Video Game Popularity Data Project

Project Goal
To better understand the gaming industry market.

Tools used
Microsoft Word
Microsoft Excel
Microsoft PowerPoint

Data Sets
https://www.vgchartz.com/

Skills used
Data cleaning

Data grouping and summarizing

Conducting a descriptive analysis

Developing insights

Visualization

Storytelling

Project Overview

➢ Motivation : GameCo, which wants to use data to inform the development of new games. As such, they asked to perform a descriptive analysis of a video game data set to foster a better understanding of how GameCo's new games might fare in the market.

➢ **Objective :** GameCo executives are open to hearing any insights you can pull from the data but are specifically interested in these questions:

- Are certain types of games more popular than others?

- What other publishers will likely be the main competitors in certain markets?

- Have any games decreased or increased in popularity over time?

- How have their sales figures varied between geographic regions over time?

➢ **Duration :** It takes 30 days to analyze the project using the data analytics tools and to complete the visualization part.

Total Regional Sales
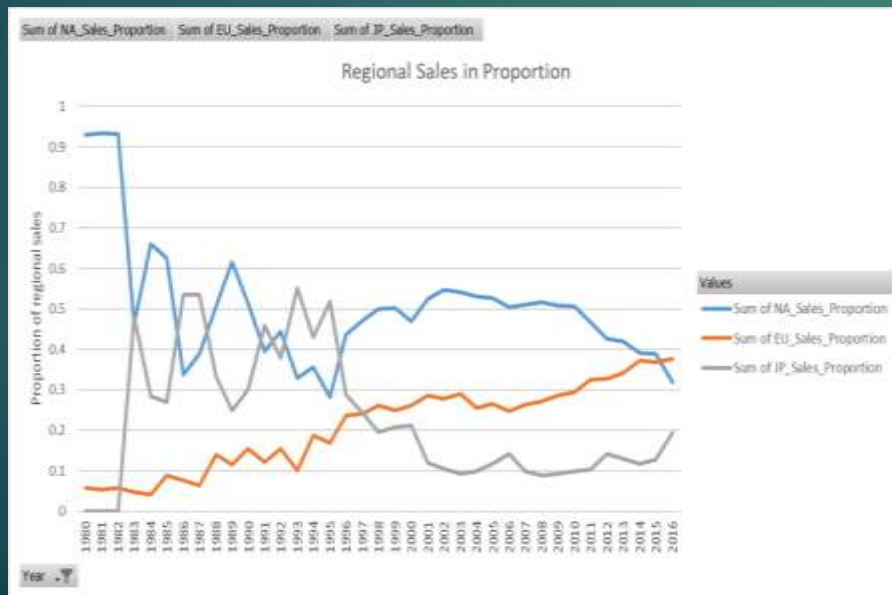

Regional Sales in Proportion
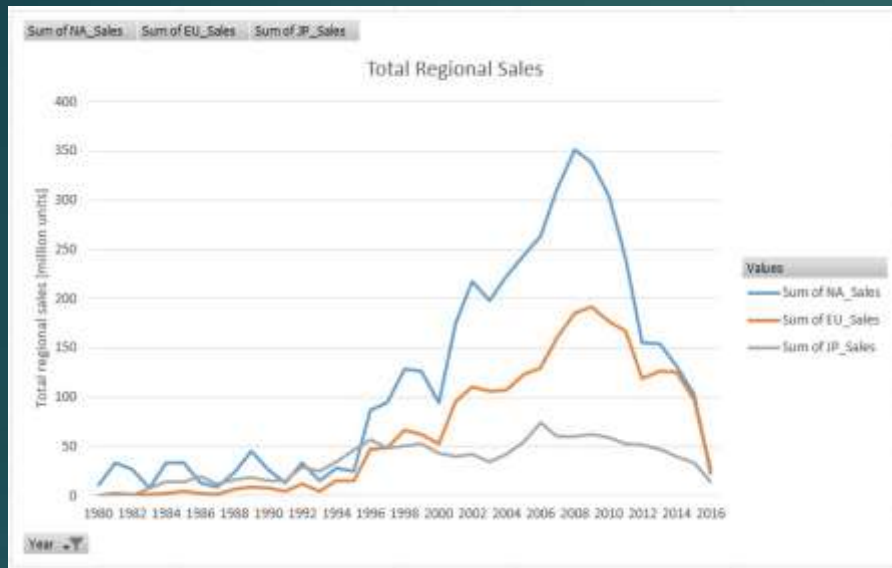
Challenge:
The sales were behaved more likely the same in all the regions by comparing the data with years. NA_sales, EU_sales, JP_sales were increased from the year 2001 to 2009. From 2010 to 2016, the sales were started decreasing gradually.

Hypothesis:
Explosion in digital distributed content
Less sales in physical sold games

Solution:
Examine relative sales
Consistent increase in EU sales
> Assumption of accuracy in relative data
>> Conduct analysis based exclusively on relative sales data

➢ North American Sales are decreasing during the last ten years (2006-2016). On the contrary, the European market has increasing with sustained a steady growth rate during the last 10 years. Europe dominated North America in total sales in 2016.

➢ We know that sales in NA in larger compare to EU and JP sales. But the sales are also increasing from the year 2000 in EU by observing percentage of regional sales. So I would like to suggest that if Game-co provides good marketing in EU then there are the changes to grow the market in the future.

Project Links

Project Brief

🔟Project-Brief_Intro_to_Data_Analytics.pdf

Final Report

🔟Project Reflections 1.10 –Geetha Lakshmi.pdf

PowerPoint Presentation

🔟Final Project Presentation –Geetha Lakshmi.pdf

Thank you

Geetha Lakshmi
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