

# **Project Report Template**

## **1. INTRODUCTION**

### **1.1 Overview**

A brief description about your project

### **1.2 Purpose**

The use of this project. What can be achieved using this.

## **2. PROBLEM DEFINITION & DESIGN THINKING**

### **2.1 Empathy map**

Paste the empathy map screenshot

### **2.2 Ideation & brainstorming Map**

Paste the Ideation & brainstorming map screenshot.

## **3. RESULT**

Final findings (Output) of the project along with screenshot.

## **4. ADVANTAGES**

List of advantages and disadvantages of the proposed solution.

## **5. APPLICATION**

The areas where this solution can be applied.

## **6. CONCLUSION**

Conclusion summarizing the entire work and findings.

## **7. FUTURE SCOPE**

Enhancements that can be made in this future.

## **8. APPENDIX**

A. Source Code

B. Attach the code for the solution built.

# **Uncovering The Gaming Industry's Hidden Gems: A Comprehensive Analysis Of Video Game Sales**

## **1.INTRODUCTION**

**V**ideo game sales analysis is the process of collecting and analyzing data about the sales of video games in order to understand market trends and consumer behavior. This type of analysis can be useful for a variety of purposes, including identifying the most popular games and genres, predicting future sales, and developing marketing strategies. The results of the analysis can be used to identify trends and patterns in the market, and to make informed decisions about the development and marketing of video games. Video game sales analysis may be conducted by game developers, publishers, retailers, and other industry professionals. 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.

### **1.1 OVERVIEW**

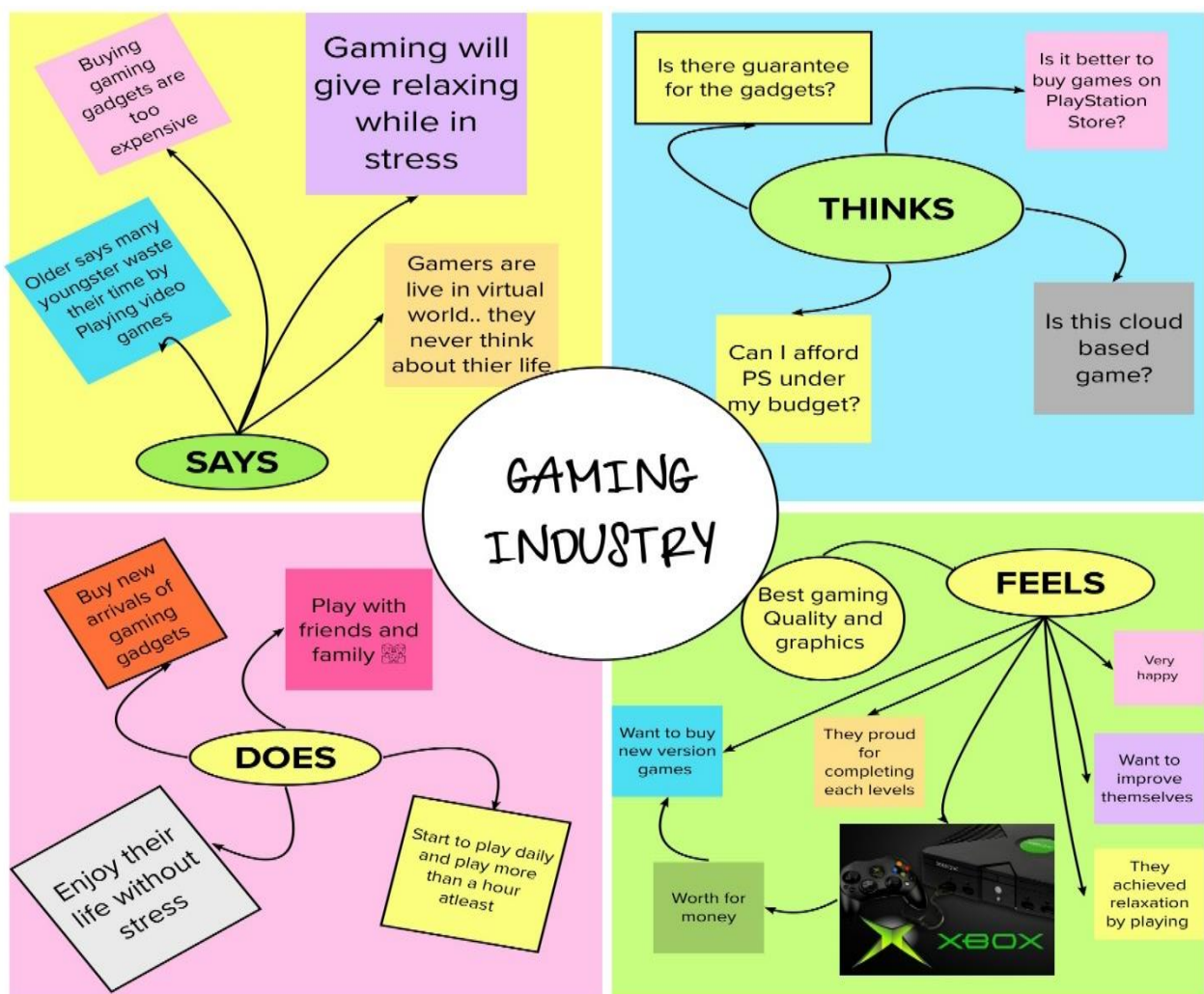
**P**reparing the data for visualization involves cleaning the data to remove irrelevant or missing data, transforming the data into a format that can be easily visualized, exploring the data to identify patterns and trends, filtering the data to focus on specific subsets of data, preparing the data for visualization software, and ensuring the data is accurate and complete. This process helps to make the data easily understandable and ready for creating visualizations to gain insights into the performance and efficiency.

## 1.2 PURPOSE

The goal of a game analysis is not to establish how good or bad a game is, but highlight and rationalize the aspects that make the game worth studying and contribute to understanding videogames better.

## 2.PROBLEM DEFINITION & DESIGN THINKING

### 2.1 EMPATHY MAP



## 2.2 IDEATION & BRAINSTORMING MAP

### Person 1

The video game industry encompasses the development, marketing, and monetization of video games

The gaming industry is one of the most exciting industries in tech because of its importance to culture, entertainment and technological advancement

JOEL  
BRITTO

PC, console and mobile gaming companies are using the latest in tech to bring their games to the screens

The approach seeks to promote greater interest and enjoyment, better problem solving and decision-making skills, and improved competence of students in both learning and playing games

### Person 2

There are five key elements in great games.  
Game Characters.  
Goals.  
Decisions.  
Rewards.  
Immersion

game revenue were Tencent, with US\$32.2 billion, followed by Sony, with US\$18.2 billion, and Apple, with US\$15.3 billion

BABU

Here are the five most critical components of outstanding Learning Games:  
Goals and objectives.  
Rules and/or instructions.  
Interaction.  
Conflict (and/or competition, challenge, opposition)  
Outcomes and Feedback.

The first consumer video game hardware was released in the early 1970s

### Person 3

Family Games: games suitable for the entire family, including adults who play together with younger children;

Children's Games, including educational games;

JEWAN

Adult Games: games which have either a relatively complex method of play or adult themes).

India is the world's largest mobile gaming market in terms of App downloads. Revenue from online gaming grew 28% in 2021 to \$1.2 Bn and is expected to reach \$1.9

### Person 4

relation between BI and game analytic

the traditional game value chain covers the whole game industry

JOHNSON

game developer>game publisher>game distributor>game player

the first video game. It was a very simple tennis game

### Person 5

Games can be used for practice/self-testing skills

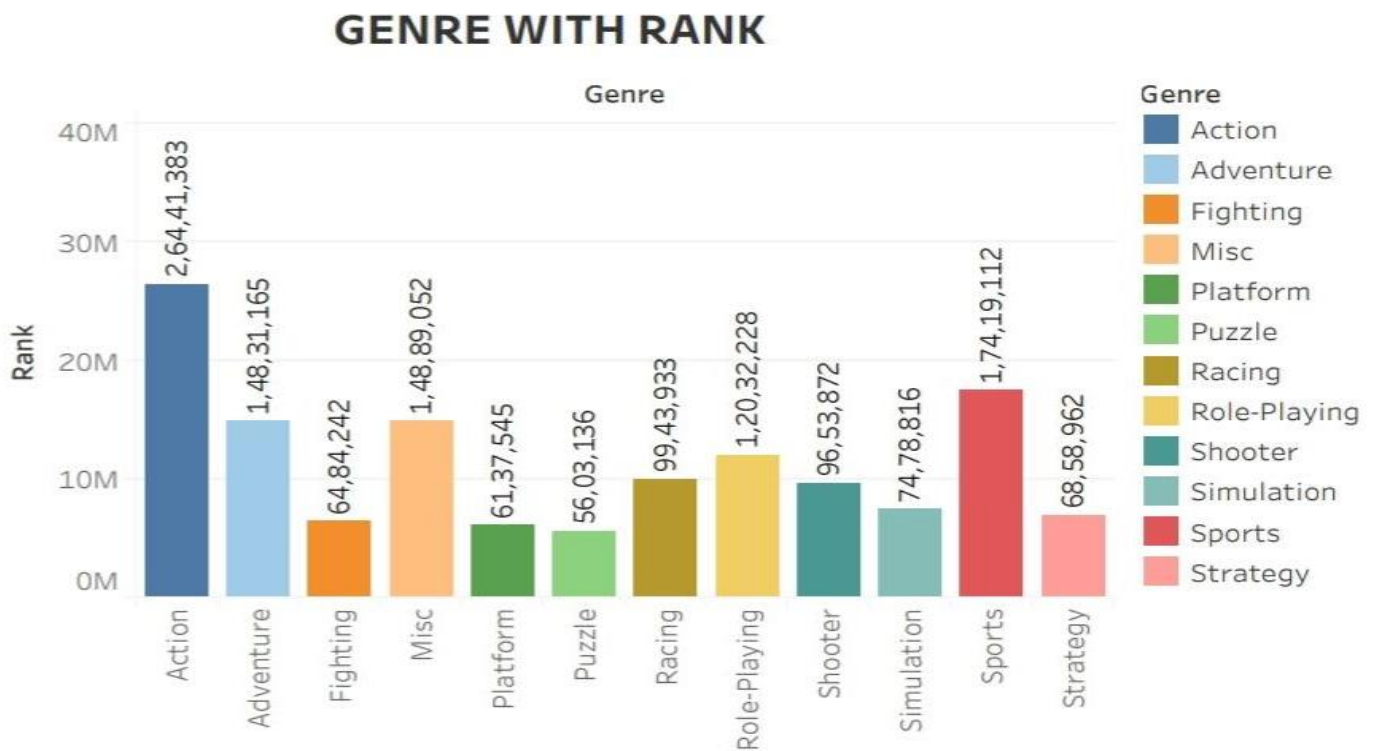
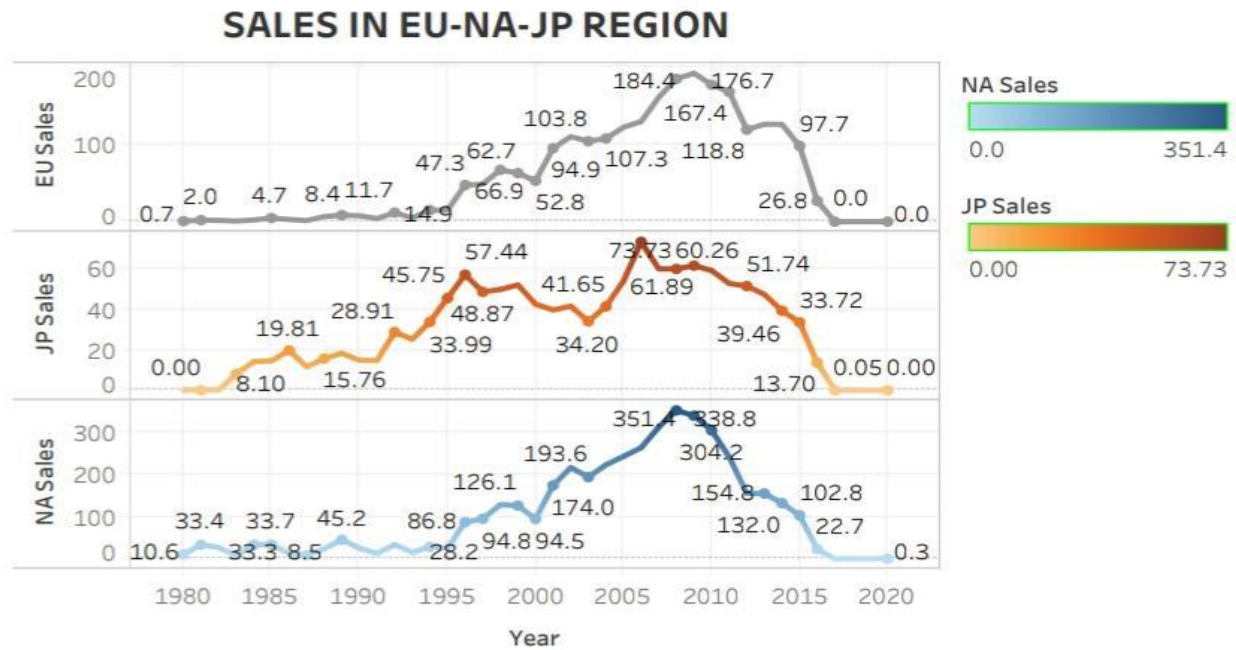
The gaming industry is rapidly growing at a pace of 50% per annum

SARAVANA

Party games.  
Tabletop games.  
Video games

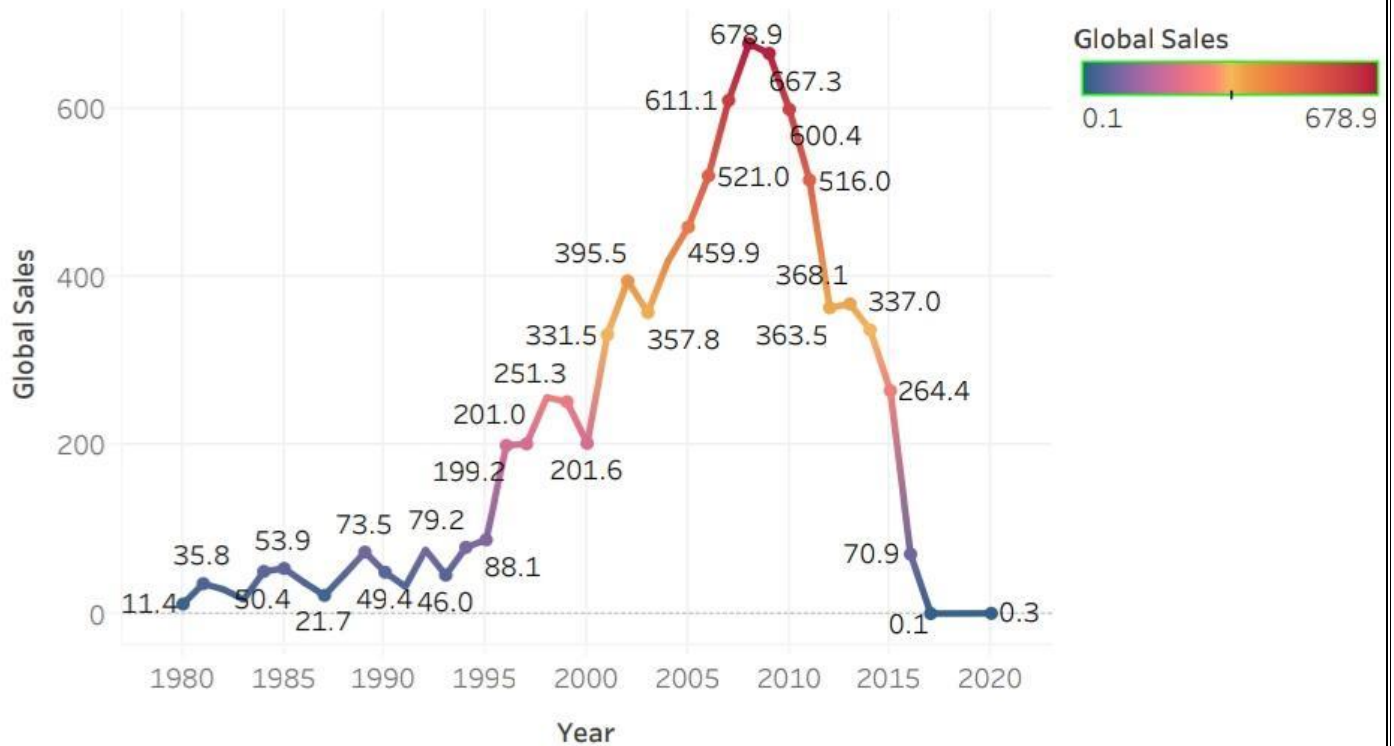
Vishal Gondal is often hailed as Father of Indian Gaming Industry

### 3. RESULT

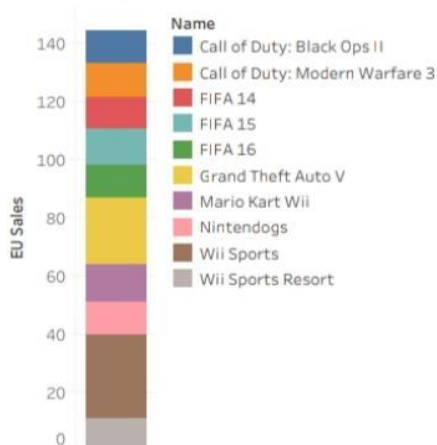


Sum of Rank for each Genre. Color shows details about Genre.

## TOTAL SALES

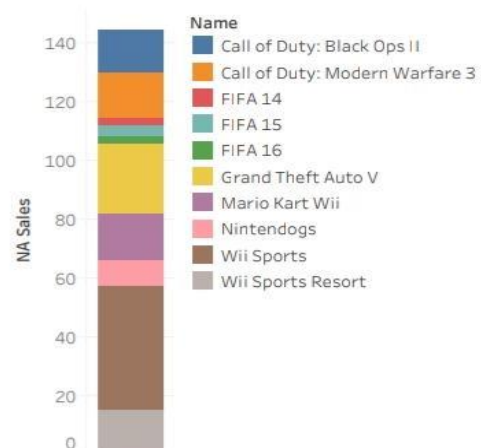


### TOP 10 EU SELLING VIDEO GAMES



Sum of EU Sales.  
Color shows details about Name. The view is filtered on Name, which has multiple members selected.

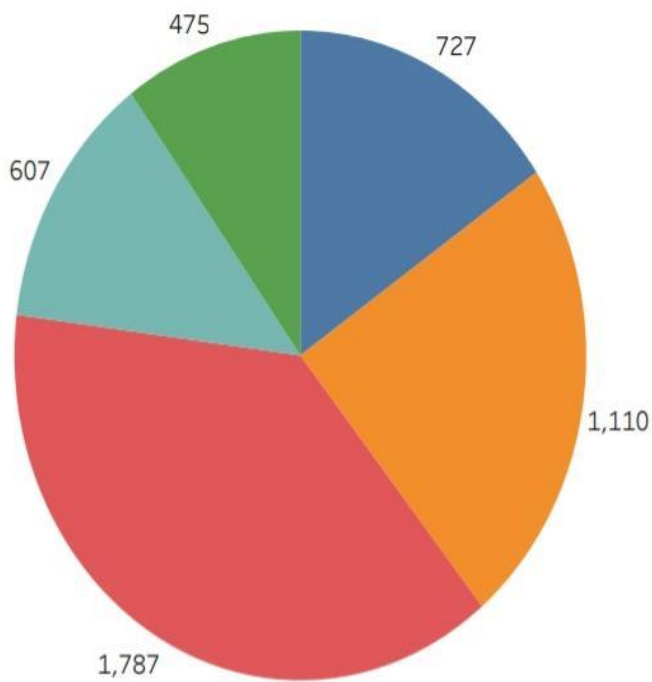
### TOP 10 NA SELLING VIDEO GAMES



Sum of NA Sales.  
Color shows details about Name. The view is filtered on Name, which has multiple members selected.



## TOP 5 PUBLISHERS



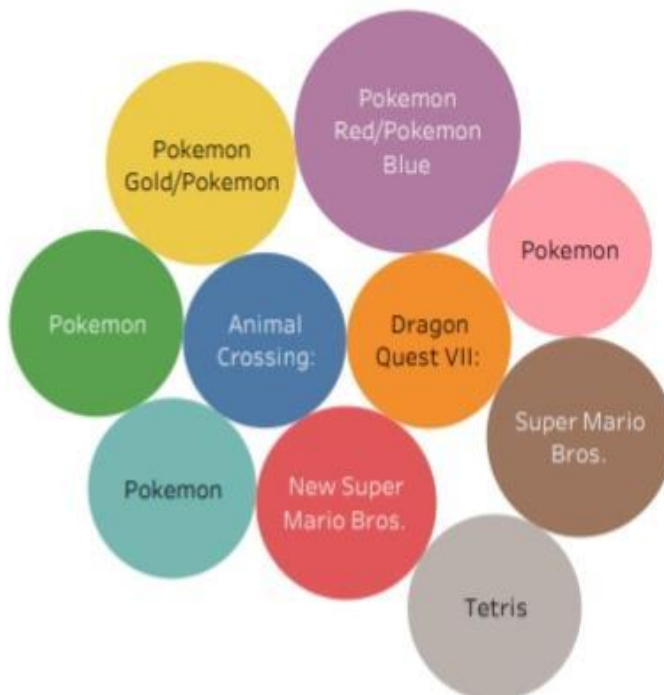
Global Sales

4,707

Publisher

- Activision
- Electronic Arts
- Nintendo
- Sony Computer Entertainment
- Ubisoft

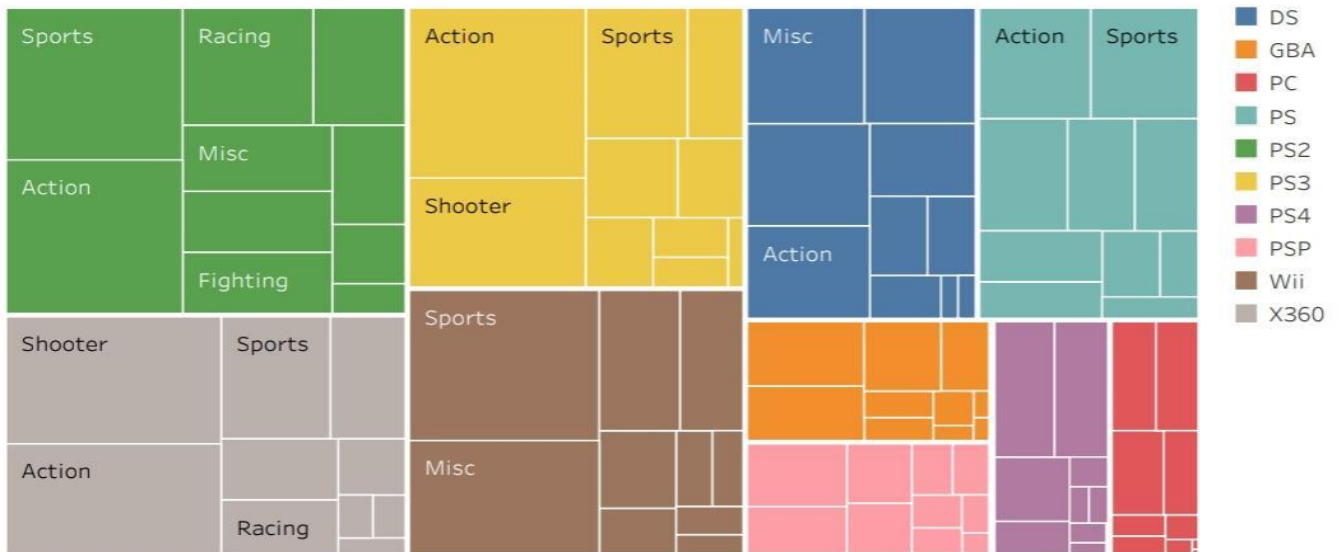
## TOP 10 JP SELLING VIDEO GAMES



Name

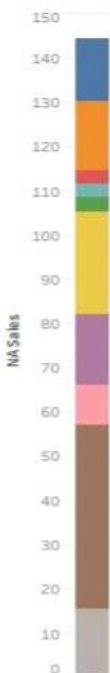
- Animal Crossing: Wild World
- Dragon Quest VII: Warriors of Eden
- New Super Mario Bros.
- Pokemon Black/Pokemon White
- Pokemon Diamond/Pokemon Pearl
- Pokemon Gold/Pokemon Silver
- Pokemon Red/Pokemon Blue
- Pokemon Ruby/Pokemon Sapphire
- Super Mario Bros.
- Tetris

## BEST 10 SELLING GENRE ON PLATFORMS



## DASHBOARD

### TOP 10 NA SELLING VIDEO GAMES



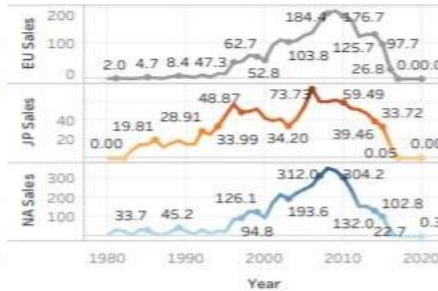
### GENRE WITH RANK



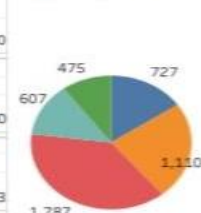
### TOTAL SALES



### SALES IN EU-NA-JP REGION



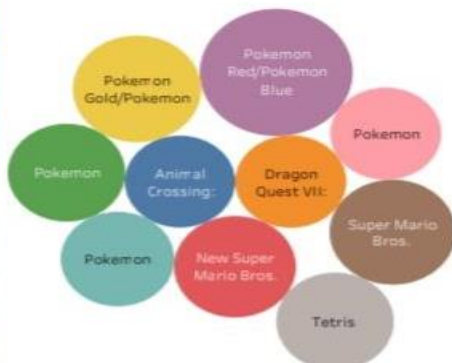
### TOP 5 PUBLISHERS



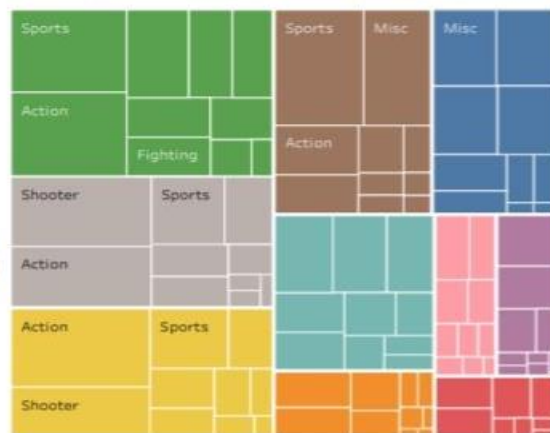
### TOP 10 EU SELLING VIDEO GAMES



### TOP 10 JP SELLING VIDEO GAMES



### BEST 10 SELLING GENRE ON PLATFORMS





# STORY

## VIDEO GAMES SALES STORY

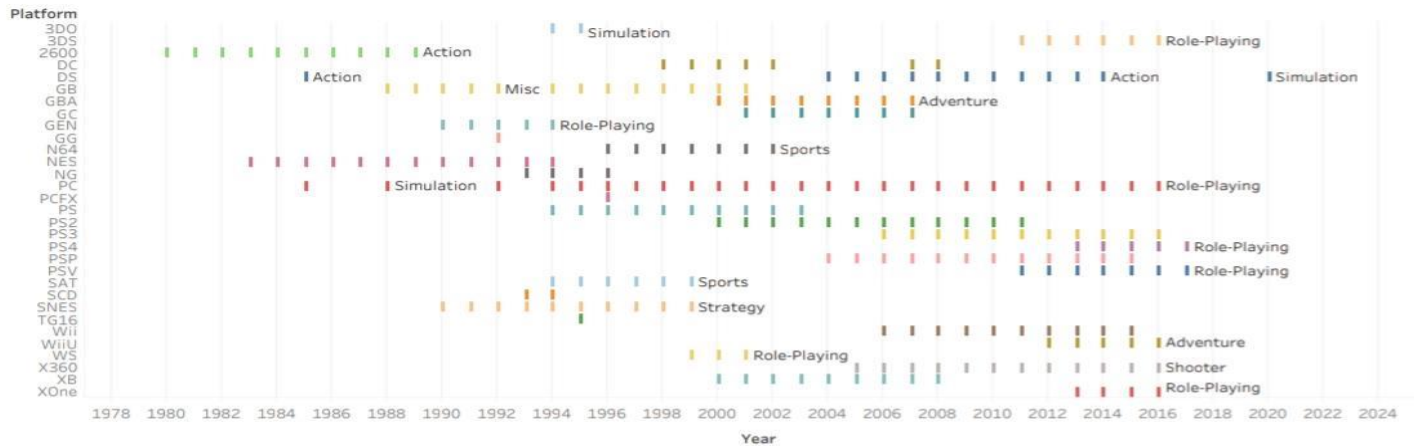
**PUBLISHER VS PLATFORM** - This is a gant chart which shows the games published on every platforms since 1980. The highest games are being published on platforms like PS..

**SALES BASED ON PLATFORMS**-This tree map analysis is based on the games sold globally by the publisher over the years. Here Nintendo is the clear winner but alos elect..

**SALES PER GENRE**-This bubbles clearly shows us the sales count in each genre of games. Action being the too performer followed by sports and shooting games Gamers are not very fo..

**SALES REGIONALLY**-These bar represent the units sold in different regions like North America, Japan, Europe and other parts of the world. The most popular video games love..

**TOTAL SALES**-The line graph here represents the ovr all sales of video games over the years and the year 2008 seems to be the peak year where the sales was highest. we have a averag..



## VIDEO GAMES SALES STORY

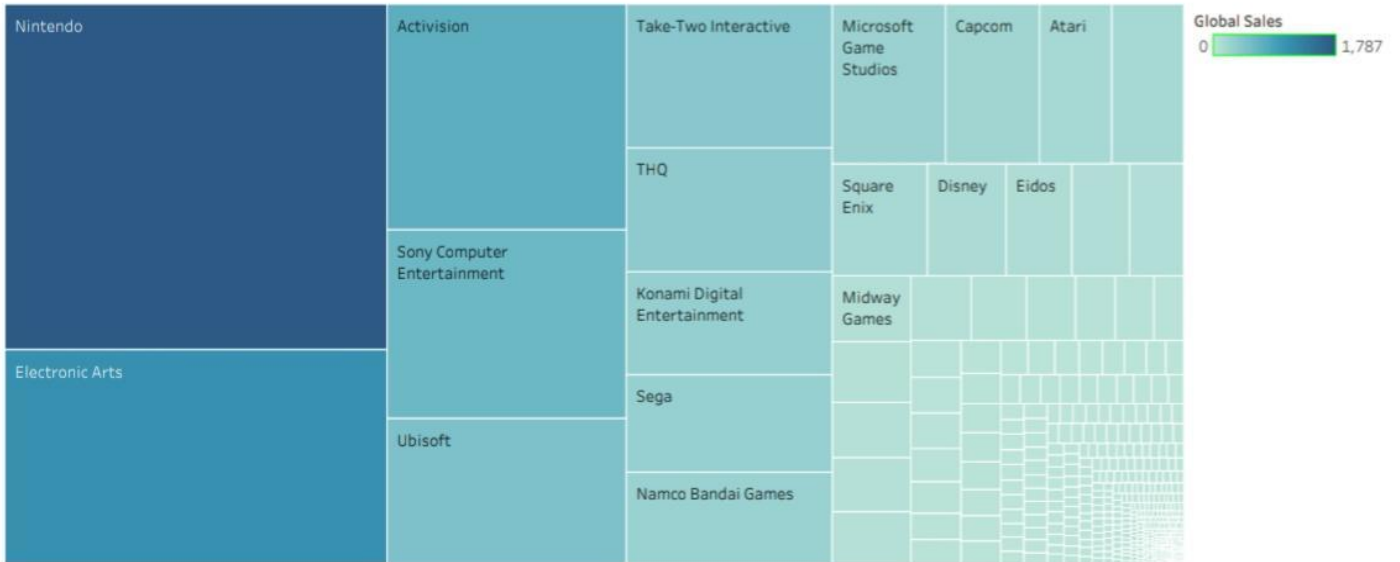
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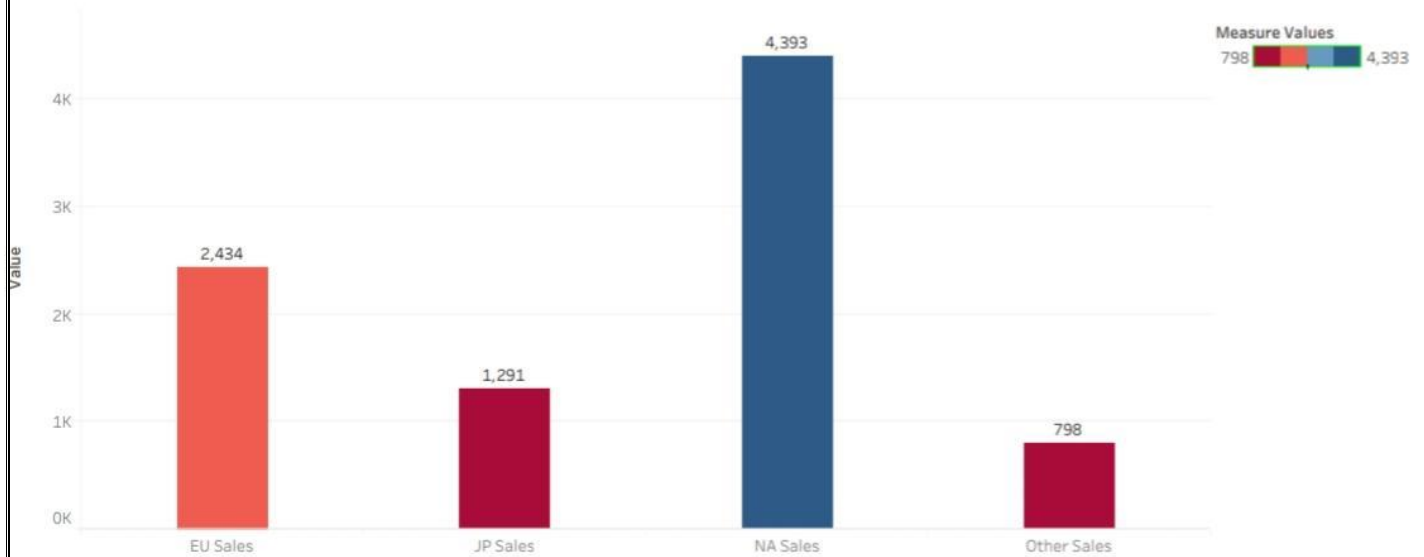
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## 4.ADVANTAGES & DISADVANTAGES

### ADVANTAGES:

- Improved Vision
- Brain Booster
- Improved Life Skills
- May Ease Anxiety and Depression
- Painkiller

### **DISADVANTAGES:**

- Addiction
- Social Replacement
- Obesity
- Stress
- Could Limit Academic Process
- Violence

### **5.APPLICATIONS**

*The* computer gaming industry has today become bigger than the world music and movie industries. The influence of computer games over the youth of today is akin to that of the cultural influence of music, political movements and even religion on youth culture of the past. Of late, computer games have been attracting people of all kinds into using computers. They have driven the spread of computers into the lives of individuals who had earlier had no incentive to use them. Computer games are gaining unprecedented access to the homes, minds and souls of people today.



## **6.CONCLUSION**

**T**he results of the sales of games analysis artypically published in a report, which may include recommendations for improving gaming graphics and virtual reality in the future. These recommendations may be implemented by the relevant authorities or industry organizations.

## **7.FUTURE SCOPE**

**G**aming is now a bigger industry than movies and sports combined. Revenue for gaming reached \$184 billion in 2022, and the number of gamers is expected to grow to 3.6 billion by 2025. It's not just kids either: 38 percent of gamers are between the ages of 18 and 34 years, and 16 percent are older than 55.

## **8.APPENDIX**

### **A. SOURCE CODE**

File:///C:/Users/Admin/Desktop/BizLand/index.html