**INTRODUCTION**

This project analyzes video game sales data from over 16,500 titles to identify key trends in platform popularity, regional sales performance, and genre success. The dataset spans decades and focuses on games with sales above 100,000 copies. Results highlight North America, Europe, and Japan as major contributors to global gaming revenue. Insights into genre preferences and platform trends help contextualize the industry's growth.

**Problem Statement**

The video game industry has seen tremendous growth and evolution, however, understanding the key drivers of success—including platform popularity, regional market dominance, and the impact of publishers and genres—remains a challenge. Despite regional differences in consumer behavior and sales trends, actionable insights into these factors are necessary to guide stakeholders in adapting to a competitive and dynamic market. This project aims to address these challenges by analyzing historical sales data to identify patterns, trends, and opportunities that can inform strategic decision-making in the video game industry.

**Objectives**

 To analyze sales trends and determine peak sales periods and trends across platforms, genres, and regions.

 To identify regional market dominance assess which regions contributed the most to global video game sales.

 To evaluate platform popularity and identify the most popular gaming platforms based on total sales and titles published.

 To assess publisher and genre impact and examine the relationship between published titles and sales revenue, identifying top-performing publishers and genres.

 To generate actionable insights and provide meaningful insights into the dynamics of the video game industry to inform stakeholders.

**Methodology**

The analysis of video game sales data will be conducted using Power BI and Power Query, leveraging their capabilities for data transformation, visualization, and insight generation.

**Observation and insights**

* From the line chart displaying global sales over the years the bar chart with sum of global sales by genre and region it is observed that global sales of video games peaked in the 2009, driven by the popularity of action and sports genres across major regions like North America and Europe.
* From the bar chart of the Sum of global sales by genre and region North America leads in global sales, followed by Europe, with Japan showing a strong preference for role-playing games.
* From the global sales by platform bar chart PlayStation and Nintendo platforms dominate global sales, with Xbox and PC emerging as competitive alternatives in recent years.
* From the global sales by publisher bar that, Nintendo has the highest global sales and published titles, particularly in action and family genres.
* From the global sales stacked bar chat, Action and shooter genres generate the highest sales globally, with consistent regional popularity for action-oriented games

**Limitations**

* **The data set had incomplete entries which made analyzing difficult.**
* **There were limited sales data for 2017 and 2020 and no data at all for 2018 and2019. This influenced the insights not to reflect the true sales trend of the video gaming industry the most recent years of the data.**

**Conclusions**

In conclusion, the analysis of video game sales data highlights the importance of understanding regional preferences, platform popularity, and genre trends to inform strategic decision-making, with a focus on action and sports genres, regional marketing alignment, and platform-specific strategies to drive future success in the industry.

**Recommendation**

* Focus marketing efforts on genres with consistent high sales (e.g., Action and Sports) and monitor trends for surges.
* Tailor regional game releases and advertising strategies to align with regional preferences and consumer behavior.
* Prioritize game development and marketing in genres with proven sales potential, ensuring alignment with regional tastes.