REPORT ON ANALYSIS

PROBLEM STATEMENT: Company A produces video games. The Christmas holiday is fast approaching in 3 months and company A wants to produce and publish a new video game but does not know exactly what type of game to produce and which region to sell it to in orderder to make the most profit.

Project Description: The video game industry has been growing rapidly over the years, and with the advent of online gaming and the proliferation of mobile devices, the industry is set to grow even further. This project aims to explore the kind of new video game Company A should produce and which region it should sell it. This video game sales dataset aids us to gain insights into the video game industry's performance, trends, and drivers of success. We will be using the dataset from https://www.kaggle.com/gregorut/videogamesales, which contains information on video game sales from different platforms, genres, and regions.
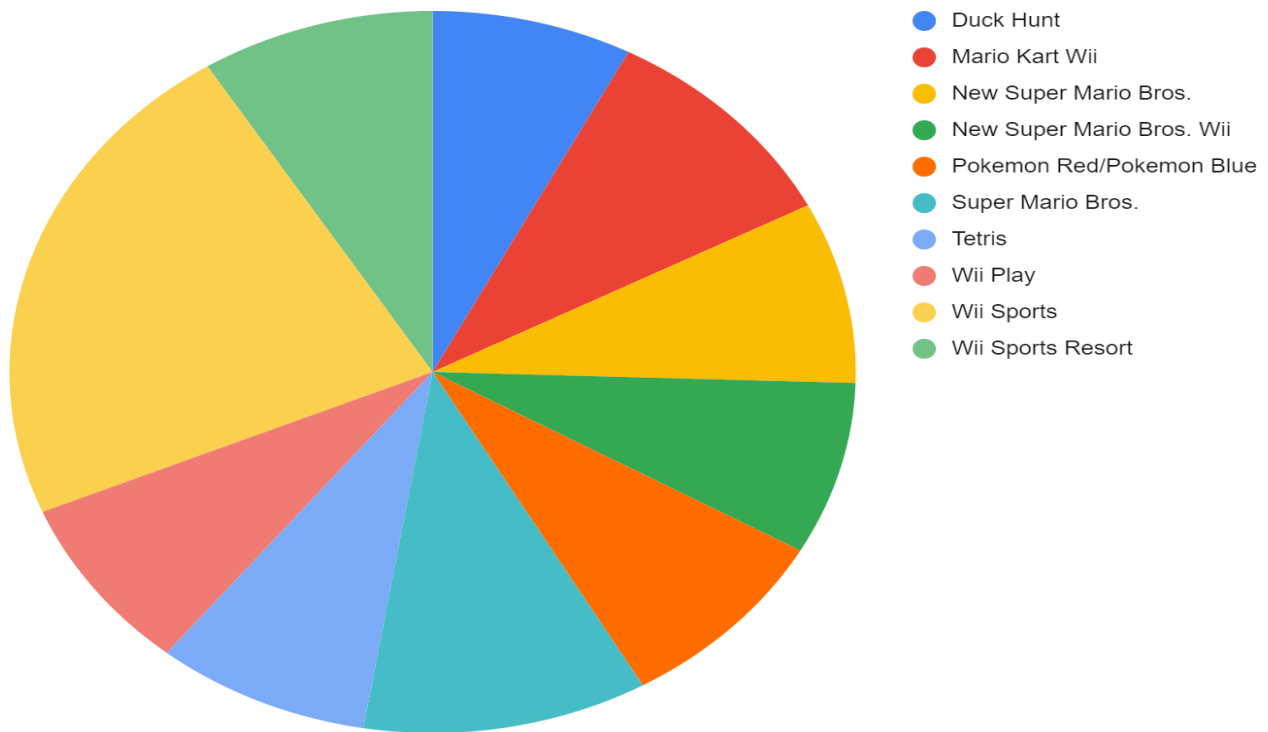
Design:

I started by downloading the video game sales dataset from Kaggle and importing it into Excel. I then performed data cleaning, which included removing missing values, checking for inconsistencies and errors, and converting data types where necessary. I also created pivot tables and charts to visualize my findings.

Findings:

After cleaning the data, I used Google Sheets to visualize the data and explore different insights. We created visualizations for top-selling games, platforms, genres, and regions. The following are some of the insights we discovered:

The top-selling game of all time is Wii Sports, with over 82 million copies sold globally.

Name	SUM of Global_Sales	% Market Share
	Top 10 Most Selling games	
Duck Hunt	$28.31	8%
Mario Kart Wii	$35.82	10%
New Super Mario Bros.	$30.01	8%
New Super Mario Bros. Wii	$28.62	8%
Pokemon Red/Pokemon Blue	$31.37	8%
Super Mario Bros.	$40.24	11%
Tetris	$30.26	8%
Wii Play	$29.02	8%
Wii Sports	$82.74	22%
Wii Sports Resort	$33.00	9%
Grand Total	**$369.39**	**100%**

- Duck Hunt
- Mario Kart Wii
- New Super Mario Bros.
- New Super Mario Bros. Wii
- Pokemon Red/Pokemon Blue
- Super Mario Bros.
- Tetris
- Wii Play
- Wii Sports
- Wii Sports Resort

The action genre is the most popular, followed by sports and shooter.

Genre	Top Genre SUM of Global_Sales	%
Action	$1,751.18	
Adventure	$239.04	2.68%
Fighting	$448.91	5.03%
Misc	$809.96	9.08%
Platform	$831.37	9.32%
Puzzle	$244.95	2.75%
Racing	$732.04	8.21%
Role-Playing	$927.37	10.40%
Shooter	$1,037.37	11.63%
Simulation	$392.20	4.40%
Sports	$1,330.93	14.92%
Strategy	$175.12	1.96%
Grand Total	**$8,920.44**	**100%**

Top Genre
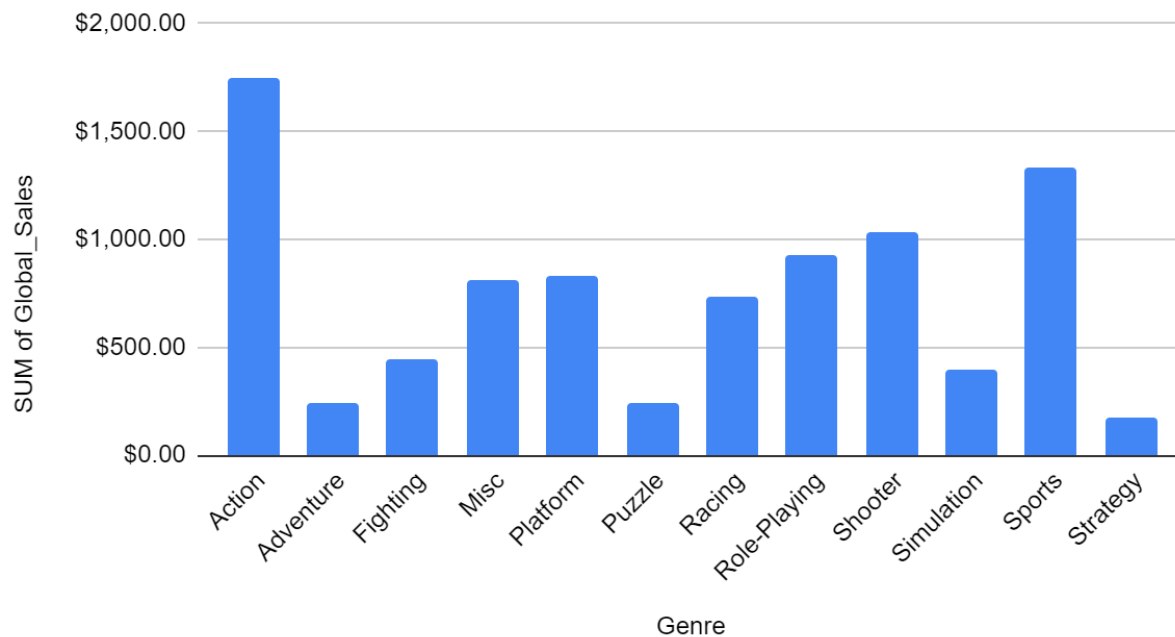
The North American region is the largest market for video games, followed by Europe and Japan.

	Top Selling Regions	
Region	Total sales	% of Sales
North America	$4,392.95	54.11%
Europe	$2,434.13	29.98%
Japan	$1,291.02	15.90%
Total sales	$8,118.10	100.00%

Legend:
- North America
- Europe
- Japan
- Total sales
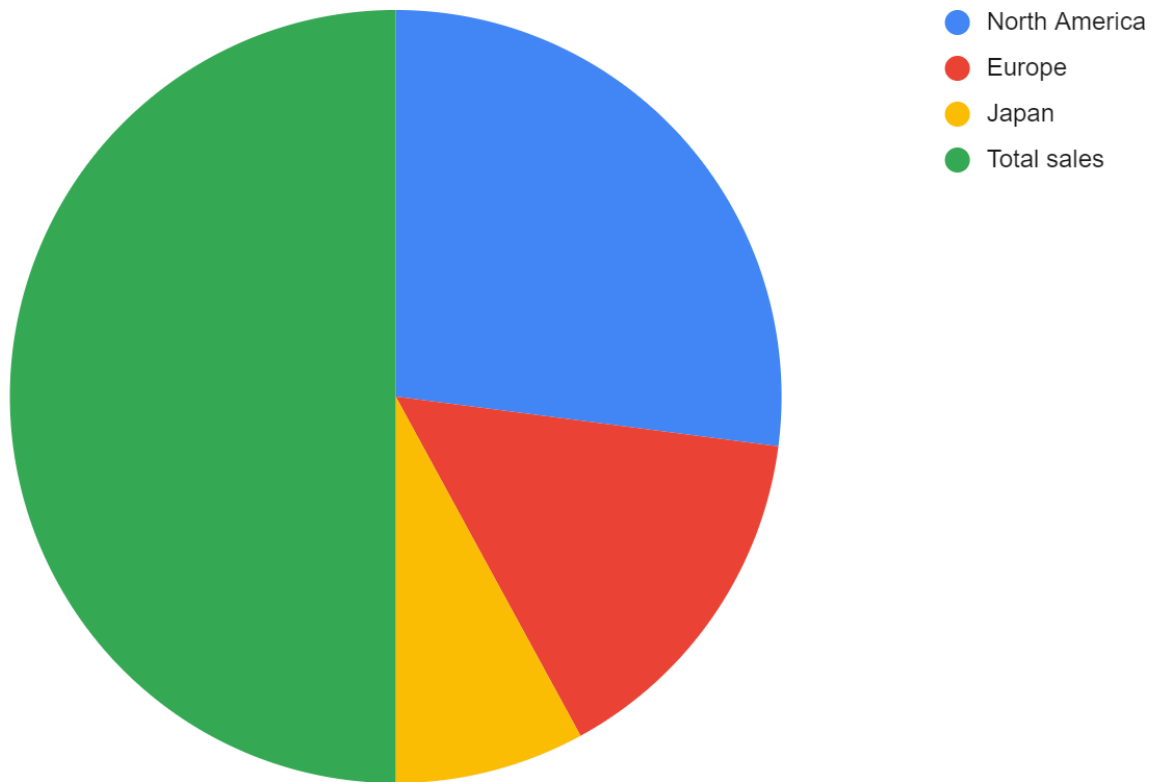
Analysis:

I used the 5 Whys analysis to explore the root cause of some of the findings we discovered in our analysis.

Q: Why is Wii Sports the top-selling game of all time?

A: Because it was bundled with the Wii console, making it accessible to a wide audience.

A: Because it is a game that appeals to a broad demographic, including casual gamers and families.

Q: Why is the Nintendo DS the best-selling gaming console of all time?

A: Because it was a portable gaming console, making it convenient for gamers to play games anywhere.

A: Because it had a vast library of games, including popular titles such as Mario and Zelda.

Q: Why is the action genre the most popular genre?

A: Because action games provide a sense of excitement and adventure that other genres may not provide.

A: Because action games tend to have straightforward gameplay mechanics that are easy to learn.

Q: Why is the North American region the largest market for video games?

A: Because the North American market has a high penetration of gaming consoles and PCs.

A: Because North American consumers have a high disposable income, which allows them to spend more on video games.

Conclusion:

In conclusion, the video game industry is a significant market that continues to grow. Understanding the drivers of success in the industry is essential for game developers, publishers, and investors. Through our analysis of the video game sales dataset, we discovered that the Wii Sports game, action genre, and North American region were significant drivers of success in the industry. The insights gained from this project can be used to inform decision-making processes in Company A to produce an action genre game and sale to North American region.