

Video Game Sales Analysis



Comparison by Genre

2000 - 2019

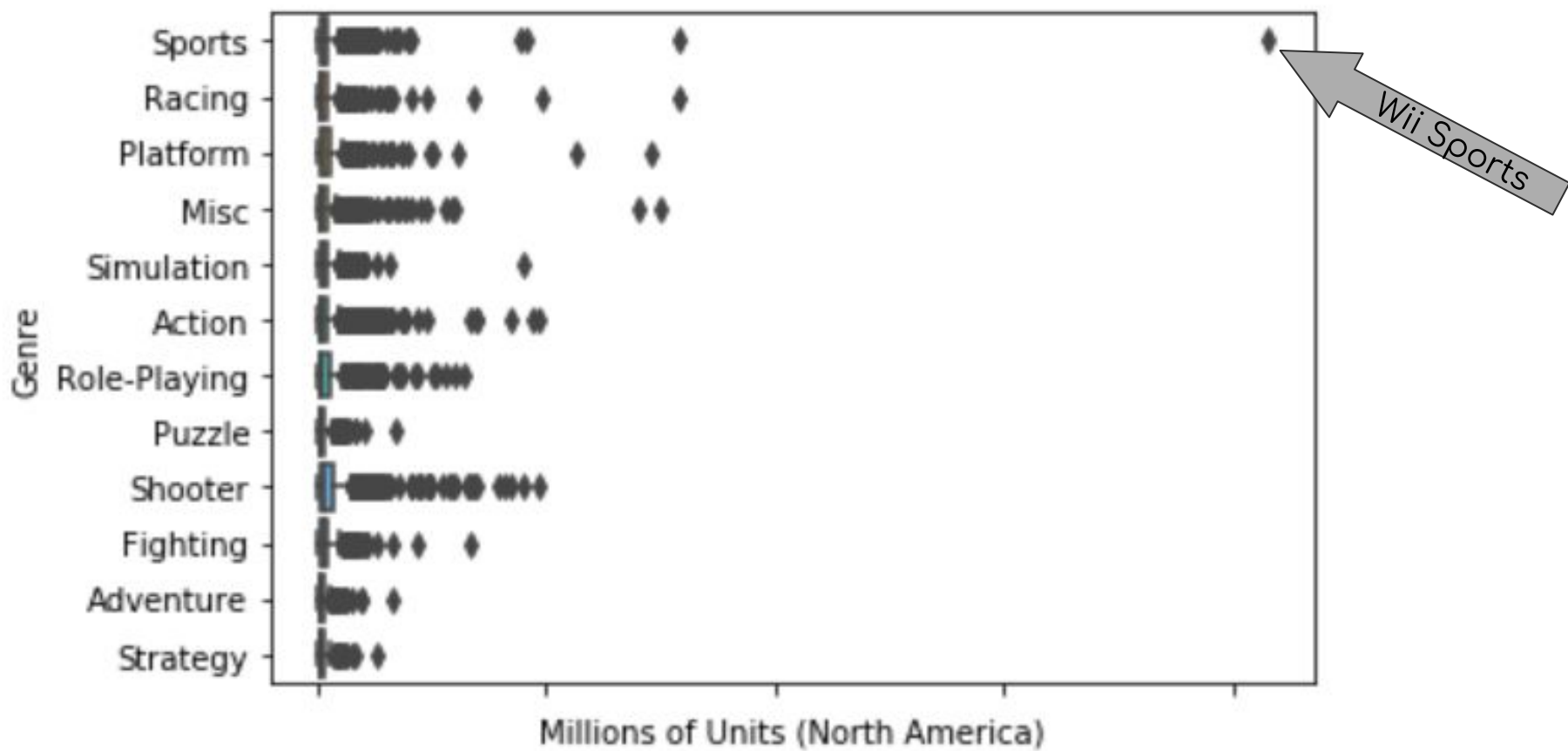
By: Dillan Gump

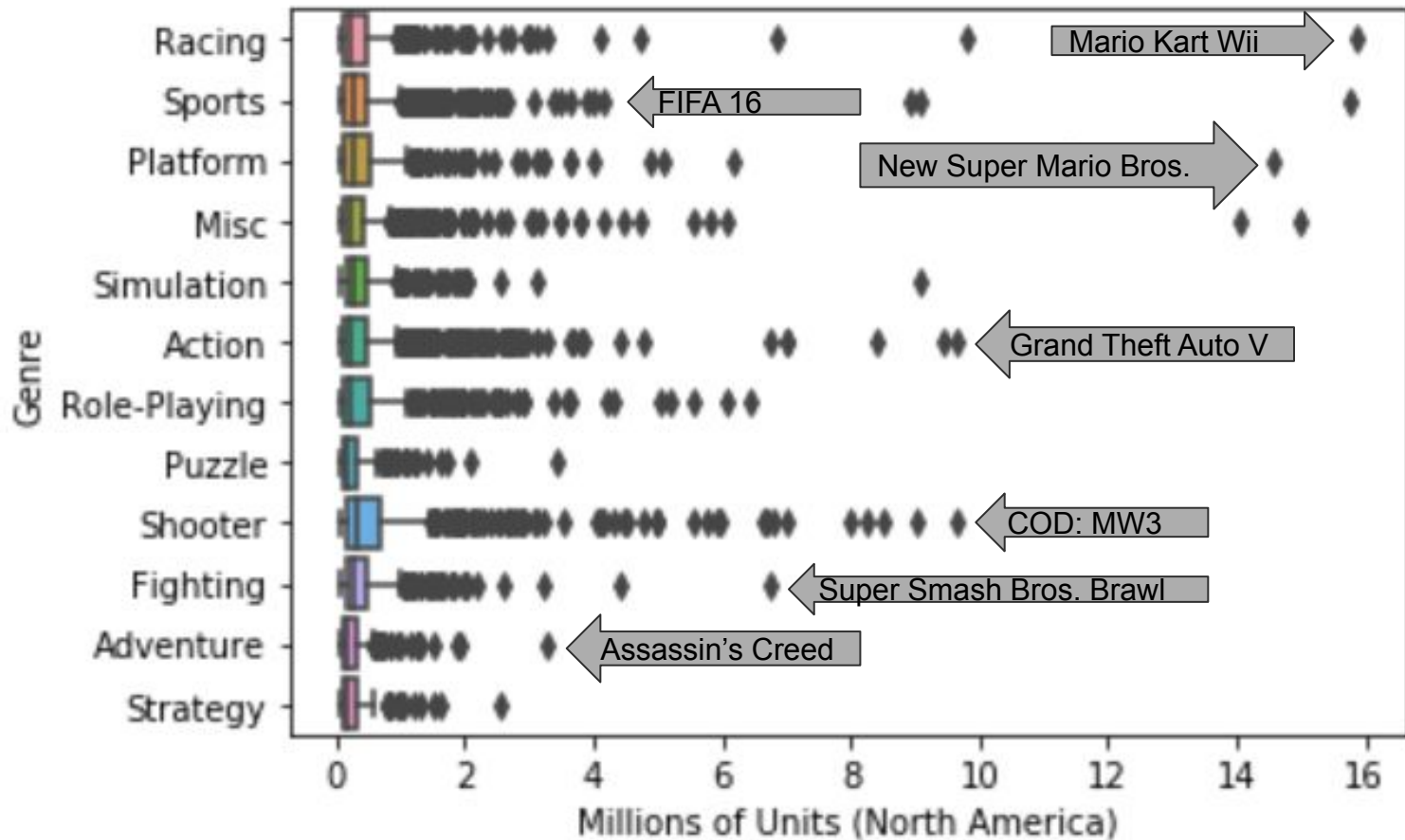
Motivation and Goal

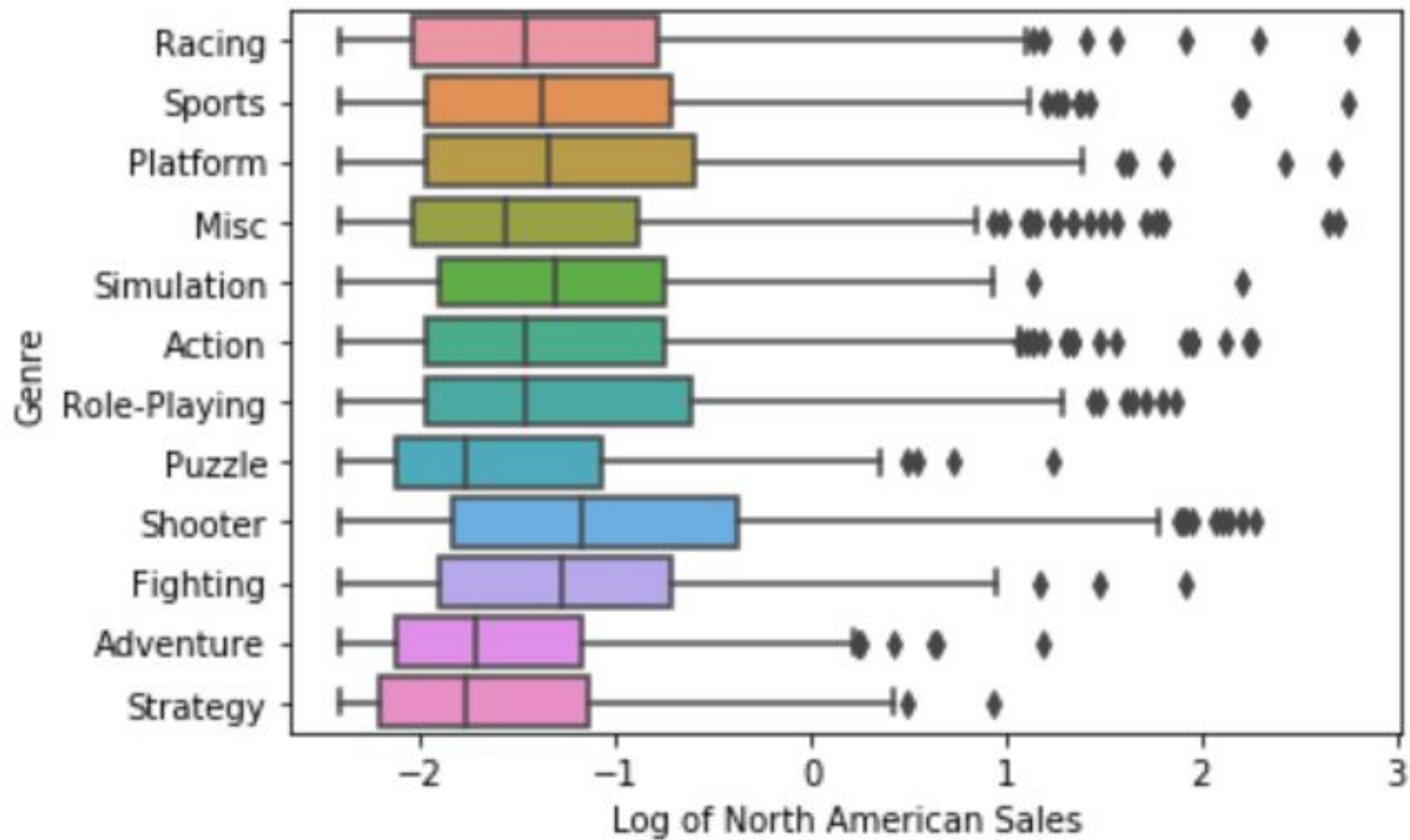
- What kinds of video games sell better?
- Can the answer to this question be used to make other games sell better?
- Do games of certain genres perform better than others on average?

The Data

- Source: [vgchartz.com](https://www.vgchartz.com)
- Years: 2000 - 2019
- Genres:
 - Sports, Racing, Platform
 - Misc, Simulation, Action
 - Role-playing, Puzzle, Shooter
 - Fighting, Adventure, Strategy
- Games Analyzed: 6,915

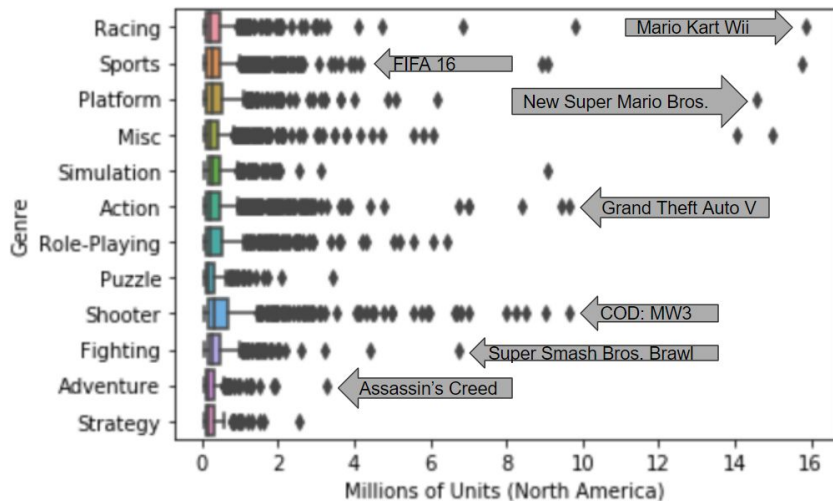






First Impressions

- Most games don't sell so well
 - Low barrier of entry?
- The outliers don't lie
 - Established franchises
 - Bigger budgets
- Any differences will be small



Surprising Findings, Significant Differences

- Genres expected to be similar
 - Sports and Racing
 - Action and Shooter
 - Strategy and Puzzle
- Genres expected to be different
 - Role-playing and Shooter
 - Fighting and Platform
 - Action and Strategy

Surprising Findings, Significant Differences

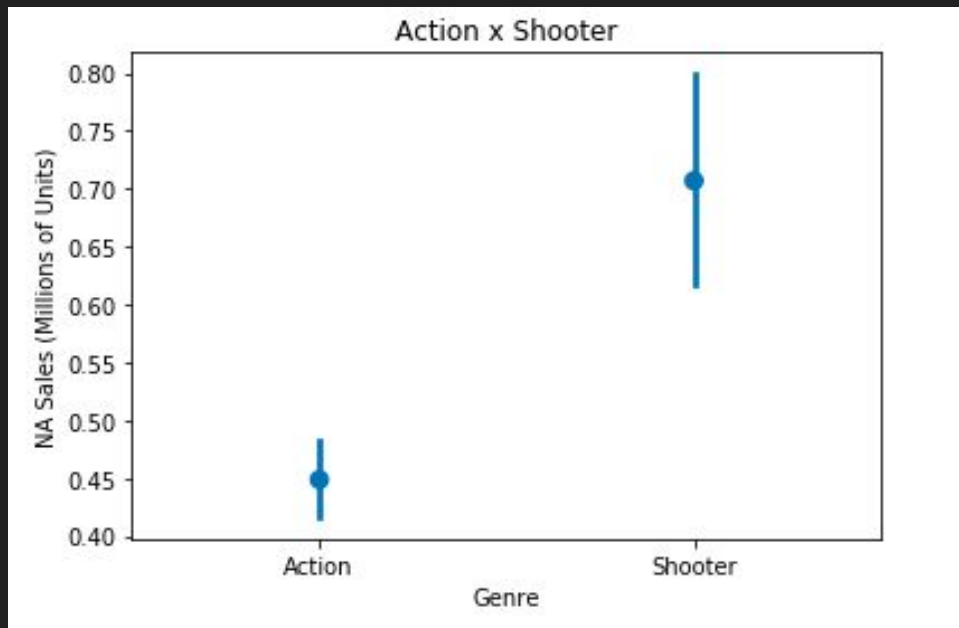
- Genres expected to similar
 - Sports and Racing
 - Action and Shooter ←
 - Strategy and Puzzle
- Genres expected to be different
 - Role-playing and Shooter
 - Fighting and Platform ←
 - Action and Strategy



= significant difference in medians

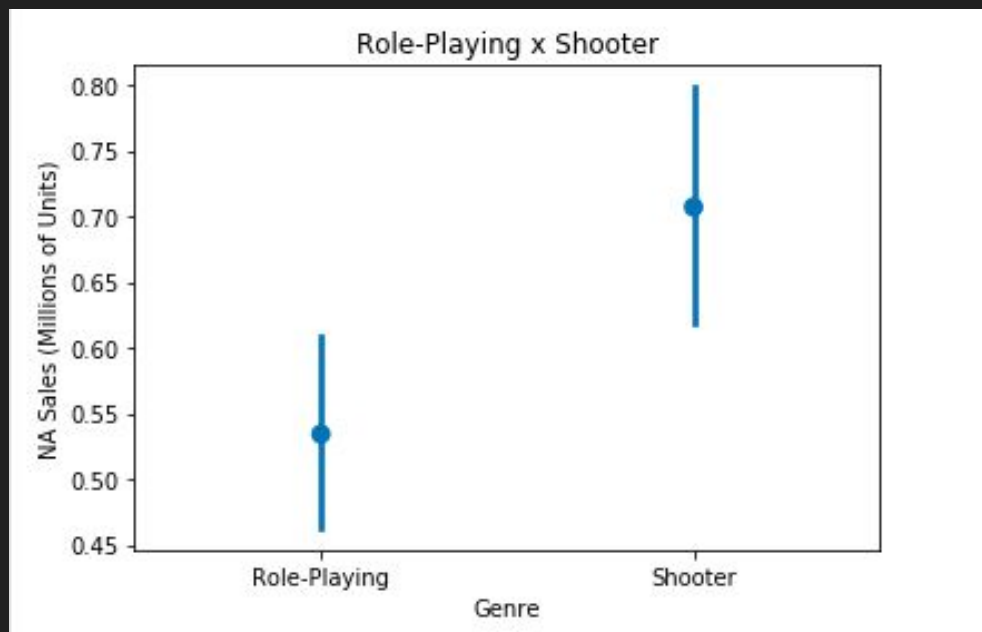
Action x Shooter

- Shooter games sold between 30,000 and 70,000 more units
- 56% chance a shooter game sold better



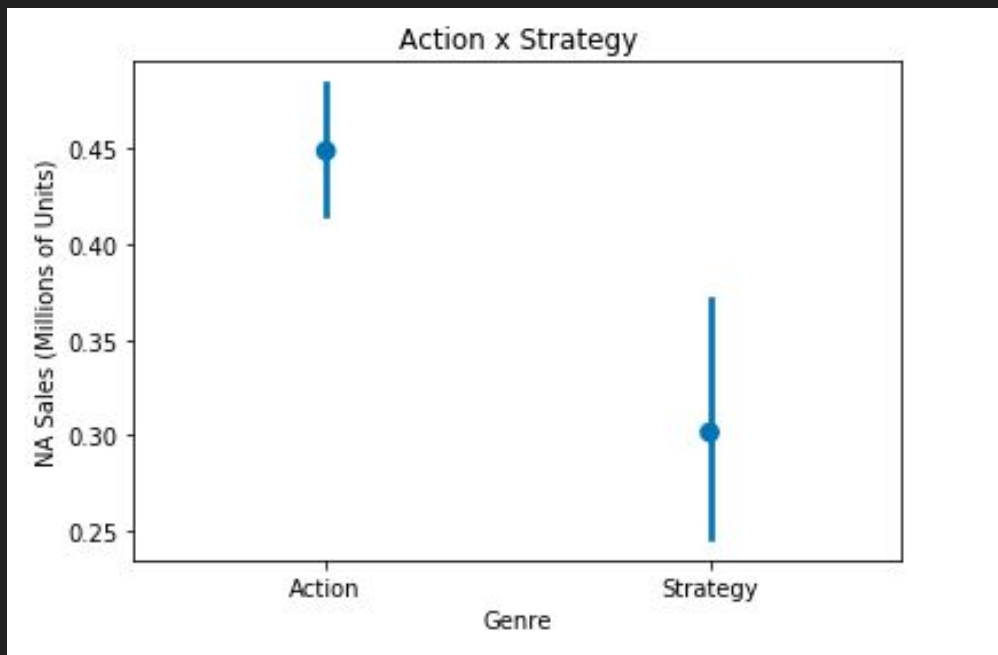
Role-Playing x Shooter

- Shooter games sold between 10,000 and 60,000 more units
- 55% chance a shooter game sold better



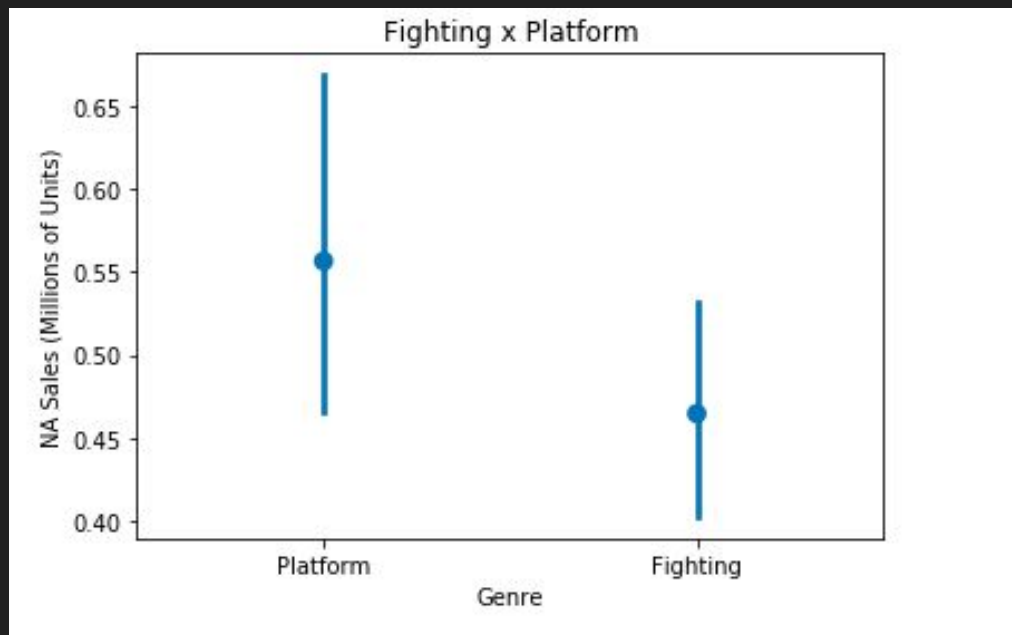
Action x Strategy

- Action games sold between 20,000 and 60,000 more units
- 58% chance an action game sold better



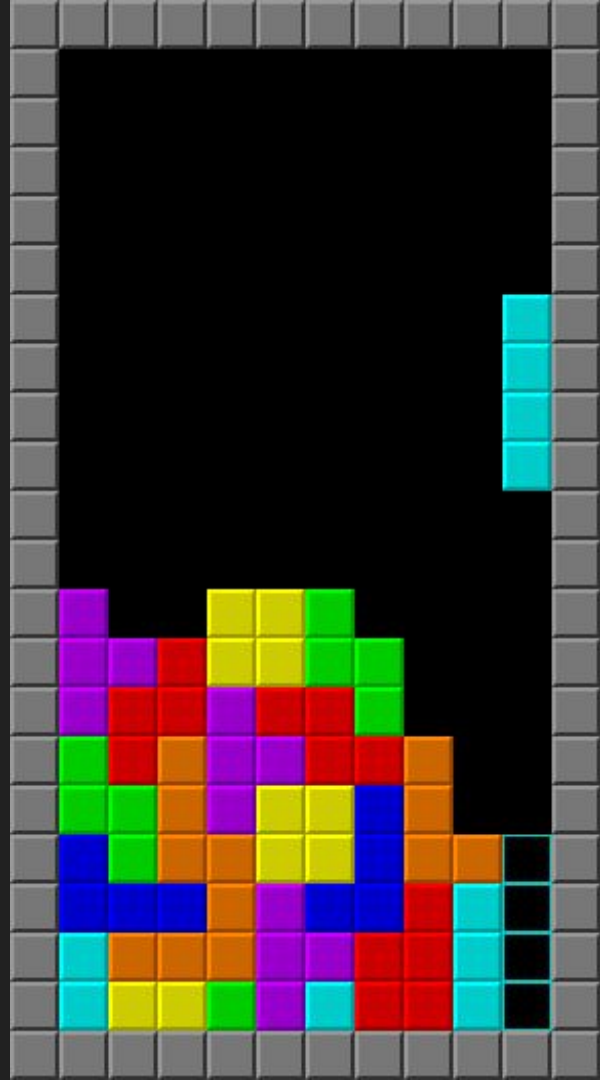
Fighting x Platform

- There was no meaningful difference between Platforming and Fighting games
- I expected these to sell differently because of the difference in tone and style



Making More Meaning

- The effect of genre is barely better than chance
- Hidden Factors?
 - Marketing budget
 - Name recognition
 - Consider the small games
- Beyond Genre
 - Publishers
 - Indie games
 - Measure new features
 - Colorfulness
 - Accessibility
 - Speed of play
 - Realness



Questions?

Thank you!