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Visual PDF report

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Global Sales by genre & platform: Visualization 1

Why I chose these charts

Chart 1A: This chart is a sorted bar chart, and we use the bar chart to compare total global sales by genre because the bar length makes it easier to see which genres are bigger. The primary goal of this chart was ranking which showed the most sold genres overall.

Chart 1B: For this chart I used a heatmap to help show the genre and platform together because it helps spot patterns quickly. The heatmap displays a two-dimensional categorical relationship which is genre vs platform against and quantitative measure which is sales in a compact grid. Using sequential blue colour makes it immediately obvious where the hot spots are, the darker the cell, the higher the sales. I sorted the y-axis by total sales, so the most commercially significant genres appear at the top.

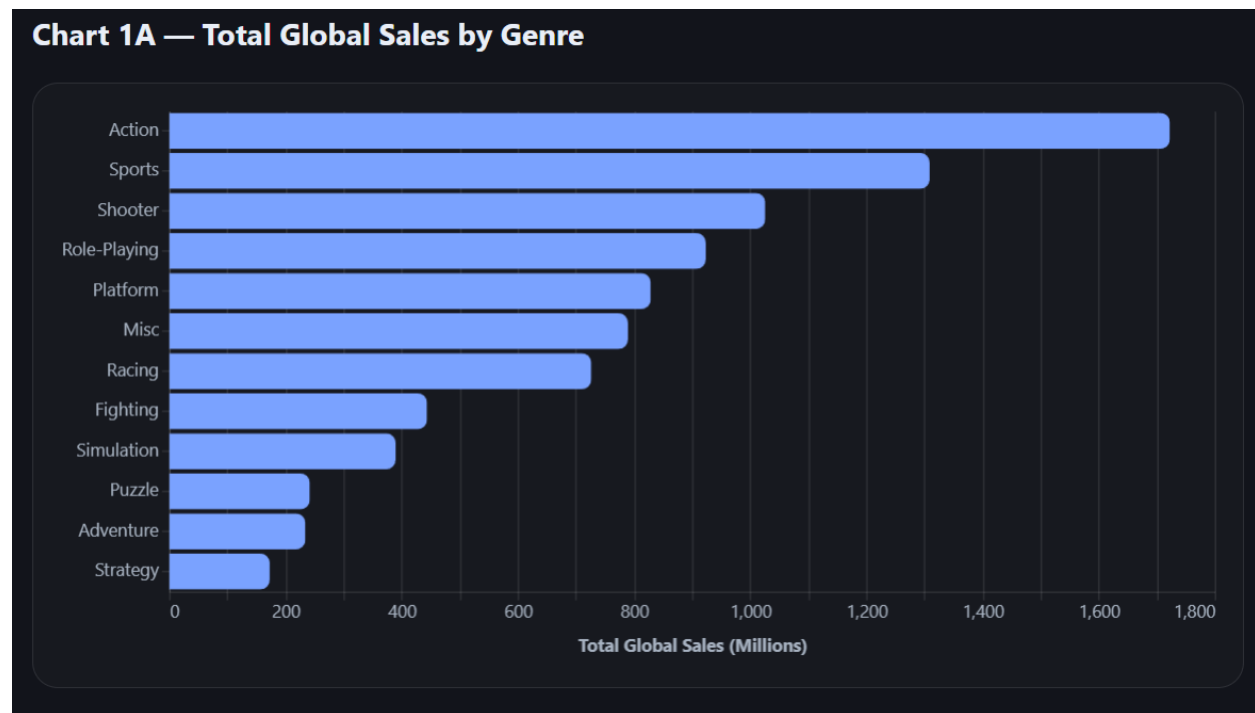
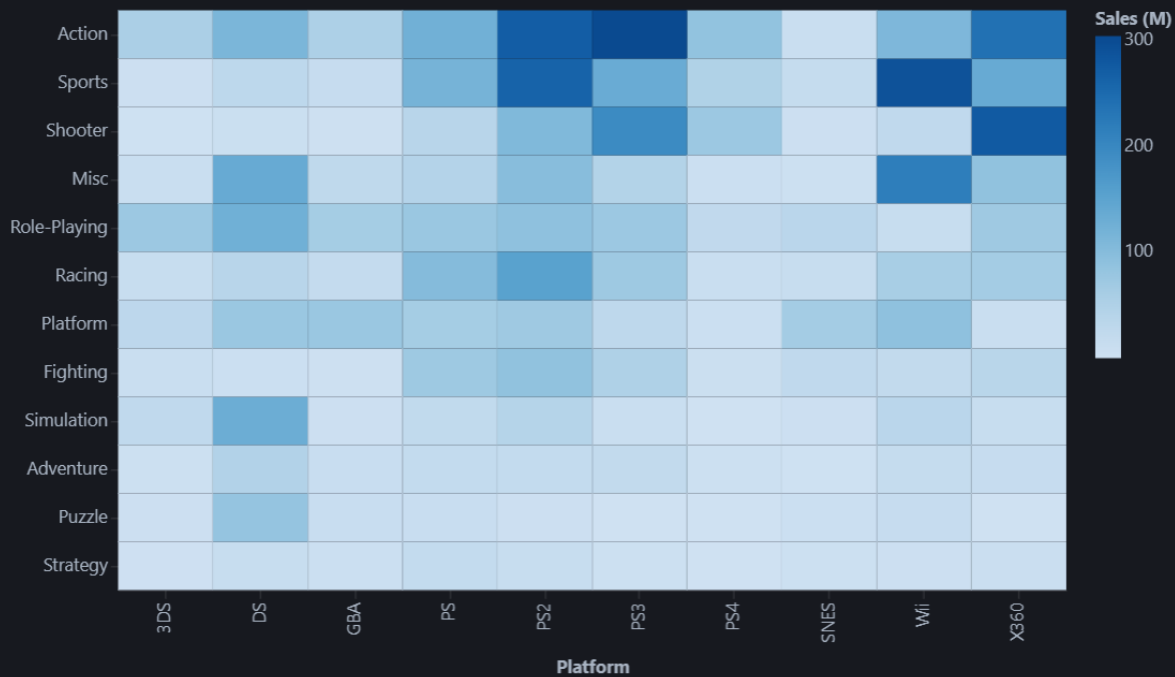


Chart 1B — Genre × Platform Heatmap



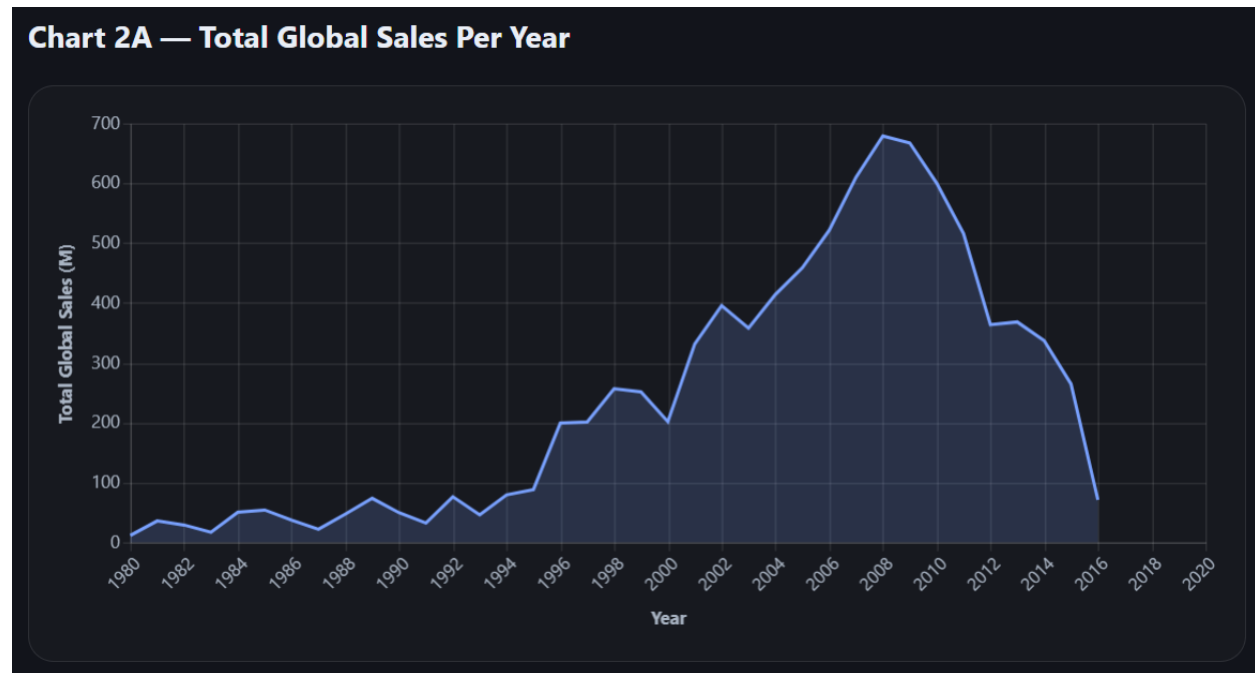
Insights — Action dominates global sales by a wide margin, followed by Sports and Shooter. The heatmap shows the Wii's sales almost entirely concentrated in Sports driven by the Wii Sports bundle. PS2 and PS show broader coverage. Nintendo's legacy platforms (NES, SNES) heavily concentrate in Platform games, reflecting their Mario-era dominance.

Sales Over Time: Visualization 2

Why I Chose These Charts

Chart 2A: I used an area chart to show a single aggregate trend over time. The area that is filled inside emphasizes the total volume of sales in any given year. The line on the top communicates precise year-over-year changes. I filtered the data to 1980-2016 because years beyond 2016 had very sparse data that would create a misleading steep cliff, which makes it look like the industry was not doing well but instead the dataset simply wasn't fully collected for recent titles.

Chart 2B: For this chart I made a multi-line chart with one line per genre to show how different genres evolved over the same time period. This makes it easy to compare trajectories. I ranked genres by their total sales and showed the top 6, which ensures the chart always reflects the actual data. Each genre gets its own distinct colour coming from tableau palette, which are designed for categorical distinction and accessibility.



Regional Sales vs. Platform: Visualization 3

Chart 3A: I made a 100% normalized stacked bar for this chart which shows percentages rather than absolute values because the goal was to compare the regional composition of each platform and not its size. Using a 100% normalized stack bar puts all platforms on equal footing. I assigned a distinct colour to each region blue for NA, green for EU, amber for Japan and grey for other, in this way they are immediately identifiable without needing to read the legend.

Chart 3B: I made a scatter plot for this chart. The scatter plot helps answer the question of east-west platform divergence by plotting NA sales on the x-axis and Japan sales on the y-axis. The platforms sit high on the y-axis relative to the x-axis like 3Ds and GB are Japan-skewed but platforms far to the right but low like Xbox360 are NA dominant. Each platform is

coloured distinctly so individual points can be identified, and the tooltips provide the exact figures on hover.

VISUALIZATION 03 — REGIONAL SALES

Regional Sales vs. Platform

- Q1:** How do sales proportions across NA, EU, JP, and Other regions vary by platform?

Q2: Which platforms are uniquely dominant in Japan compared to Western markets?

Chart 3A — Regional Sales Share by Platform

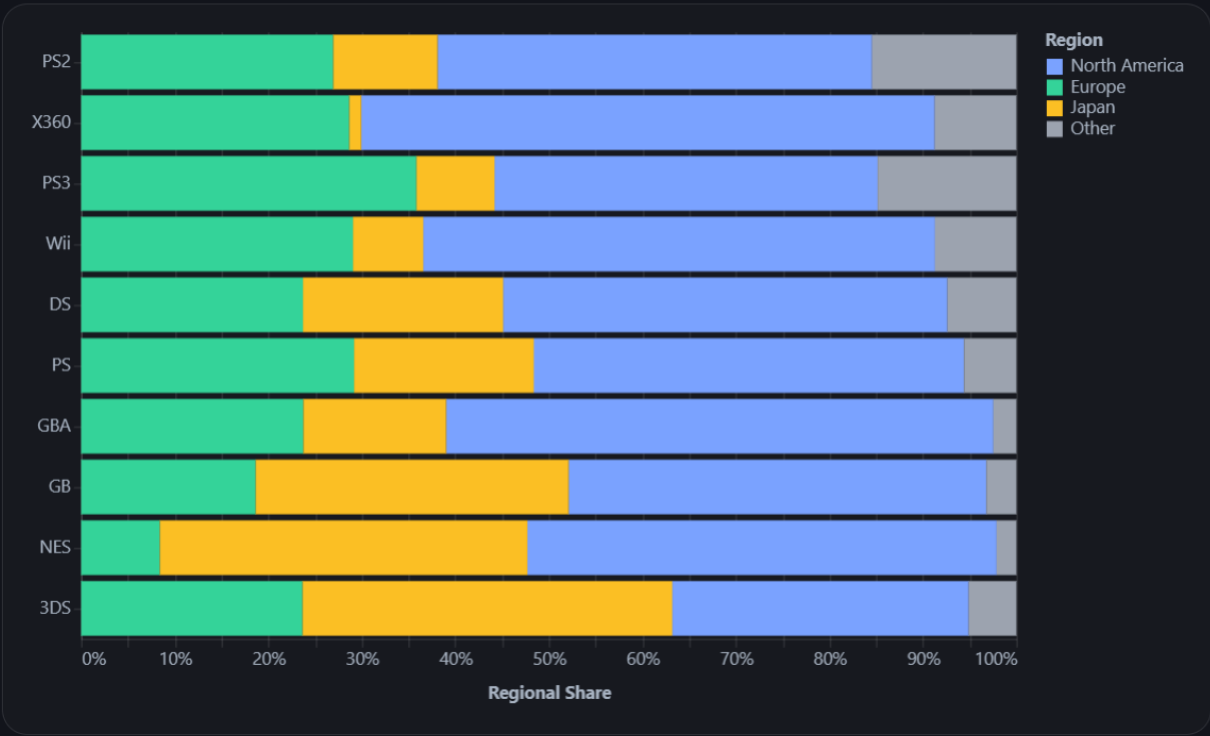


Chart 3B — NA vs Japan Sales by Platform



Insights — North America dominates most Western platforms (X360, PS3, Wii). Japan is different **3DS, DS, and GB** have dramatically higher JP share, reflecting Japan's preference for handheld gaming. The Xbox 360 has nearly zero Japan presence. The NES shows high JP share as expected, since it launched as the Japanese Famicom.

Nintendo's Dominance: Visualization 4

Chart 4A: Highlighted Bar Chart is the name for this chart. I used the same horizontal sorted bar format as chart 1A for consistency, but I did add a key design decision which is that Nintendo's bar is highlighted in amber while all other publishers are shown in the site's blue accent. This immediately draws the viewer's eye to Nintendo before they even read the axis labels- this means the story is already told before the data is read. Using two colours is more effective than colouring every publisher differently, which would distract from comparison.

Chart 4B: Coloured bar chart. This chart is used for the top 20 games I coloured each bar by publisher rather than using a single colour, so the viewer can immediately see the pattern of who dominates the list without reading every label. The chart tells its story with a large cluster of one colour Nintendo's amber dominates the top positions. I used tableau for automatic colour

assignments so any publisher in the top 20 gets a color regardless of their name. Sorting by global sales ensures the most iconic title *Wii Sports* appears at the very top.

VISUALIZATION 04 — VISUAL STORY

Nintendo's Dominance

- Q1: How does Nintendo's total global sales compare to other major publishers?
- Q2: What are the top 20 best-selling games of all time, and who published them?

Chart 4A — Top 15 Publishers by Total Global Sales

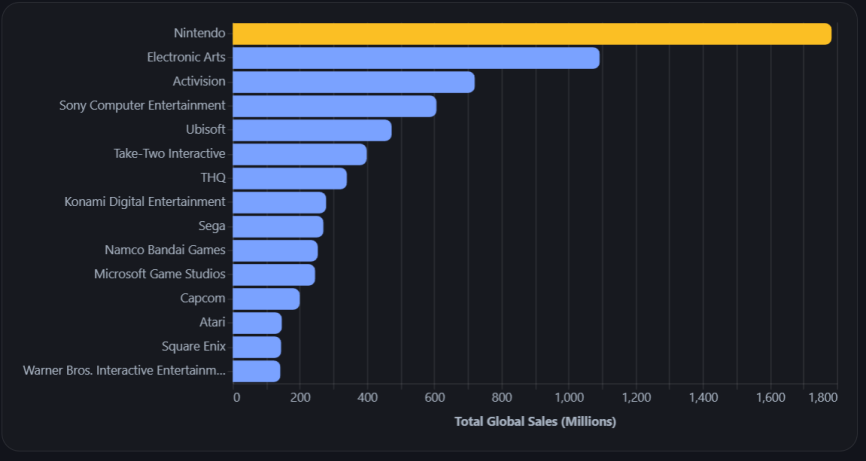
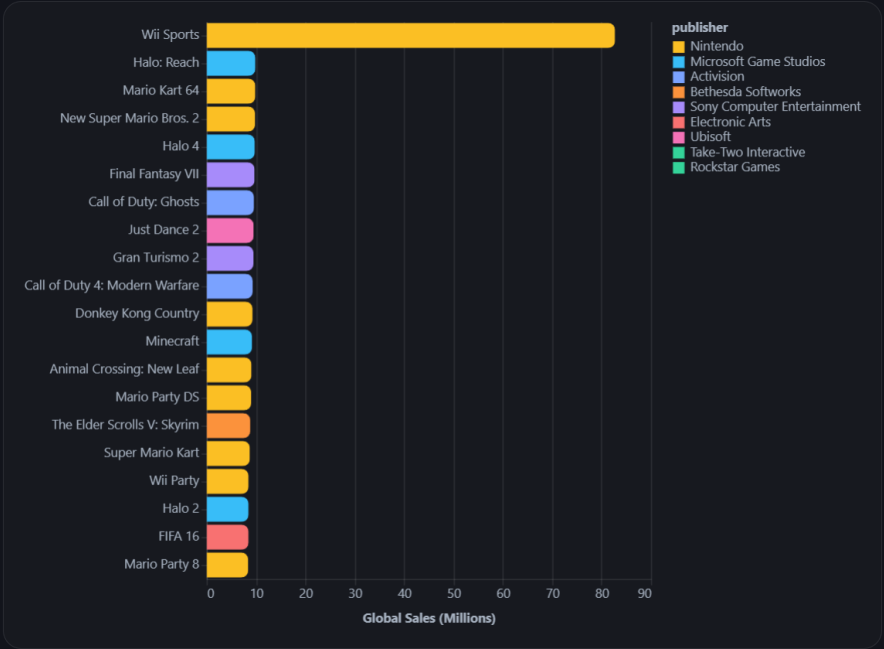


Chart 4B — Top 20 Best-Selling Games of All Time



Insights — Nintendo leads all publishers in total sales despite releasing far fewer titles than EA or Activision. In the top 20 best-sellers, Nintendo occupies roughly 14 spots. **Wii Sports at 82.74M** is in a class of its own more than double the next highest title largely due to hardware bundling. This reflects Nintendo's strategy of creating evergreen, family-friendly titles that sell for years.