

"NICHE IS NICE! "

Making a successful indie game.

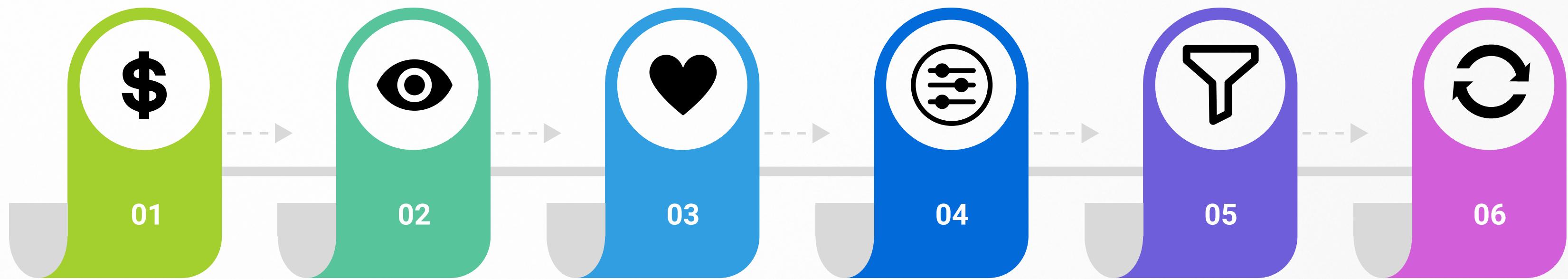


HYPOTHESIS

Publicacion de un genero de videojuego tiene correlacion negativa con sus ventas totales en relacion con la frequencia de publicaciones de ese genero en un periodo de tiempo



EXPLORATORY DATA ANALYSIS



Dataset 1 Overview

Videogame Sales between 1985 to 2020*

Trends and Patterns

What trends can we see in this dataset?

Dataset 2 Overview

Webscraping Metacritic for scores and dates

New Parameters

Setting new hypotheses

Testing Hypothesis

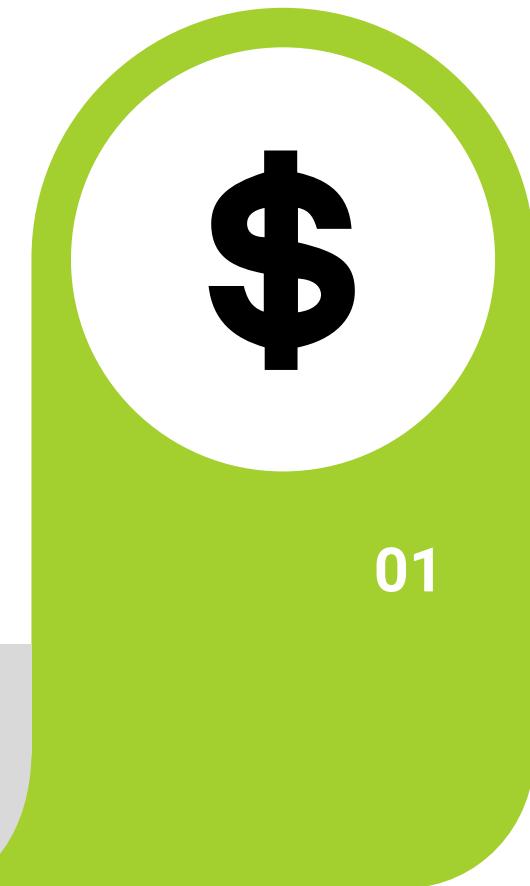
Evaluation of our data

Conclusion+ next Steps

What are our new hypotheses? What data do we need?

DATASET 1 OVERVIEW

Videogame Sales between 1985 to 2020*



TITLE



YEAR



GENRE



GLOBAL SALES

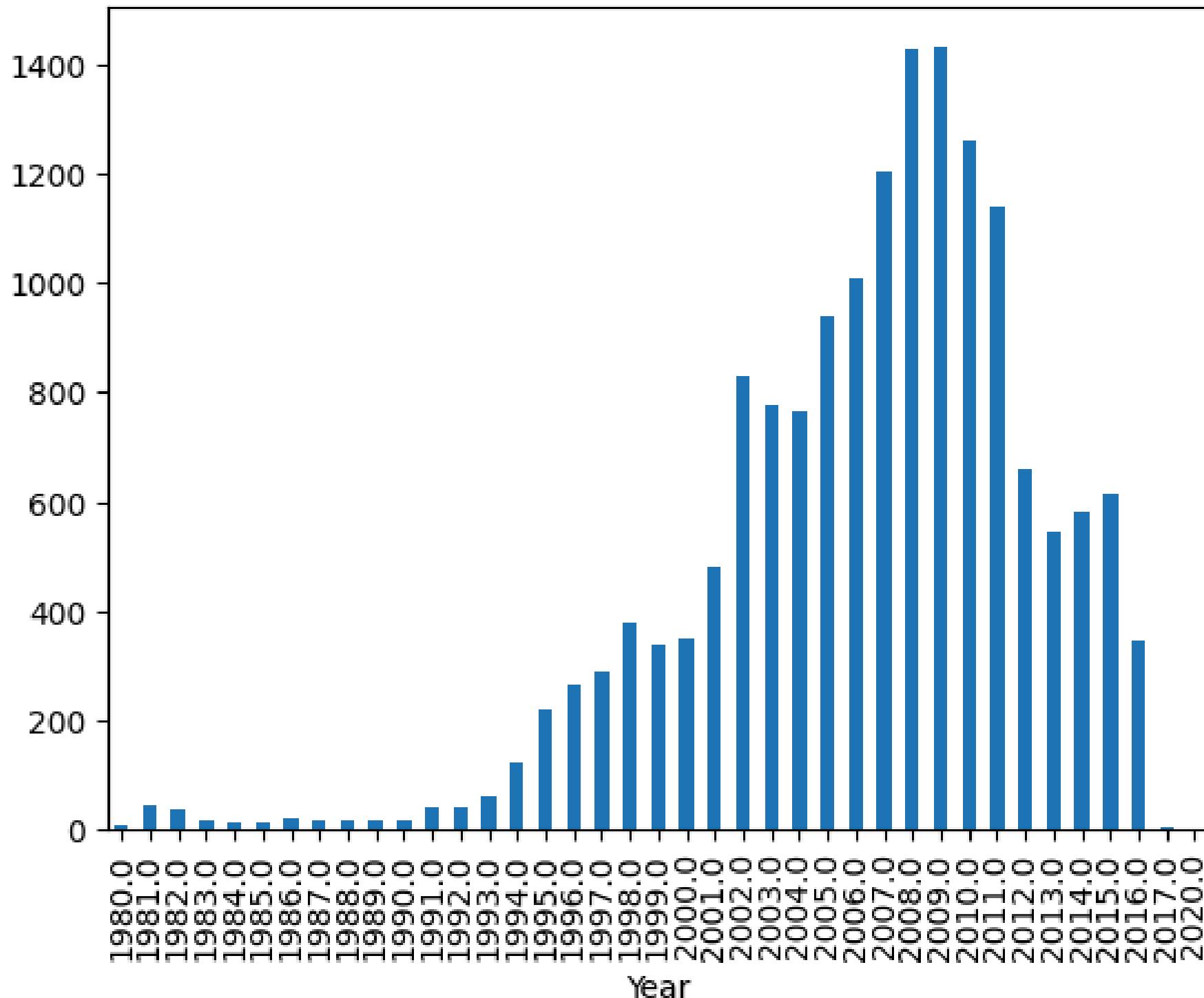
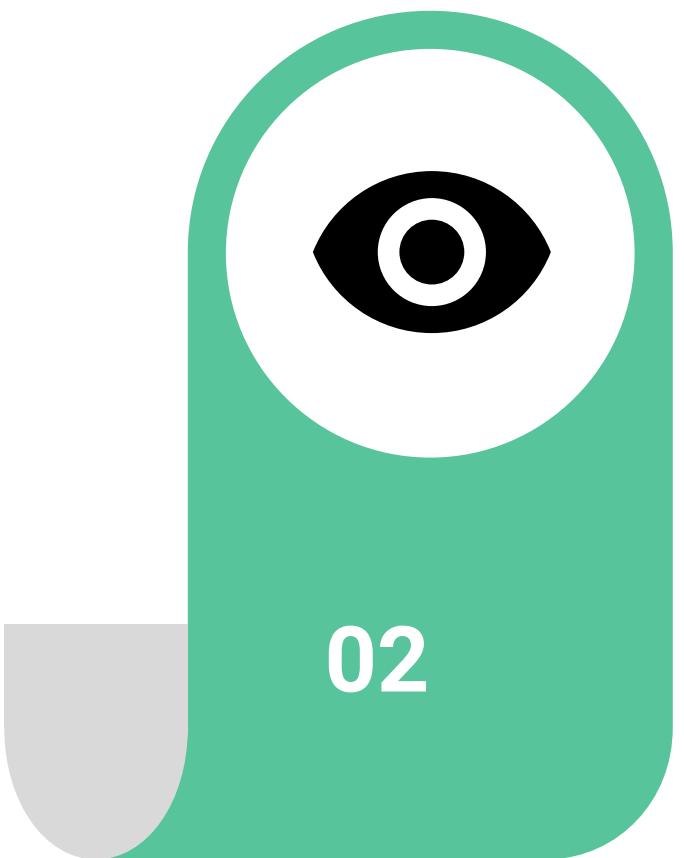


Rank		Name	Platform	Year	Genre	Publisher	NA_Sales	EU_Sales	JP_Sales	Other_Sales	Global_Sales
0	1	Wii Sports	Wii	2006.0	Sports	Nintendo	41.49	29.02	3.77	8.46	82.74
1	2	Super Mario Bros.	NES	1985.0	Platform	Nintendo	29.08	3.58	6.81	0.77	40.24
2	3	Mario Kart Wii	Wii	2008.0	Racing	Nintendo	15.85	12.88	3.79	3.31	35.82
3	4	Wii Sports Resort	Wii	2009.0	Sports	Nintendo	15.75	11.01	3.28	2.96	33.00
4	5	Pokemon Red/Pokemon Blue	GB	1996.0	Role-Playing	Nintendo	11.27	8.89	10.22	1.00	31.37
...
16593	16596	Woody Woodpecker in Crazy Castle 5	GBA	2002.0	Platform	Kemco	0.01	0.00	0.00	0.00	0.01
16594	16597	Men in Black II: Alien Escape	GC	2003.0	Shooter	Infogrames	0.01	0.00	0.00	0.00	0.01
16595	16598	SCORE International Baja 1000: The Official Game	PS2	2008.0	Racing	Activision	0.00	0.00	0.00	0.00	0.01
16596	16599	Know How 2	DS	2010.0	Puzzle	7G//AMES	0.00	0.01	0.00	0.00	0.01
16597	16600	Spirits & Spells	GBA	2003.0	Platform	Wanadoo	0.01	0.00	0.00	0.00	0.01

16598 rows × 11 columns

TRENDS AND PATTERNS

What trends can we see in this dataset?



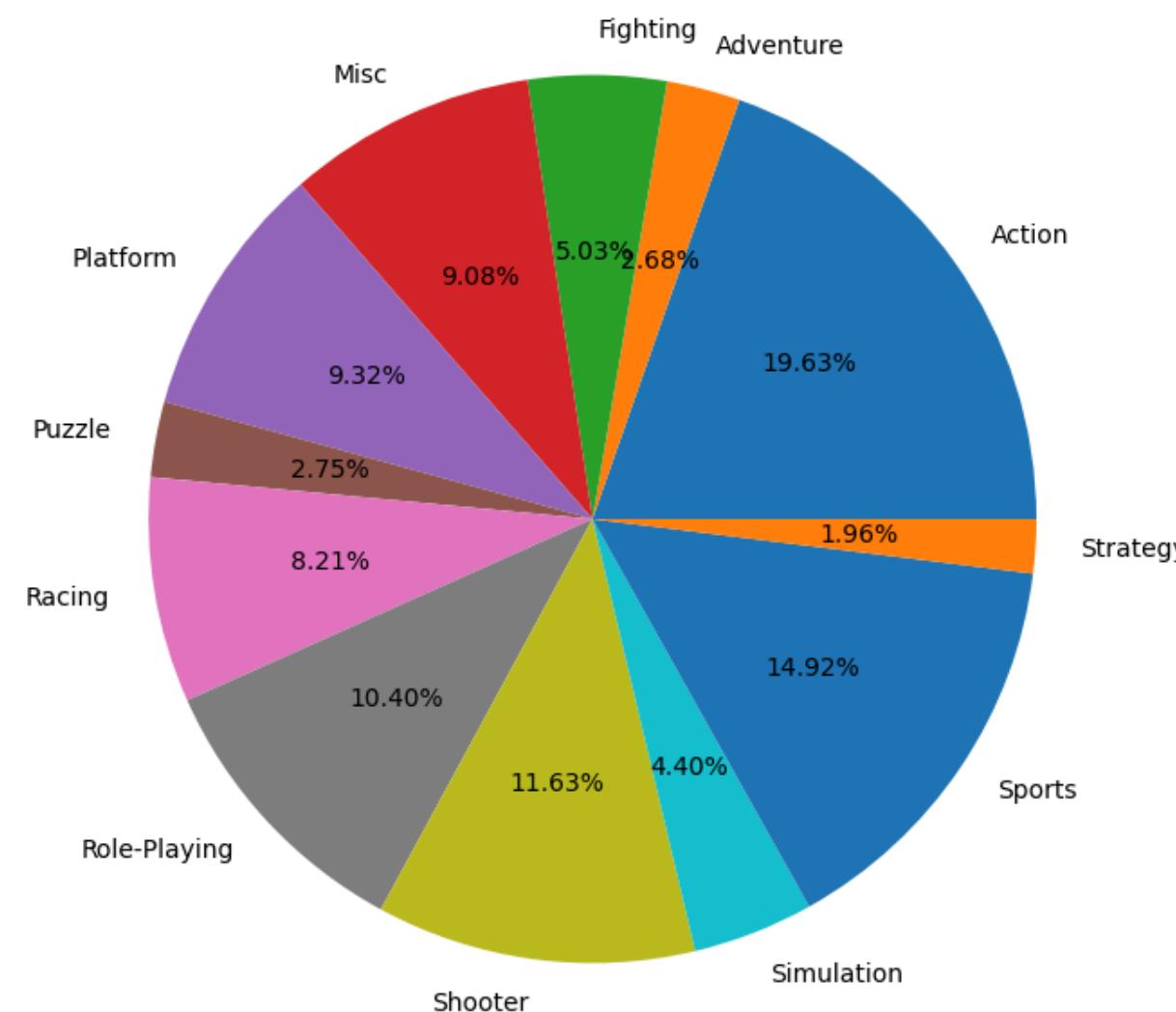


02

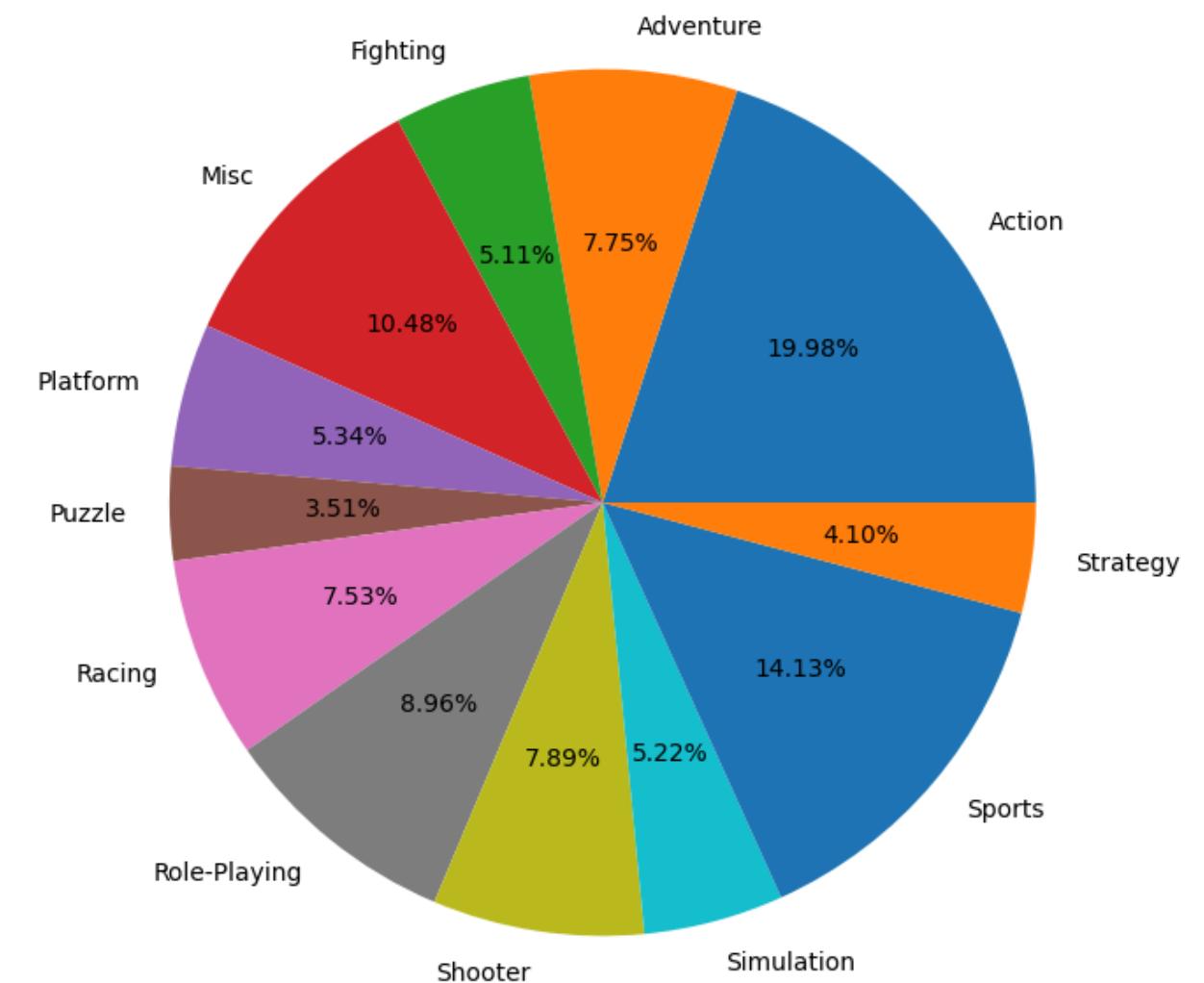
PIE CHART

What trends can we see in this dataset?

Sales



Publications

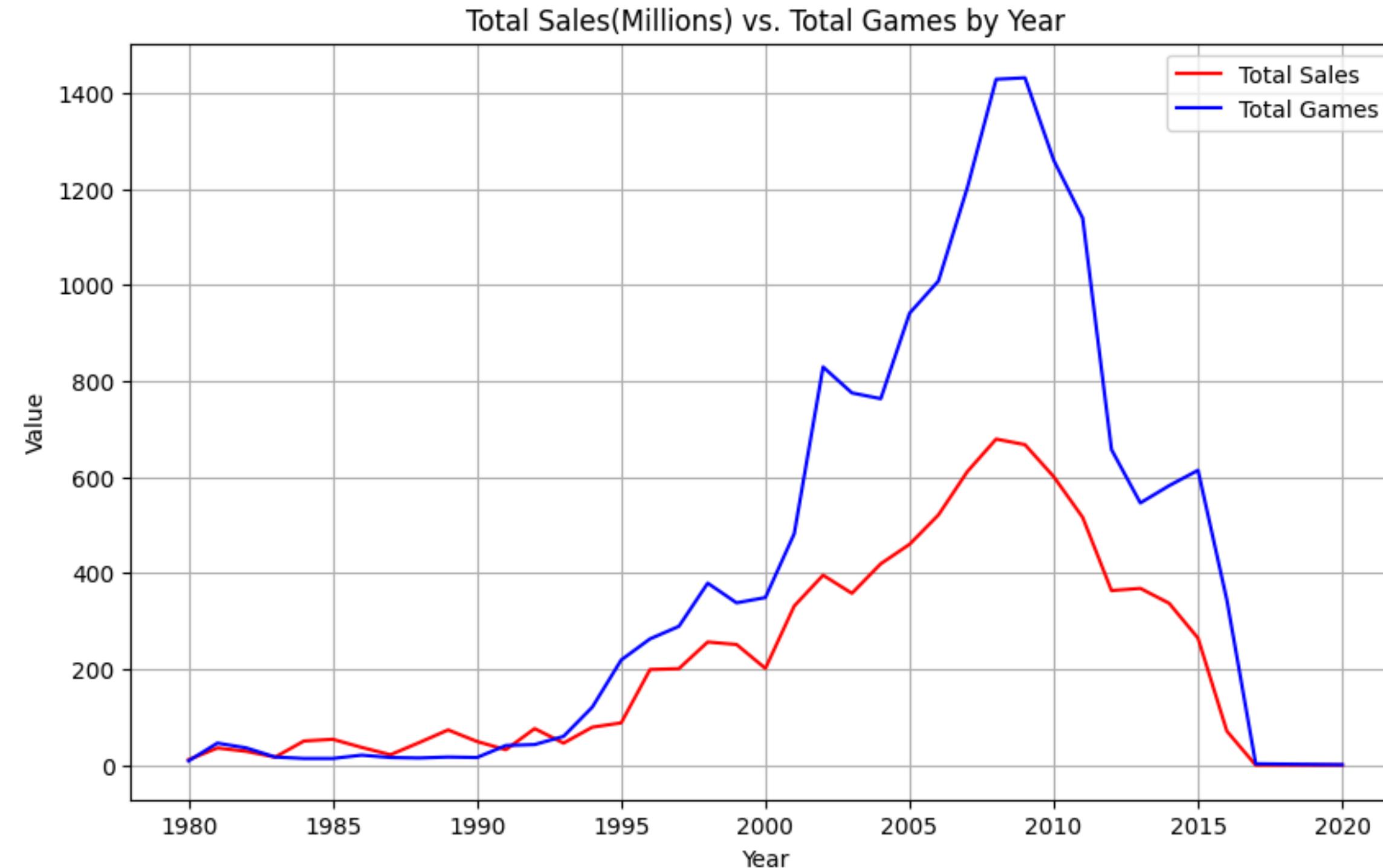




02

TRENDS AND PATTERNS

What trends can we see in this dataset?

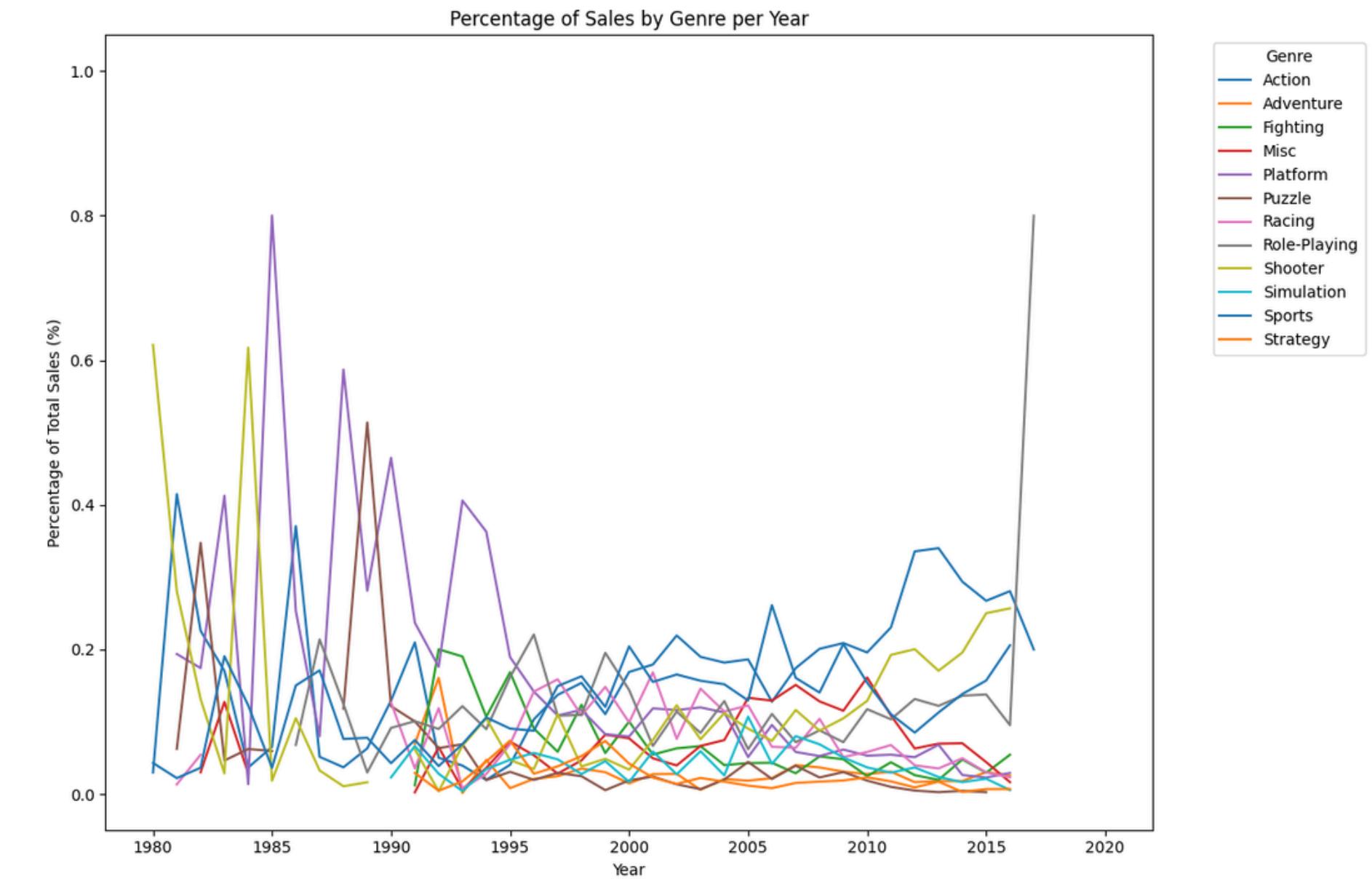
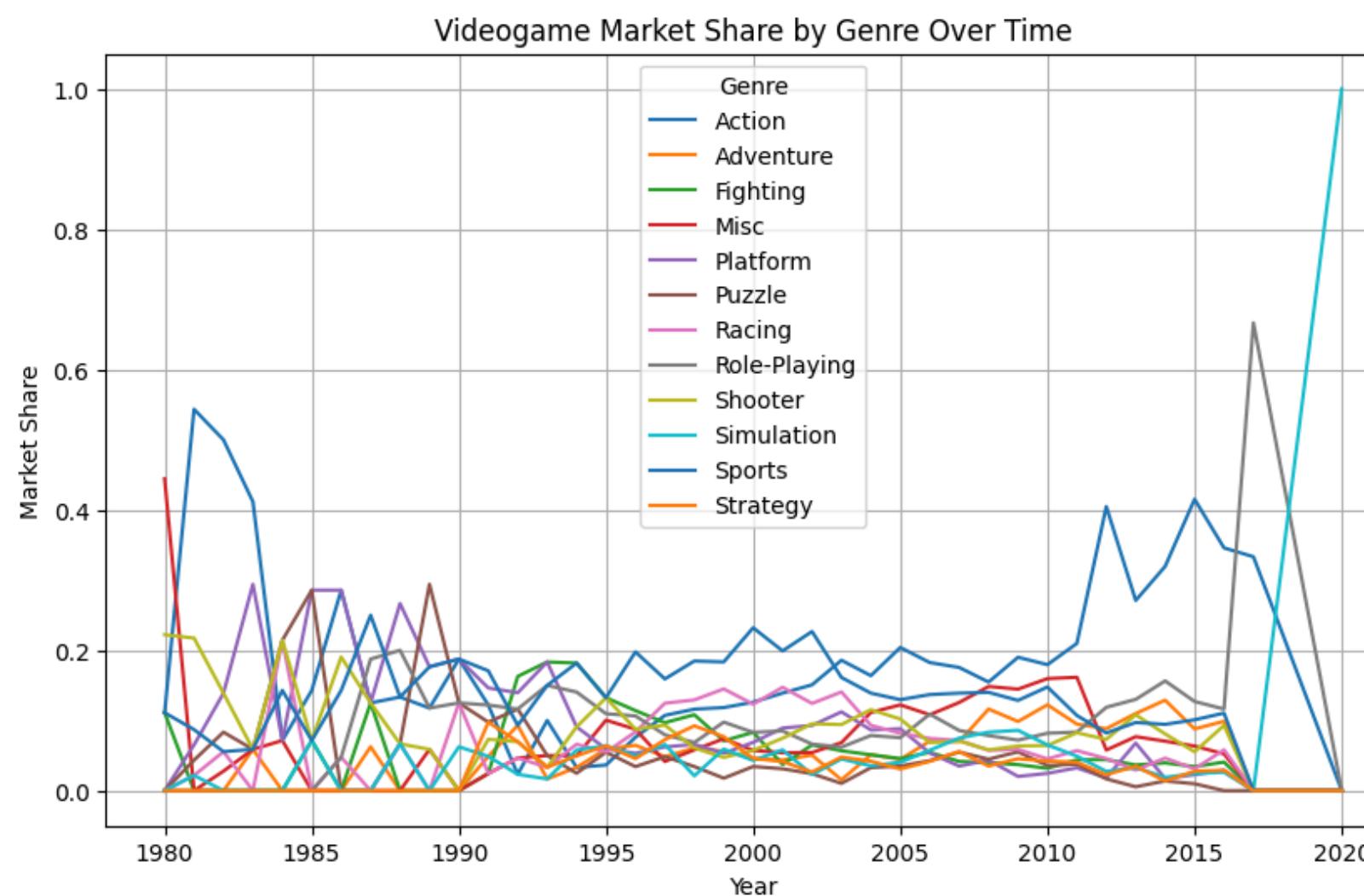




02

TRENDS AND PATTERNS

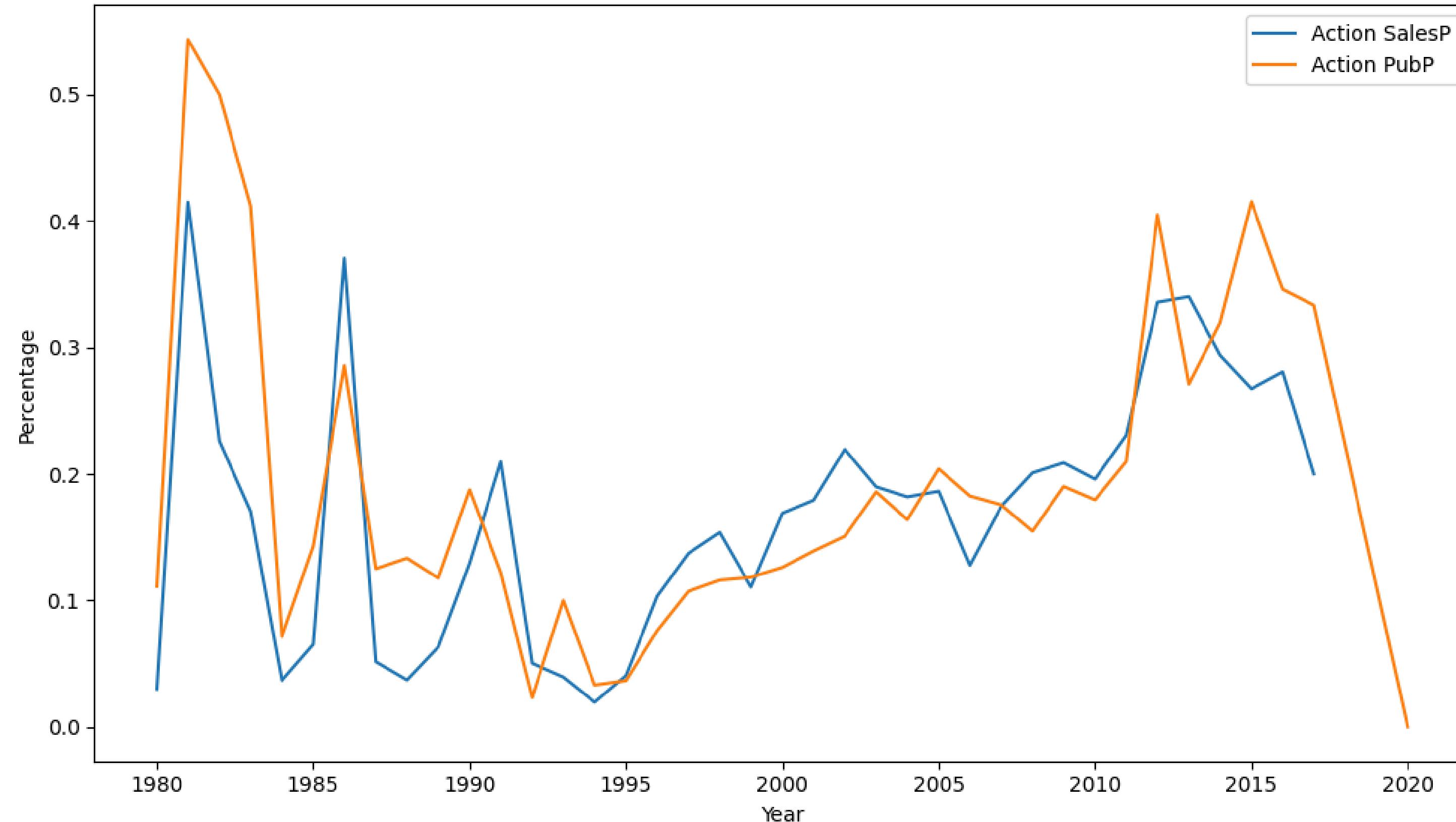
What trends can we see in this dataset?





02

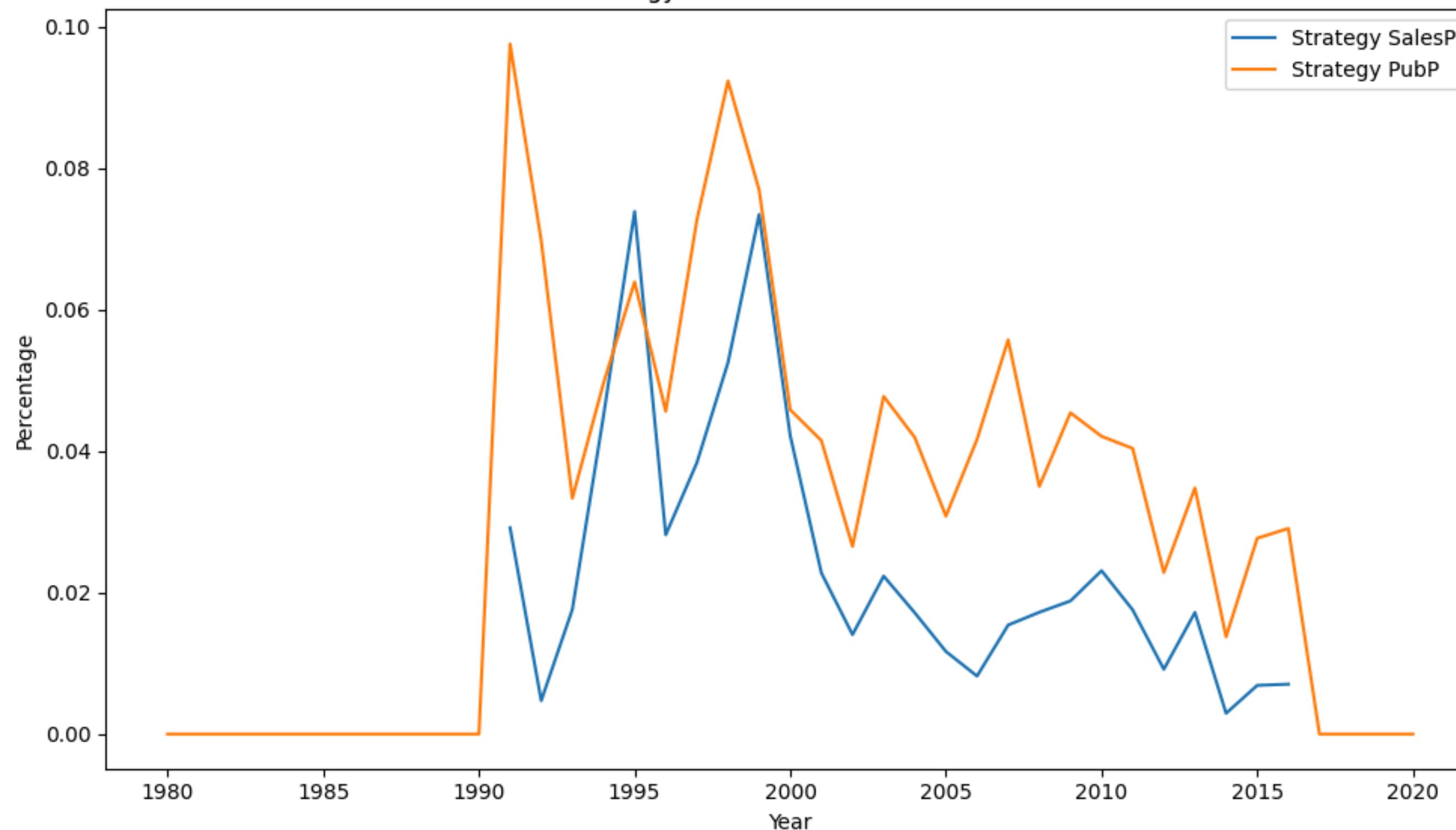
Action: Sales % vs. Publication %





02

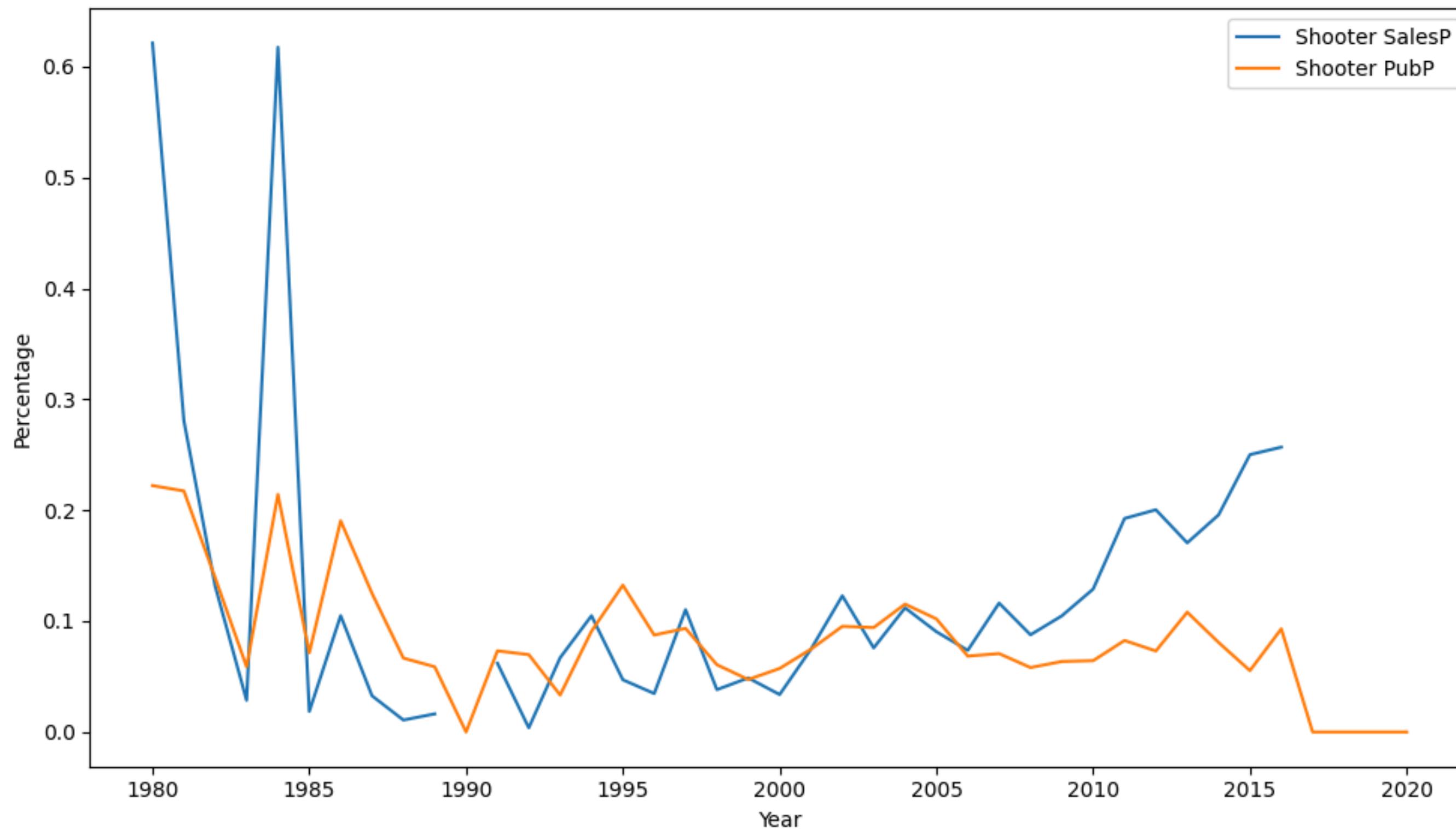
Strategy: Sales % vs. Publication %





02

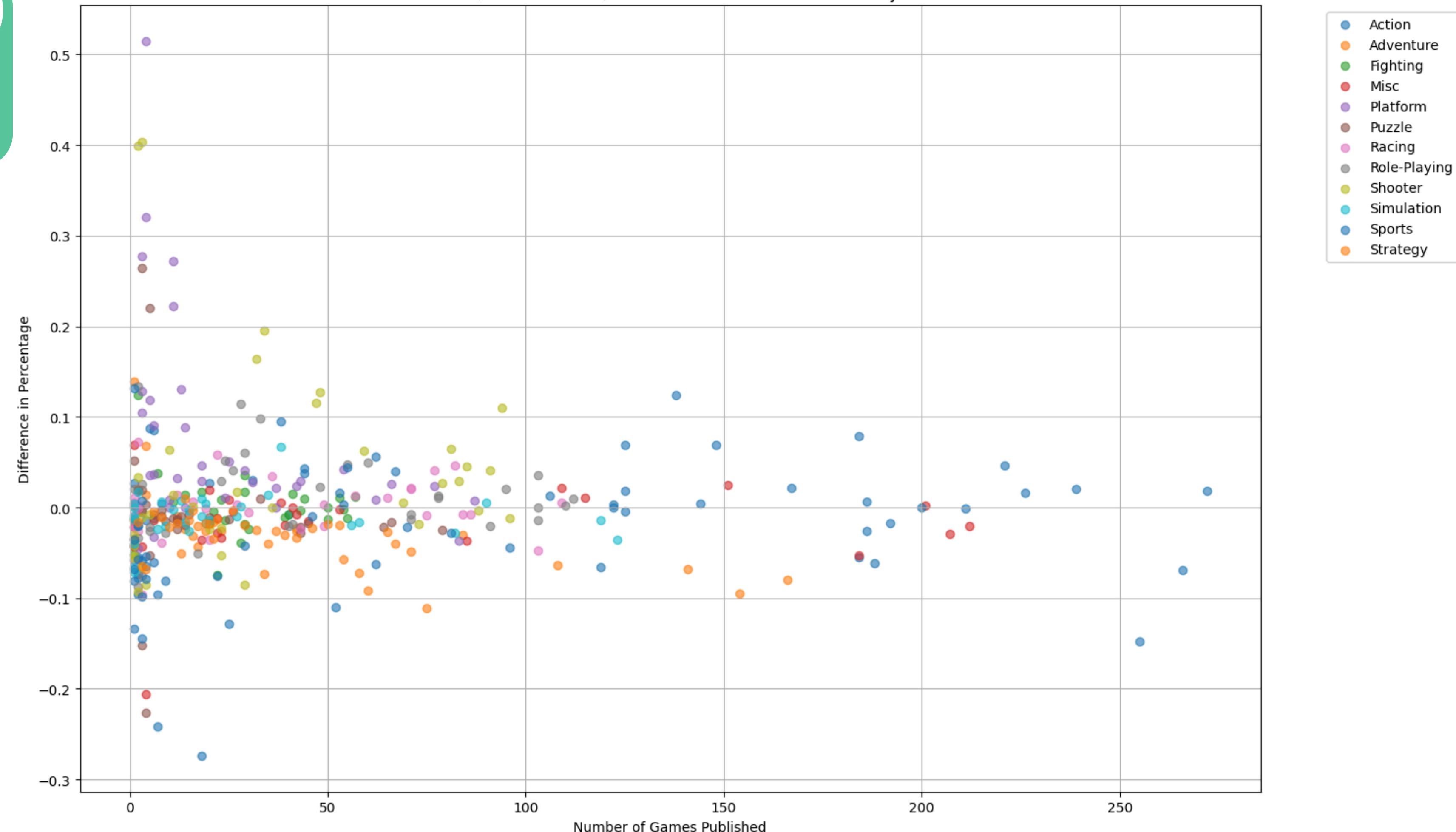
Shooter: Sales % vs. Publication %





02

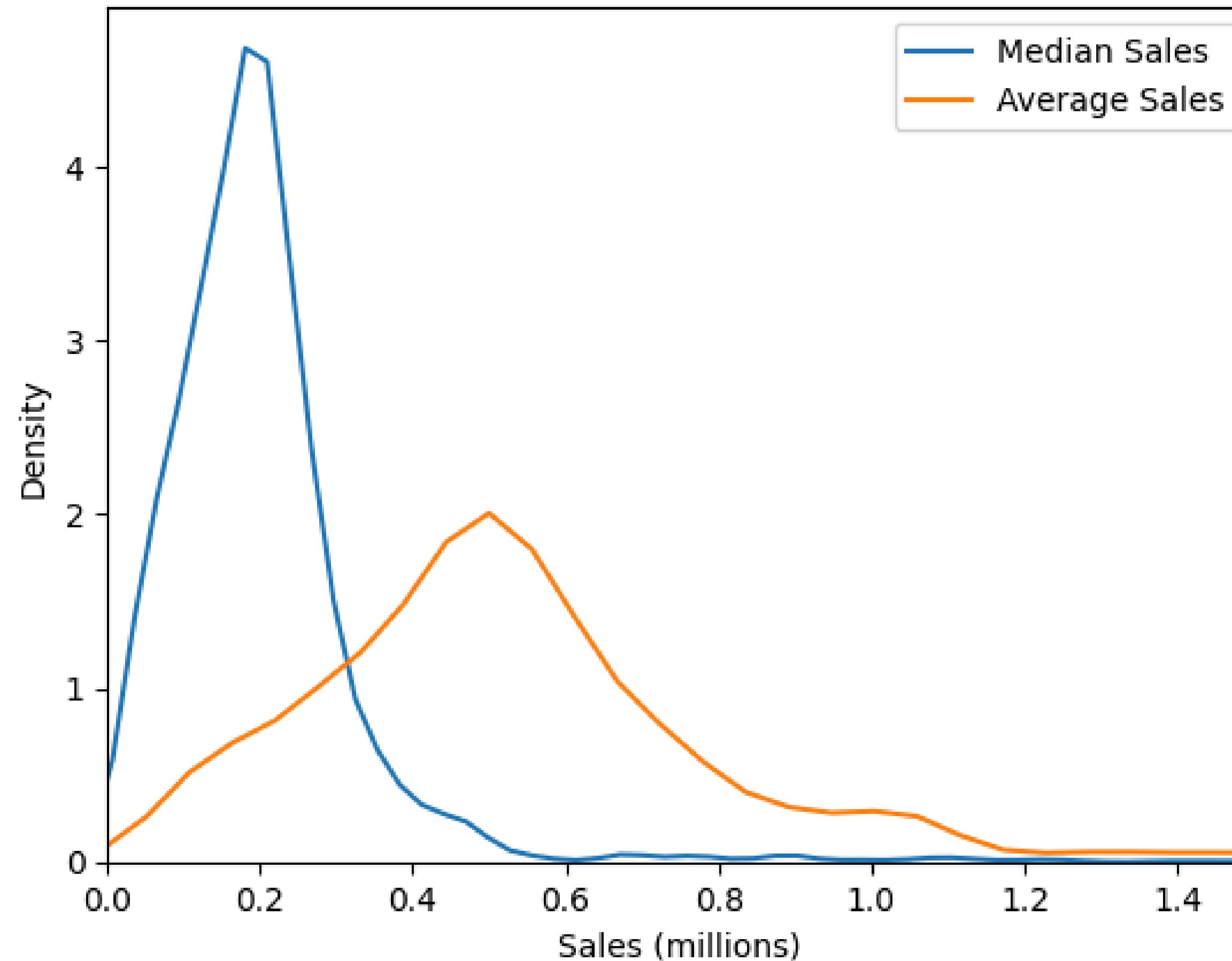
Difference (Sales% - Pub%) vs. Number of Games Published by Genre





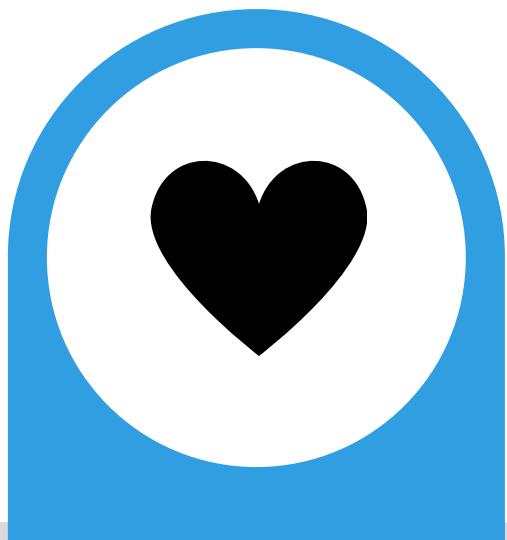
02

Comparison of Median vs. Average Sales



DATASET 2 OVERVIEW

Webscraping Metacritic for scores and dates



03



Games **Movies** **TV Shows**

13,617 results

2. The Legend of...

NOV 23, 1998 • Rated E

As a young boy, Link is tricked by Ganondorf, th

99 Metascore

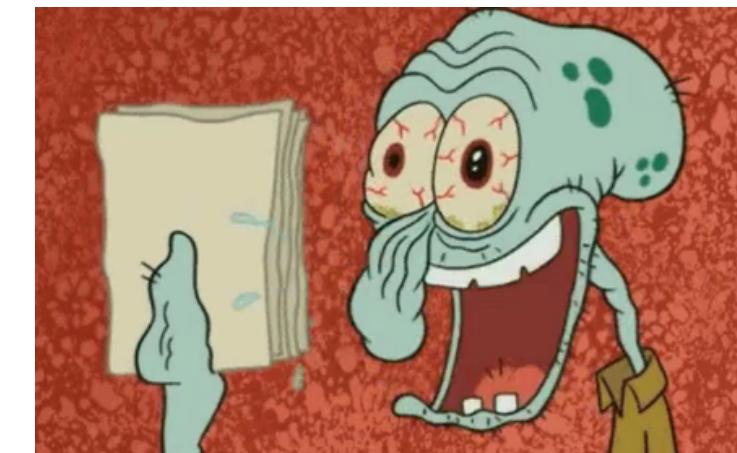
1 2 ... 617 >



03

DATASET 2 OVERVIEW

Webscraping Metacritic for scores and dates



	Title	Release Date	Score
0	1. Baldur's Gate 3	DEC 8, 2023 • Rated M	99
1	2. The Legend of Zelda: Ocarina of Time	NOV 23, 1998 • Rated E	99
2	3. Tony Hawk's Pro Skater 2	SEP 20, 2000 • Rated T	98
3	4. Grand Theft Auto IV	APR 29, 2008 • Rated M	98
4	5. SoulCalibur	SEP 8, 1999 • Rated T	98
...
14821	14,777. Double Dragon II: Wander of the Dragons	APR 5, 2013 • Rated T	17
14822	14,778. Vroom in the Night Sky	APR 5, 2017 • Rated E	17
14823	14,779. Yaris	OCT 10, 2007 • Rated E10+	11
14824	14,780. Family Party: 30 Great Games Obstacle ...	DEC 4, 2012	66
14825	14,781. Beast Boxing 3D - Monster Fighting Act...	OCT 28, 2010	80

14826 rows × 3 columns



03

DATASET 2 OVERVIEW

Webscraping Metacritic for scores and dates

TITLE**RELEASE DATE****SCORE**

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NEW PARAMETERS

Setting new hypotheses



04

RELEASE DATE



H-MAIN

If many games of the same genre release in a 2 month timeframe, sales will drop.

H-1

Higher scores will have better sales

SCORE

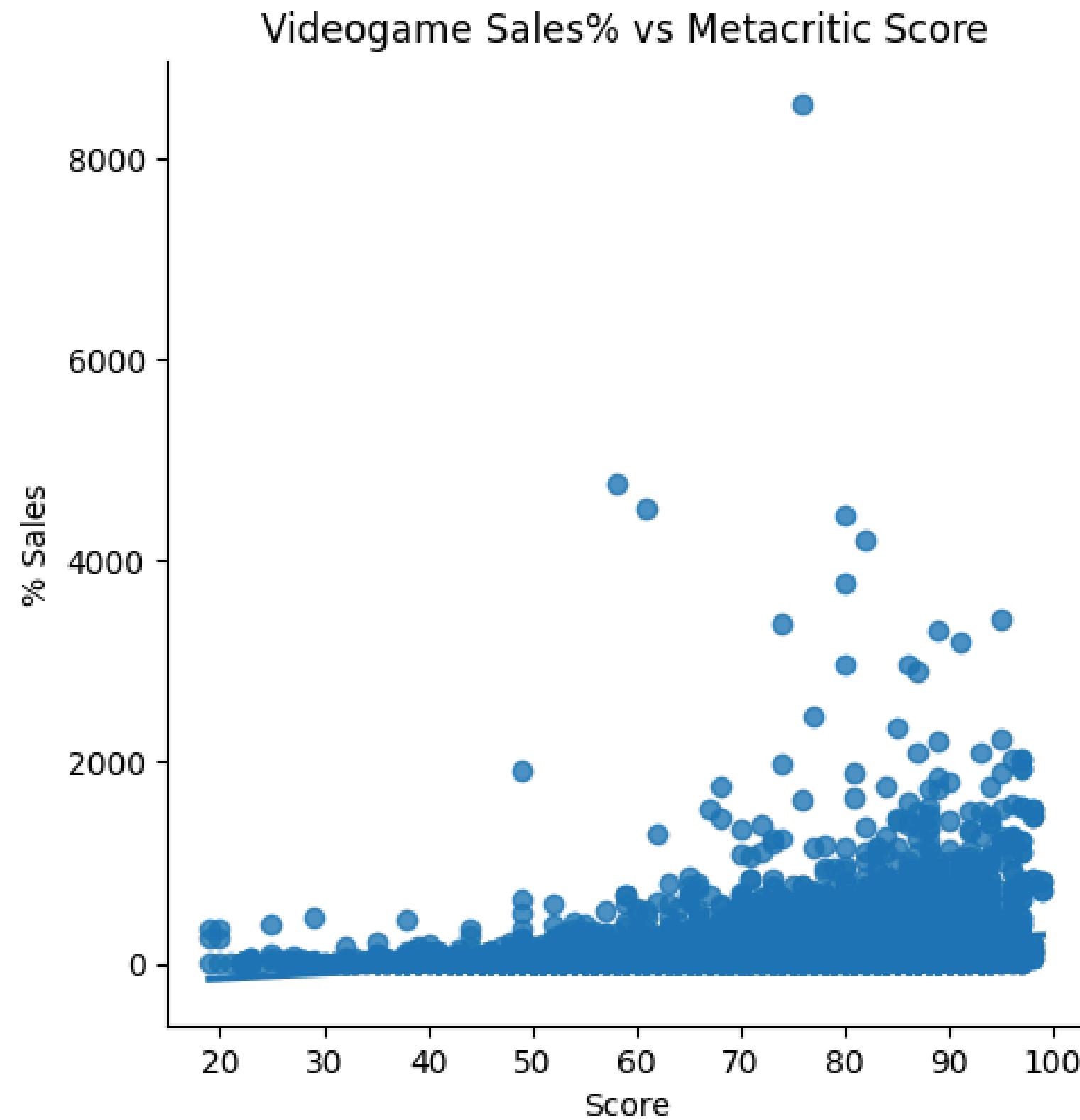
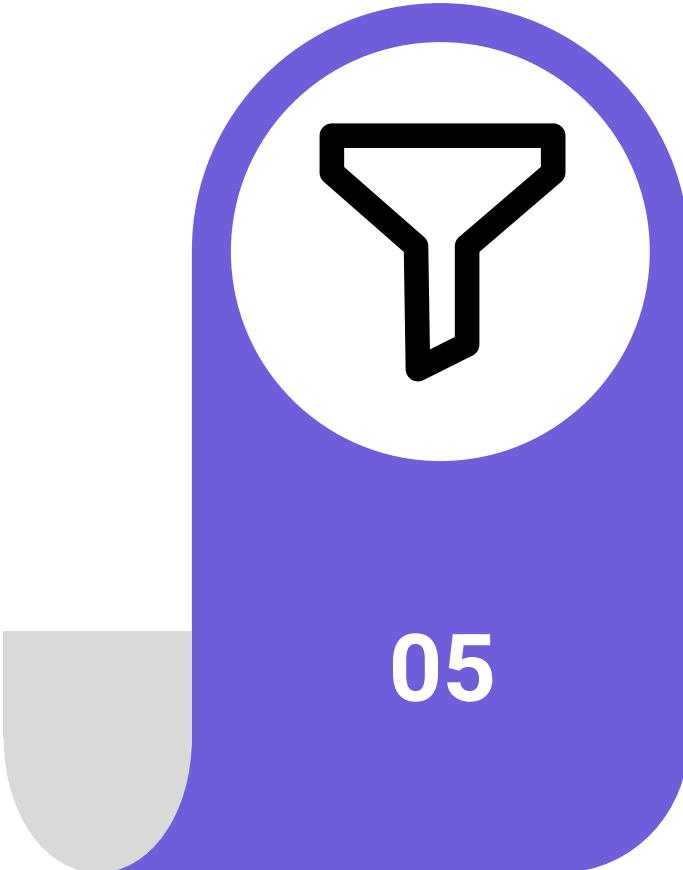


H-2

Higher scores will not be as affected by game frequency in comparison to lower scores.

TESTING HYPOTHESIS

Higher scores will have better sales



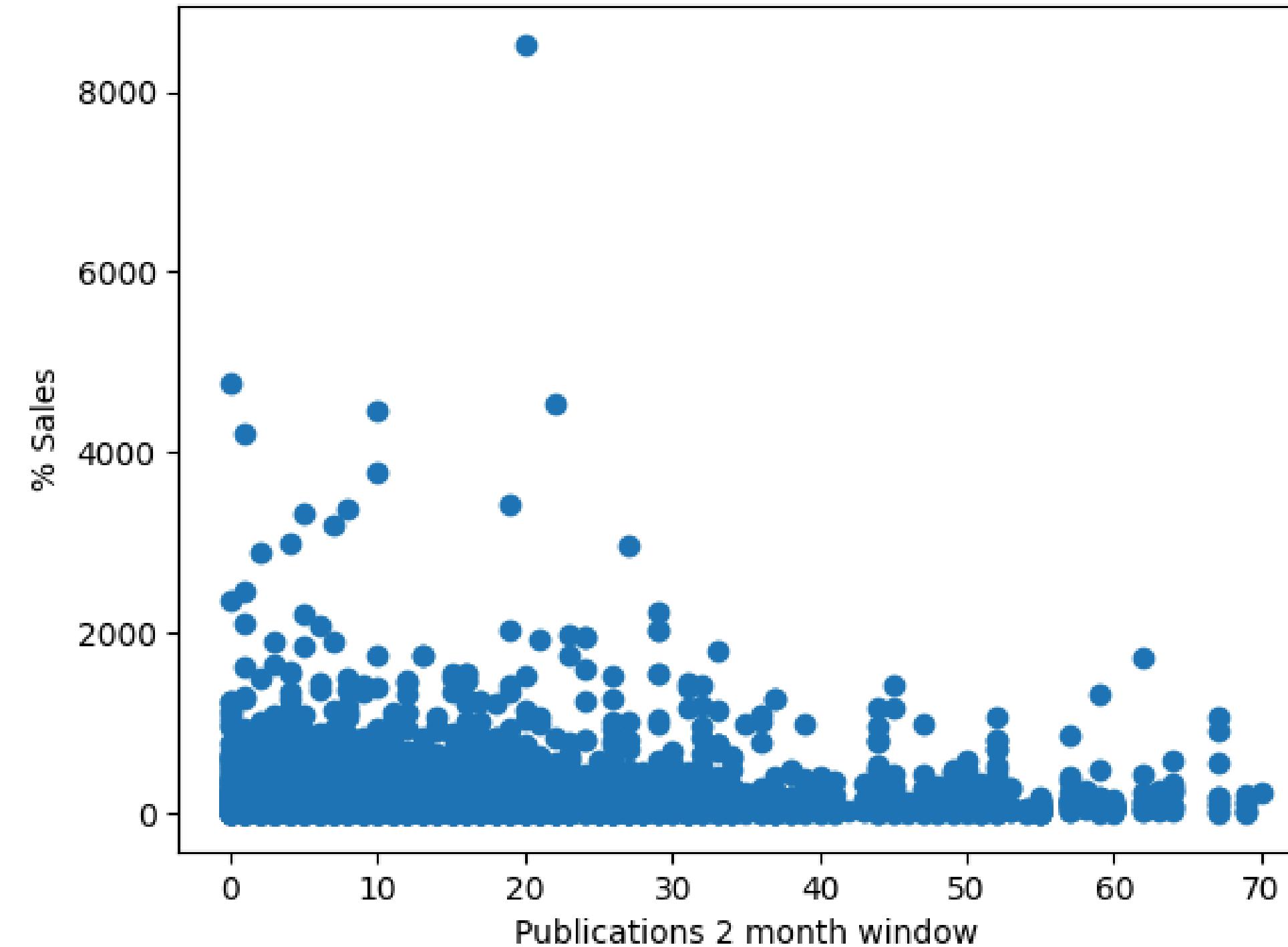


05

MAIN HYPOTHESIS

If many games of the same genre
release in a 2 month timeframe, sales will drop

Videogame Sales% vs Frequency of publications



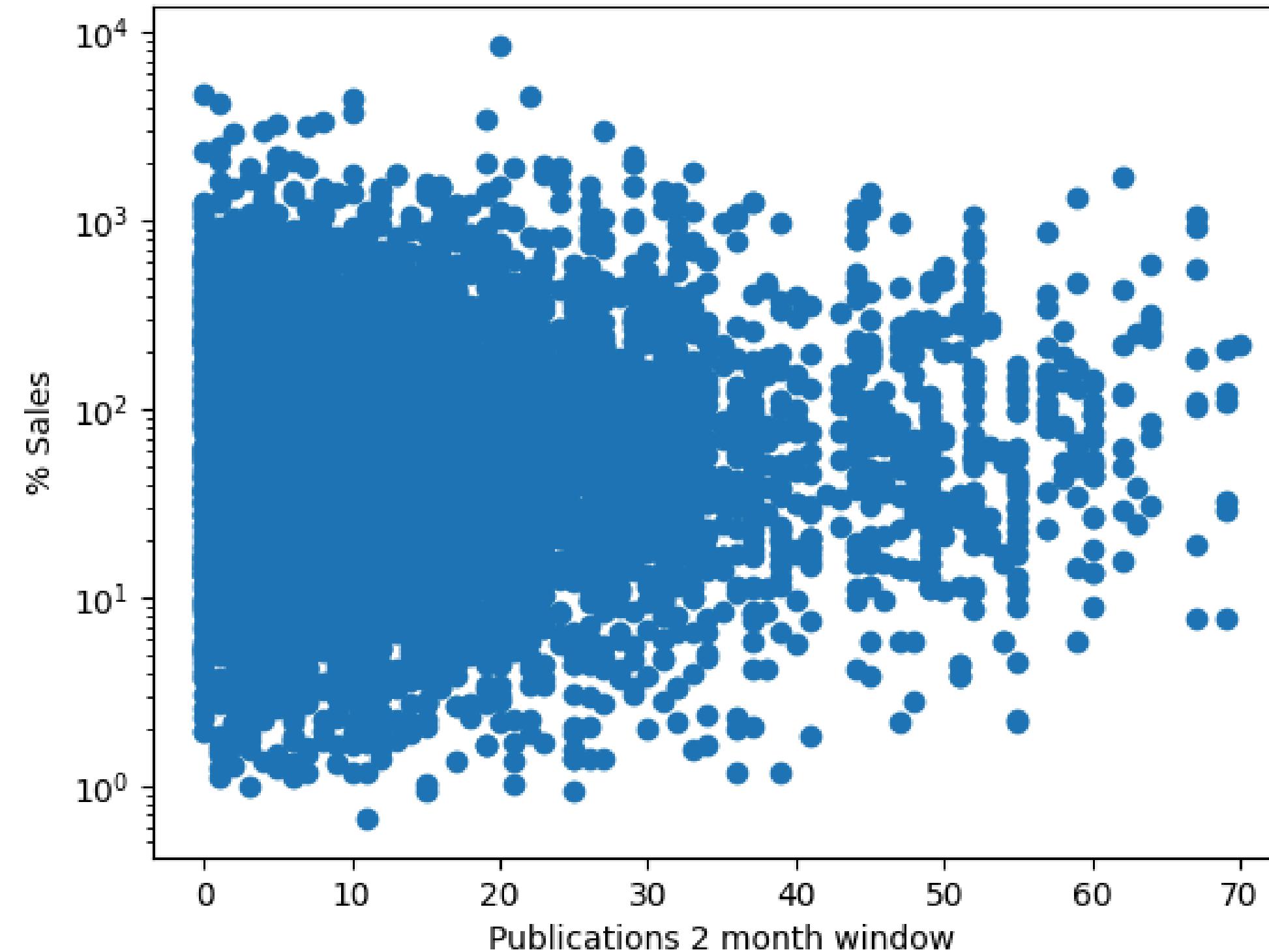


05

MAIN HYPOTHESIS

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Videogame Sales% vs frequency of publications

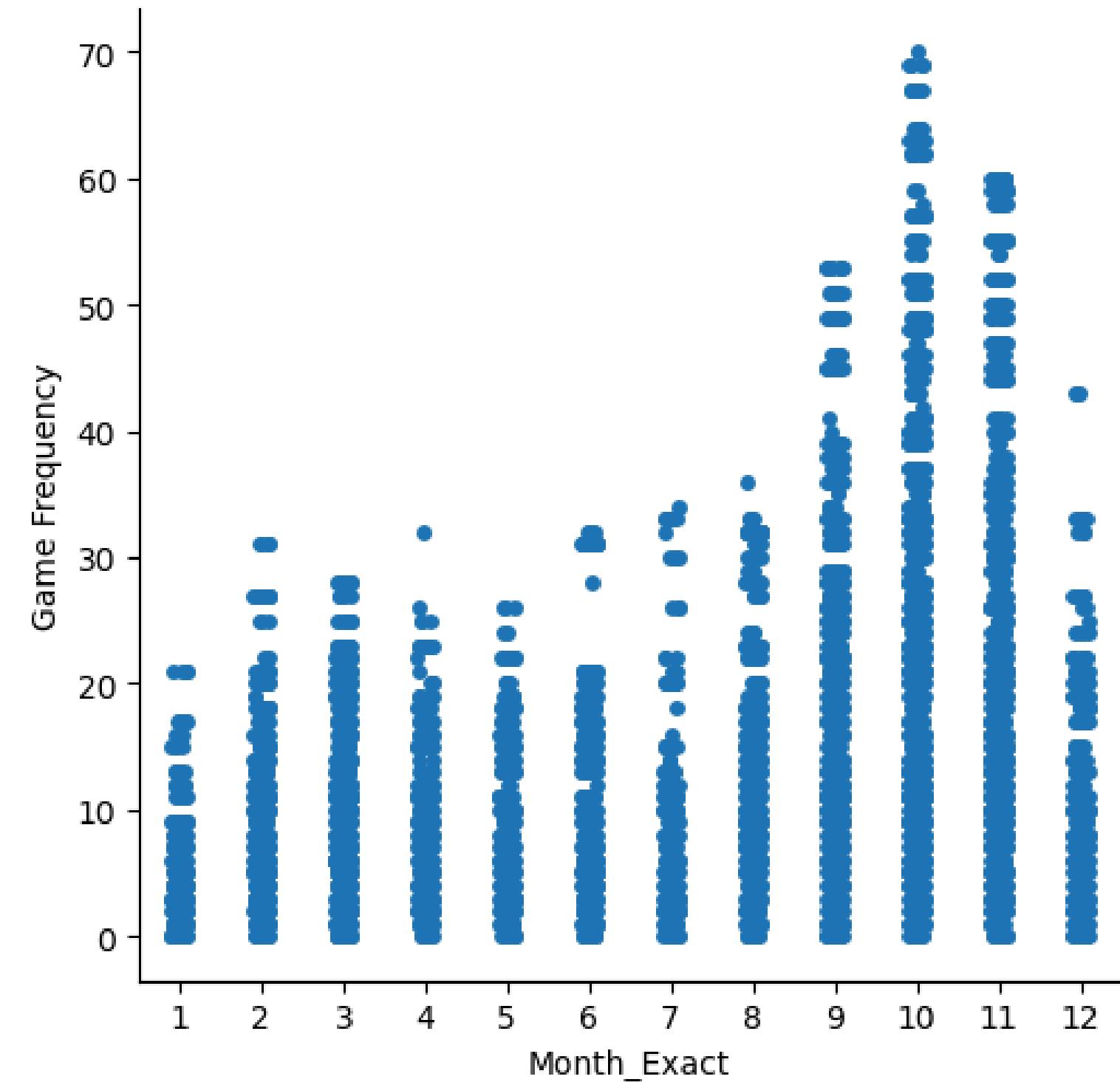




05

TESTING HYPOTHESIS

Does Frequency really matter?

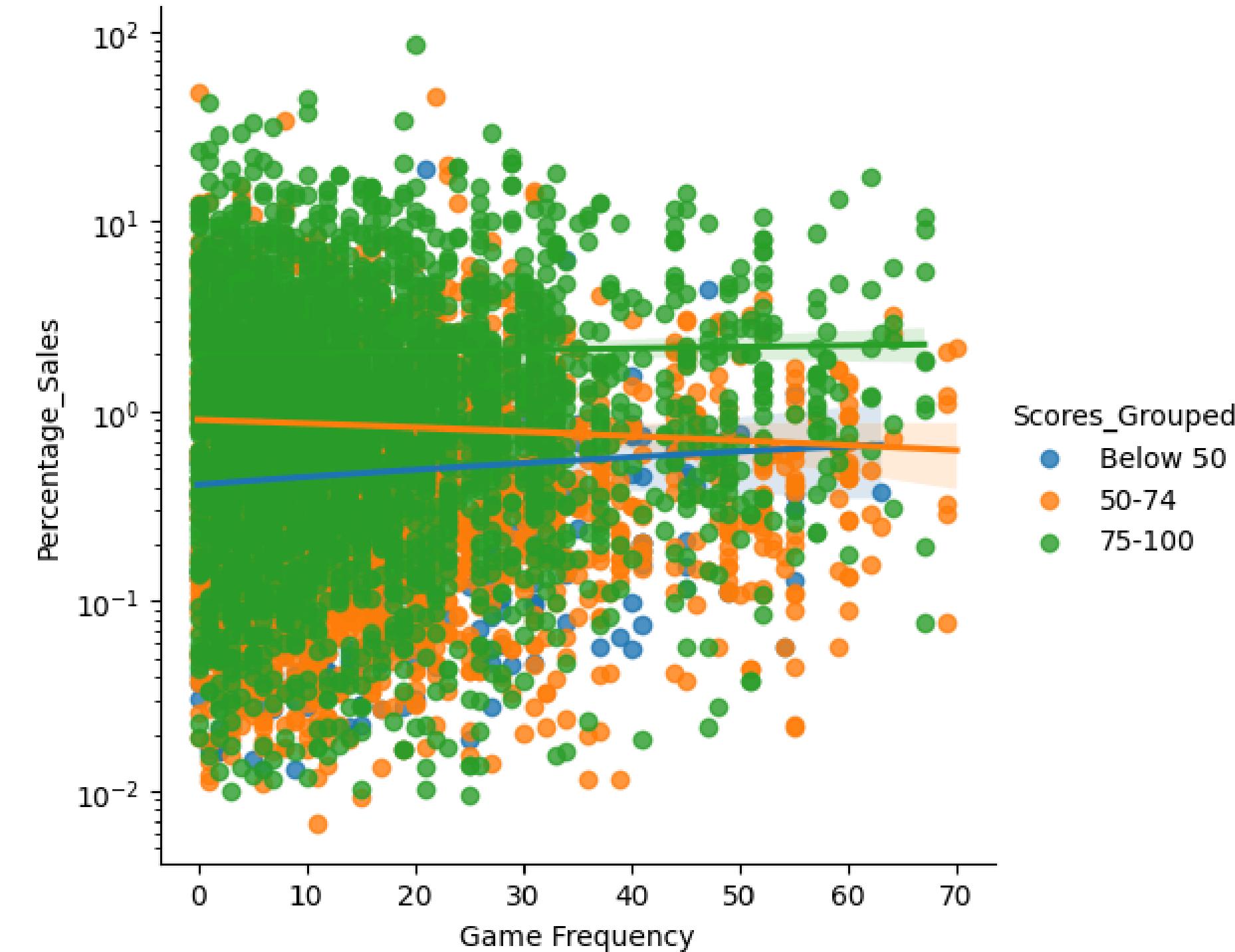




05

TESTING HYPOTHESIS

Higher scores will not be as affected by game frequency

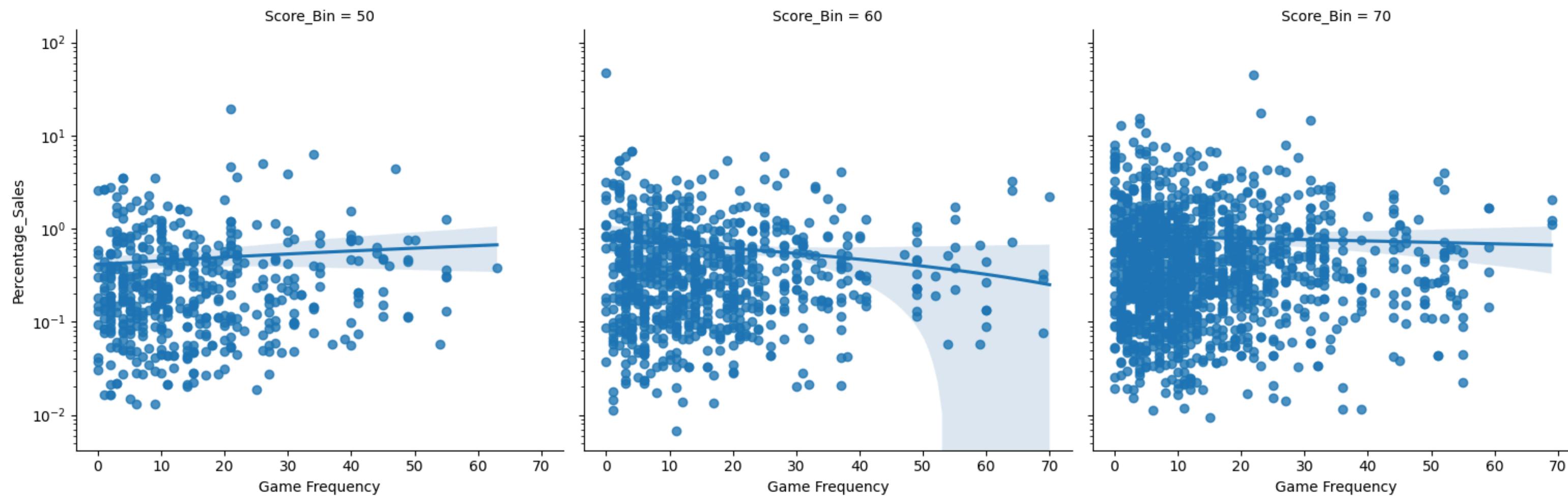




05

TESTING HYPOTHESIS

Higher scores will not be as affected by game frequency

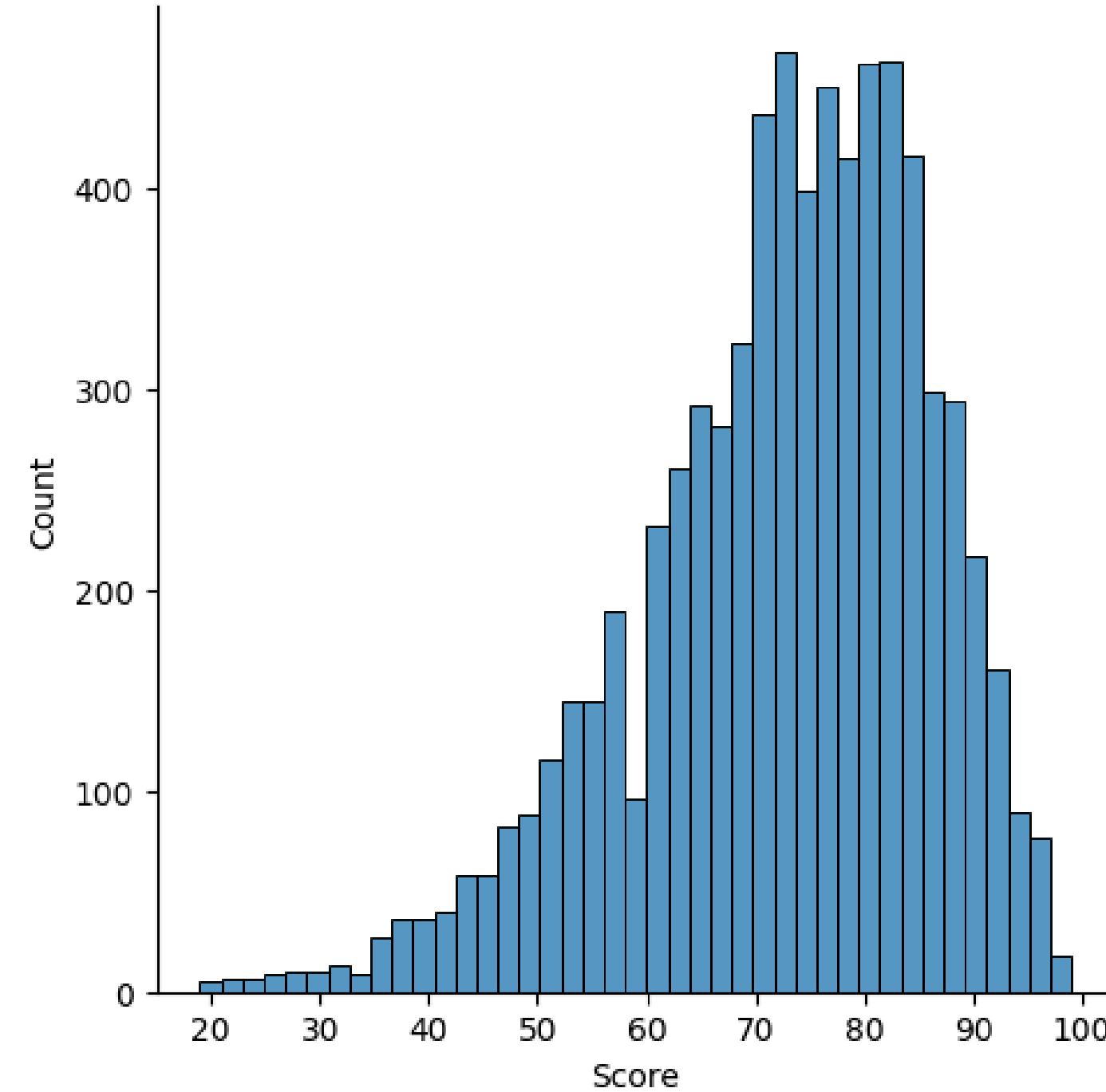




05

TESTING HYPOTHESIS

Is our data reliable?



Score_Bin	count
80	2151
90	1772
70	1478
60	785
100	436
50	314
40	122
30	40
20	6
10	0

Name: count, dtype: int64

CONCLUSION+ NEXT STEPS

What are our new hypotheses? What data do we need?



USER REVIEWS



BUDGET



PRICING



MONTHLY SALES



MULTI-GENRE



LARGER
DATABASE

