



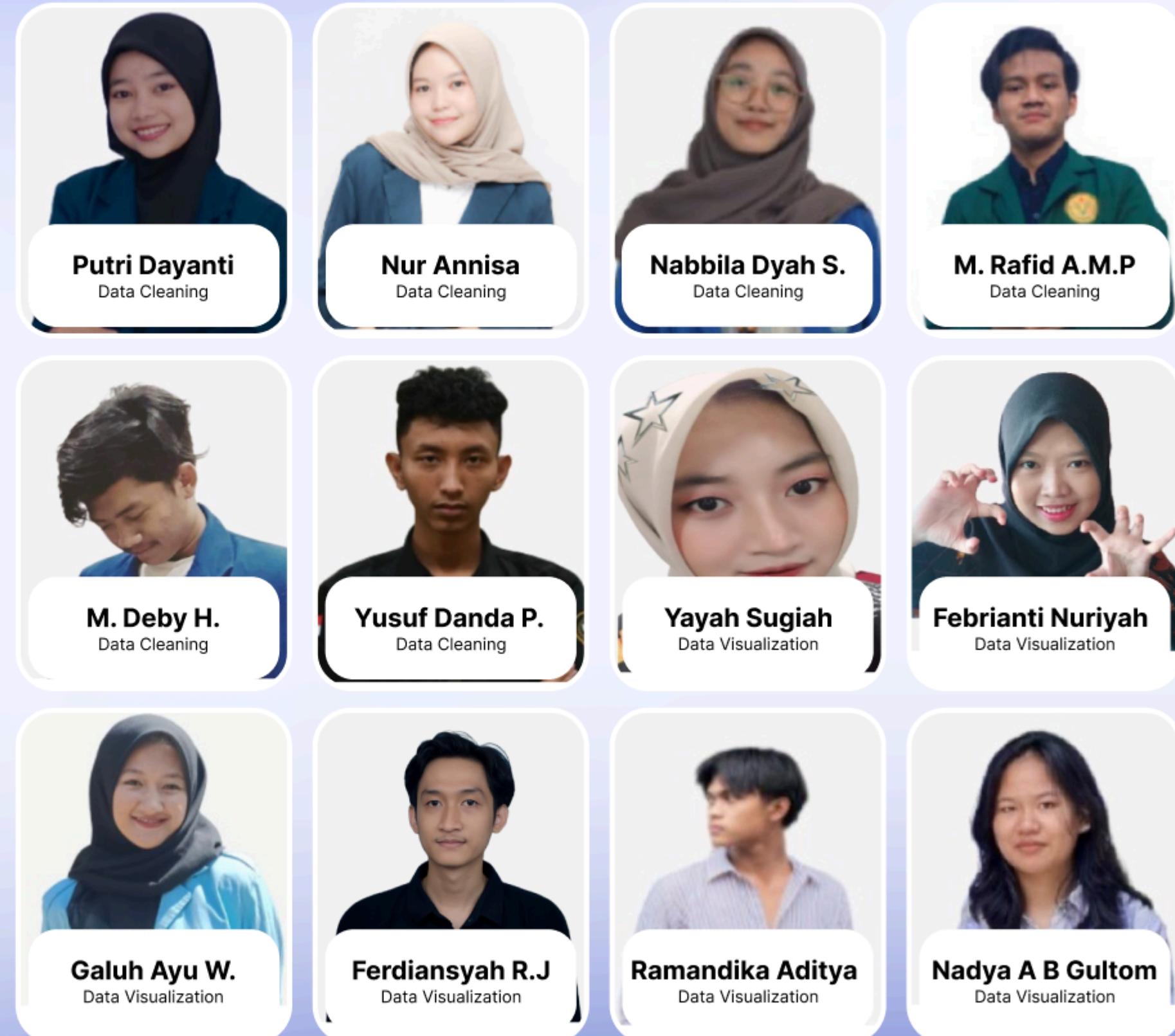
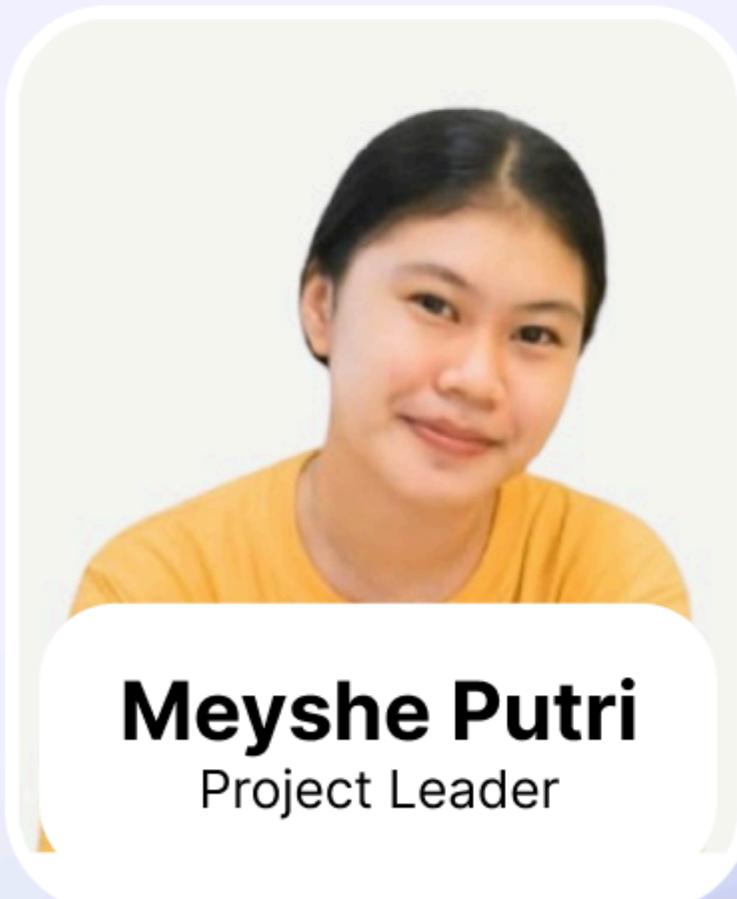
Data Analytics Capstone Project

Video Game Sales Dataset Updated

Prepared and Presented by :

Team 9 - Section Merauke

Member of Team 9





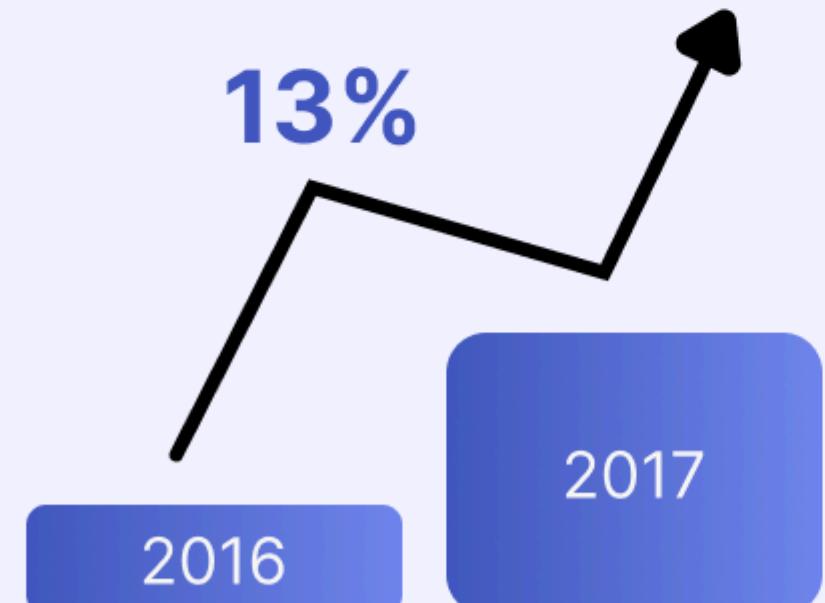
Executive Summary

Project Description

Analyze video game sales by platform, genre, publisher, developer, rating, and year of release to see sales trends and identify top-selling games.

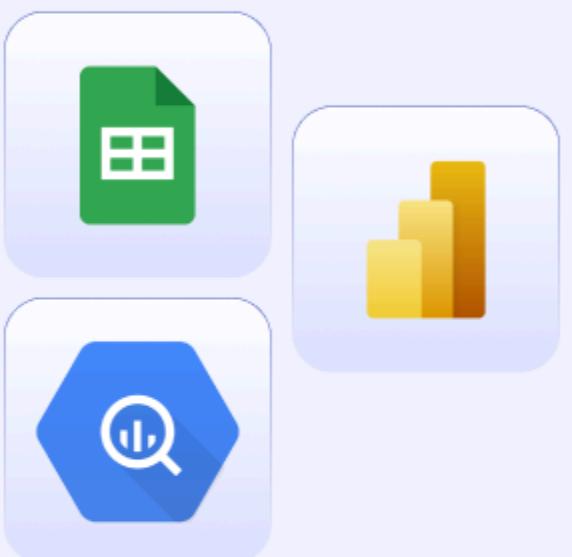
Objectives

Increase North America Sales in 2017 to 13% compared to 2016.



Tools

- Google Spreadsheets
- Power BI
- Google Bigquery



Metrics

- Cost Per Click (**CPC**)
- Total Sales
- Total Product



Analysis Result

Platform
X360
\$595,74

Genre
ACTION
\$863,17

Genre
SPORTS
\$671,20

Rating
E
\$2.494,66

Publisher
NINTENDO
\$815,86

Developer
NINTENDO
\$1.447,36

Recommendation

Expand development of action genre games with innovative features.



Project Background

Business Situation

- After peaking in **2008**, North America sales experienced a **significant downward trend in 2012**, with a consistent decline over the period of **56,05%**.
- **2016** showed low sales of **\$44,93** performance **compared to previous years**.

Problem Statement

- How to **increase North America Sales** in **2017** to **13%** compared to 2016?



Dataset

Team 9_Dataset Video Game Sales Dataset Updated

File Edit Tampilan Sisipkan Format Data Alat Ekstensi Bantuan

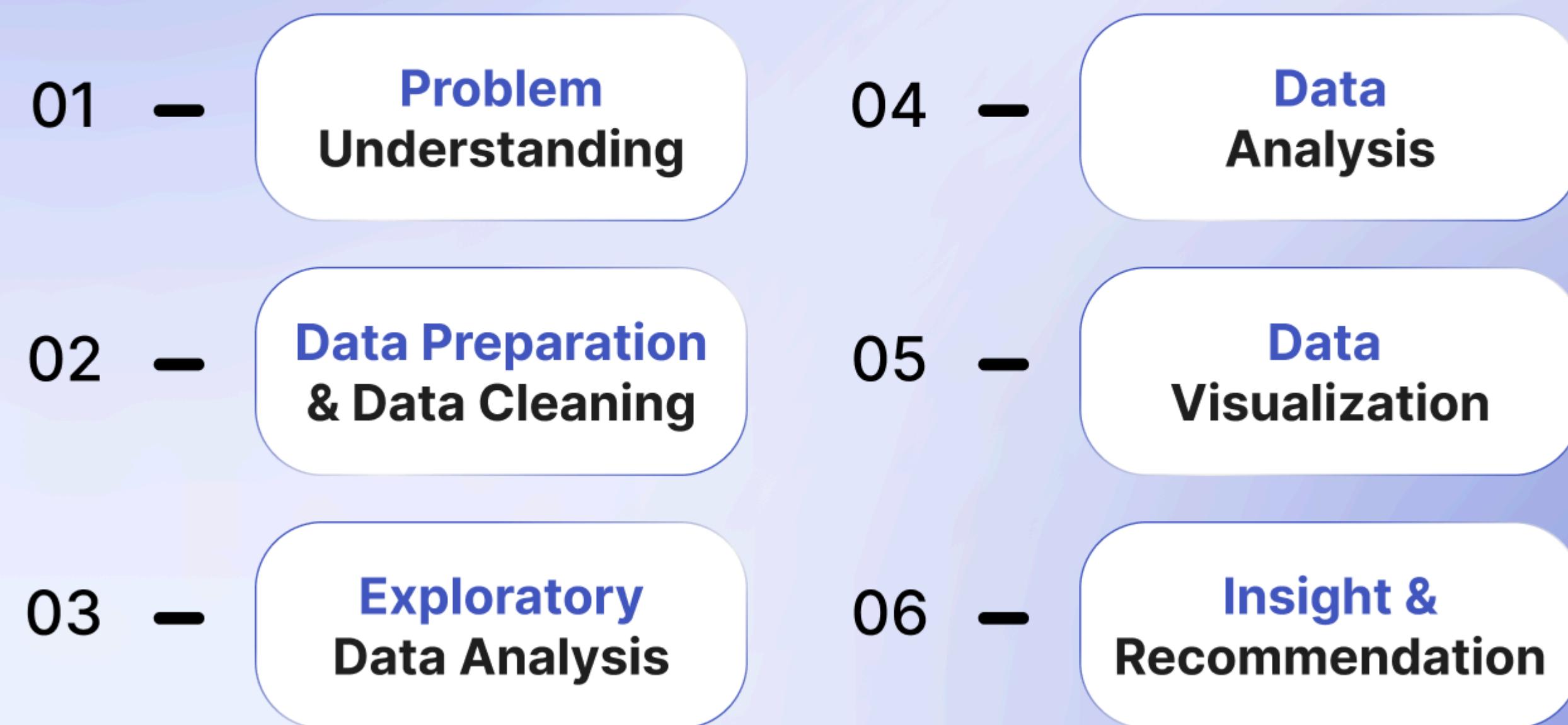
A1 | fx Name

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Name	Platform	Year_of_Rel	Genre	Publisher	NA_Sales	EU_Sales	JP_Sales	Other_Sales	Global_Sale	Critic_Score	Critic_Count	User_Score	User_Cou
2	Wii Sports	Wii	2006	Sports	Nintendo	\$41,36	\$28,96	\$3,77	\$8,45	\$82,53	76	51	8	
3	Super Mario Bro NES		1985	Platform	Nintendo	\$29,08	\$3,58	\$6,81	\$0,77	\$40,24				
4	Mario Kart Wii	Wii	2008	Racing	Nintendo	\$15,68	\$12,76	\$3,79	\$3,29	\$35,52	82	73	8,3	
5	Wii Sports Reso Wii		2009	Sports	Nintendo	\$15,61	\$10,93	\$3,28	\$2,95	\$32,77	80	73	8	
6	Pokemon Red/P GB		1996	Role-Playing	Nintendo	\$11,27	\$8,89	\$10,22	\$1,00	\$31,37				
7	Tetris	GB	1989	Puzzle	Nintendo	\$23,20	\$2,26	\$4,22	\$0,58	\$30,26				
8	New Super Mari DS		2006	Platform	Nintendo	\$11,28	\$9,14	\$6,50	\$2,88	\$29,80	89	65	8,5	
9	Wii Play	Wii	2006	Misc	Nintendo	\$13,96	\$9,18	\$2,93	\$2,84	\$28,92	58	41	6,6	
10	New Super Mari Wii		2009	Platform	Nintendo	\$14,44	\$6,94	\$4,70	\$2,24	\$28,32	87	80	8,4	
11	Duck Hunt	NES	1984	Shooter	Nintendo	\$26,93	\$0,63	\$0,28	\$0,47	\$28,31				
12	Nintendogs	DS	2005	Simulation	Nintendo	\$9,05	\$10,95	\$1,93	\$2,74	\$24,67				
13	Mario Kart DS	DS	2005	Racing	Nintendo	\$9,71	\$7,47	\$4,13	\$1,90	\$23,21	91	64	8,6	
14	Pokemon Gold/F GB		1999	Role-Playing	Nintendo	\$9,00	\$6,18	\$7,20	\$0,71	\$23,10				
15	Wii Fit	Wii	2007	Sports	Nintendo	\$8,92	\$8,03	\$3,60	\$2,15	\$22,70	80	63	7,7	
16	Kinect Adventure X360		2010	Misc	Microsoft Game	\$15,00	\$4,89	\$0,24	\$1,69	\$21,81	61	45	6,3	
17	Wii Fit Plus	Wii	2009	Sports	Nintendo	\$9,01	\$8,49	\$2,53	\$1,77	\$21,79	80	33	7,4	
18	Grand Theft Auto PS3		2013	Action	Take-Two Interac	\$7,02	\$9,09	\$0,98	\$3,96	\$21,04	97	50	8,2	
19	Grand Theft Auto PS2		2004	Action	Take-Two Interac	\$9,43	\$0,40	\$0,41	\$10,57	\$20,81	95	80	9	
20	Super Mario Wo SNES		1990	Platform	Nintendo	\$12,78	\$3,75	\$3,54	\$0,55	\$20,61				
21	Brain Age: Train DS		2005	Misc	Nintendo	\$4,74	\$9,20	\$4,16	\$2,04	\$20,15	77	58	7,9	
22	Pokemon Diamon DS		2006	Role-Playing	Nintendo	\$6,38	\$4,46	\$6,04	\$1,36	\$18,25				
23	Super Mario Lar GB		1989	Platform	Nintendo	\$10,83	\$2,71	\$4,18	\$0,42	\$18,14				
24	Super Mario Bro NES		1988	Platform	Nintendo	\$9,54	\$3,44	\$3,84	\$0,46	\$17,28				
25	Grand Theft Auto X360		2013	Action	Take-Two Interac	\$9,66	\$5,14	\$0,06	\$1,41	\$16,27	97	58	8,1	
26	Grand Theft Auto PS2		2002	Action	Take-Two Interac	\$8,41	\$5,49	\$0,47	\$1,78	\$16,15	95	62	8,7	
27	Pokemon Ruby/I GBA		2002	Role-Playing	Nintendo	\$6,06	\$3,90	\$5,38	\$0,50	\$15,85				
28	Brain Age 2: Mo DS		2005	Puzzle	Nintendo	\$3,43	\$5,35	\$5,32	\$1,18	\$15,29	77	37	7,1	
29	Call of Duty: WW2		2016	Shooter	SledgeHammer Games	\$55,54	\$20,17	\$20,05	\$20,00	\$20,14				

Source [Team 9_Dataset Video Game Sales Dataset Updated](#)



METHODOLOGY





Metrics

- Cost per Click (**CPC**)
- Total Sales
- Total Products

Objectives

- Increased North America Sales in 2017 to 13% compared to 2016

Hypothesis

- If sales on the best-selling platform are increased, there will be an increase in sales in North America
- If you increase sales of the best-selling product genre, there will be an increase in sales in North America
- If you increase sales of the second best-selling product genre, there will be an increase in sales in North America
- If you increase product sales based on the highest age rating, there will be an increase in sales in North America
- If you increase sales of the best-selling publisher, there will be an increase in sales in North America
- If you increase sales of the best-selling developer, there will be an increase in sales in North America



Delete N/A Data

Check the Data Type
and Fill It in with the
Median Value

Trim with Space

Typo Check
on Data

Cleaning Data

Remove
Duplicates

Check the Data Type
and Convert it to a
Number

Find the Missing Value
and then Fill it in with the
Median Value & Mode

Hide Irrelevant
Variables

Analysis

Data Visualization



Sales in North America peaked in 2010 at \$348.7, up significantly from \$8.5 in 1987, but dropped dramatically to just \$0.3 in 2020.



The platform with the highest total sales in North America was X360 at \$595.74



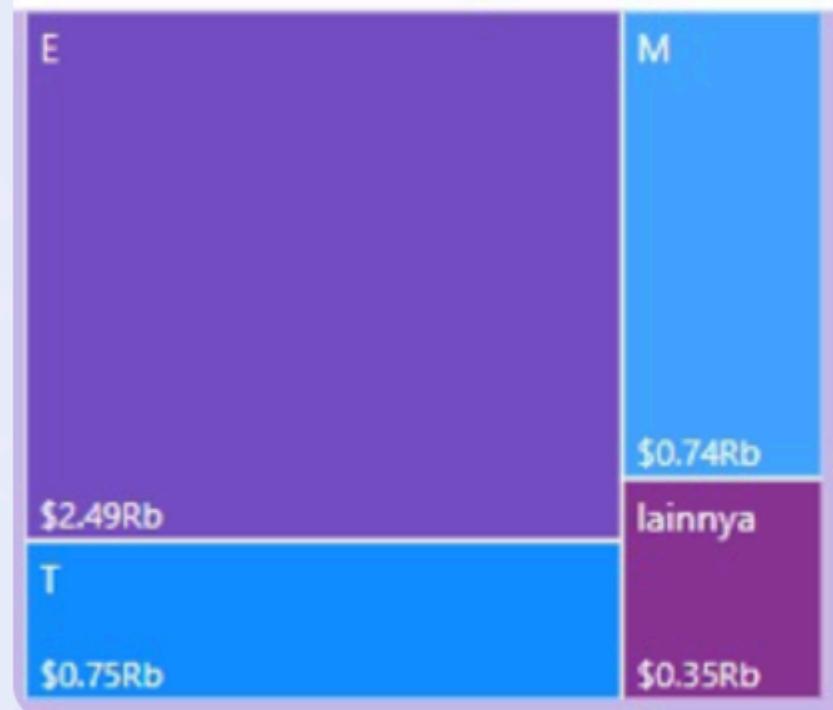
The genre with the highest total sales in North America was Action at \$863.17, while Sports was in second place with total sales of \$671.20.



Analysis

Data Visualization

Sales Based on Ratings



The rating category with the highest total sales is "E" (Everyone) with total sales of \$2,494.66.

Sales Based on Publisher



Nintendo is the publisher with the highest total sales in North America reaching \$815.86.

Sales Based on Developer



The developer with the highest total sales in North America was Nintendo with \$1,447.39.

Conclusion

2017
Sales Target
\$50.77

Platform X360

\$0,94



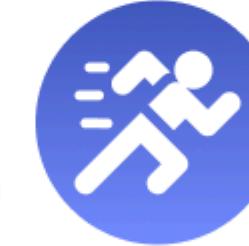
Genre Action

\$0,94



Genre Sports

\$0,94



Developer Nintendo

\$0,94



Publisher Nintendo

\$0,94



Rating E

\$0,94





Recommendation

Production

Develop exclusive,
high-growth games

Increase the number
of games produced
with the highest sales

Marketing & Sales

Special campaigns via
social media and provide
bundling discounts

Allocate a larger
marketing budget and
Collaborate with famous
game streamers

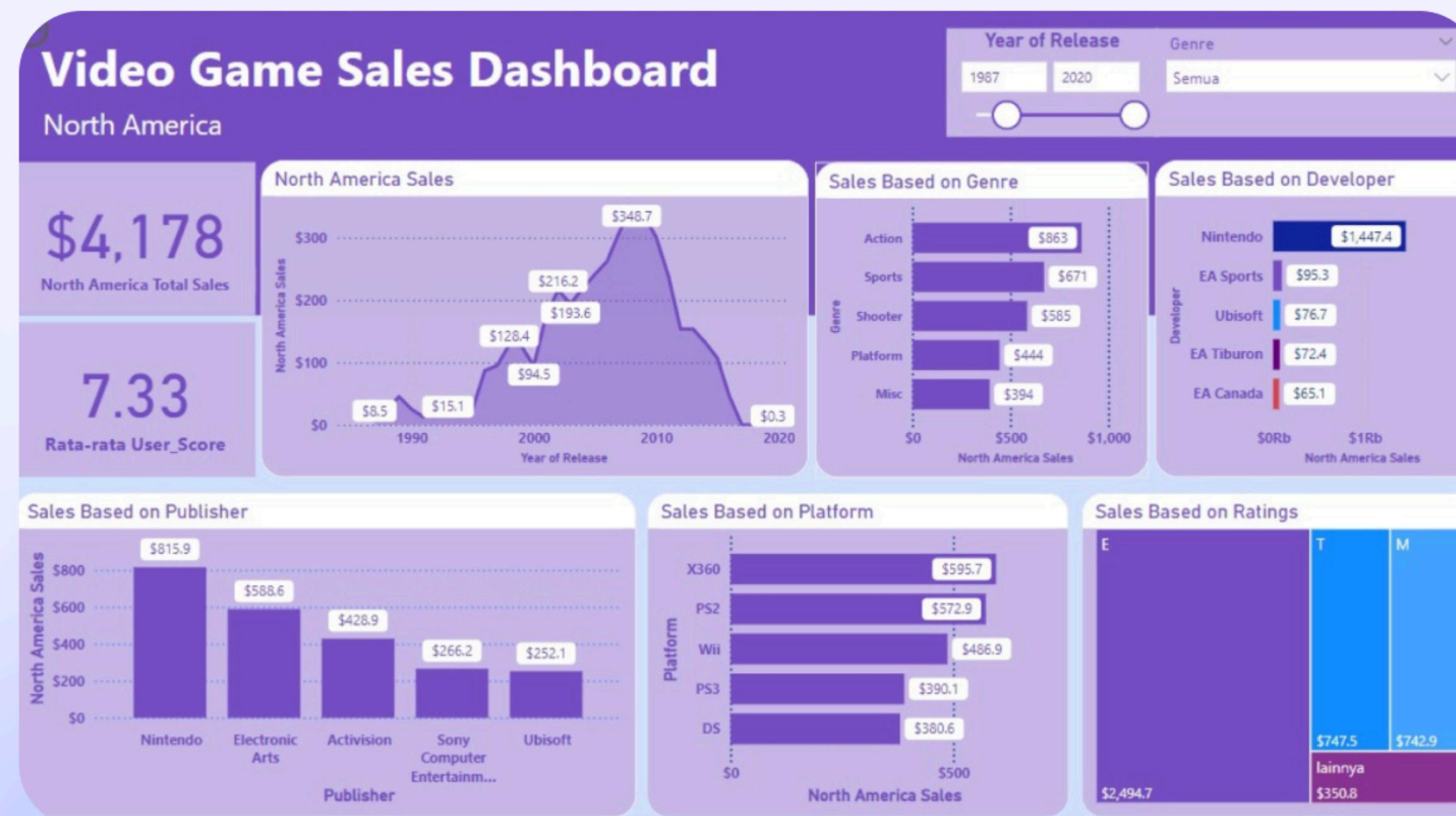
Operasional

Accelerate game
production and
development cycles

Allocate a larger
marketing budget and
Collaborate with famous
game streamers



Dashboard





Appendix



Dataset



Dashboard



Thank You