

The state of the industry:

A deep dive in to video game sales trends

Abstract

This study delves into the world of video game sales by utilizing a dataset comprising games that have sold more than 100,000 copies, sourced from vgchartz.com. The research's primary objective is to create a user-friendly Tableau dashboard for visualizing and analyzing key trends in video game sales. This interactive dashboard aims to provide insights into the gaming industry, allowing users to explore sales patterns and performance metrics across different titles.

Introduction:

Video games since its inception has touched many souls by their augmented reality and graphics apart from being a good to boredom it is also show us the way technology has been developed from single Ninendo to PS5, from road rash to God of war.

This project is a complete analysis of video games sold since 1980. It consists of video games with their publisher and platform with the genre of games on which year they were published with the sales they made in North America, Japan, Europe and other regions.

Explain the prerequisites and setup required to run the project:

Pre requisites

Before getting started with this project, ensure you have the following prerequisites:

List the software and tools that need to be installed before running the project, such as:

- ✓ MySQL
- ✓ Create a Tableau Desktop Account with a student's ID
- ✓ Create a Tableau Public account with a personal ID

Installation

To install the necessary dependencies for this project, follow these steps:

Install MYSQL: Visit the MYSQL website and download the latest version of MYSQL

(<https://dev.mysql.com/downloads/workbench/>)

MySQL Community Downloads

MySQL Installer

The screenshot shows the MySQL Community Downloads page for the MySQL Installer 8.0.36. It includes a note about MySQL 8.0 being the final series with the installer, and options to select the version (8.0.36) and operating system (Microsoft Windows). Below this, there are two download links for Windows (x86, 32-bit) MSI installers, one for the web community version (2.1M) and one for the community version (285.3M), each with a 'Download' button and an MD5 signature link.

Operating System	Version	Size	Action
Windows (x86, 32-bit), MSI Installer	8.0.36	2.1M	Download
		(mysql-installer-web-community-8.0.36.0.msi) MD5: 81061532541f716cf6c6e2c4881a154c Signature	
Windows (x86, 32-bit), MSI Installer	8.0.36	285.3M	Download
		(mysql-installer-community-8.0.36.0.msi) MD5: d63232c190d0c9c294a2f8d776ed1c20 Signature	

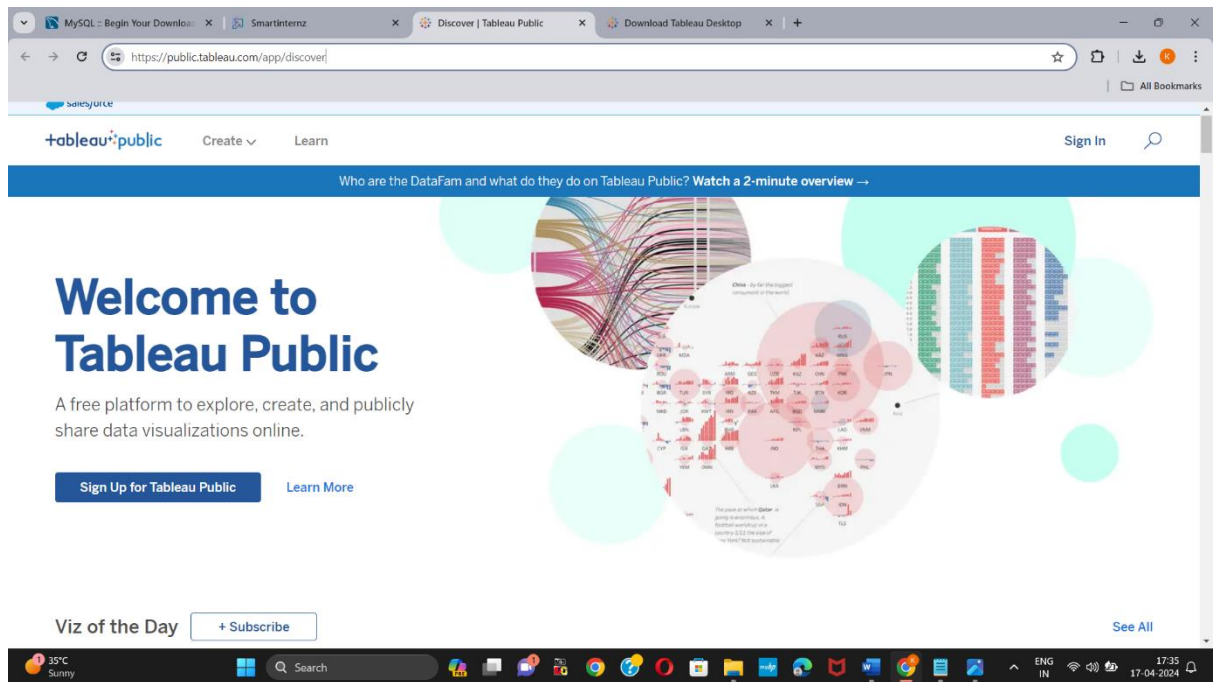
Create Tableau account with student id: By using the below link we can sign up the tableau account and download the tableau

<https://www.tableau.com/products/desktop/download>

The screenshot shows the Tableau Desktop download page. It features the Tableau logo, navigation links, and a prominent heading 'Tableau Desktop: Start your free 14-day trial'. Below this, there is a section titled 'Almost there!' with a message stating 'It only takes 15 seconds to fill out. If you're already registered, [sign in](#).' A sign-up form is visible with fields for 'First Name', 'Last Name', and 'Business E-mail'. The page also includes a 'CONTACT SALES' button and a 'TRY NOW' button.

Create a Tableau Public account with a personal ID : Creating the public account. with a personal id by using the following link

<https://public.tableau.com/app/discover>



Dataset

This dataset includes information on video games that have achieved sales surpassing 100,000 copies. The data was collected through web scraping from vgchartz.com.

The dataset was taken from Kaggle;

<https://www.kaggle.com/datasets/gregorut/videogamesales>

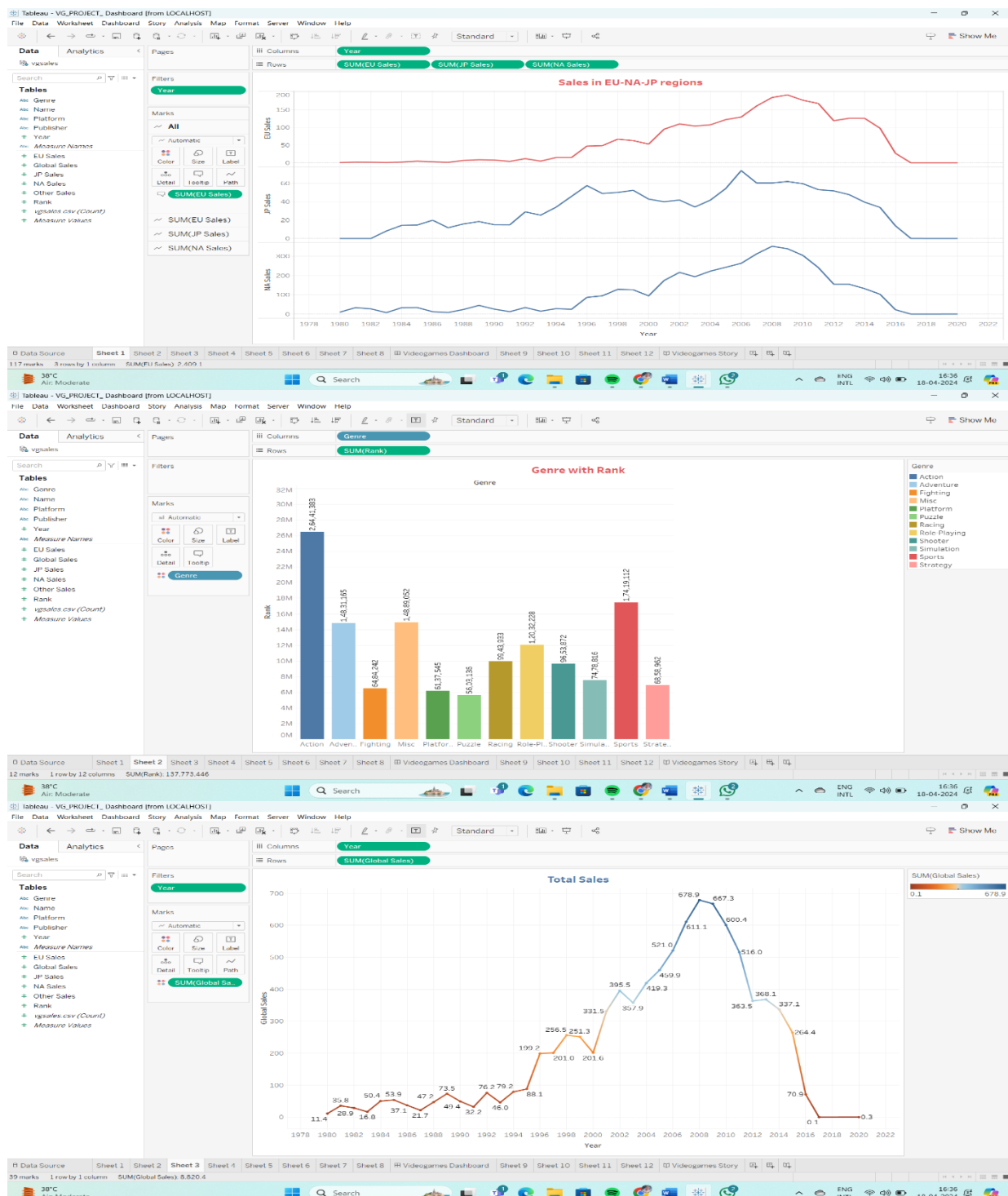
Rank	Name	Platform	Year	Genre	Publisher	NA_Sales	EU_Sales	JP_Sales	Other_Sales	Global_Sales
1	Wii Sports	Wii	2006	Sports	Nintendo	41.49	29.02	3.77	8.46	82.74
2	Super Mario Bros.	NES	1985	Platform	Nintendo	29.08	3.58	6.81	0.77	40.24
3	Mario Kart Wii	Wii	2008	Racing	Nintendo	15.85	12.88	3.79	3.31	35.82
4	Wii Sports Resort	Wii	2009	Sports	Nintendo	15.75	11.01	3.28	2.96	33.00
5	Pokemon Red/Pokemon Blue	GB	1996	Role-Playing	Nintendo	11.27	8.89	10.22	1.00	31.37
6	Tetris	GB	1989	Puzzle	Nintendo	23.20	2.26	4.22	0.58	30.26
7	New Super Mario Bros.	DS	2006	Platform	Nintendo	11.38	9.23	6.50	2.90	30.01
8	Wii Play	Wii	2006	Misc	Nintendo	14.03	9.20	2.93	2.85	29.02
9	New Super Mario Bros. Wii	Wii	2009	Platform	Nintendo	14.59	7.06	4.70	2.26	28.62
10	Duck Hunt	NES	1984	Shooter	Nintendo	26.93	0.63	0.28	0.47	28.31

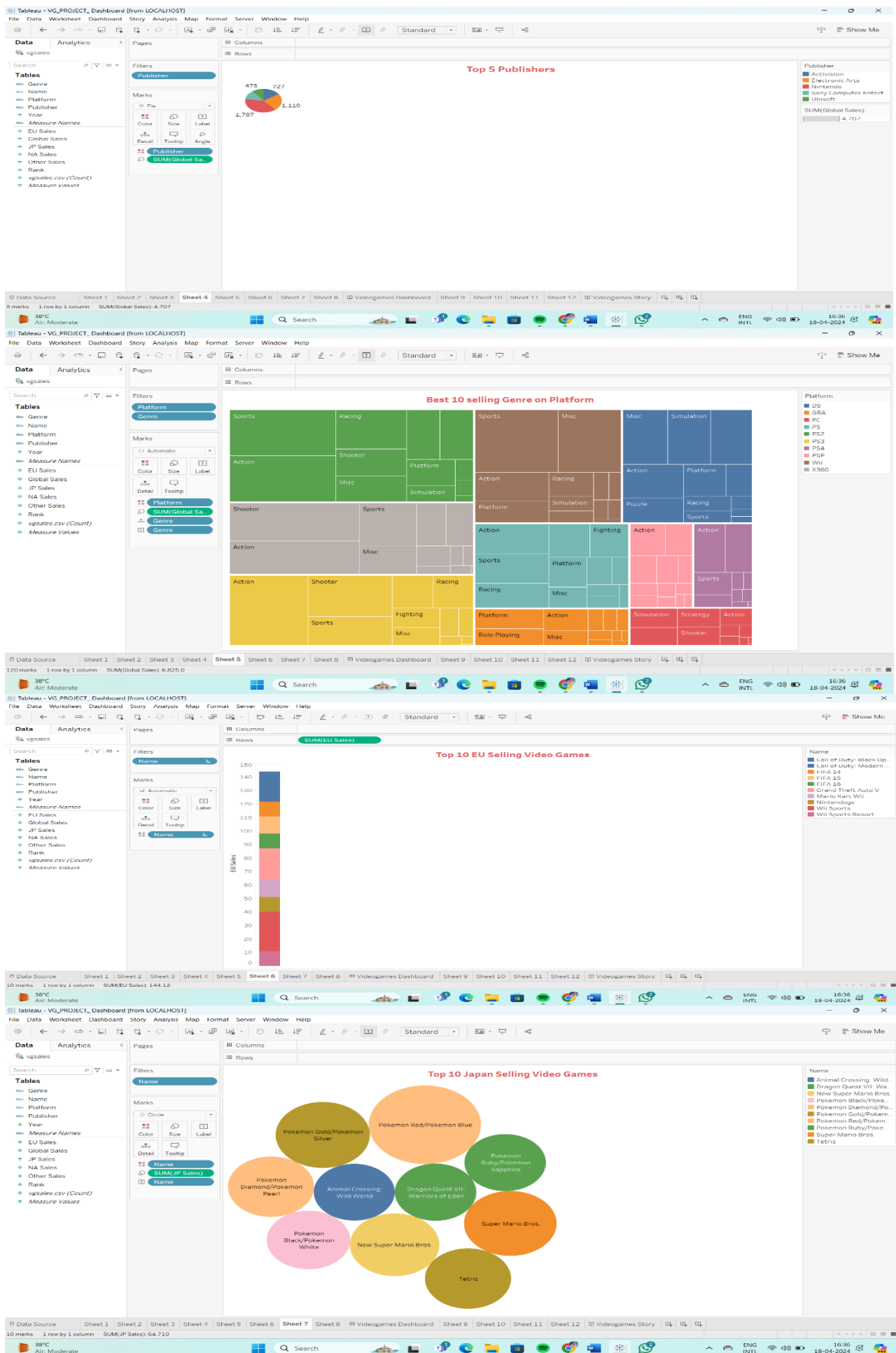
Methodology

After cleaning the dataset in Excel, it was imported into Tableau. In Tableau, a variety of visualizations were generated to uncover key patterns and insights. Charts were employed to analyze top platforms, total sales by year, leading games, prevalent genres, and top publishers by sales, offering a comprehensive exploration of the dataset.

Data Visualization Charts:

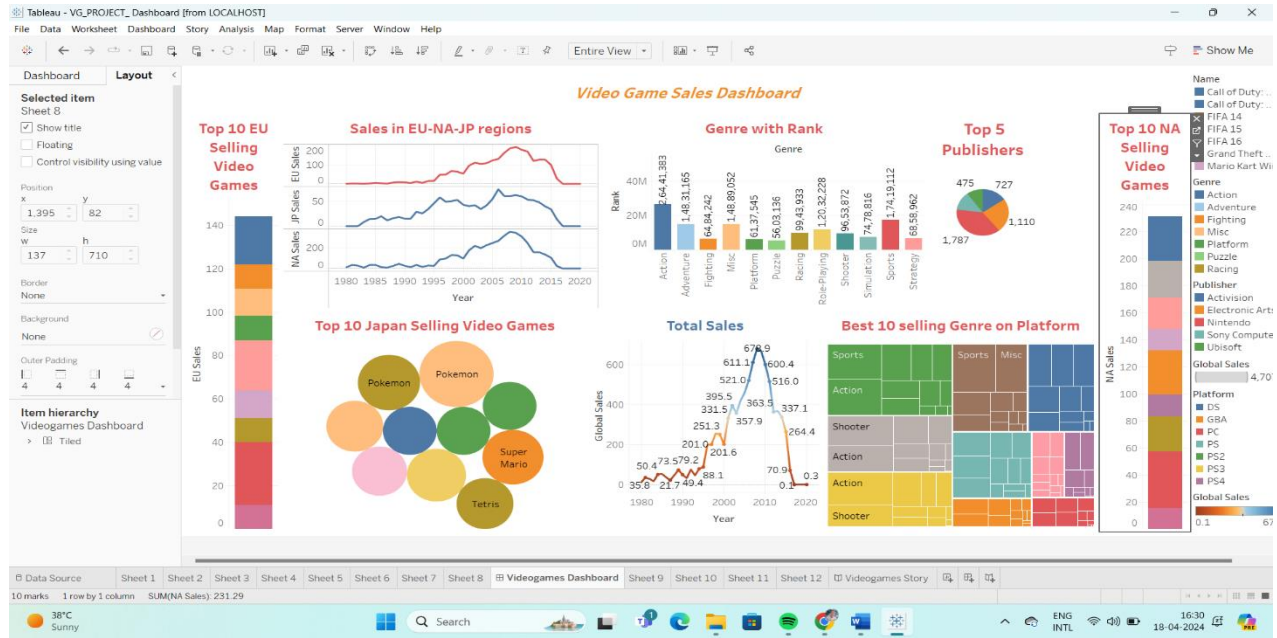
A dashboard was developed, Sales In Different Region Analysis, Genre With Rank Analysis, Total Sales Analysis, Top 5 publishers Analysis, Best 10 selling genres on platform Analysis, Top 10 EU selling video games Analysis, Top 10 Japan selling video games, Top 10 NA selling video games. This approach facilitates a comprehensive exploration of the dataset, providing valuable insights.



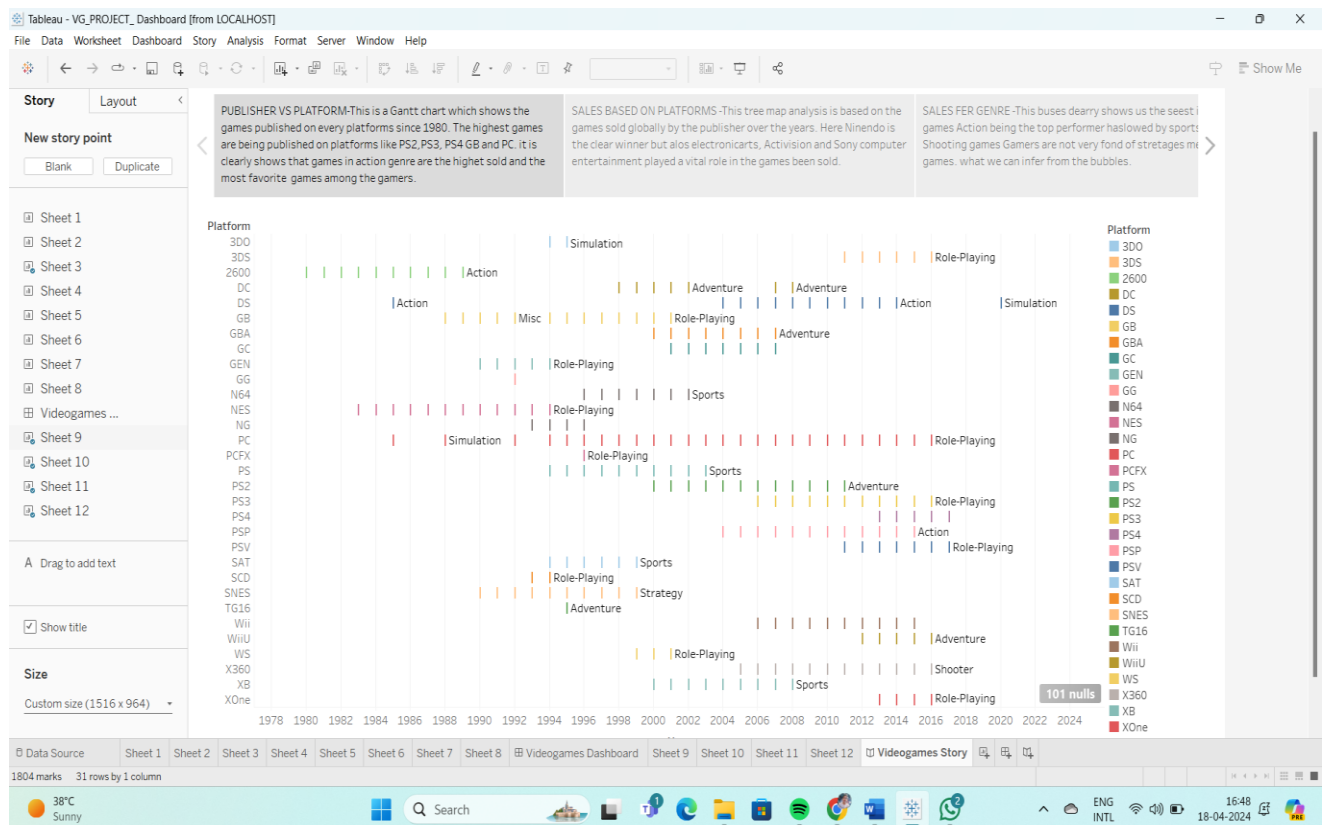


Dashboard Creation

Once you have created views on different sheets in Tableau, you can pull them into a dashboard.



Story Creation



Publishing And Web Integration

The best way to share a dashboard from Tableau Desktop with other Tableau users is to publish it to Tableau Public or Server or Tableau Cloud (Online). This will let your team view your dashboard online.

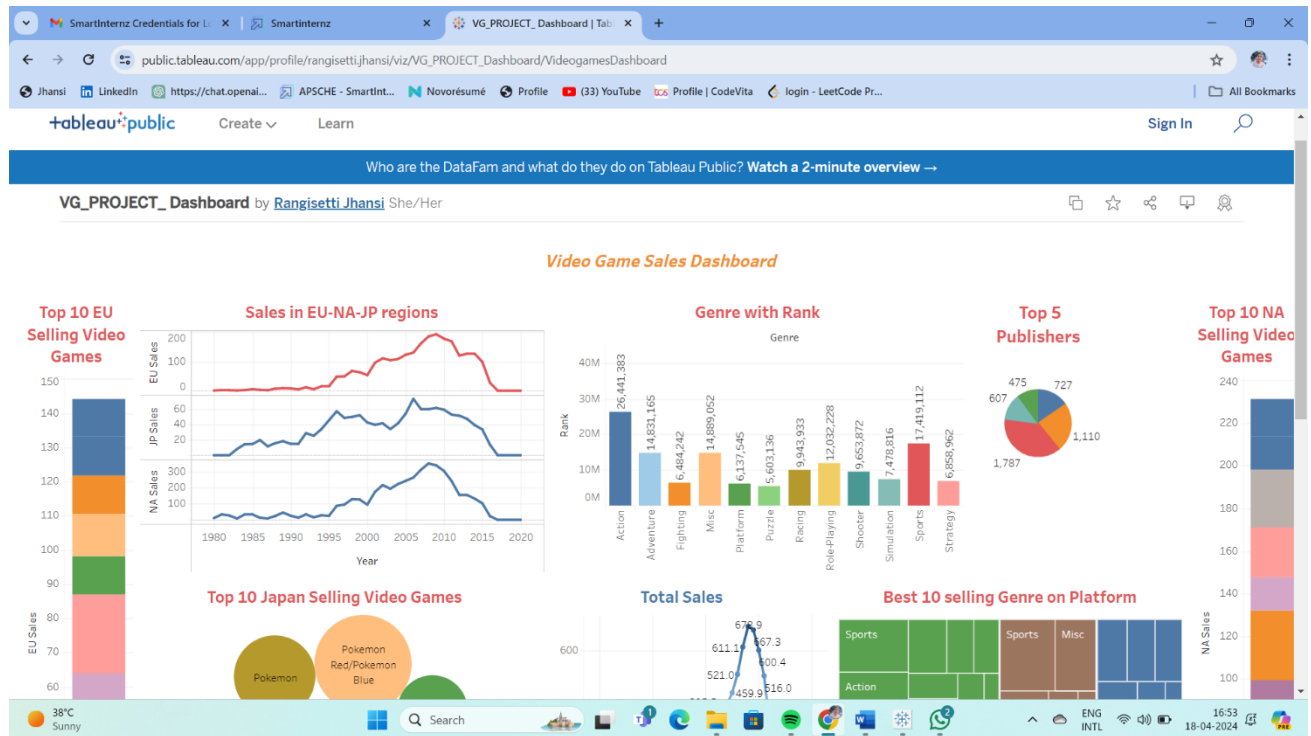


Tableau Public account link:

<https://public.tableau.com/app/profile/rangiseti.jhansi/vizzes>

VG_Dashboard_link: https://public.tableau.com/app/profile/rangiseti.jhansi/viz/VG_PROJECT_Dashboard/VideogamesDashboard

VG_Story_link: https://public.tableau.com/app/profile/rangiseti.jhansi/viz/VG_PROJECT_Story/VideogamesStory

Conclusion

Upon reviewing the dashboard, it becomes evident that action, sports, shooter, and racing are among the top genres of the games. Notably, Nintendo and Electronics emerge as the top publishers based on total sales.