ANALYSIS OF VIDEO GAME SALES

Introduction:

Video games are popular all over the world. They are enjoyed by all ages. Video game industry is huge and the spending on video games per year is huge too. Sales of different types of games vary widely between countries due to local preferences. According to the market research firm Super Data, as of May 2015, the global games market was worth USD 74.2 billion. By region, North America accounted for 23.6 billion dollars, Asia for 23.1 billion dollars, Europe for 22.1 billion dollars and South America for 4.5 billion dollars. There are different genres, publisher and platforms for video games. This project relates to the sales of these video games based on different regions and analyzes the sales. Also I have analyzed which genre; platform or publisher is the most popular and has maximum number of sales.

Overview:

In this the main goal was to analyze the sales of video games in different regions. The regions are North America, Europe, Japan, other countries (combined) and then the global sales (total of all the regions). The main idea was to visualize the sales for different genres, publishers and platforms. This would give the basic idea about the most popular genres, publishers and platforms amongst all. Also analyzing the effect of genres on sales in different regions.

Purpose:

In order to give our audiences better understanding of the relationship between video game sales and other features, we have transformed the data into different well organized charts. It helps to simplify the figures in a simple manner and also increase readability.

The ranking above reveals that top 10 video games in 2020. Although the data we have only have meaningful data until 2016,We are still able to discover some similarities in the historical data such as the previous versions of Grand Theft Auto or Mario series, and came up it some insights of the video game industry.

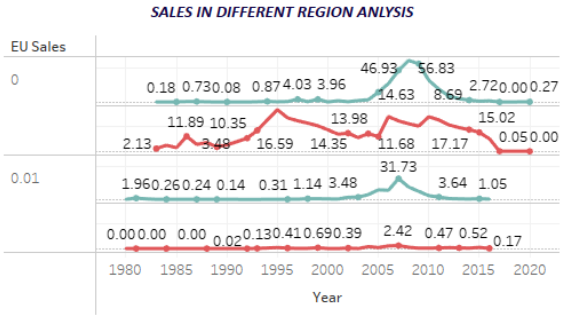
Problem Definition and Design Thinking:

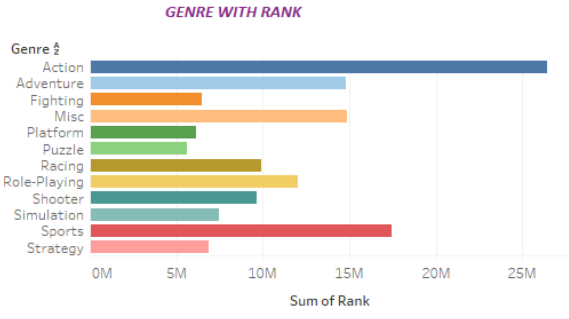
Empathy Map

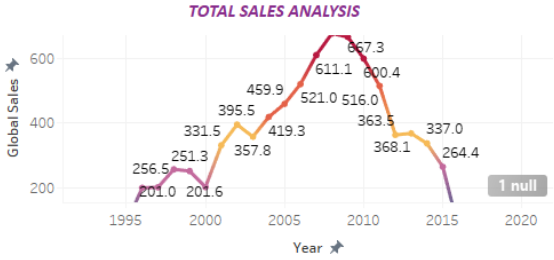
Ideation and Brainstorming map

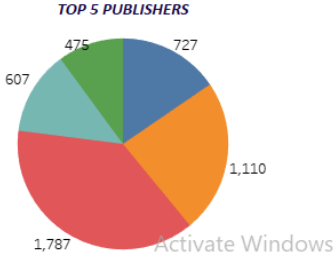
Result :

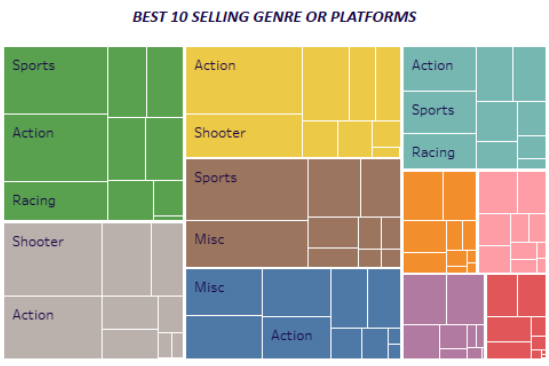
Dashboard

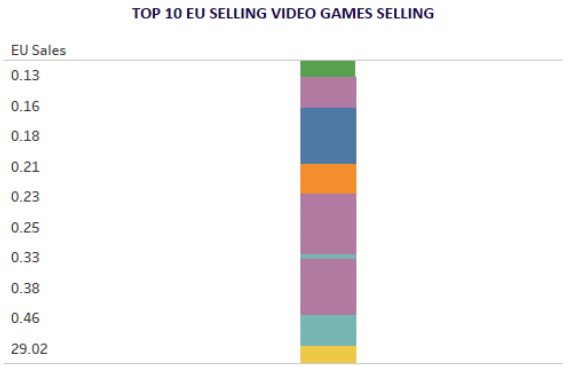


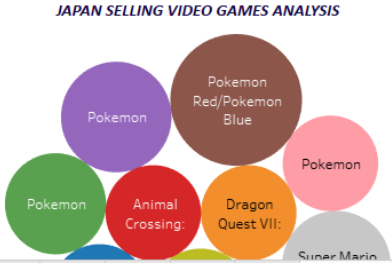


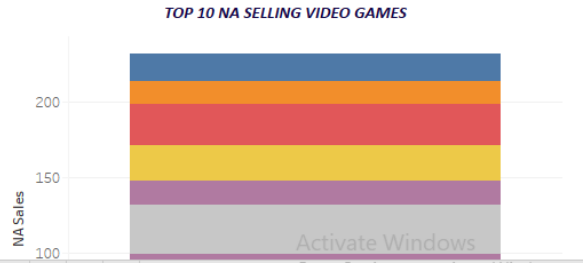




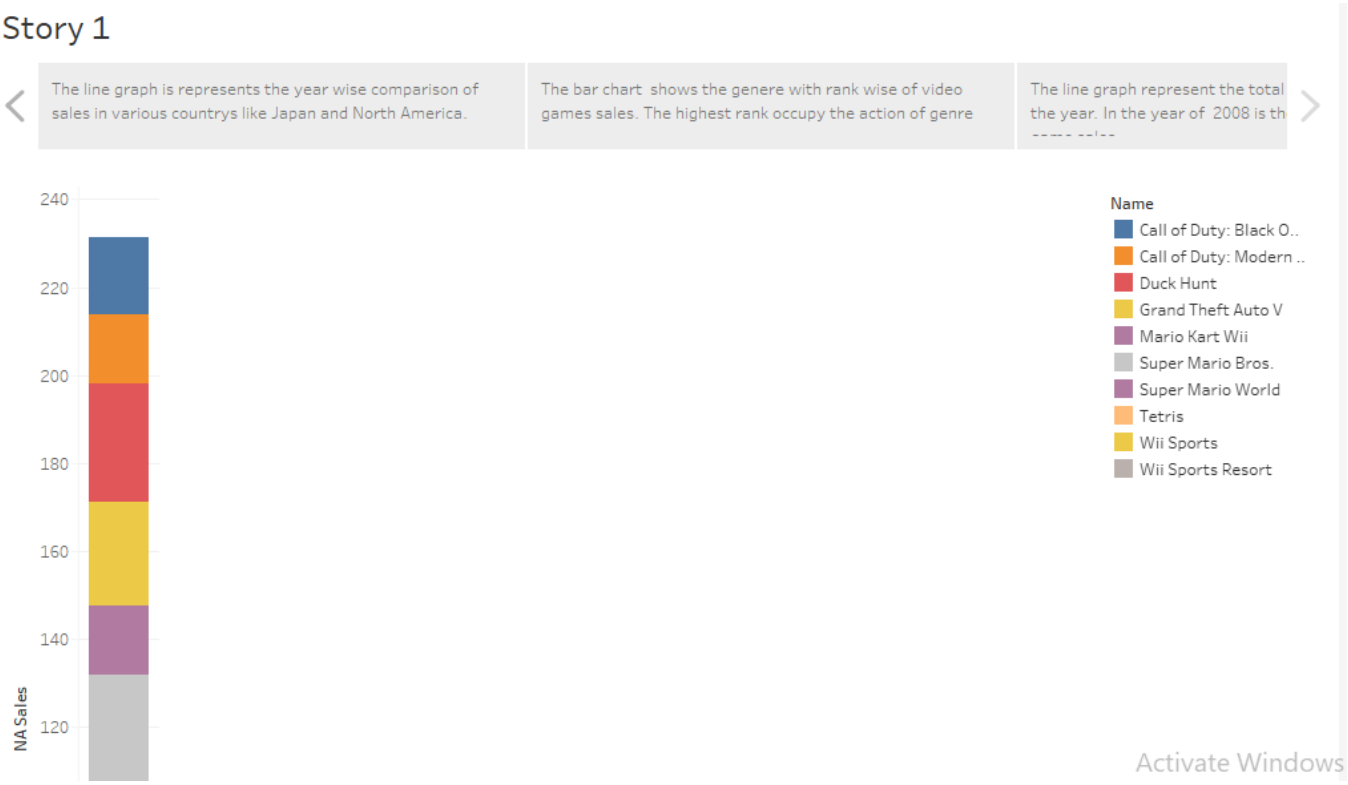








Story:


Story 1
The line graph is represents the year wise comparison of sales in various countrys like Japan and North America.
The bar chart shows the genere with rank wise of video games sales. The highest rank occupy the action of genre
The line graph represent the total
the year. In the year of 2008 is th
240
220
200
180
160
140
120
NA Sales
Name
Call of Duty: Black O..
Call of Duty: Modern ..
Duck Hunt
Grand Theft Auto V
Mario Kart Wii
Super Mario Bros.
Super Mario World
Tetris
Wii Sports
Wii Sports Resort
Activate Windows

Advantages of video games sales:

a)Exremly high engagement

Engagement is one of the most important marketing metrics, as it allows us to understand to what extent users are involved with your brand.

b) High quality content

I am sure you already know that content is the most important components of digital media and that there’s nothing that users value most. The content is not necessity textual or audio visual games are high-quality and highly valued content by users particularly s the audience is younger and more technologically oriented.

c) Interactive brand storytelling

Before we explain the importance of brand storytelling it turns out that good game can be story telling one in which the user is not passive participant but an active part of the story to the told.

d)Better message rentation

This is a consequence of great games, created specifically thinking above its message. The already mentioned case of chipotle is a quintensial example since the game conveys the message.

e)Loyalty through entertainment

Don’t neglect the fun factor thanks to it, you can turn curious people into consumers and consumers into fans.

Disadvantages of videogame sales:

- Extremely addictive
- Affects motivation
- Affect Emotions
- Can cause repetitive stress injuries
- Limits social interaction
- Lack of reality
- Impulsive behavior
- Health issues

Application:

Application of video games sales improved powers of concentration, creativity, memory, languages and teamwork. Video games can make it easier to learn educational content and developed cognitive skills.

Conclusion

This paper focus on cleaning disruptive analysis data analysis of related contents and data visualization of the video games dataset to decive the corresponding business application strangers for different groups in the market. The results know that platform can prioritize the purchase of games in the action genre and need to focus more on game distribution quality than quantity. Publishers should choose platforms and game genres with high as ales to sell invent. Users should focus on platforms with high sales to sell and invent. This study can stimulate game marking and economy and bring the market into a virtuous cycle. The video game market ill have broader sales prospects and is worth promoting and propagating vigorously.

Future Scope of Video Games:

Gaming is now a bigger industry than Movies and sports combined. Revenue for gaming reached 184 billion in 2022, and the number of gamer is expected to grow to 3.6 billion by 2025. It is not just kids either; 38% gamer are between the age 0-18 and 34 years and 16 present are older than 55.

Appendix:

Appendix with film or other media, firsthand experience is the best for research yet while many video games can be purchased or rented, older once can be more difficult to find. Arcades may feature a few older game which are still commercially viable and a working condition. But they are typically few and far between old home video games require old home game systems, and some old computer games can only we played on out of data computers. Even finding such information as the year of release for and older video games can be hard. Some of the PONG imitations do not even feature a copy right date the box of the game. But the number of resource for the video game researcher is growing. Below is the list of some of the better sources, a number of which were useful in doing the research for this book.