

Actual Dataset

Rank	Name	Platform	Publisher	Year	Genre	EU_Sales	JP_Sales	NA_Sales	Other_Sales	Global_Sales
1	Wii Sports	Wii	Nintendo	2006	Sports	\$29.02	\$3.77	\$41.49	\$8.46	\$82.74
2	Super Mario Bros.	NES	Nintendo	1985	Platform	\$3.58	\$6.81	\$29.08	\$0.77	\$40.24
3	Mario Kart Wii	Wii	Nintendo	2008	Racing	\$12.88	\$3.79	\$15.85	\$3.31	\$35.82
4	Wii Sports Resort	Wii	Nintendo	2009	Sports	\$11.01	\$3.28	\$15.75	\$2.96	\$33.00
5	Pokemon Red/Pokemon Blue	GB	Nintendo	1996	Role-Playing	\$8.89	\$10.22	\$11.27	\$1.00	\$31.37
6	Tetris	GB	Nintendo	1989	Puzzle	\$2.26	\$4.22	\$23.20	\$0.58	\$30.26
7	New Super Mario Bros.	DS	Nintendo	2006	Platform	\$9.23	\$6.50	\$11.38	\$2.90	\$30.01
8	Wii Play	Wii	Nintendo	2006	Misc	\$9.20	\$2.93	\$14.03	\$2.85	\$29.02
9	New Super Mario Bros. Wii	Wii	Nintendo	2009	Platform	\$7.06	\$4.70	\$14.59	\$2.26	\$28.62
10	Duck Hunt	NES	Nintendo	1984	Shooter	\$0.63	\$0.28	\$26.93	\$0.47	\$28.31
11	Nintendogs	DS	Nintendo	2005	Simulation	\$11.00	\$1.93	\$9.07	\$2.75	\$24.76
12	Mario Kart DS	DS	Nintendo	2005	Racing	\$7.57	\$4.13	\$9.81	\$1.92	\$23.42
13	Pokemon Gold/Pokemon Silver	GB	Nintendo	1999	Role-Playing	\$6.18	\$7.20	\$9.00	\$0.71	\$23.10
14	Wii Fit	Wii	Nintendo	2007	Sports	\$8.03	\$3.60	\$8.94	\$2.15	\$22.72
15	Wii Fit Plus	Wii	Nintendo	2009	Sports	\$8.59	\$2.53	\$9.09	\$1.79	\$22.00
16	Kinect Adventures!	X360	Microsoft Game Studios	2010	Misc	\$4.94	\$0.24	\$14.97	\$1.67	\$21.82
17	Grand Theft Auto V	PS3	Take-Two Interactive	2013	Action	\$9.27	\$0.97	\$7.01	\$4.14	\$21.40
18	Grand Theft Auto: San Andreas	PS2	Take-Two Interactive	2004	Action	\$0.40	\$0.41	\$9.43	\$10.57	\$20.81
19	Super Mario World	SNES	Nintendo	1990	Platform	\$3.75	\$3.54	\$12.78	\$0.55	\$20.61
20	Brain Age: Train Your Brain in Minutes a Day	DS	Nintendo	2005	Misc	\$9.26	\$4.16	\$4.75	\$2.05	\$20.22
21	Pokemon Diamond/Pokemon Pearl	DS	Nintendo	2006	Role-Playing	\$4.52	\$6.04	\$6.42	\$1.37	\$18.36
22	Super Mario Land	GB	Nintendo	1989	Platform	\$2.71	\$4.18	\$10.83	\$0.42	\$18.14
23	Super Mario Bros. 3	NES	Nintendo	1988	Platform	\$3.44	\$3.84	\$9.54	\$0.46	\$17.28
24	Grand Theft Auto V	X360	Take-Two Interactive	2013	Action	\$5.31	\$0.06	\$9.63	\$1.38	\$16.38
25	Grand Theft Auto: Vice City	PS2	Take-Two Interactive	2002	Action	\$5.49	\$0.47	\$8.41	\$1.78	\$16.15
26	Pokemon Ruby/Pokemon Sapphire	GBA	Nintendo	2002	Role-Playing	\$3.90	\$5.38	\$6.06	\$0.50	\$15.85
27	Pokemon Black/Pokemon White	DS	Nintendo	2010	Role-Playing	\$3.28	\$5.65	\$5.57	\$0.82	\$15.32
28	Brain Age 2: More Training in Minutes a Day	DS	Nintendo	2005	Puzzle	\$5.36	\$5.32	\$3.44	\$1.18	\$15.30
29	Gran Turismo 3: A-Spec	PS2	Sony Computer Entertainment	2001	Racing	\$5.09	\$1.87	\$6.85	\$1.16	\$14.98
30	Call of Duty: Modern Warfare 3	X360	Activision	2011	Shooter	\$4.28	\$0.13	\$9.03	\$1.32	\$14.76

VIDEO GAME SALES

Total Games Sold

11,493

Total VG Sales
(In Millions)

\$8,916

Most Popular Genres

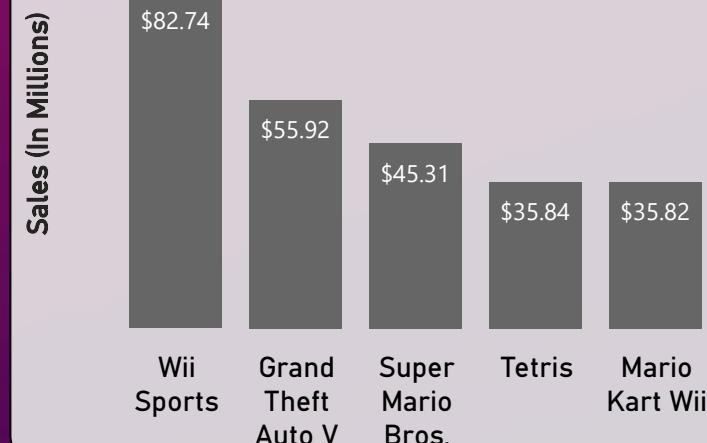


Total Sales by Region

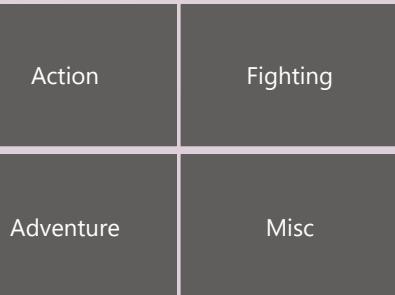
(In Millions)



Top 5 Games



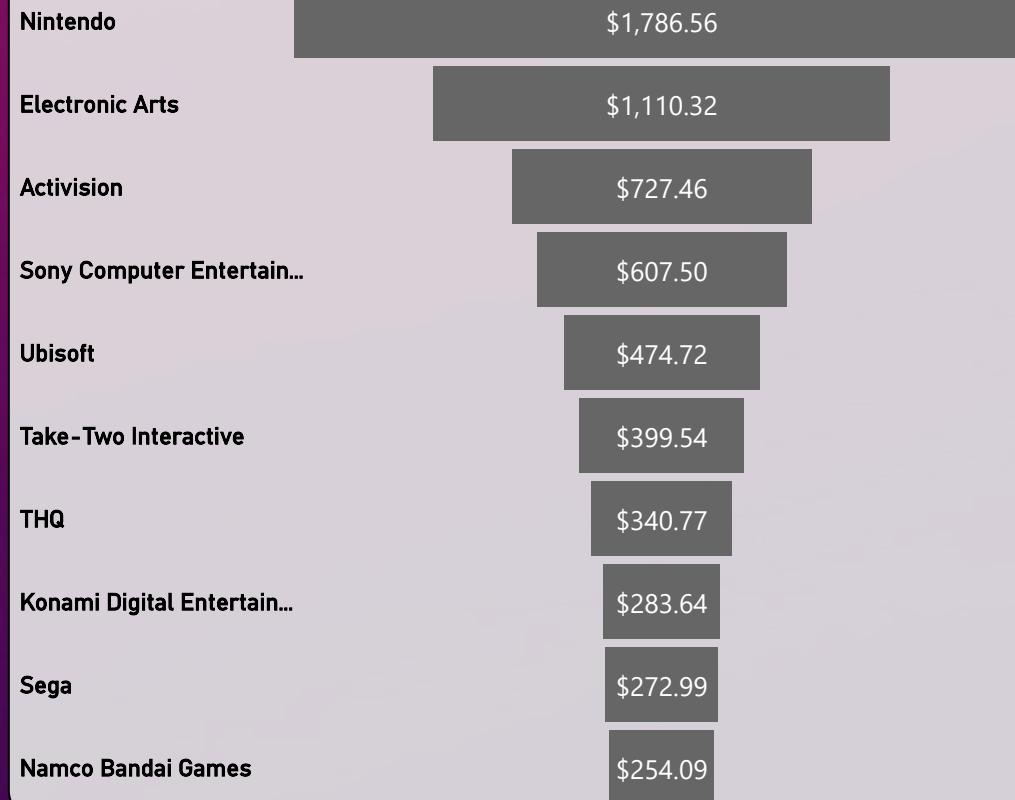
Genre



Region



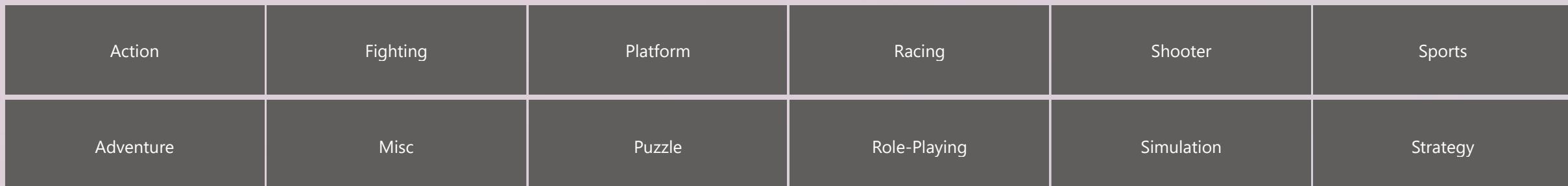
Top 10 Most sold Games By Publisher



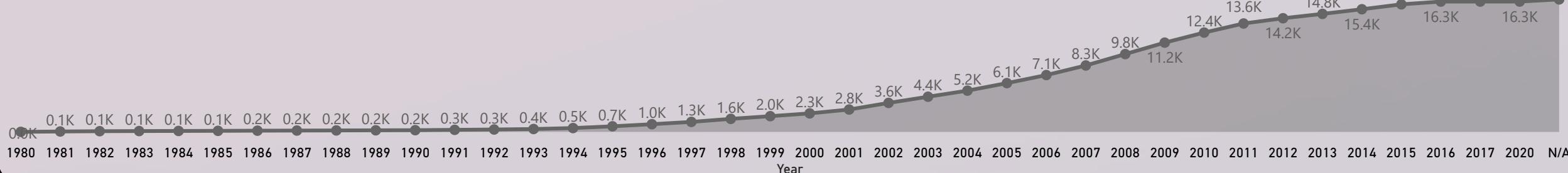
Games Released Each Year



Genre



Cummulative Games Release By Year



Games Sold By Year

Sum of Global_Sales



Genre



Avg Sales per Yr (In Milli), Total Sales per Yr (In Milli) & Total Games Released per Year

1980 1981 1982 1983 1984 1985 1986 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2020 N/A

Nintendo Sales (In Millions)

Name	Sales
Wii Sports	82.74
Super Mario Bros.	45.31
Tetris	35.84
Mario Kart Wii	35.82
Wii Sports Resort	33.00
Pokemon Red/Pokemon Blue	31.37
New Super Mario Bros.	30.01
Wii Play	29.02
New Super Mario Bros. Wii	28.62
Duck Hunt	28.31

Electronic Arts Sales (In Millions)

Name	Sales
FIFA 15	19.02
Battlefield 3	17.36
FIFA 14	17.14
FIFA 16	16.44
FIFA Soccer 13	16.16
The Sims 3	15.45
Need for Speed: Most Wanted	14.08
Battlefield 4	14.03
FIFA 12	13.15
FIFA Soccer 11	12.56

Activision Sales (In Millions)

Name	Sales
Call of Duty: Black Ops	31.03
Call of Duty: Modern Warfare 3	30.83
Call of Duty: Black Ops II	29.72
Call of Duty: Ghosts	27.38
Call of Duty: Black Ops 3	25.32
Call of Duty: Modern Warfare 2	25.09
Call of Duty: Advanced Warfare	21.90
Call of Duty 4: Modern Warfare	18.25
Guitar Hero III: Legends of Rock	16.40
Call of Duty: World at War	15.87

Sony Comp Entertainment Sales (In Millions)

Name	Sales
Minecraft	23.73
Gran Turismo 3: A-Spec	14.98
Gran Turismo 4	11.66
Gran Turismo	10.95
Gran Turismo 5	10.77
The Last of Us	10.54
Final Fantasy VII	9.72
Gran Turismo 2	9.49
LittleBigPlanet	8.50
Kingdom Hearts	8.15

Ubisoft Sales (In Millions)

Name	Sales
Assassin's Creed IV: Black Flag	13.16
Assassin's Creed III	13.10
Just Dance 3	12.92
Assassin's Creed II	11.41
Assassin's Creed	11.30
Just Dance 2	9.52
Watch Dogs	9.49
Assassin's Creed: Revelations	9.19
Just Dance 4	8.93
Far Cry 4	8.68

Take-Two Interactive Sales (In Millions)

Name	Sales
Grand Theft Auto V	55.92
Grand Theft Auto: San Andreas	23.86
Grand Theft Auto IV	22.47
Grand Theft Auto: Vice City	16.19
Grand Theft Auto III	13.11
Red Dead Redemption	12.94
Grand Theft Auto: Liberty City Stori...	11.26
NBA 2K16	8.03
The Elder Scrolls IV: Oblivion	7.77
Borderlands 2	7.11

Konami Digital Entertainment Sales (In Millions)

Name	Sales
Pro Evolution Soccer 2008	8.47
PES 2009: Pro Evolution Soccer	6.86
Teenage Mutant Ninja Turtles	6.67
Metal Gear Solid	6.10
Metal Gear Solid 2: Sons of Liberty	6.05
Metal Gear Solid 4: Guns of the Patriots	6.03
Pro Evolution Soccer 2010	5.98
Winning Eleven: Pro Evolution Soccer 2007	5.53
Metal Gear Solid V: The Phantom Pain	5.08
pro evolution soccer 2011	4.52

THQ Sales (In Millions)

Name	Sales
WWE SmackDown vs Raw 2008	7.41
Cars	6.86
Finding Nemo	6.46
The Simpsons: Road Rage	6.09
Saints Row: The Third	5.64
The Incredibles	5.27
WWE SmackDown vs. Raw 2010	5.21
Wall-E	4.92
WWE SmackDown vs. Raw 2009	4.88
Saints Row 2	4.76

Analysis of the Video Game Market



The use of data in the video game industry has become increasingly important in recent years. With the rise of digital distribution and online gaming, companies have access to vast amounts of data on player behavior and preferences. By analyzing this data, companies can gain insights into player engagement, identify trends, and develop targeted marketing strategies. Additionally, data analysis can be used to inform game design decisions, leading to more engaging and successful games. This has resulted in a shift towards a data-driven approach to game development and marketing. In this context, the use of data has the potential to revolutionize the video game industry and shape the future of gaming.

For the analysis , we used a dataset from Kaggle. Let's dive into the data.

To start with, Total Games taken in the sample were 11,493 for the Europe, North America, Japan & Other Regions making total video game's sales of \$8916 M. It seems that North America marked the highest total sales of \$4393 M among all regions taken in the dataset followed by Europe with total sales of \$2434 M. Sales from the period, 2007 to 2010 seem to be at peak with 1202 games released in 2007, 1428 in 2008, 1431 in 2009 and 1259 in 2010 with the maximum sales of \$521 M in 2007, followed by \$611 M in 2008, \$667 M in 2009 and \$600 M in 2010.

Secondly, it is apparent that Action, Sports, Shooter, Role-playing are the most popular categories of the video games with Wii Sports and Grand Theft Auto V being the two highest liked games among all.

Moreover, When we look for the top-selling publishers, Nintendo dominates the sales for all the regions, and it has the highest # of games sold. We can easily give credit to Wii Sports and other Nintendo games for these results. Electronic Arts (EA) is following the leader in second place with its most known series - FIFA and Battlefield. Third place is grabbed by Activision and its popular series - Call of Duty. It goes on for Sony, Ubisoft, and Take-Two with their popular series - Gran Turismo, Assassin's Creed, and GTA, in order.