Analysis of Video Game Sales and Ratings (Through Dec. 22, 2016)

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# Objectives

- Utilize SQL to clean and analyze data from public data set (https://www.kaggle.com/datasets/rush4ratio/video-game-sales-with-ratings)
- Visualize the analyzed data in Tableau
- Based on data visualizations, make informed observations about video game popularity: is there a correlation between global sales of a game and positive user/critic reviews? Are user and critic reviews aligned?
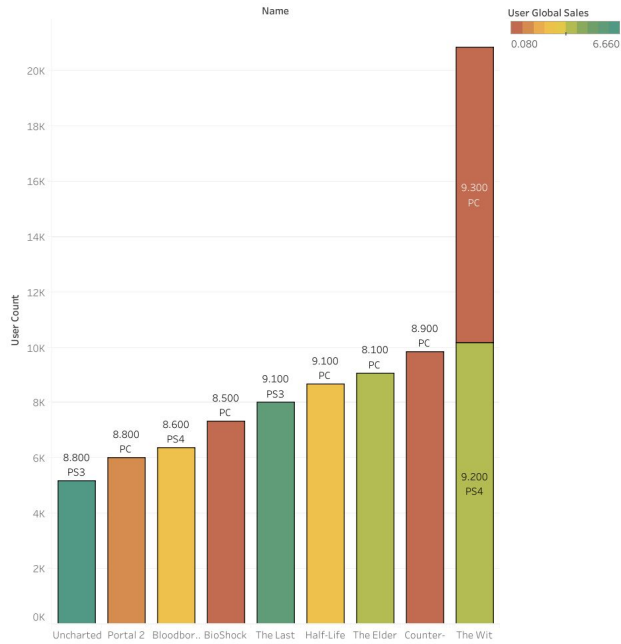
SQL and Accompanying Visuals

Top Ten Games by Global Sales
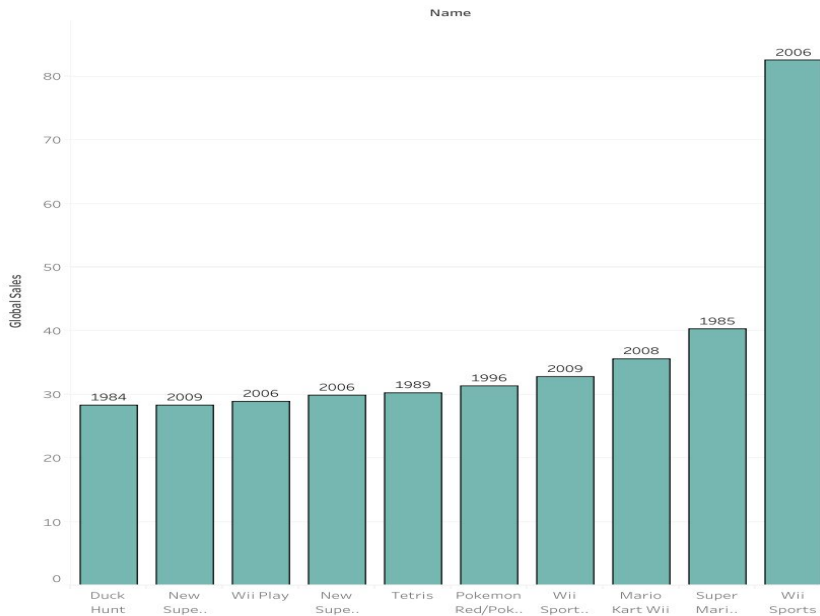

```
SELECT Name, Global_Sales, Year_of_Release
FROM
`optimum-tensor-342722.Video_Games.Video_Games_Sa
les`
AS Top_10_Global_Sales
ORDER BY Global_Sales DESC
LIMIT 10
```
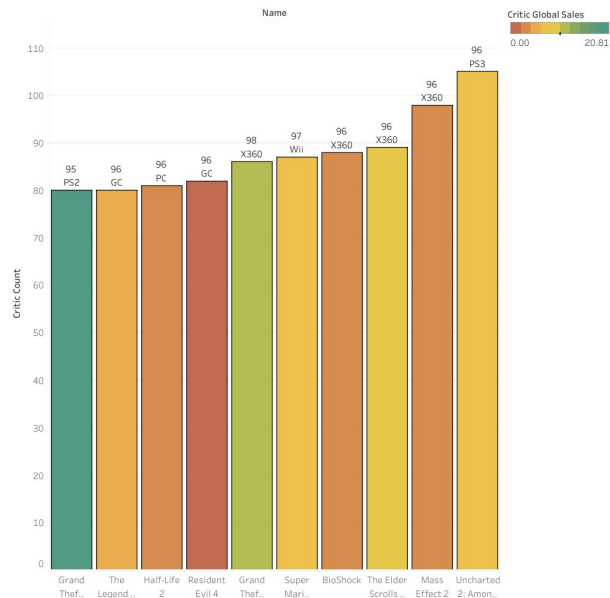
SQL and Accompanying Visuals (cntd.)

Top Ten Games by User


```
SELECT DISTINCT Name, Genre, User_Score, User_Count,
Global_Sales, Platform, Year_of_Release
FROM `Video_Games.Video_Games_Sales`
WHERE User_Score != 'tbd' AND User_Count > 5000
ORDER BY User_Score DESC
LIMIT 10
```

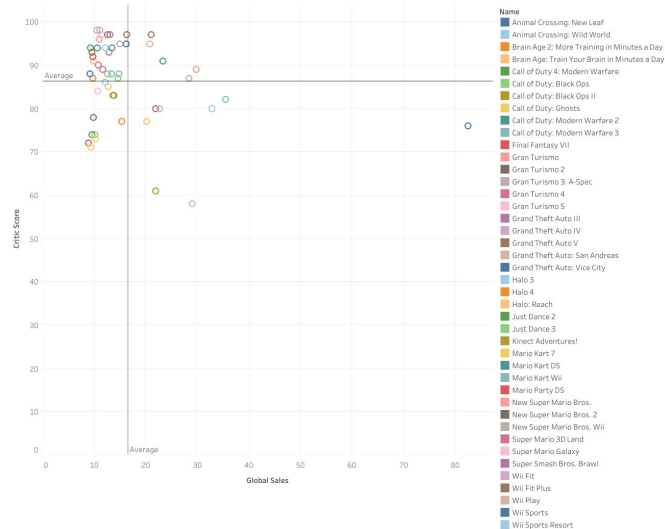# SQL and Accompanying Visuals (cntd.)
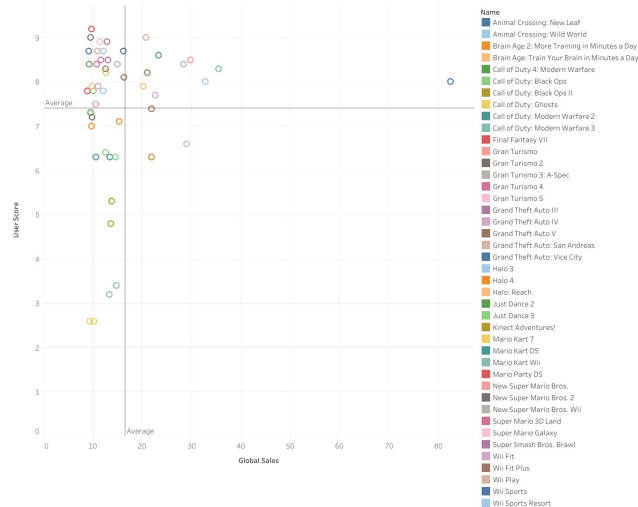

Top Ten Games by Critic

```sql
SELECT DISTINCT Name, Genre, Critic_Score,
Critic_Count, Global_Sales, Platform,
Year_of_Release
FROM `Video_Games.Video_Games_Sales`
WHERE Critic_Count > 75
ORDER BY Critic_Score DESC
LIMIT 10
```

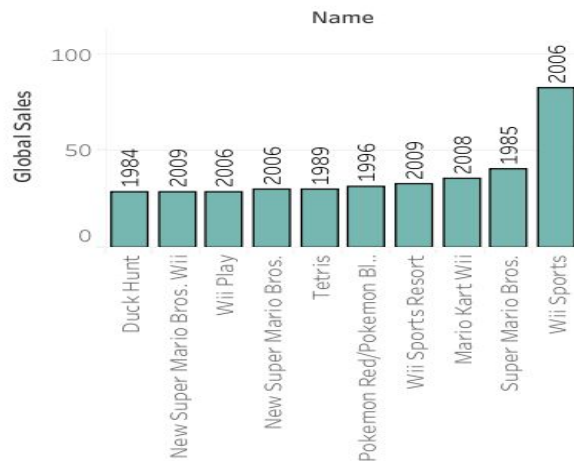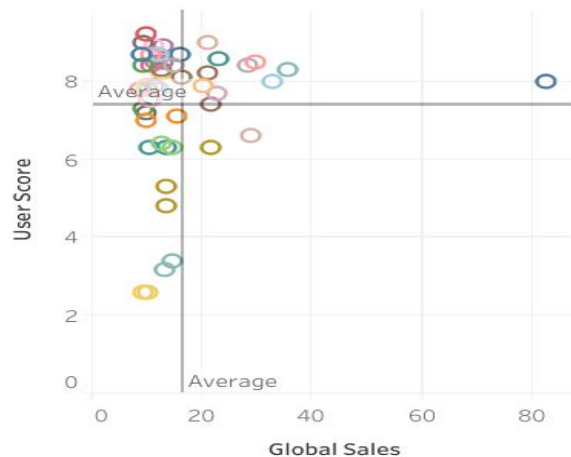# SQL and Accompanying Visuals (cntd.)


```sql
SELECT Global_Sales, Name,
Critic_Score, User_Score,
Platform
FROM
`Video_Games.Video_Games_Sal
es`
WHERE Critic_Score IS NOT
NULL
ORDER BY Global_Sales DESC
LIMIT 50
```
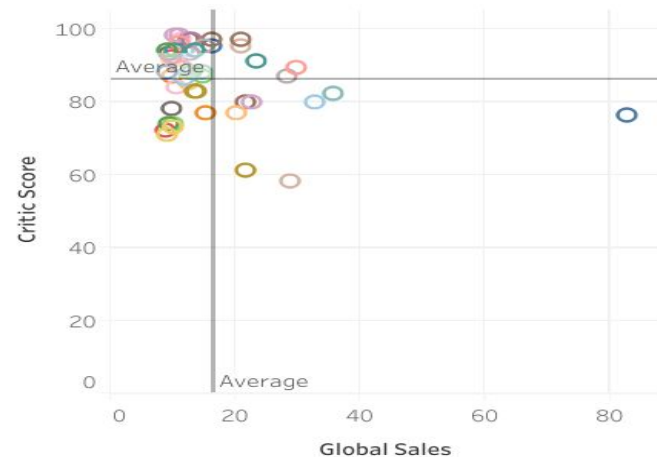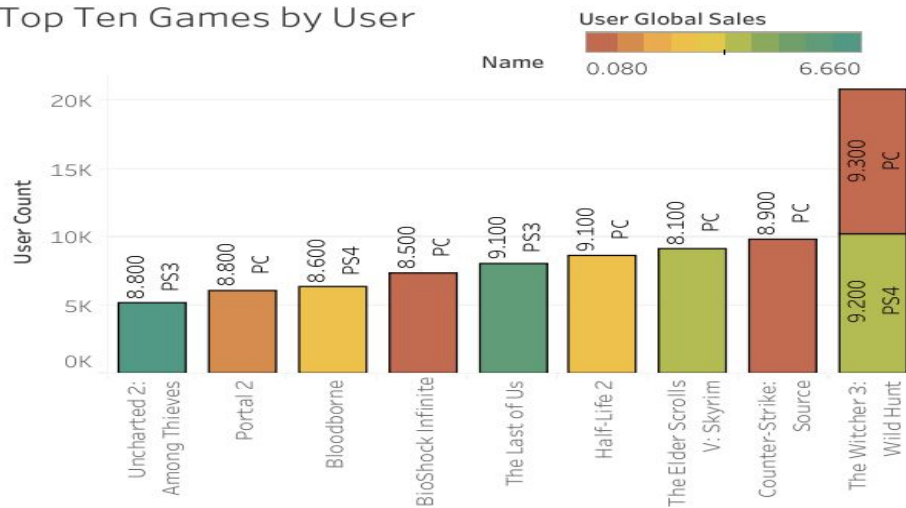
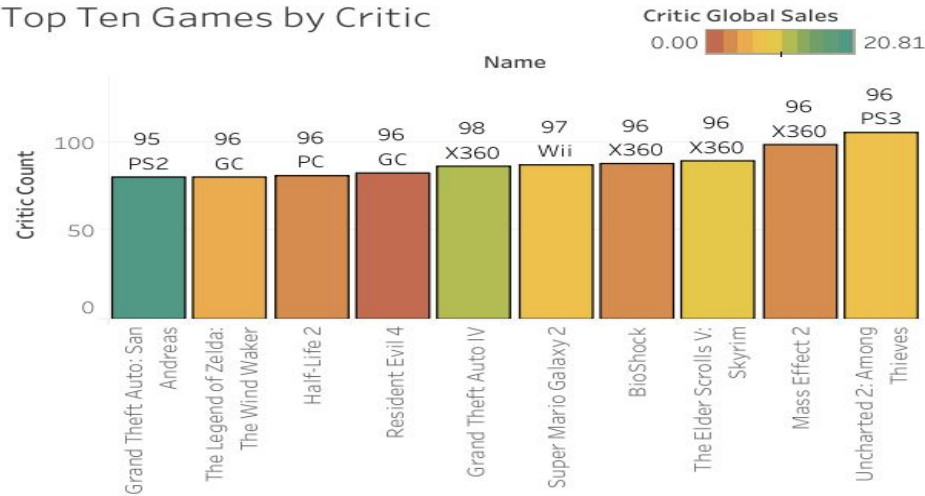# Top Ten Games by Global Sales

Global Sales to User Score

Global Sales to Critic Score

Top Ten Games by User

Top Ten Games by Critic

Conclusions

Based on the data, there does not seem to be a strong correlation between global sales of a video game and its reception by the general public/critics. On the contrary, there is a large sample of the data where video games with relatively low global sales had significantly higher user/critic ratings than games with a larger volume of sales. Regarding user vs. critic ratings, it does appear that there is a relatively strong similarity between scores given by both camps. It must be said, however, that the sample size for critics is significantly smaller than that of users: the largest amount of critics for a game in the top 50 of global sales is a little over 100 while the largest amount of users in the same parameters is over 10,000.