

# *Uncovering the Gaming Industry's Hidden Gems: A Comprehensive Analysis of Video Game Sales*

## **1. INTRODUCTION:**

### **1.1 OVERVIEW:**

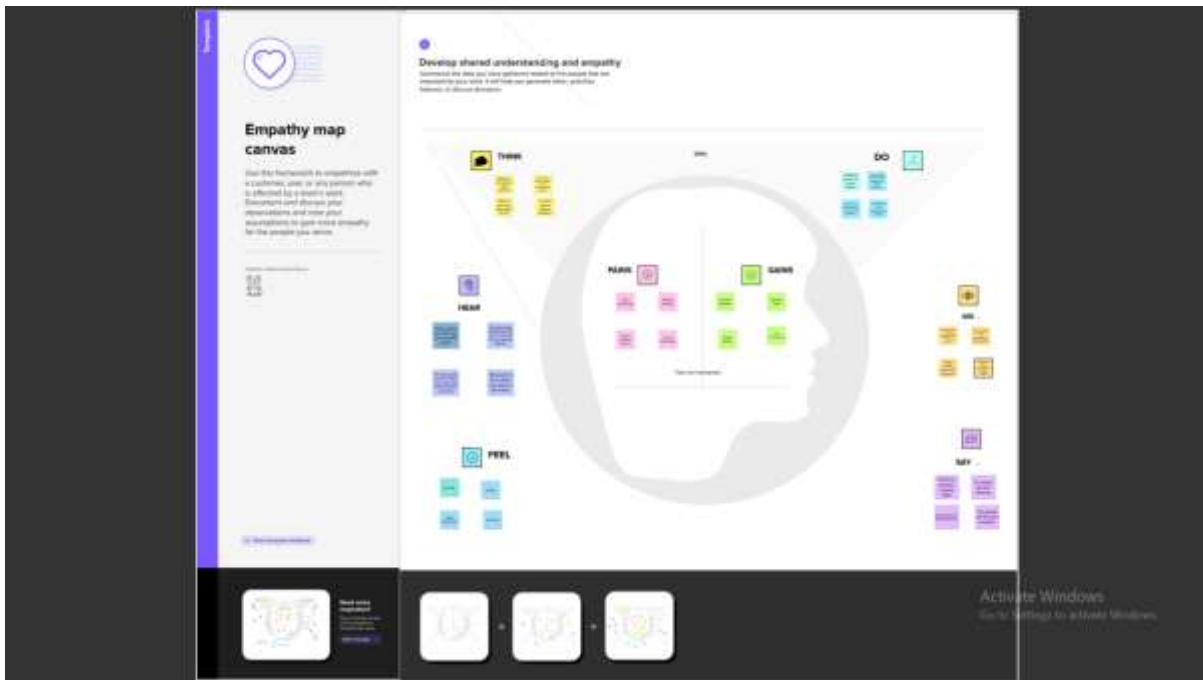
Gaming is playing an electric video game, which is often done on a dedicated gaming console, pc or smart phone. The gaming industry is one of the most exciting industries in tech because of its important of culture, entertainment and technological advancement. The video game industry forms the economic sector involved in the development, marketing and sales of video games. It is one of the most important industries in today's world as it contributes to culture, social networking and entertainment. The given project consists of a data set on list of video games with sales in million all across the world from 1980. Based on the given data and depending on the stack holder , the data is to be analyzed for the desired purpose and the analysis is to be presented in the form of dashboards using Tableau.

### **1.2 PURPOSE:**

Provide a fun and social form of entertainment. Encourage team work and co-operation when it played with others. Increase children's self-confidence and self esteem. Games generally involve mental or physical stimulation. Many games help develop practical skills, serve as a form of exercise or perform an educational, psychological role.

## 2. PROBLEM DEFINITION AND DESIGN THINKING:

### 2.1 EMPATHY MAP:



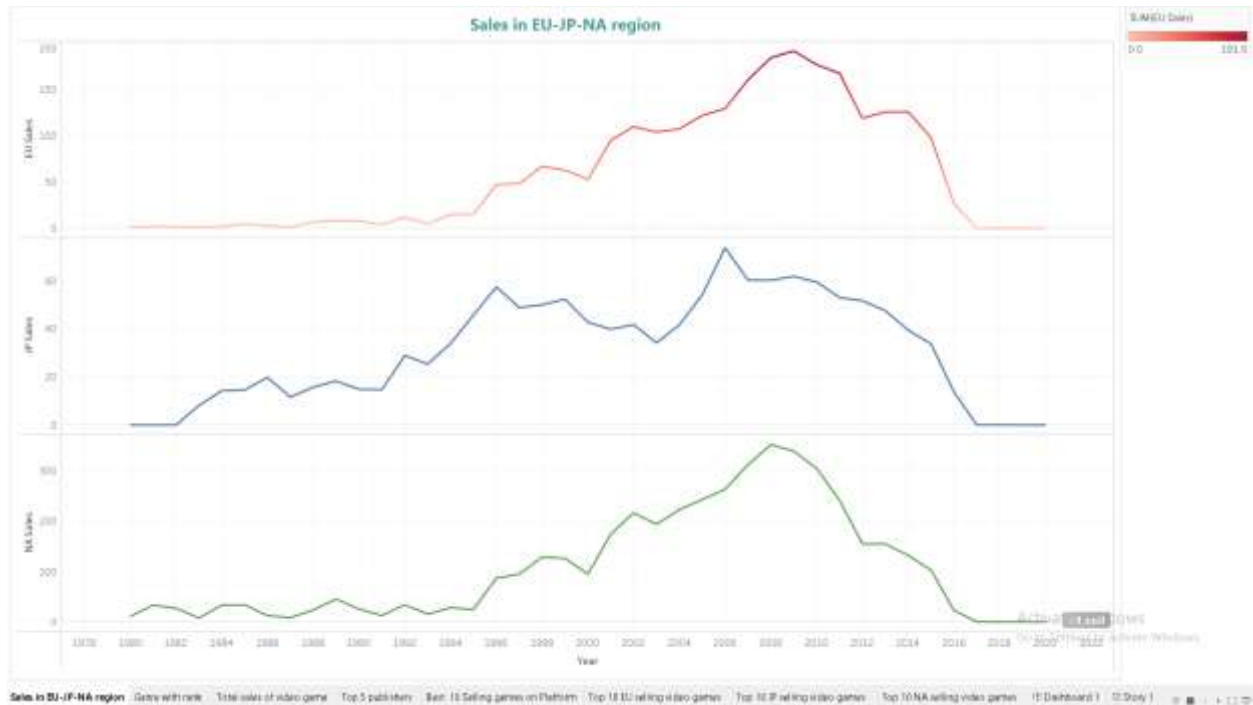
### 2.2 IDEATION AND BRAINSTORMING:



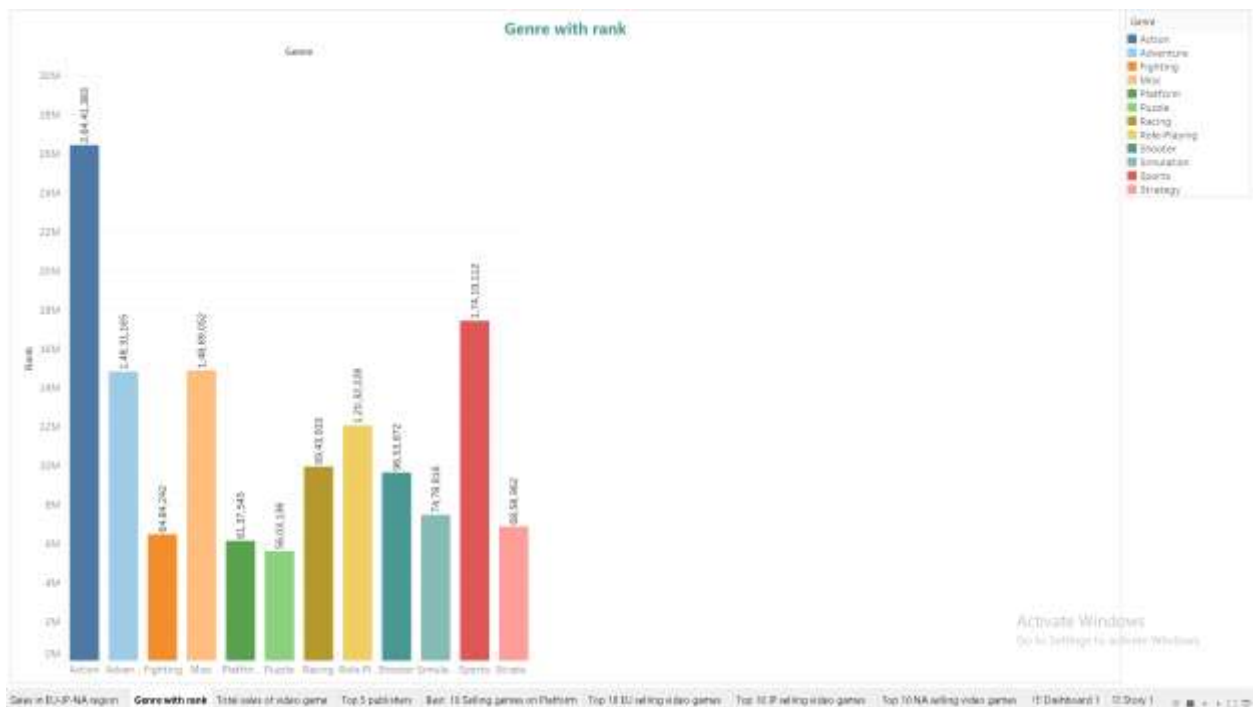
# 3. RESULT:

## 3.1 Charts:

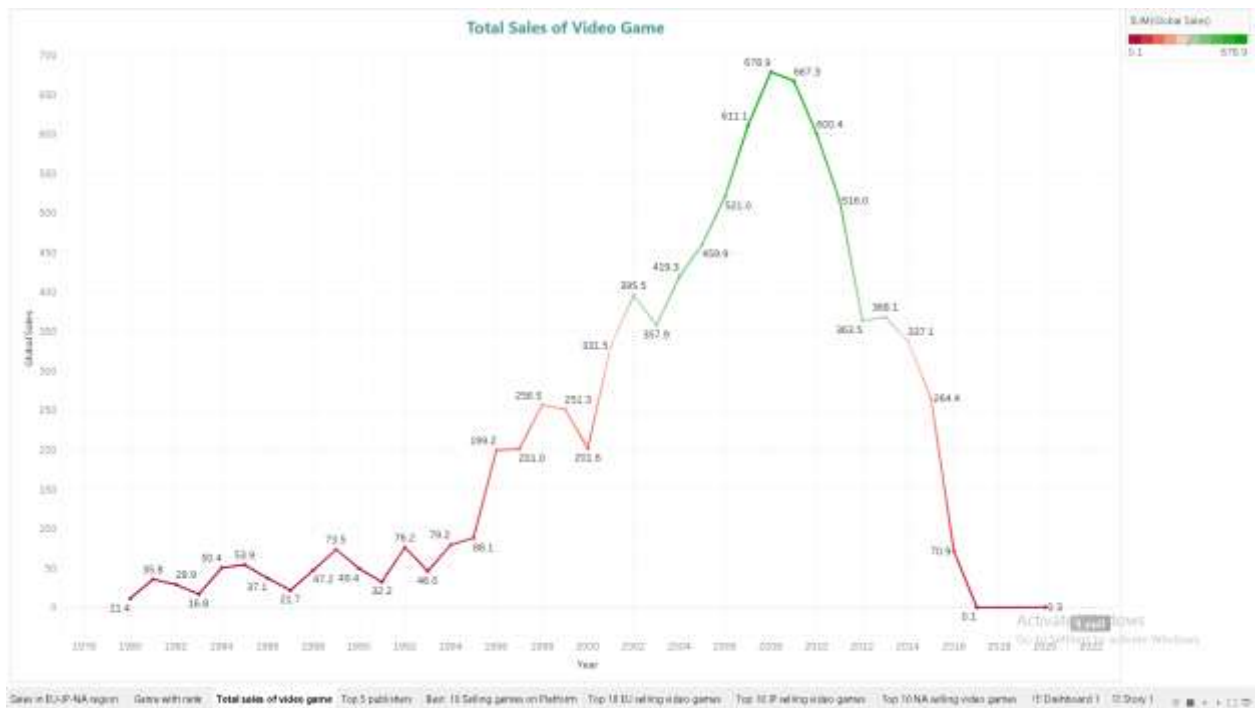
### a) Sales in different region Analysis:



### b) Genre with rank Analysis:



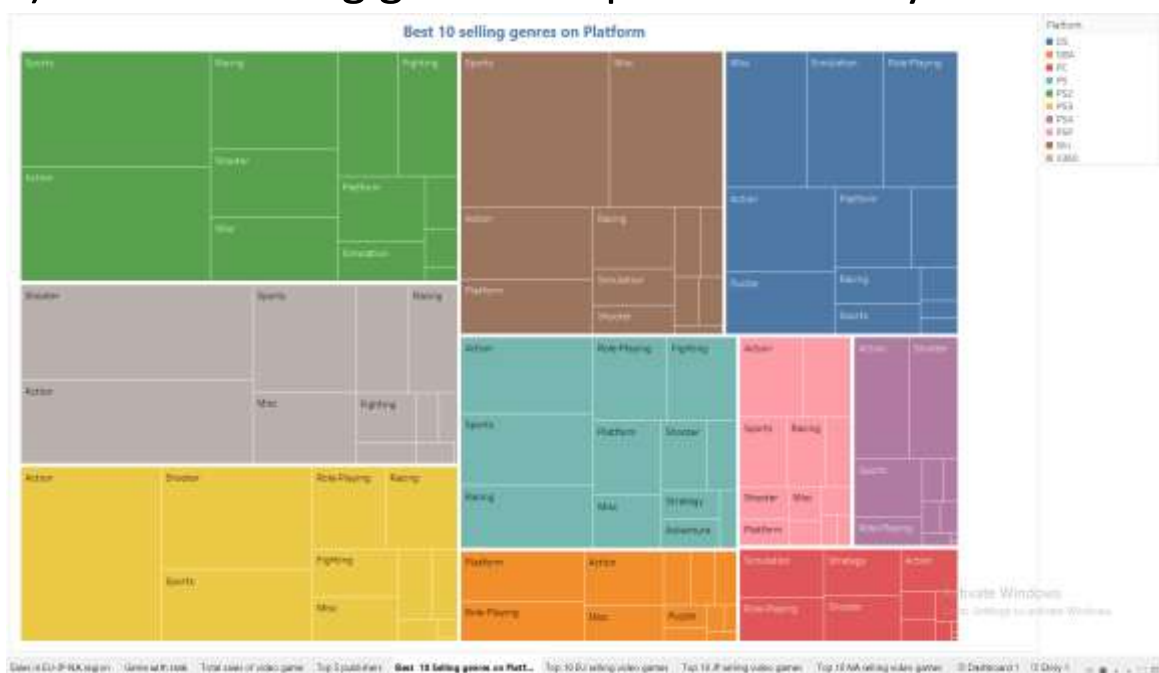
### c) Total Sales Analysis:



## d): Top 5 publishers Analysis:



## e) Best 10 selling genres on platform Analysis



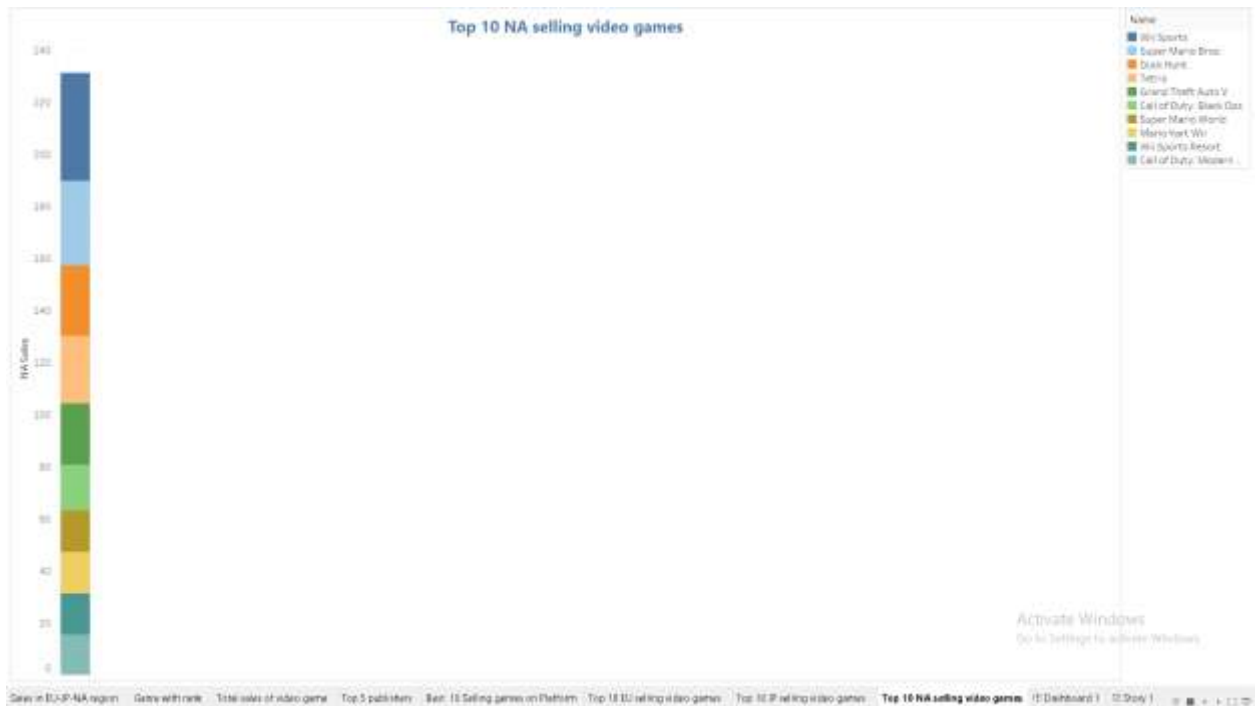
## f) Top 10 EU selling video games Analysis:



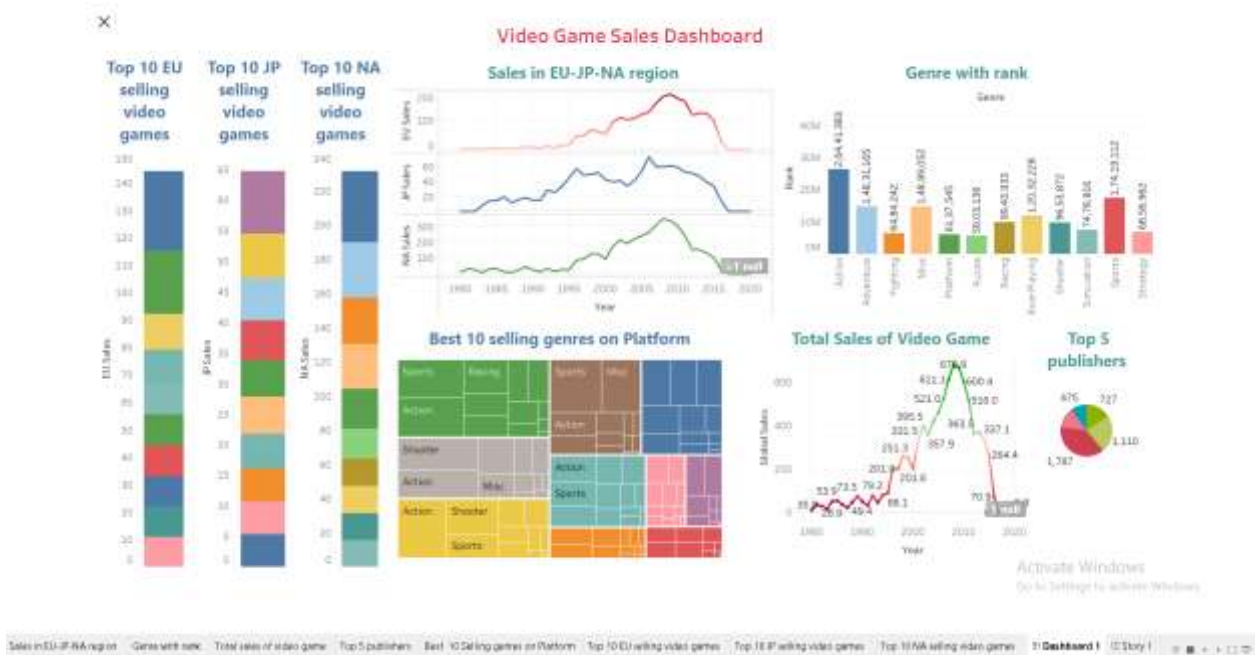
## g) Top 10 Japan selling video games Analysis



## h) Top 10 NA selling video games analysis:

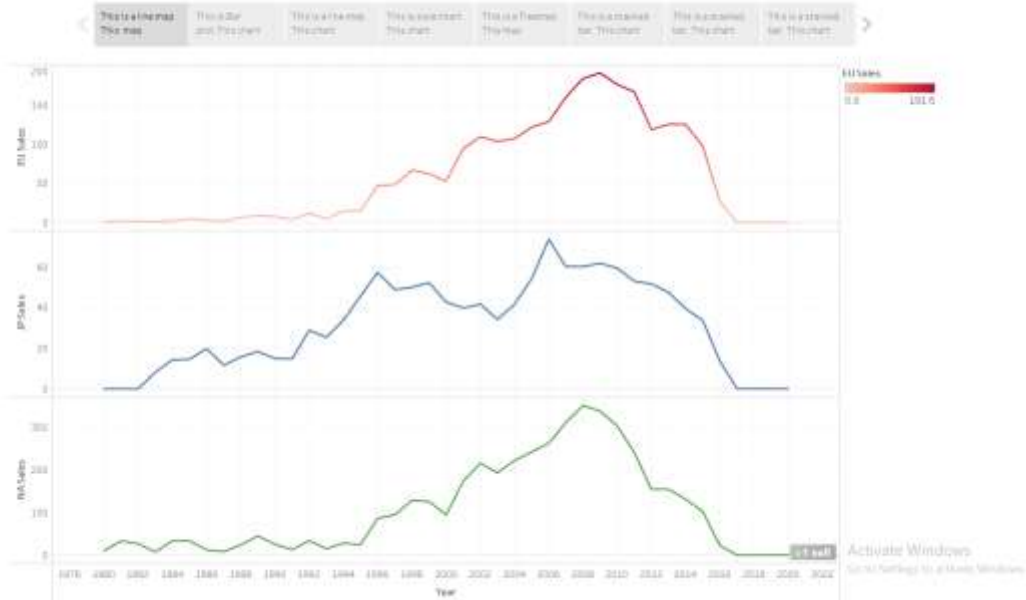


## 3.2 Dashboard:



## 3.3 Story:

## Video Game Sales Story



Sales in EU-8 & JNA region: Game with sales: Total sales of video game: Top 5 publishers: Best 10 Selling games on Platforms: Top 10 EU selling video games: Top 10 JP selling video games: Top 10 NA selling video games: 0 Download 1 Story 1

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Sales in EU-8 & JNA region: Game with sales: Total sales of video game: Top 5 publishers: Best 10 Selling games on Platforms: Top 10 EU selling video games: Top 10 JP selling video games: Top 10 NA selling video games: 0 Download 1 Story 1

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 [This is a bug, this way](#)   
 [This is a problem, this way](#)   
**[This is a problem, this way](#)**   
[This is a Feature, this way](#)   
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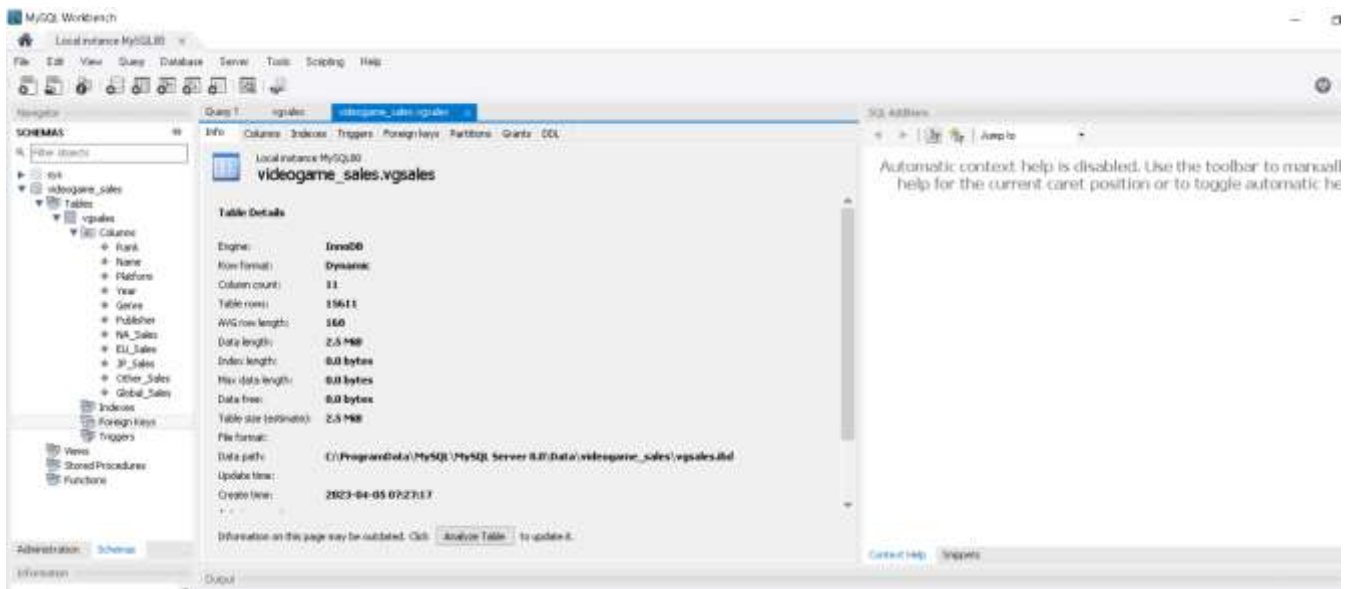
Sales in EU-5 & NA region	Games with sales	Total sales of video games	Top 5 publishers	Sales 18 Selling games on Platform	Top 18 EU selling video games	Top 18 EU selling video games	Top 18 NA selling video games	© Distributed 1	© Story 1
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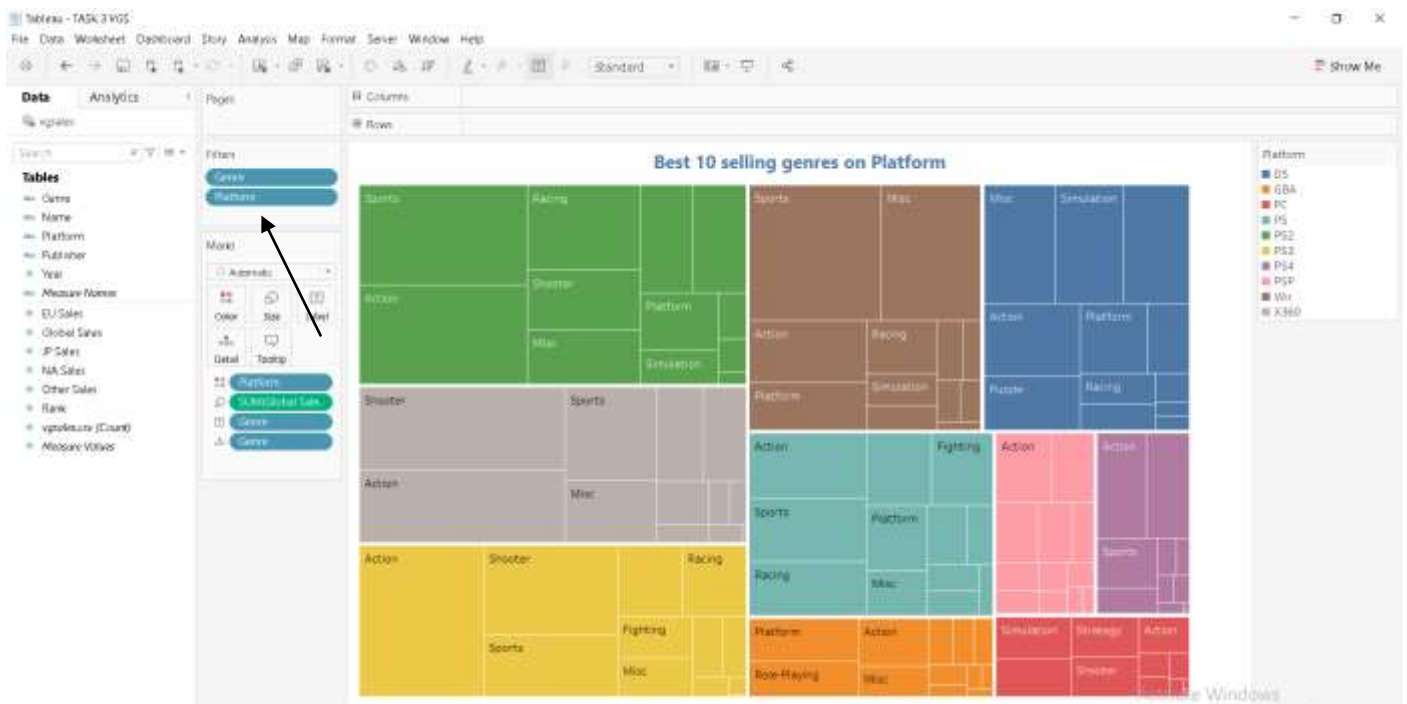
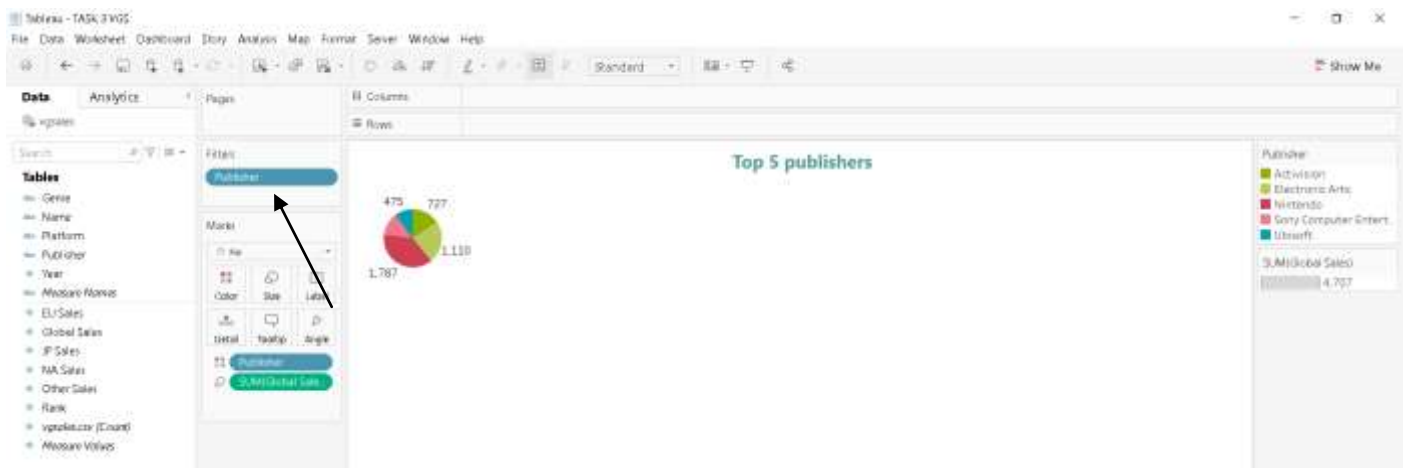


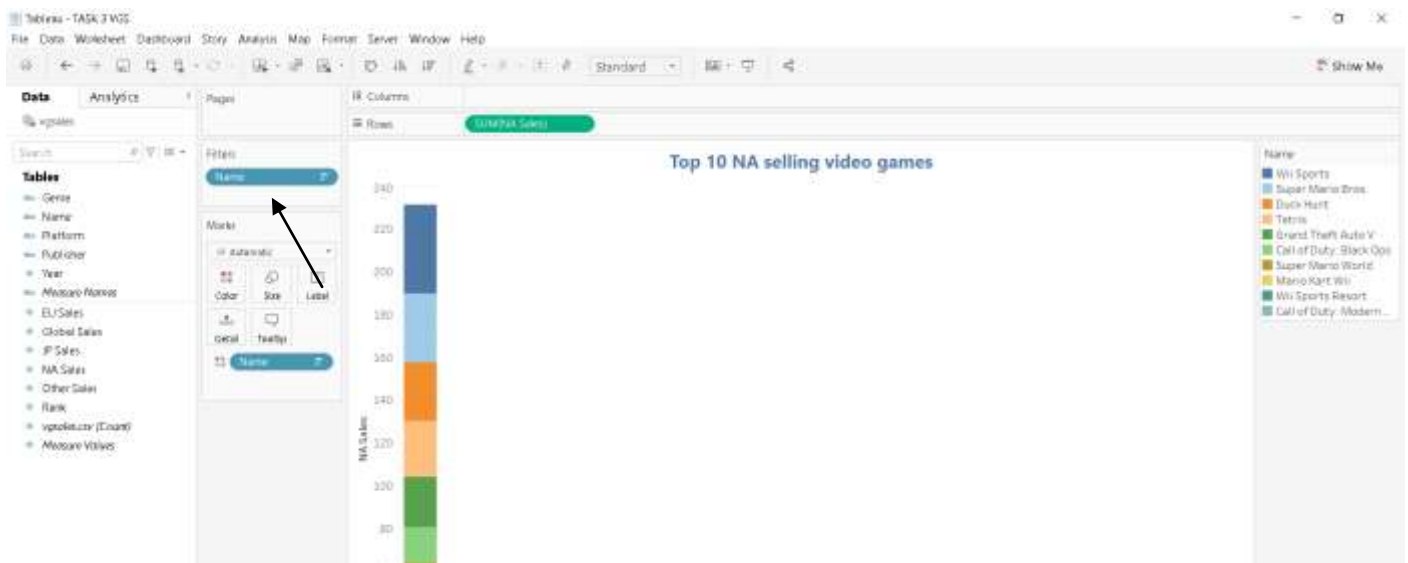
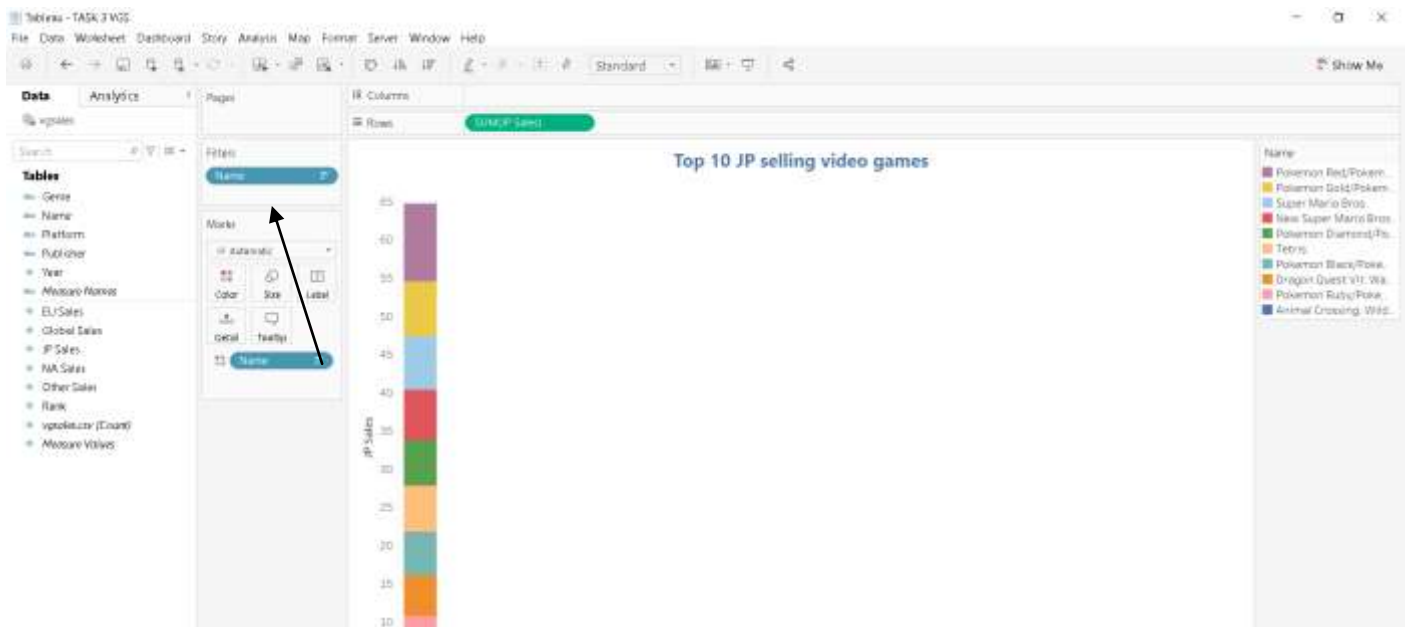
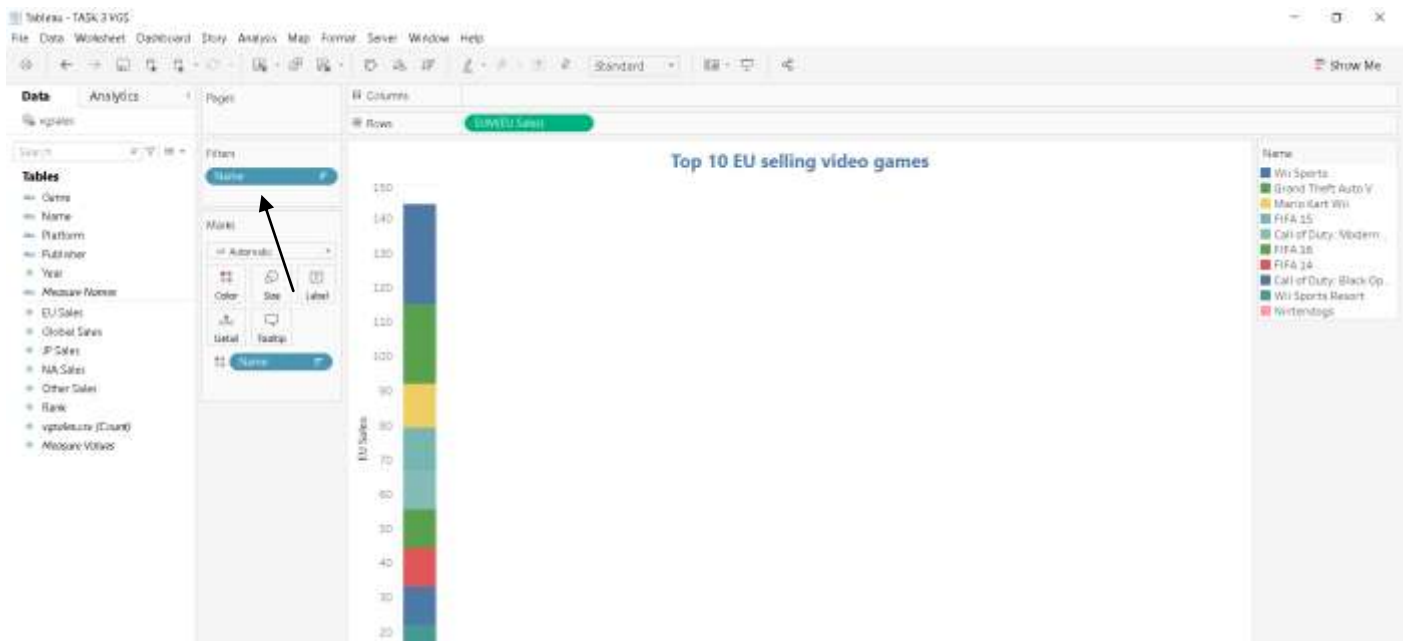
## 3.4 Amount of data Rendered to Database:





### 3.5 Utilization of data filters:





### 3.6 Calculation fields:

Tables	
abc	Genre
abc	Name
abc	Platform
abc	Publisher
+	Year
abc	Measure Names
+	EU Sales
+	Global Sales
+	JP Sales
+	NA Sales
+	Other Sales
+	Rank
+	vgsales.csv (Count)
+	Measure Values

## 4. ADVANTAGES AND DISADVANTAGES:

### 4.1 ADVANTAGES:

- ❖ By visualizing the video game sales , we can easily to analyze how the games are sell in different countries.
- ❖ We can maintain the competitiveness.
- ❖ Improve to get more attention from customers/gamers.
- ❖ Create an incentive for sales people.
- ❖ By analyzing the data , we may increases the company profit.

### 4.2 DISADVANTAGES:

- ❖ Gaming console is not affordable for all the common folks.
- ❖ Like in India, there are Lack of game development studios. This decreases the game sales in India.
- ❖ Lack of Marketing events and Cos-play events.

## **5. APPLICATIONS:**

- Decide Technology.
- Making social friendly games.
- Versatility of games
- Final on online community.

## **6. CONCLUSION:**

- We are seen for many games in video game sales analysis. We analyze all sales dataset through visualization like pie charts , tree maps, bar chart, line charts, etc.,
- We have seen that for action games, the publisher "Nintendo" have sold the highest number of games.
- The love for the video games was increasing exponentially till 2008 but it is gradually decreasing since then, this is due to the lack of creativity, awareness or interest. This is the reason why most of the games are sold in North America as compared to the other part of the world.
- Well, there are lots of efforts going into creating a single game and due to modern era mobile games other platforms are getting deprived of the attention which had created a lot of awesome experiences for gamers from 1980-2020.

## **7. FUTURE SCOPE:**

- ✓ Gaming industry is now a bigger industry than movies and sports combined.
- ✓ Revenue for gaming reached \$ 184 billion in 2022, and the number of gamers is expected to grow to 3.6 billion by 2025.
- ✓ There is a very wide and bright future in game design in India.
- ✓ The gaming industry is rapidly growing at a place of 50% per annum.