Video Game Sales Analysis

Comparison by Genre
2000 - 2019

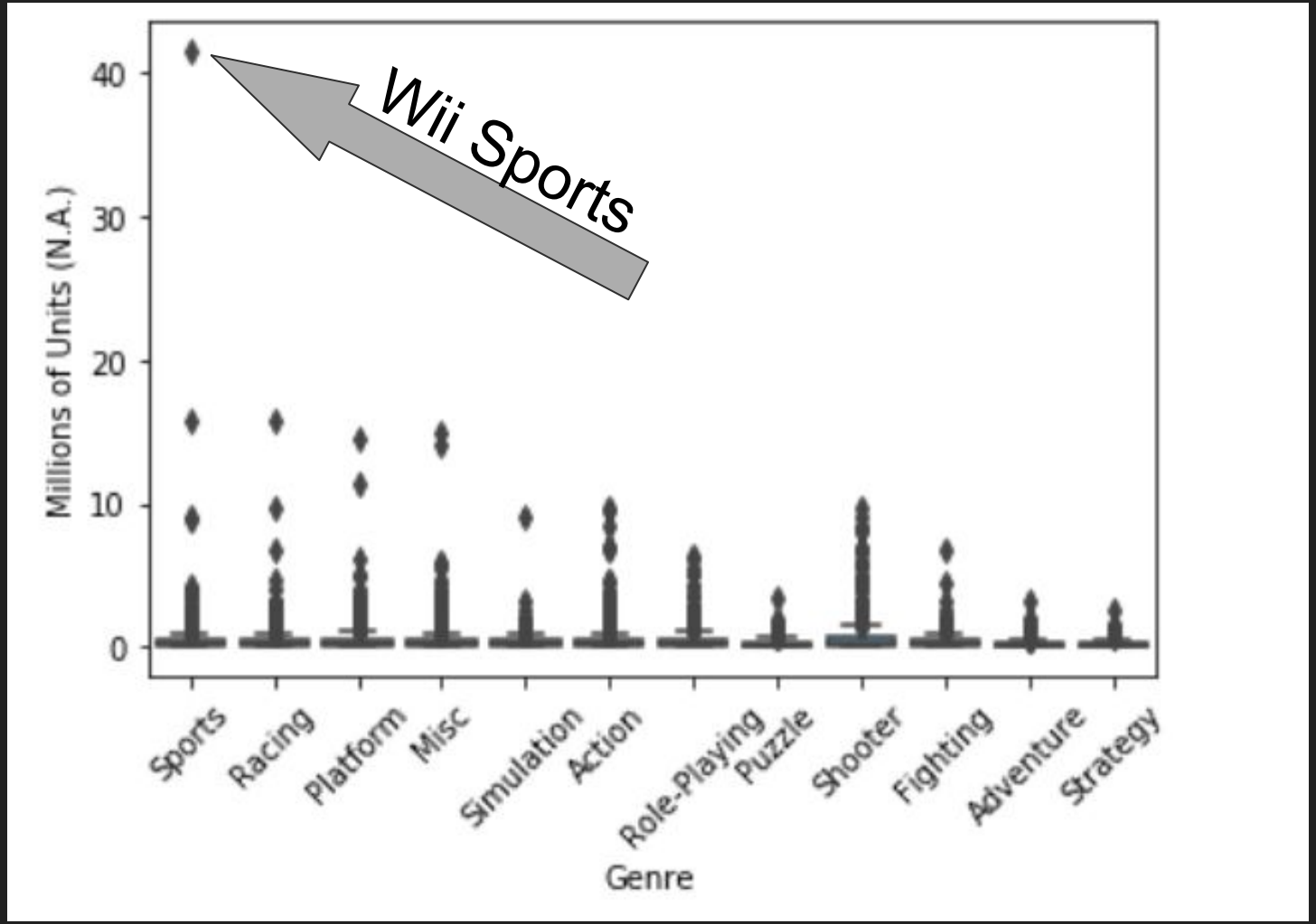
By: Dillan Gump

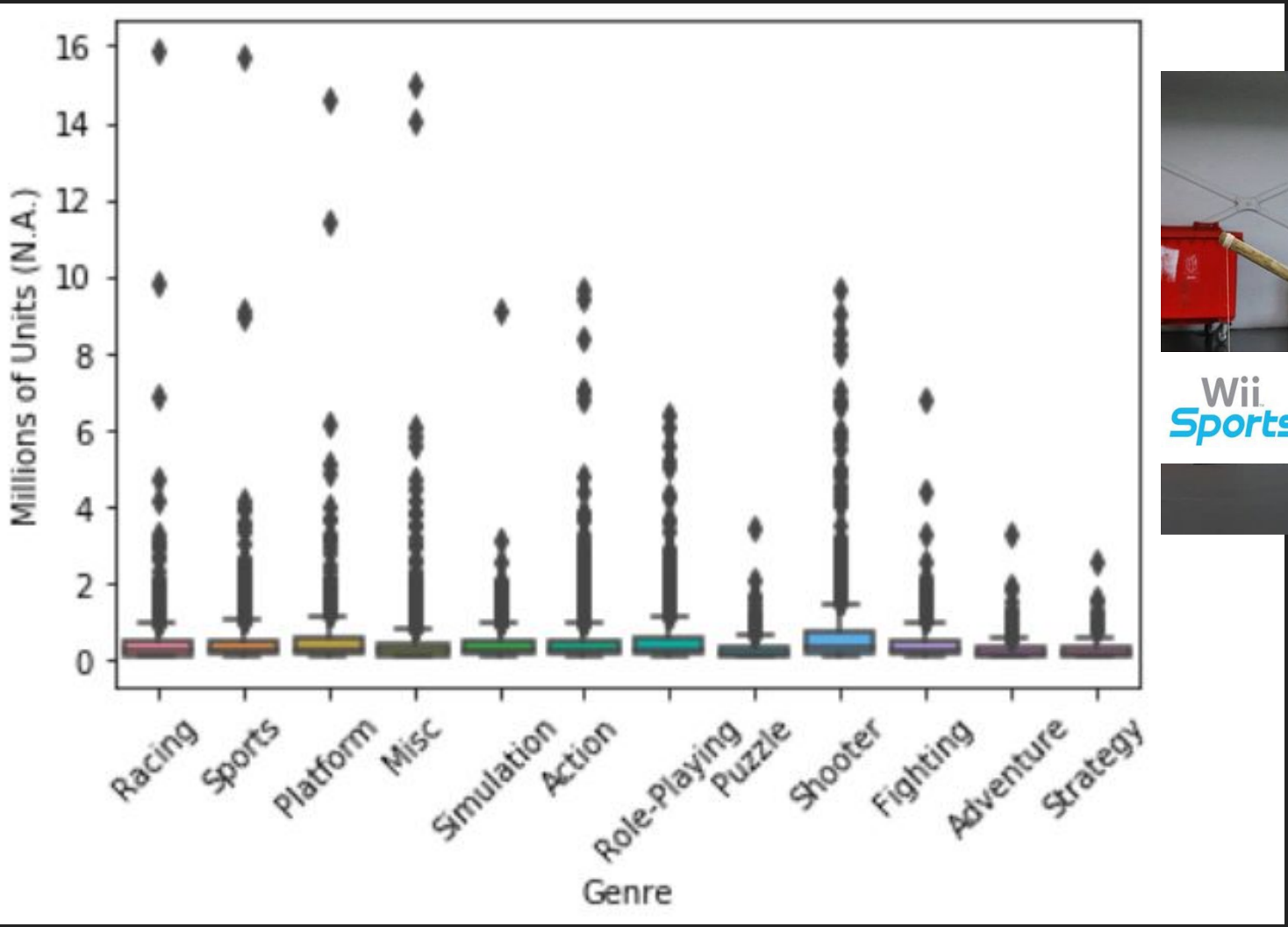
Motivation and Goal

- 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?

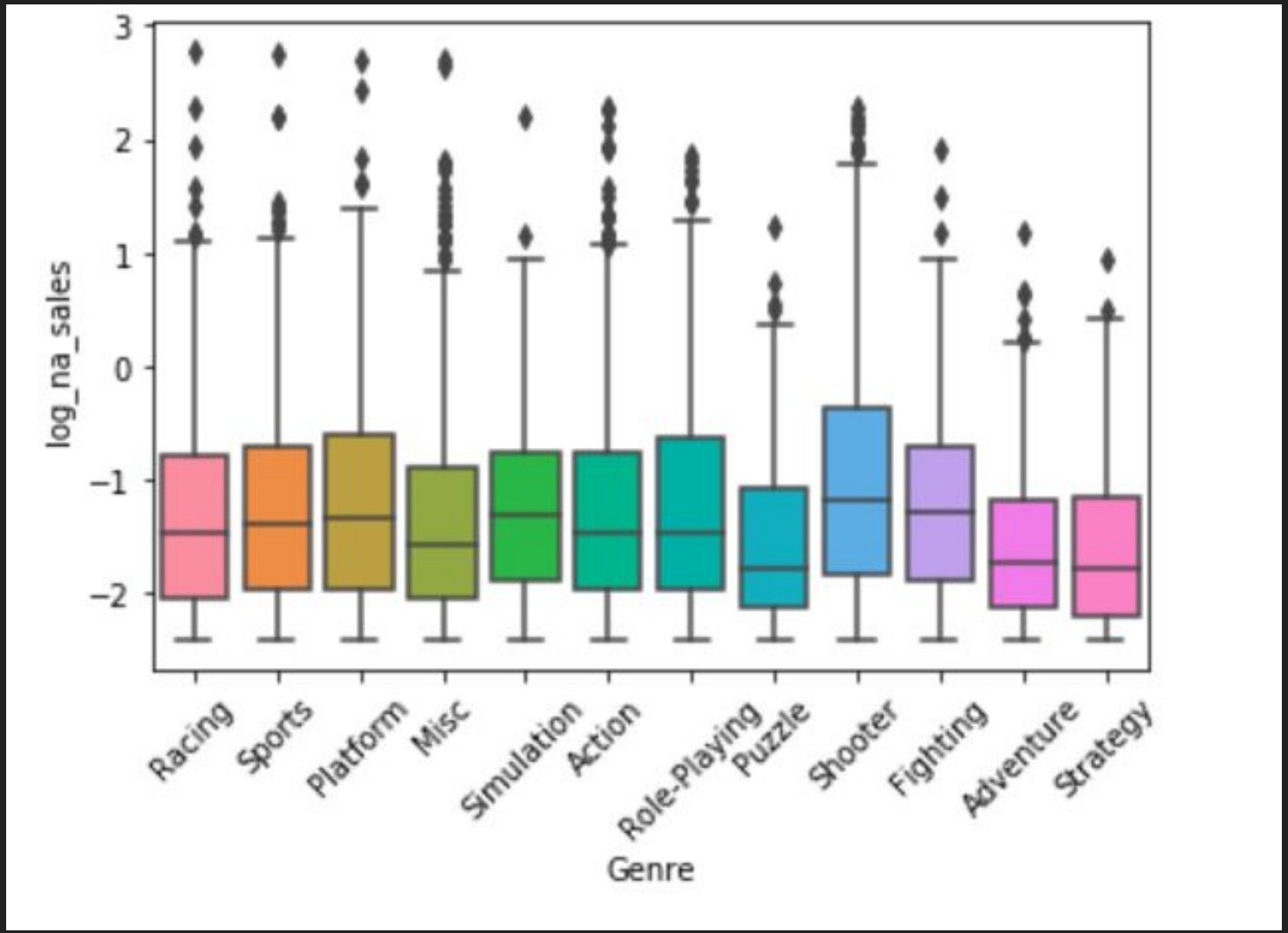
The Data

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


Wii Sports
Millions of Units (N.A.)
40
30
20
10
0
Sports
Racing
Platform
Misc
Simulation
Action
Role-Playing
Puzzle
Shooter
Fighting
Adventure
Strategy
Genre


Millions of Units (N.A.)
0
2
4
6
8
10
12
14
16
Racing
Sports
Platform
Misc
Simulation
Action
Role-Playing
Puzzle
Shooter
Fighting
Adventure
Strategy
Genre

Wii
Sports


log_na_sales
3
2
1
0
−1
−2
Racing
Sports
Platform
Misc
Simulation
Action
Role-Playing
Puzzle
Shooter
Fighting
Adventure
Strategy
Genre

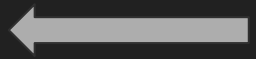
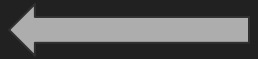
First Impressions

- 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

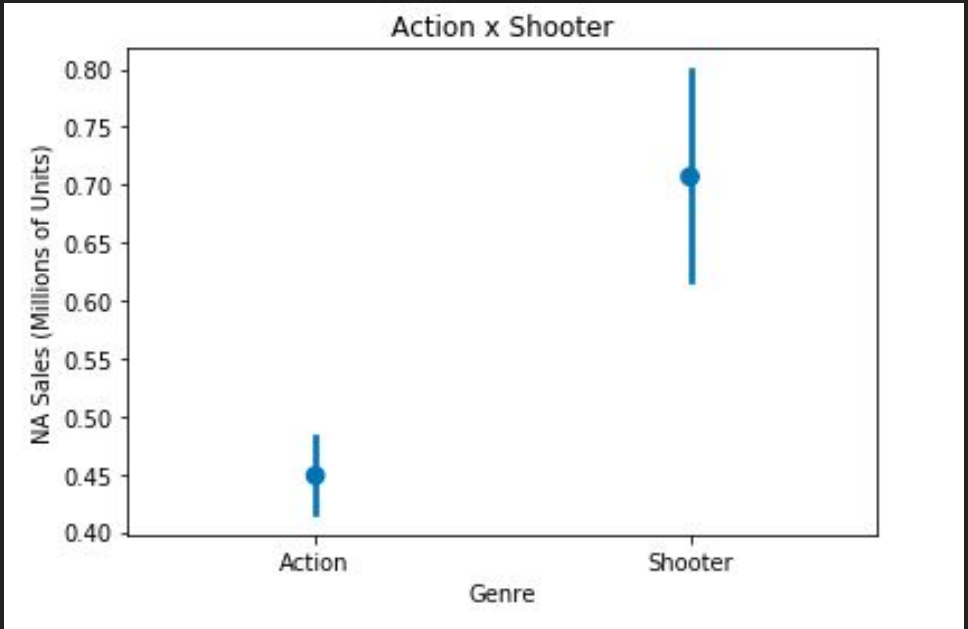
- Genres expected to similar
  - Sports and Racing
  - Action and Shooter
  - Strategy and Shooter
- Genres expected to be different
  - Role-playing and Shooter
  - Fighting and Platform
  - Action and Strategy

Surprising Findings, Significant Differences

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

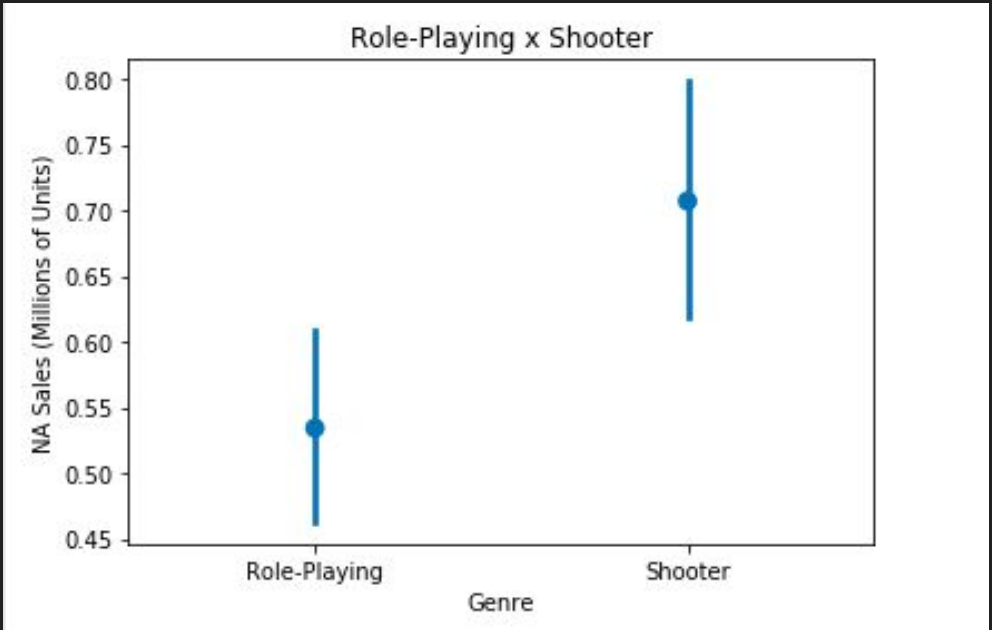
Action x Shooter

- Shooter games sold between 0.03 and 0.07 million more units
- 56% chance a shooter game sold better



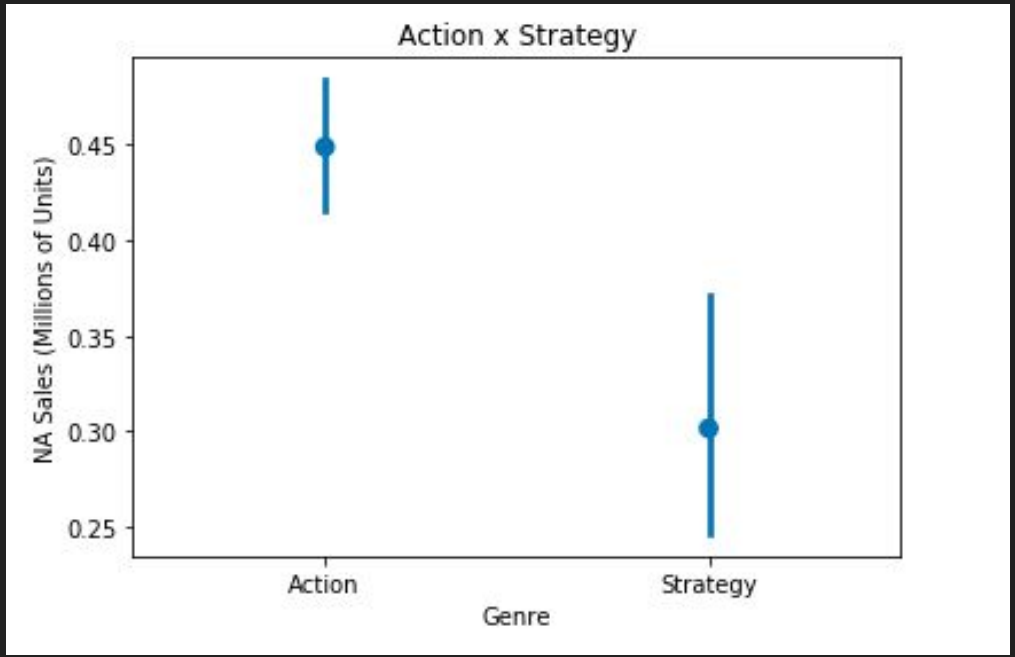
Role-Playing x Shooter

- Shooter games sold between 0.01 and 0.06 million more units
- 55% chance a shooter game sold better



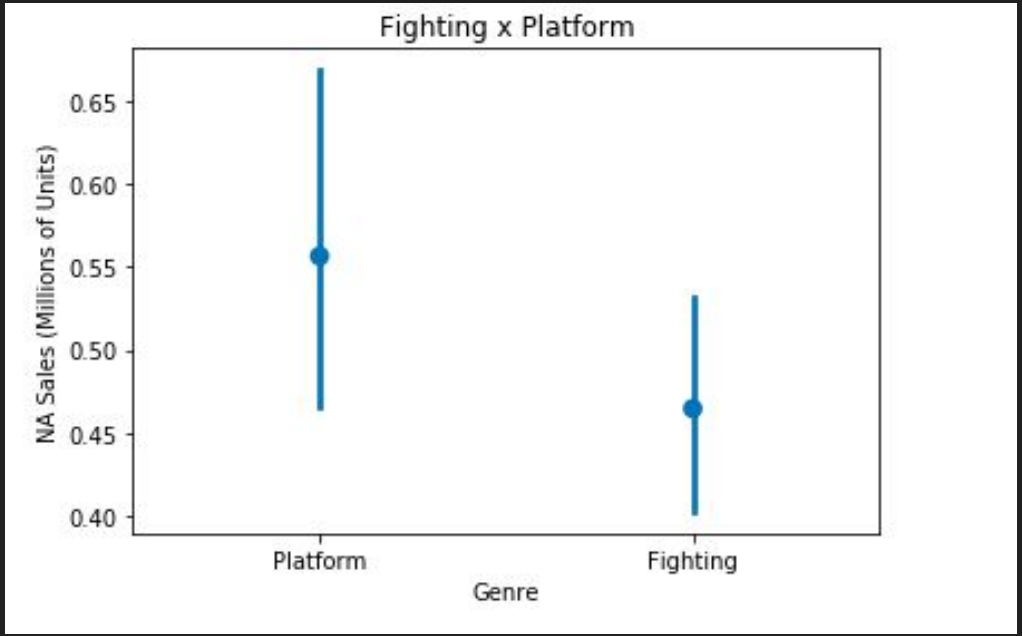
Action x Strategy

- Action games sold between 0.02 and 0.06 million more units
- 58% chance an action game sold better



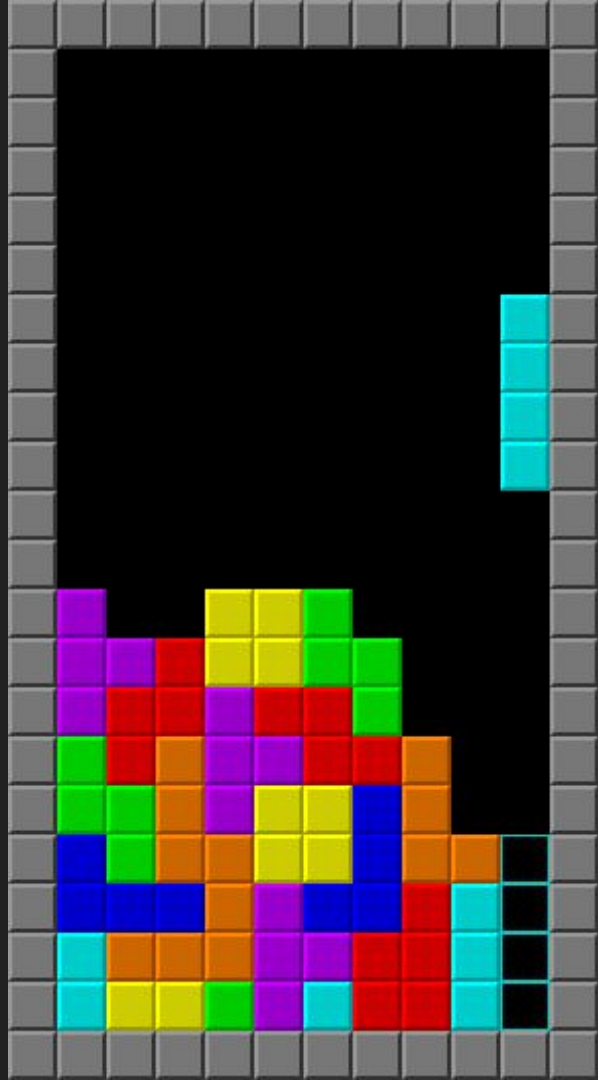
Fighting x Platform

- 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
- Beyond Genre
  - Publisher
  - Measure new features
    - Colorfulness
    - Accessibility
    - Speed of play
    - Realness



Questions?

Thank you!