

UNCOVERING THE GAMING INDUSTRY'S HIDDEN GEMS: A COMPREHENSIVE ANALYSIS OF VIDEO GAME SALES

INTRODUCTION:

1 OVERVIEW

Video game sales analysis is the process of collection and analysing data about the sales of video games in order to understand market trends and consumer behaviour. This type of analysis can be useful for a variety of purpose, including identifying the most popular games and genres, predicting future sales, and developing marketing strategies. Video game sales analysis typically involve collecting data from **Kaggle sources**.

It was generated by a scrape **Vgchartz.com**. This data may include information about the number of units sold, the retrial price, and the platform on which the games are played. Once the data has been collected, it is typically analysed **using tableau**. Video game sales analysis may be conducted by game developers, publishers, retailers, and other industry professionals.

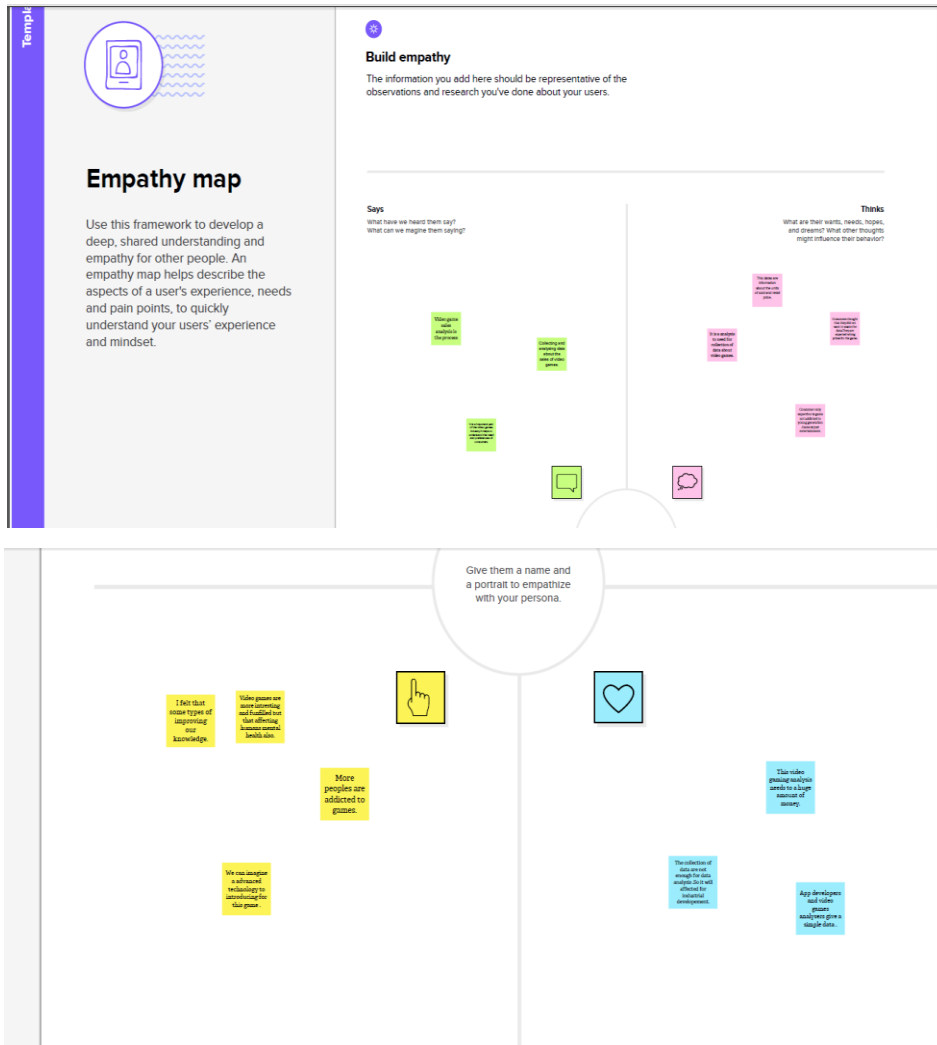
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1.1 PURPOSE

- Video games analysis can be used to identify trends and patterns in the market.
- It will make to informed decisions about the development and marketing of video games
- Video game sales analysis can be widely used for a industrial growth
- It also give **job opportunities**.
- This video game analysing of dataset contains a list of video games with **a greater sales** .
- Video games sales analysis is give a job opportunities for game **developer, publisher , retailers** and other professionals.

PROBLEM DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP



2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Person 1

First analysing the video games	Collective of data's about video games	Offer guidance
Fulfill duties of role	Freedom from sin	Peace of mind
Contribution	Forgiveness	Satisfaction

Person 2

Games for presenting	Identify patterns	Specify the business problem
Business requirement	Literature survey	Social impact
Business impact	Data collection	Extraction from database

Person 3

Collect the dataset	storing the data	Perform SQL operations
Connect database	Connect database with tableau	Data preparation
Prepare the data	Visualization	Prepare the data visualization

Person 4

No of unique visualization	Dashboard	Responsive
Design of dashboard	Responsive of dashboard	Story
No of scenes of story	Performance	Performance testing

Person 5

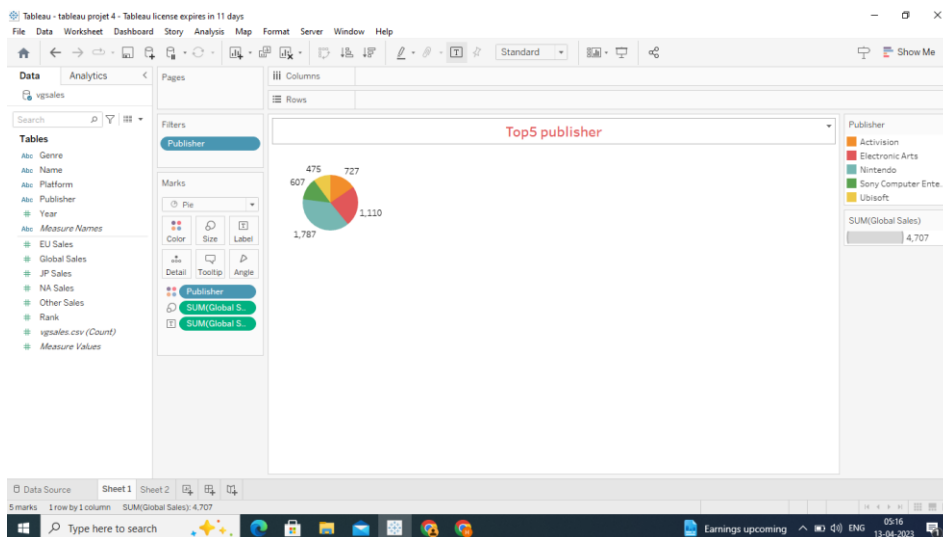
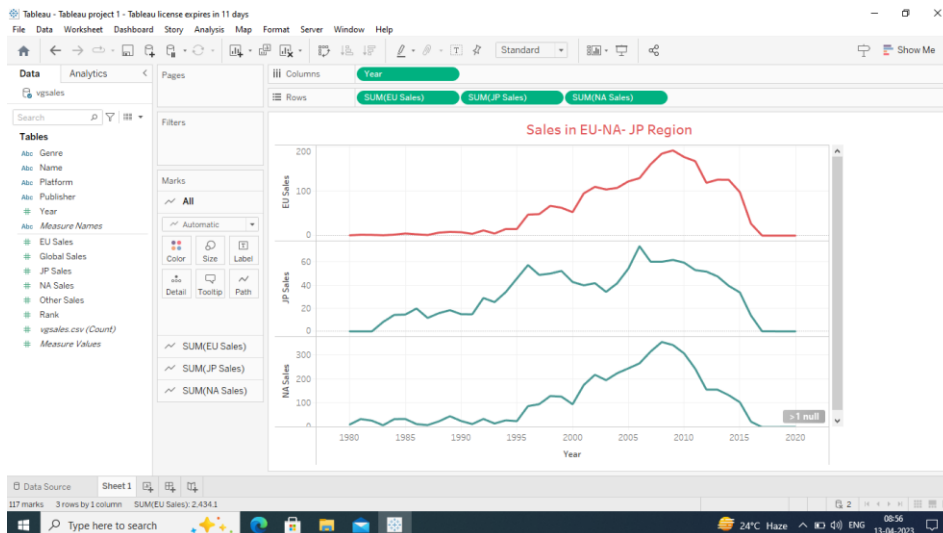
Data rendered to database	Utilization of data	Data filter
No of graphs	No of calculations fields	No of visualizations
Web integration	Utilization of data filter	Dashboard

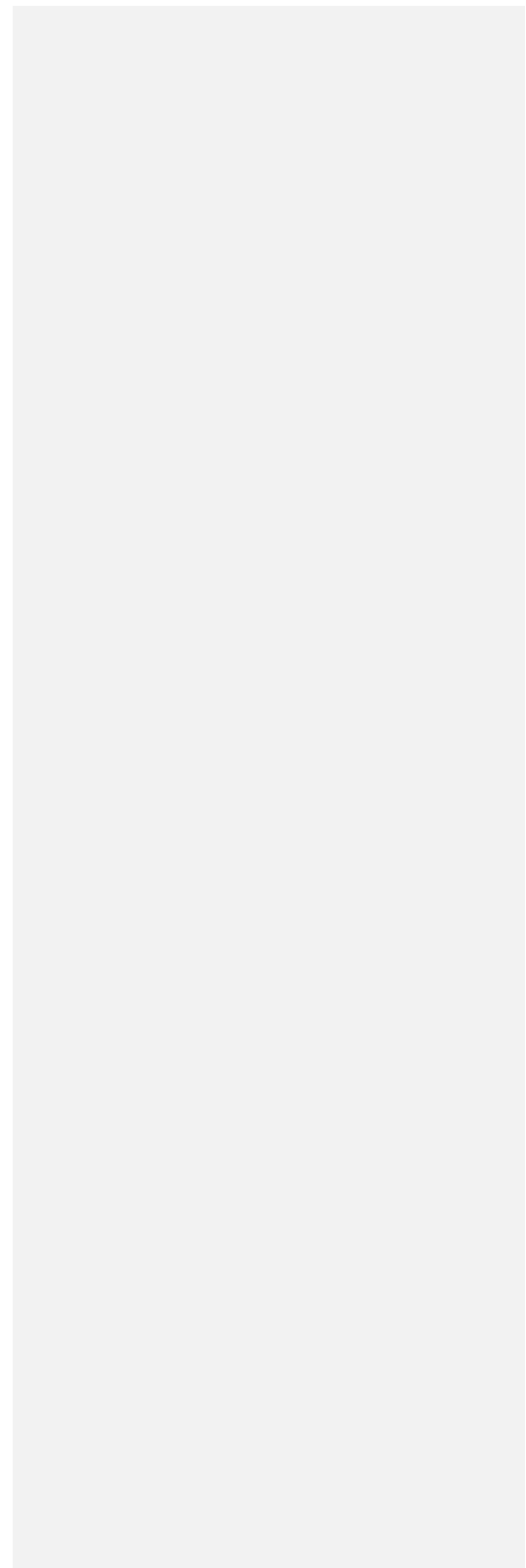
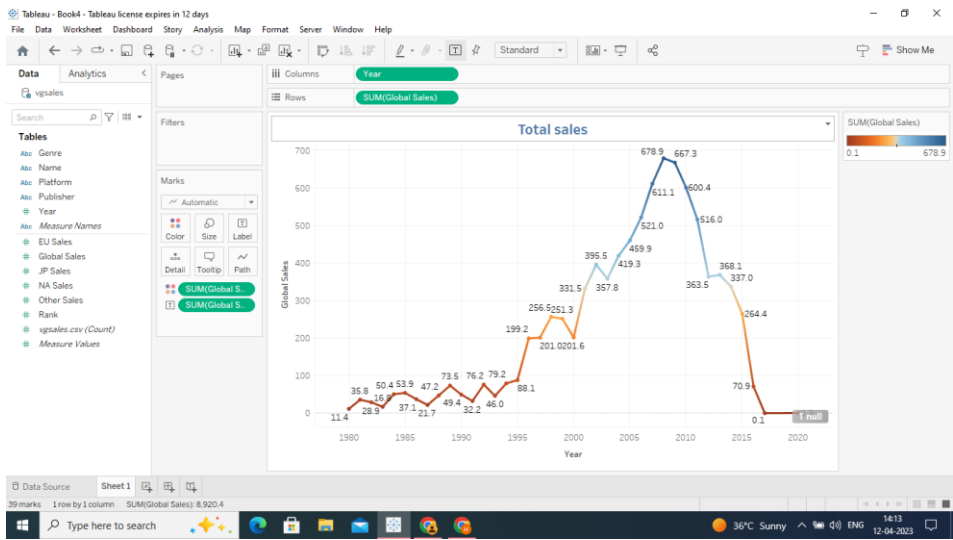
Person 6

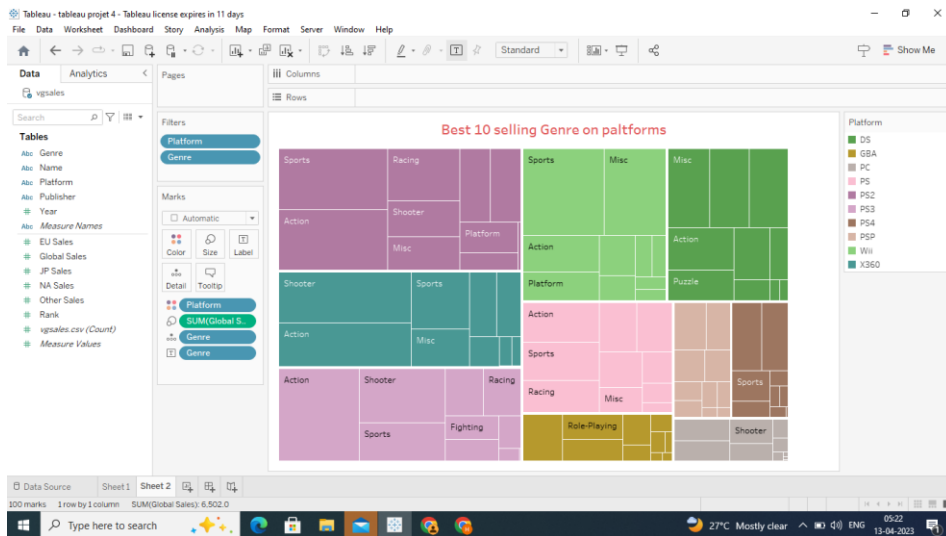
Amount of data	Dashboard and story	Project demonstration
Documentation	Record explanation	Project end to end solution
Project documentation	Project development	

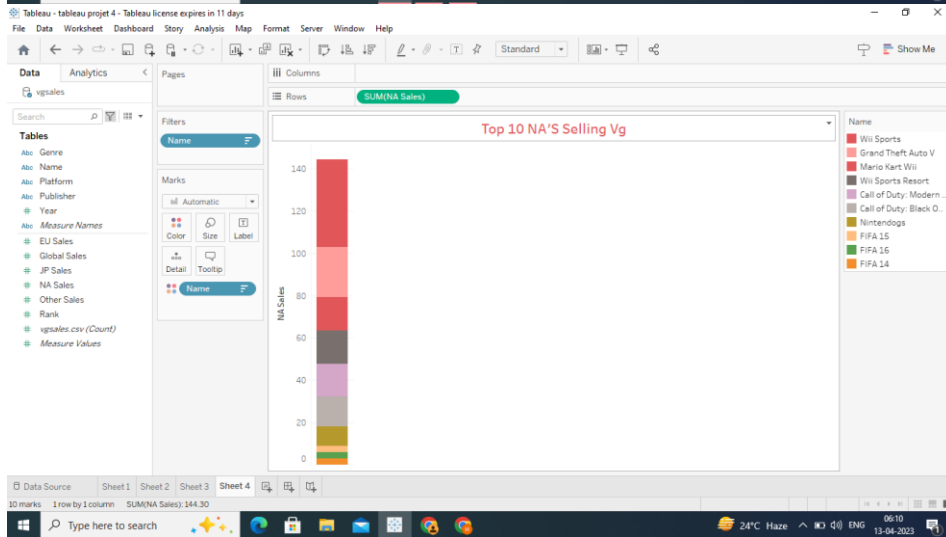
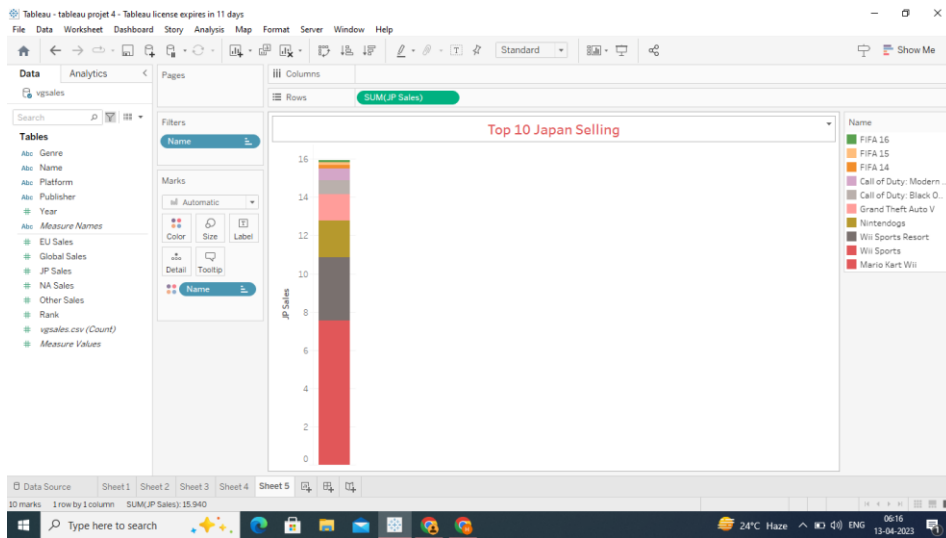
3. RESULT

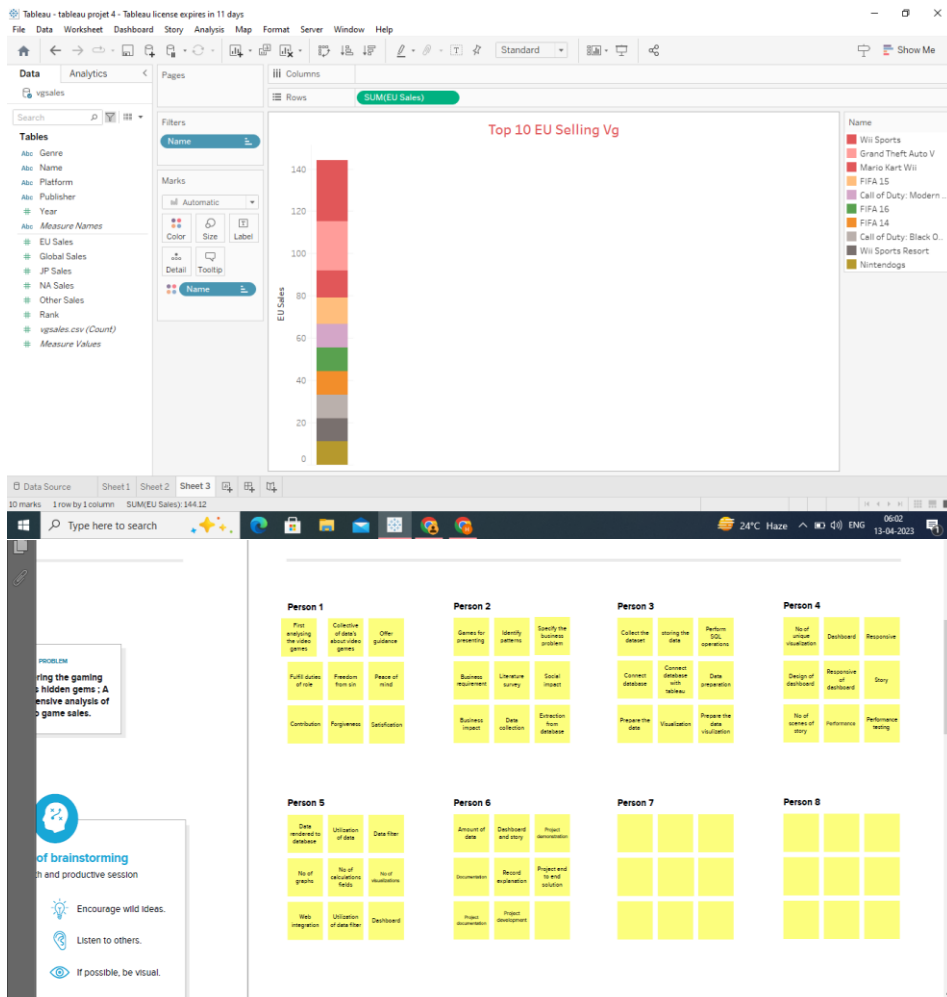
By using empathy map and ideation & brainstorming map we can easily found out the overview this project.











- Your work generates tangible results. ...
- There are multiple routes of entry. ...
- Job Security.
- Sleep deprivation
- Isomnia and circadian rhythm disorders
- Depression
- Anxiety
- A post-pandemic softening in demand
- Ongoing supply issues

5. APPLICATION

It is used to gaming industries and game developments.

Its given as;

- Incorporating real life elements
- Creating vibrant worlds
- Scoring the sound track
- Business intelligence
- Behind the scenes of the series creative process
- Game analytics
- Game research

Business intelligence

- Marketing analytics
- Risk analytics
- Web analytics
- Game analytics
- Game development

CONCLUSION:

It is an important part of the video game industry, as it helps to understand the needs and preferences of consumers and to identify opportunities for growth innovation.

FUTURE SCOPE:

The results of the analysis can be used to identify trends and pattern in the market, and to make informed decisions about the development and marketing of the video games. It is an important part of the video game industry , as it helps to understand the needs and preferences of consumers and to identify opportunities for growth and innovation.

APPENDIX:

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%20internz/Uncovering%20the%20Gami
ng%20Industry_s%20Hidden%20Gems%
20A%20Comprehensive%20Analysis%20o
f%20Video%20Game%20Sales/index.html**