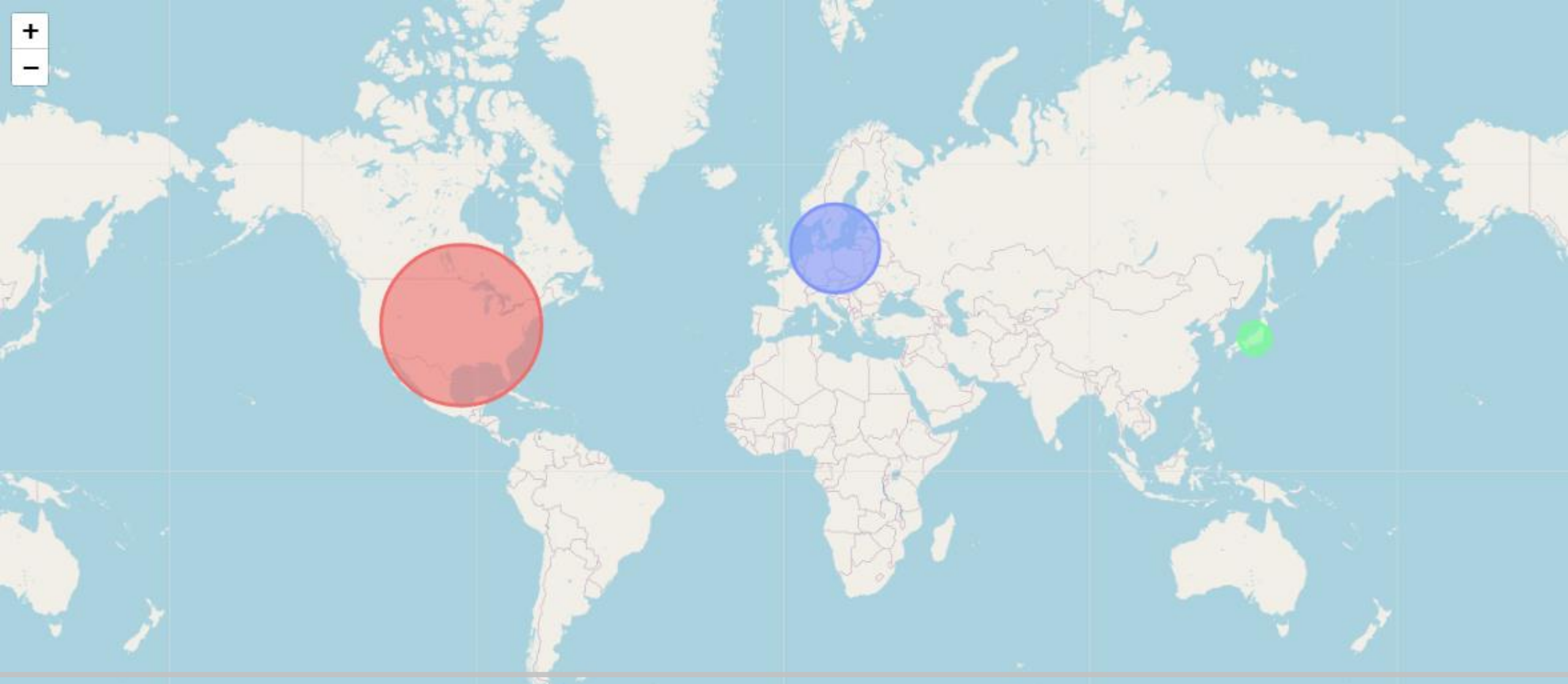
## Major Contributions to Genre Sales

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

What countries  
contribute most to  
these genres?



Action



Sports



Shooter

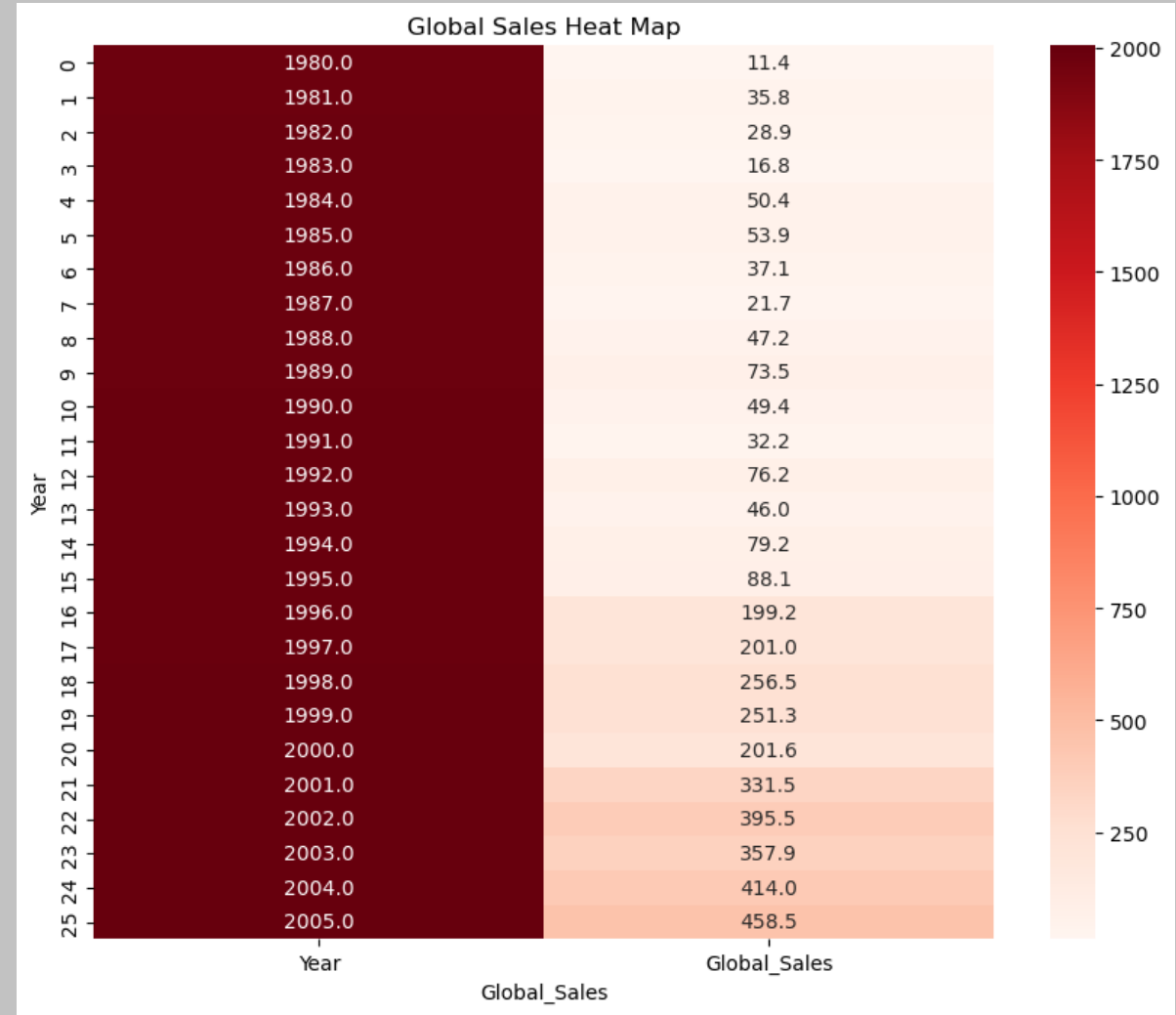
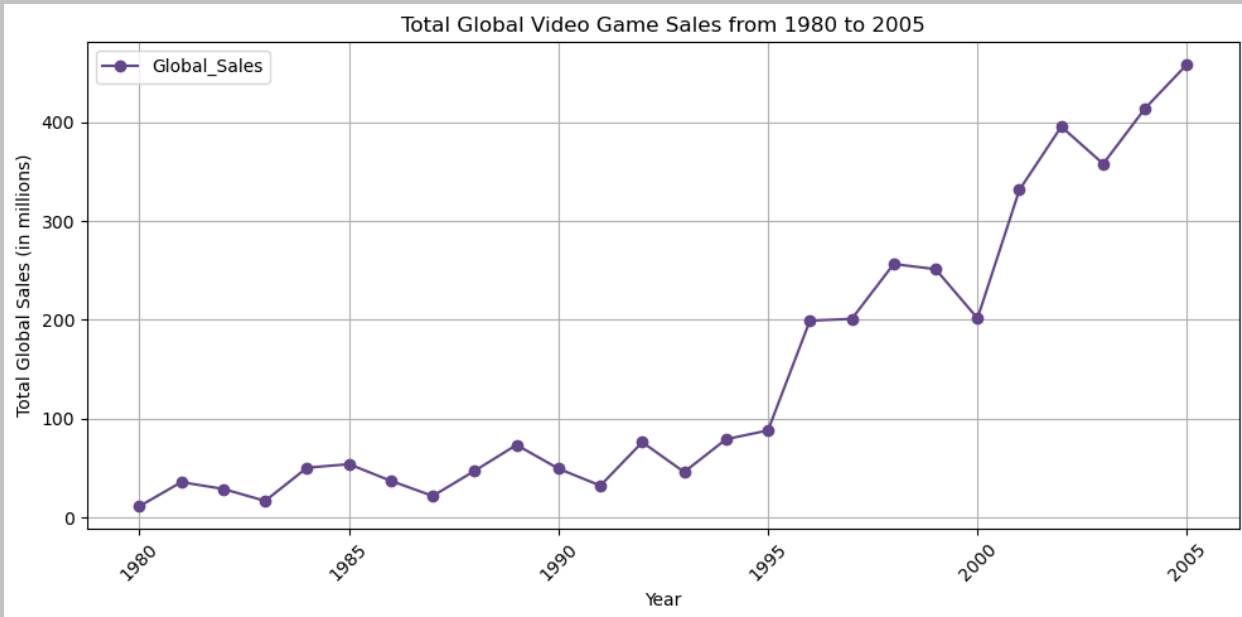
# Correlation Between Years and Sales

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