



UNCOVERING  
THE  
GAMING  
INDUSTRY'S  
HIDDEN GEMS  
A COMPREHENSIVE  
ANALYSIS OF  
VIDEO GAME SALES



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# INTRODUCTION

- Video games are gaining traction at a rapid pace due to rise of online platforms and easy access to games due to secure payment methods. Development of games with a focus on interactive experiences can drive the market demand.
- 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.
- In this report, Exploratory Data Analysis will be performed to give more insights about Video Games Sales.



# PURPOSE

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.



# PROBLEM DEFINITION & DESIGN THINKING



# EMPATHY MAP



## Empathy map

UNCOVERING THE GAMING  
INDUSTRY'S HIDDEN GEMS -  
A COMPREHENSIVE ANALYSIS OF  
VIDEO GAME SALES

02 Share business feedback

## VIDEO GAMES

The recent study suggest that video games can be beneficial for improving cognitive functions, such as memory , problem - solving and multitasking.

Thus video games can hep you stay mentally sharp, increase your creativity, and ever reduce stress.

### Says

What have we heard them say?  
What can we imagine them saying?

Video Games are fun to play

Video games traps children and teens in Addiction

They destroys the behaviour of the younger generation



They stimulate creativity, focus and visual memory



They improve strategy and leadership and encourage teamwork

They speed up responses also some games helps to learn new languages

VIDEO GAME SALES - A COMPREHENSIVE ANALYSIS

### Thinks

What are their wants, needs, hopes, and dreams?

Adventures games and fun to play

Cost Effective Games



Safe and secure



At times causes aggressive behavior in the players

Consumes more time

People think its too safe and secure and protects or personal information

### Does

What behavior have we observed?  
What can we imagine them doing?

### Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



# IDEATION & BRAINSTROMING MAP



## Brainstorm & idea prioritization

UNCOVERING THE GAMING  
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VIDEO GAME SALES.

- 10 minutes to prepare
- Present to stakeholders
- 2-3 people recommended

### 1 PROBLEM DEFINING

In this context we are looking for hidden gems in the gaming industry that increases the interest of people, increases video game sales and increases video game sales and new products in a comprehensive analysis of video game sales.

Problem  
Finding the Hidden gems in  
Video Gaming Industry

2

## Our Ideas

Our Idea is to find and uncover the strategy and tricks to increase the video game sales by knowing the interests of people and by eradicating the negatives as much as possible.

3

### Brainstorm

1. Collect data on the interest of people on video games.
2. Download the data to increase the video game sales.

4

Unsorted

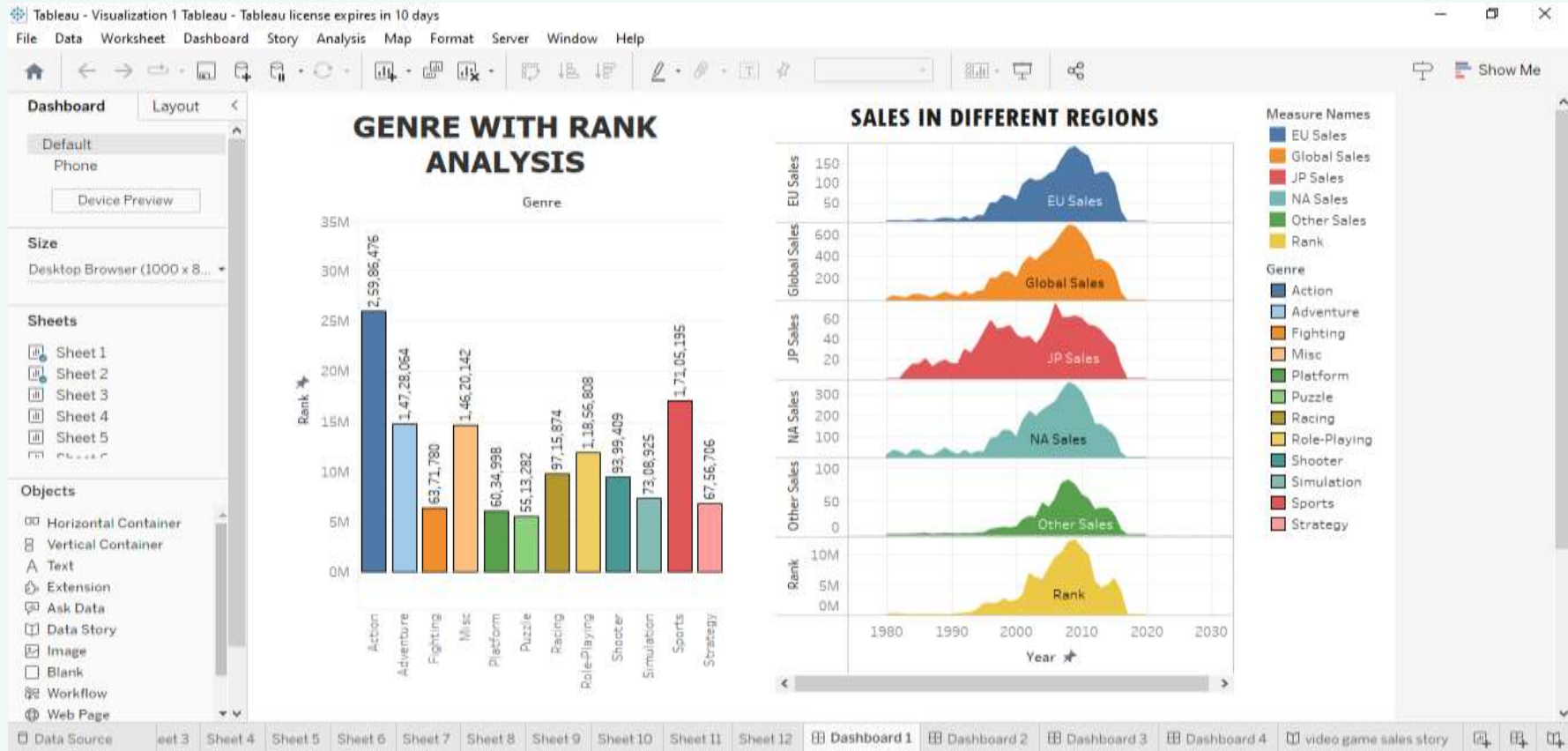
How do people expect the video game to be?	Ensuring the safety while playing games	Creating interesting video games	Knowing what parents think of video games
KALASELVAN	Identifying what do gamers dislike in video games	HEMALATHA D	Understanding how kids feel while playing video games
Understanding the interests of gamers in video game sales	Collecting the data of video game sales	Listing out the genre that is most played by gamers	Collecting data on what type of people are playing video games
HEMALATHA P	Finding the most played games in recent decade	HEMALATHA K	



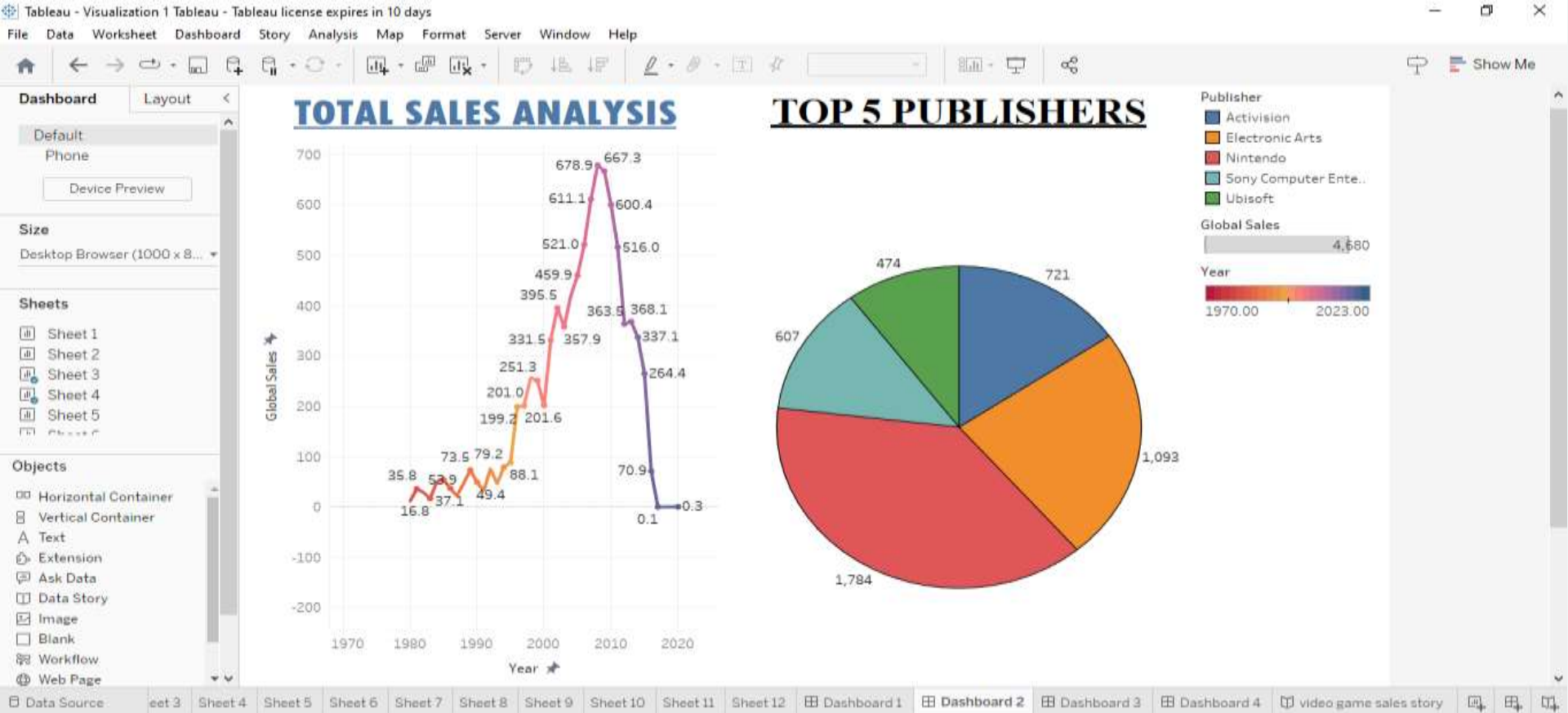
# RESULTS



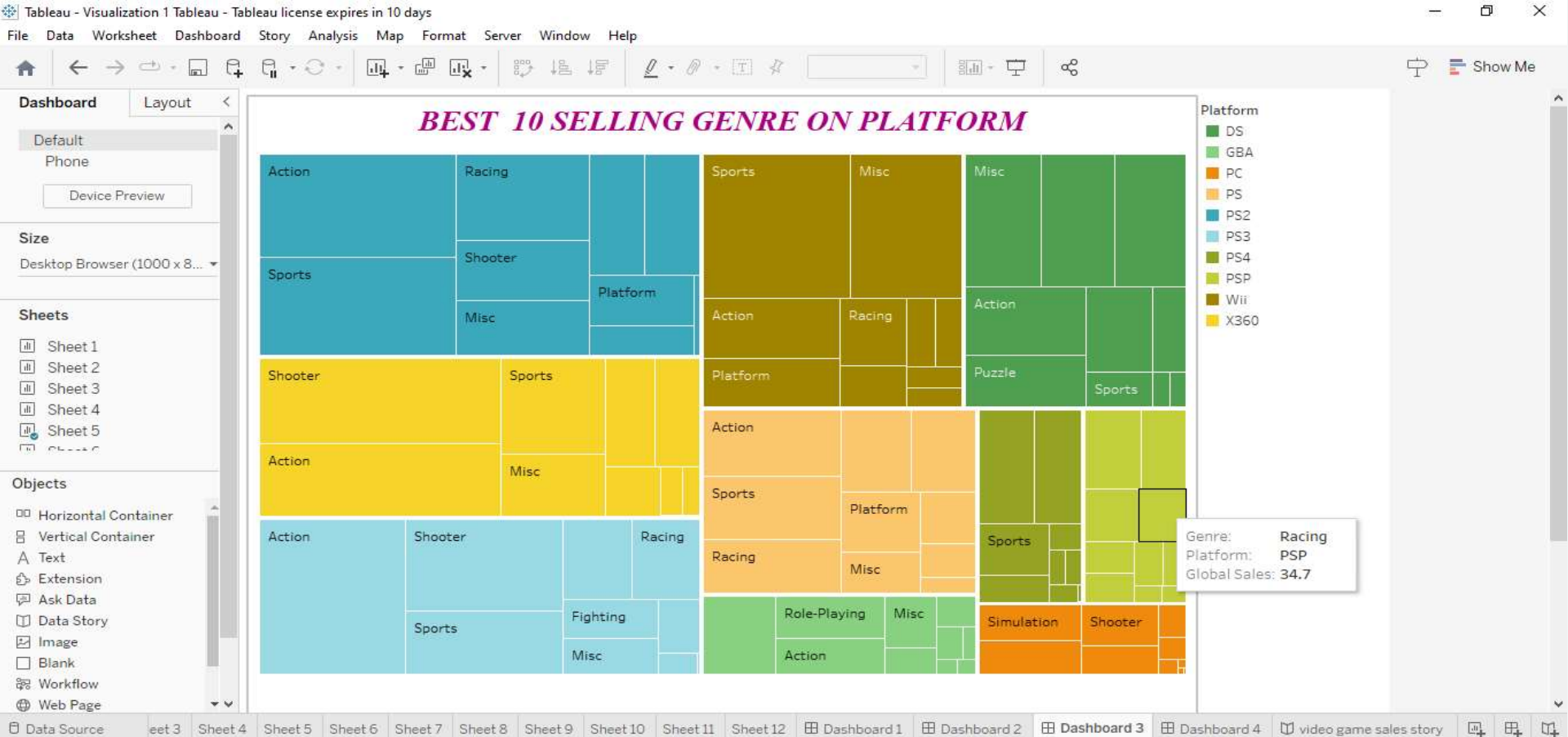




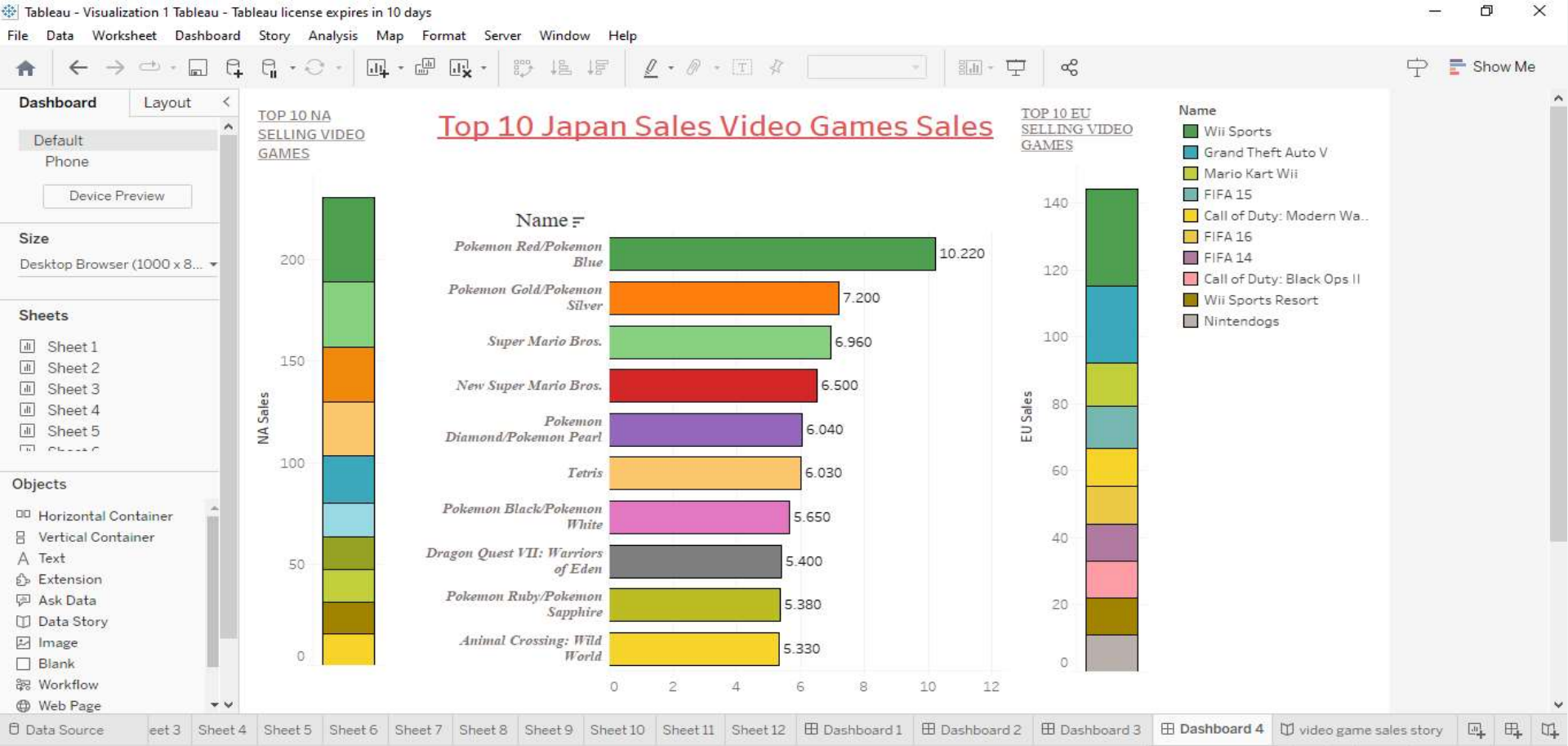
DASHBOARD - 1



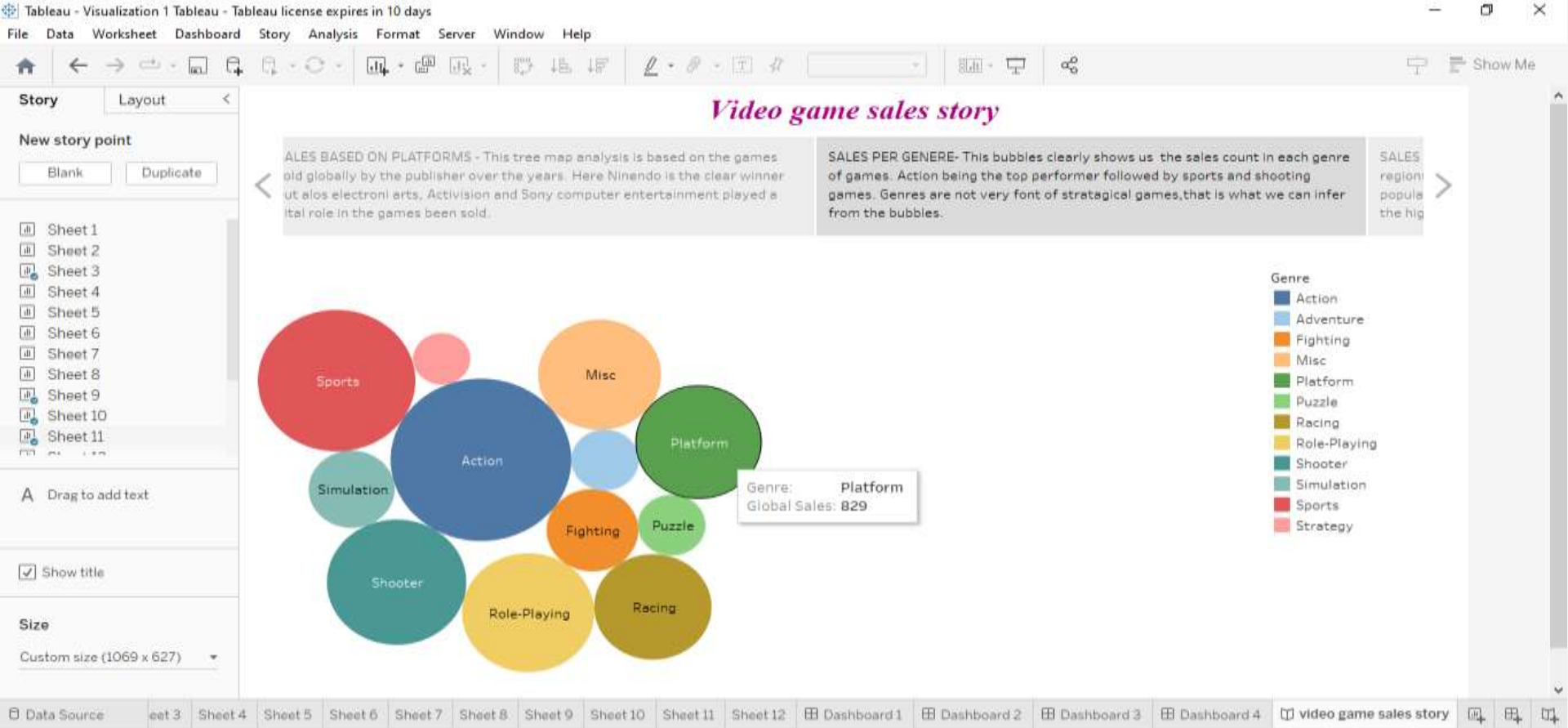
DASHBOARD - 2



DASHBOARD - 3



DASHBOARD - 4



# VIDEO GAMES SALES STORY

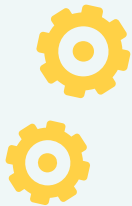


PROS

&

CONS





# ADVANTAGES

The video game industry is large, with projects ranging from multimillion – dollar games produced by major studios.

Becoming a designer gives you a chance to create the games you wish were out there already and design games the way you think they should be.

01

Experts can make significant amounts of money with video games analysis

02

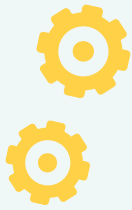
Regular events can create very large sales increases, especially if the owner is involved. The owner's personal interest is a weighty endorsement.

03

04



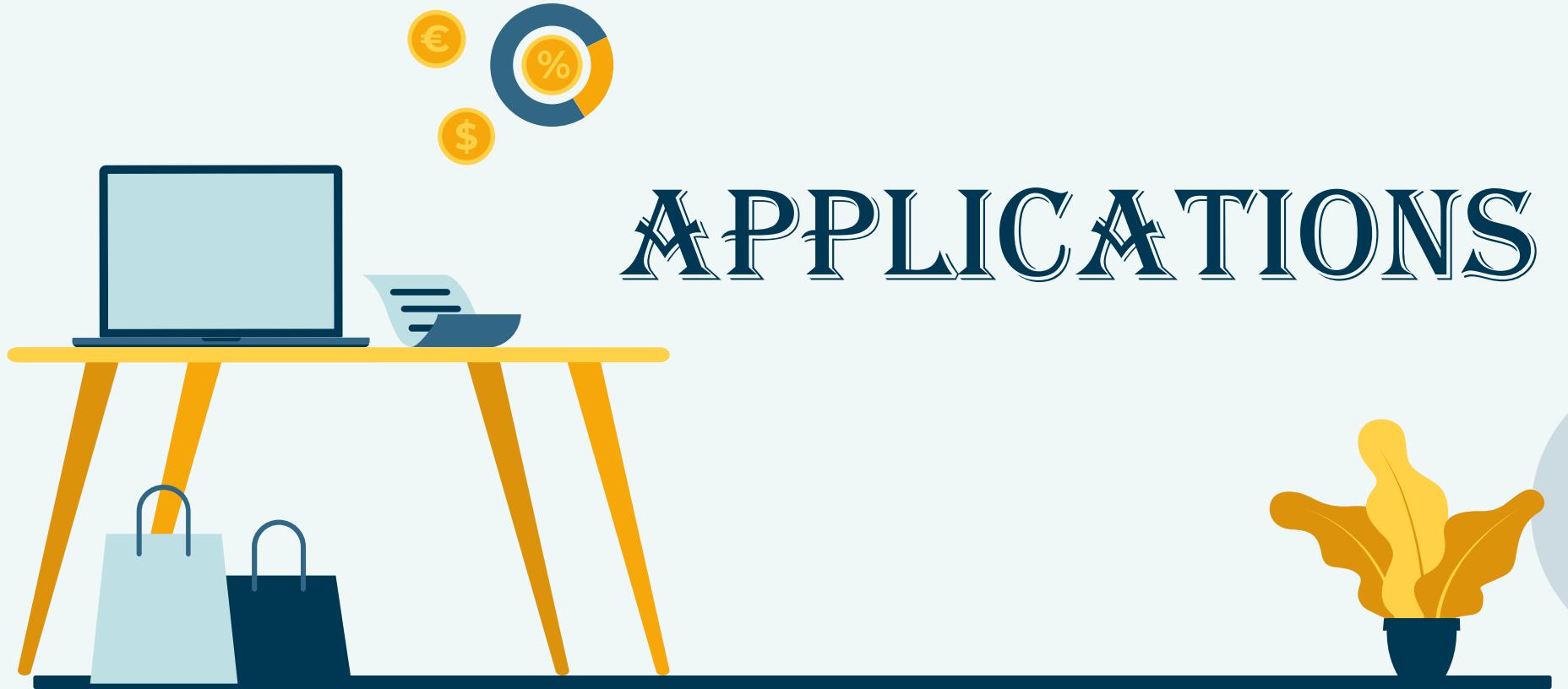




# DISADVANTAGES



# APPLICATIONS





01

As competition increases, this analysis will become even more important, since big games are expensive to make and require a massive global audience to succeed.



02

Success will require finding and keeping the best creative and technical talent – a challenge in an industry that's losing developers to larger tech companies.





03

The gaming industry has processed rapidly in the past few decades. Thanks to technological advancements such as 3D graphics, VR, and AI, video games are continuously evolving.



04

As developers introduce new innovations, players will discover more realistic, fully immersive simulations on screens and lenses and will be able to connect further with others. The future of video games will be shaped by our desire to create awe-inspiring experiences and increase our opportunities for social interaction and engagement.

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# CONCLUSION



Based on the data used in this report and the exploratory data analysis process that has been done, we can conclude that;

### **SALES IN DIFFERENT REGION:**

- Based on the total sales achieved, NORTH AMERICA is the region that loved video games the most.

### **GENRE WITH RANK ANALYSIS:**

- The most popular video games genre globally is “ACTION”. This genre is also placed #1 in almost all region with the only exception is Japan, which seems to prefer “Role – playing” genre the most.

### **TOTAL SALES ANALYSIS:**

- Based on the total sales analysis from the year 1980 to 2020 the year 2008 has the highest sales globally.

### **TOP 5 PUBLISHERS**

- Most of the video games are sold by the Publisher Nintendo followed by Electronic Arts, Activision, Sony Computer Entertainment, Ubisoft are the top Global Publishers.

### **TOP SELLING GAMES IN DIFFERENT REGIONS**

- The top selling games in North America and Europe is Wii Sports and Pokemon red / Pokemon Blue in Japan.





# FUTURE SCOPE







## FUTURE SCOPE

1. Gaming is now a bigger industry than movies and sports combined. Revenue for gaming reached \$84 billion in 2022, and the number of gamers is expected to grow to 3.6 billion by 2025.
2. Candidates with an average experience of two- three years can earn up to Rs.5 to 7 lakh per year. Salaries can significantly grow based on skills and experience.
3. According to statistics shared by the American Gaming Association, game industry jobs provide employment to as many as 1.7 million individuals, with the employment rate growing by 62,000 jobs (an average) every year.
4. In the year 2030, virtual reality and augmented reality will dominate the gaming industry. In addition to this, numerous gamers will significantly use this technology to introduce new genres to the audience.



*Thank you*

