

# REPORT ABOUT GAME SALES DATASET

This report presents an analysis of game sales data from 1980 to 2020. The dataset contains information on over 16,500 games, including their platform, genre, publisher, and sales figures. By examining this data, we aim to gain insights into the gaming industry and identify trends and patterns that can inform business strategies and decision-making.

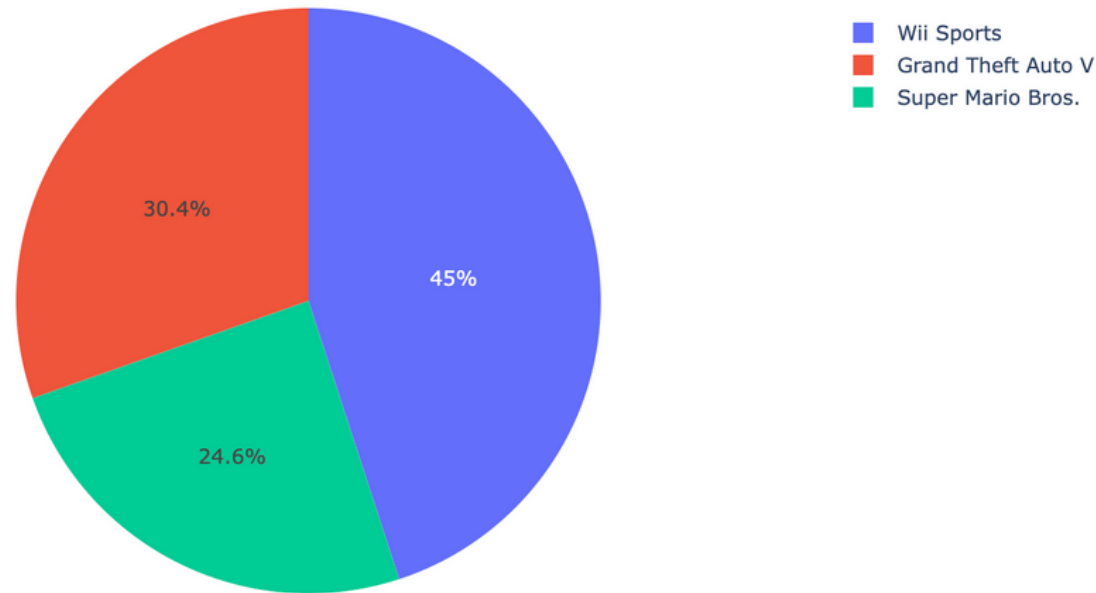
Click on link to show ipynp file

[https://github.com/JawaherAlyami/My\\_own\\_Projects1/blob/main/Project\\_gameSales\\_dataset%20\(1\).ipynb](https://github.com/JawaherAlyami/My_own_Projects1/blob/main/Project_gameSales_dataset%20(1).ipynb)



## Insight #1

Top 3 sales video game titles across all platforms

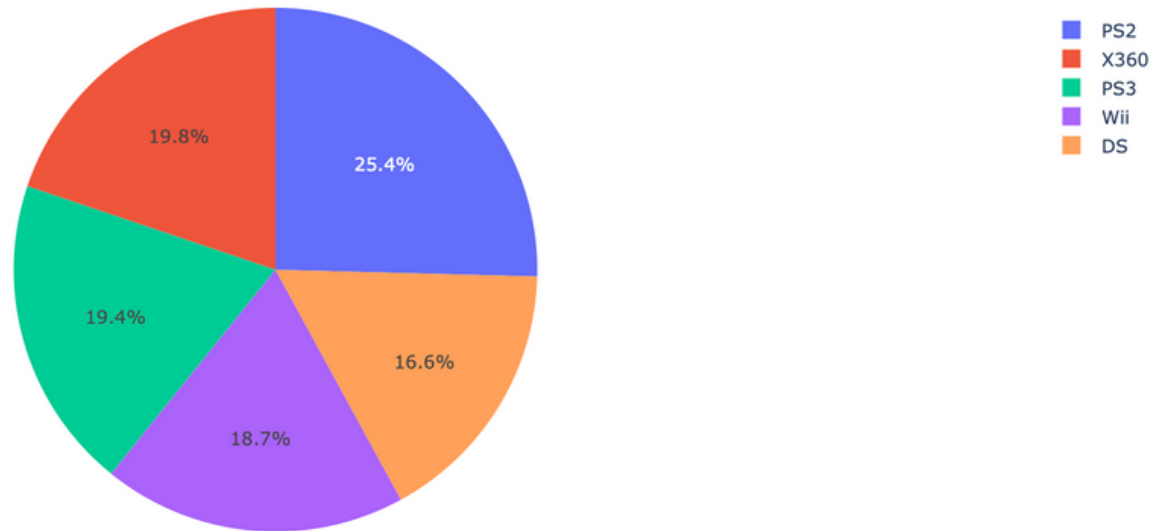


**Summary:** The pie chart shows that "**Wii Sports**" games have the highest sales.

Target Audience "**Wii Sports**" was primarily targeted towards casual gamers and families, who were looking for a fun and interactive gaming experience. The game's simple and intuitive controls made it accessible to a **wide audience**, including children and older adults. And it become trend among families, that explain the increased "Wii Sports" sales.

## Insight #2

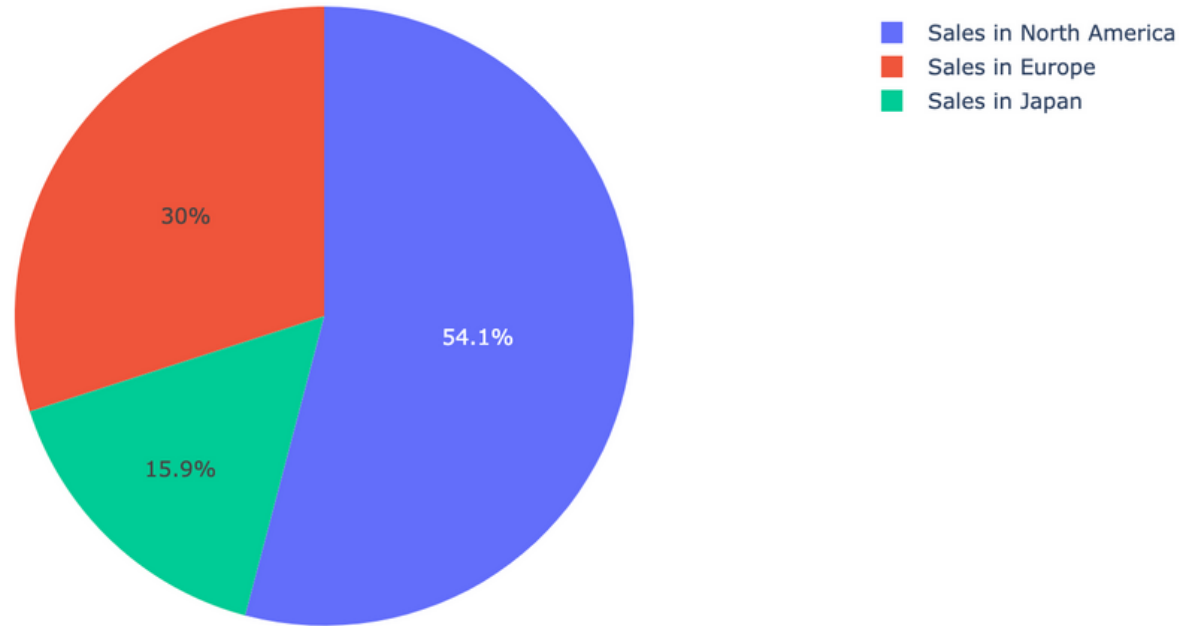
The 5 platforms with highest sales around the world



**Summary:** The pie chart shows that **PS2** was the achieve the highest sales among the five platforms, and **PS3** was the third platform, which means that **Playstation** platforms gain more market share. Also, still **PS2** have the **best-selling** video game console, that is over 155 sold unit.

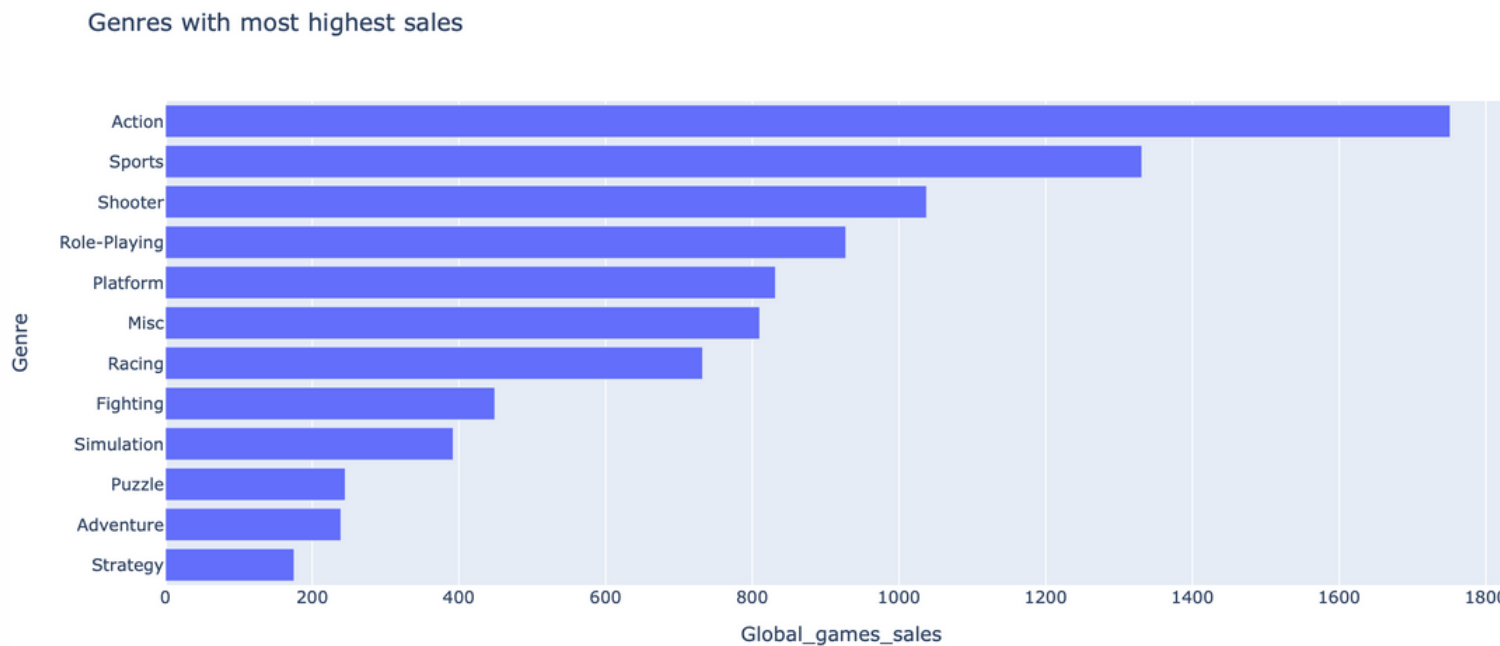
## Insight #3

Total game sales in each (NA, EU, JP)



**Summary:** The pie chart shows that **North America** achieved the highest sales between Japan and Europe. That **NA** has more than **50%**, most of players buy games from NA, that means **North America have a huge base players.**

## Insight #4

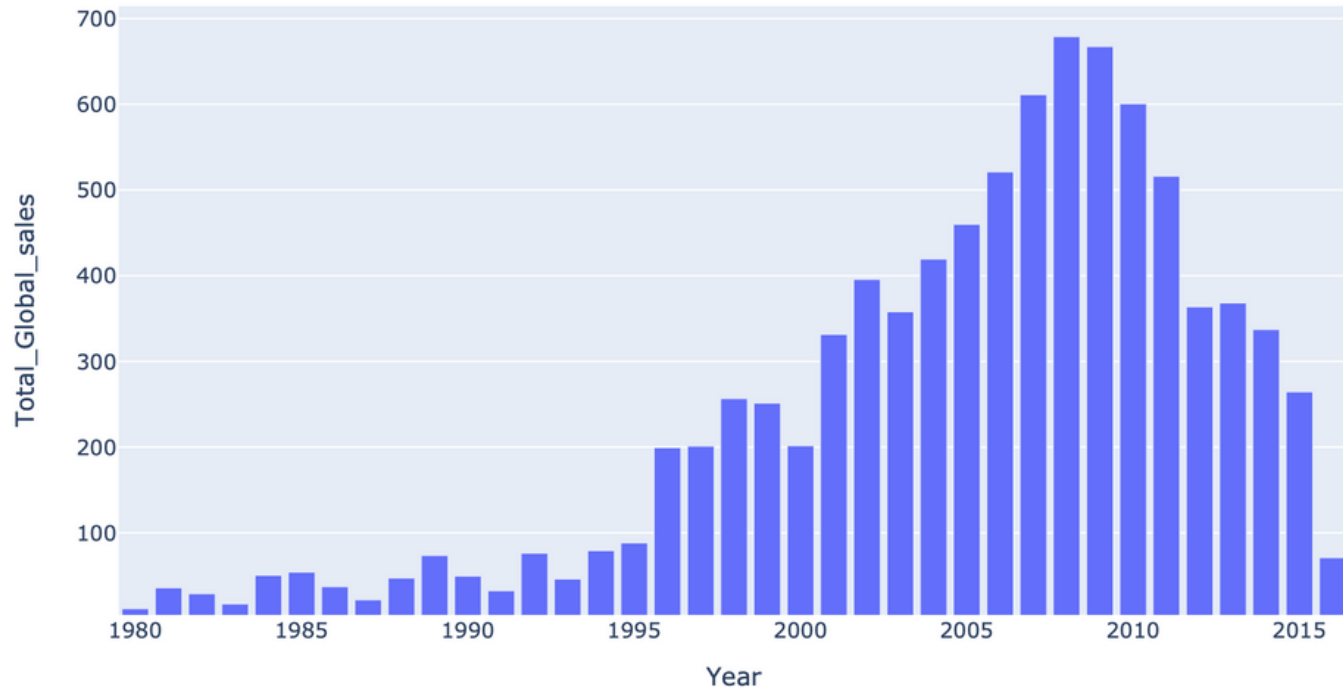


**Summary:** It is appears in bar chart that **"Action" genre has the highest sales** among all other genres, and the **lowest was "Strategy" genre.**

That means people **attend to buy games in "Action" genre**, and less attractive to games with "Strategy" genre.

## Insight #5

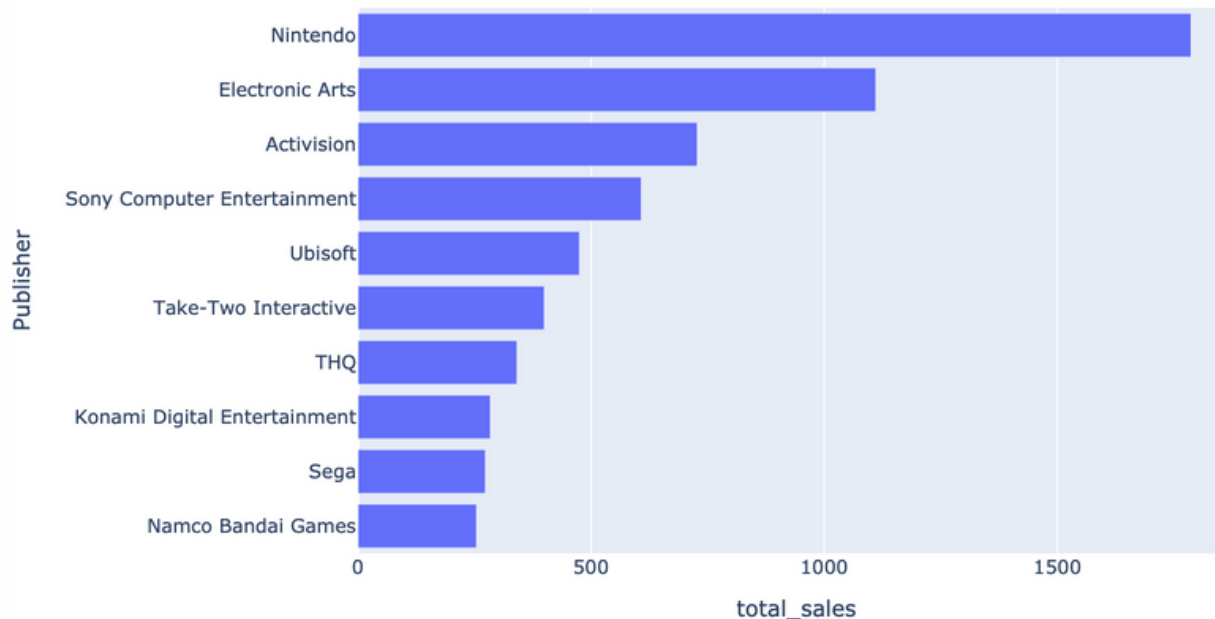
Total global sales of games over the years



**Summary:** The bar chart above shows the profits in the game sales field **increasing** each year, with a **negative skew**. This means seen a **increase in profits each year**. This trend suggests that the games fields are more successful with high-profit. **(Further analysis)** In order to succeed in the game field, companies may need to focus on developing a small number of high-quality games that can generate significant revenue.

## Insight #6

10 Publishers with the highest total sales

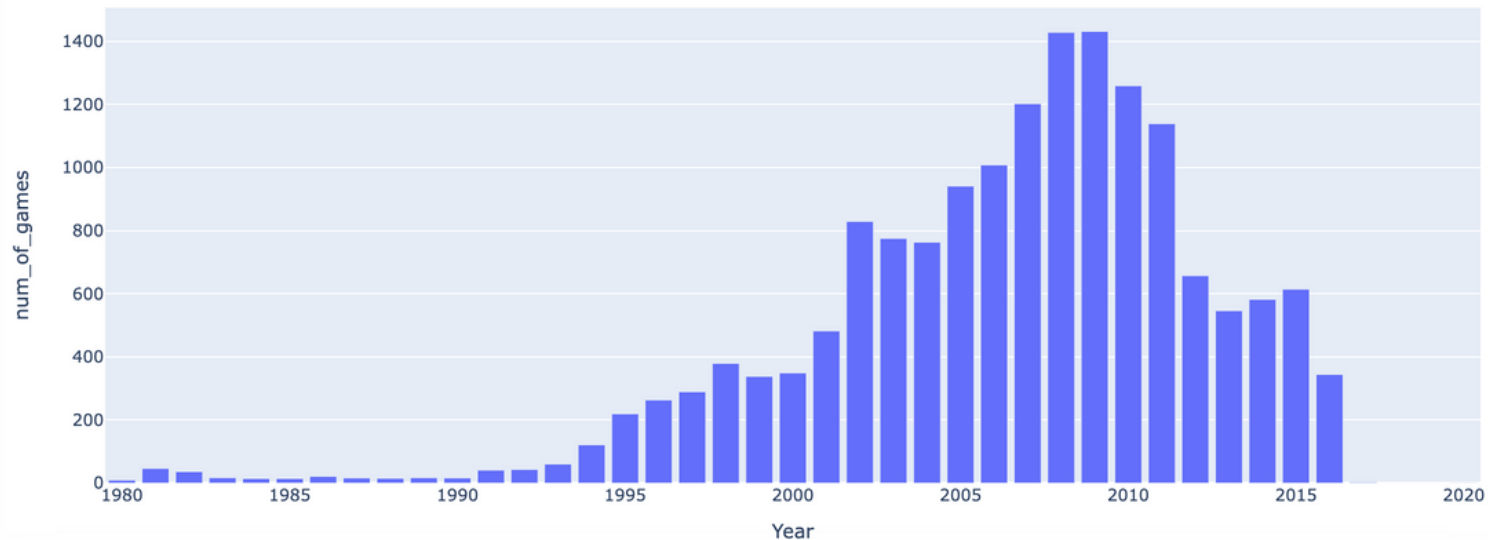


**Summary:** As it shows in bar chart that **Nintendo** publisher has consistently outperformed its major competitors in the video game industry, including many competitors.

Nintendo publisher have **highest** total sales, because Nintendo have many games that very **popular** around world, such as **Mario, Zelda, and Pokemon.**

## Insight #7

Number of games released over the years



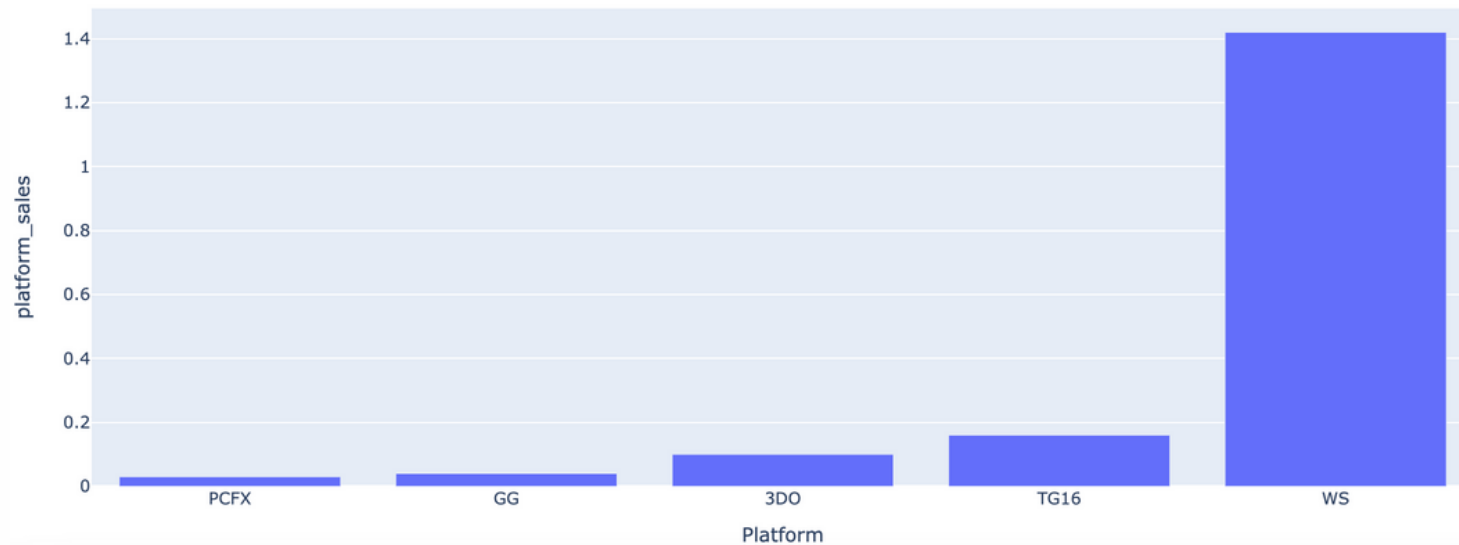
**Summary:** As at shows an both insight #5 and #7 that both have **negative skew**, which means they have a relationship with each other. The correlation coefficient is currently at 0.982225, which means a **strong positive correlation**.

For example, in 2008, the number of games released was high in the bar chart, and sales (insight #5) during 2008 were also high. This means that as **more games are released** during the year, this will **increase sales** during the given year.



## Insight #8

Name of 5 platforms with lowest sales around the world



**Summary:** The PCFX, GG, 3DO, TG16, and WS are among the lowest selling consoles globally, with sales figures significantly lower than their competitors. This can be attributed to several factors, including **inferior hardware specifications, limited game libraries, and poor marketing strategies.**

If we **compared** the number of games on PS2 against PCFX, **PS2** have over **4,000**, and **PCFX** just **62**. Which means diversified games can **attract more players.**