**UPS & DOWNS OF VIDEO GAMES - FACING A BIG PROBLEM?**

**Introduction,**

This was report made after working on the video games data which contains the rank of the different games in past years with their publishers, platform, genre and sales in different parts of the world.

The data had a bit of wrong data in it, so we had to begin with data processing and cleaning. After cleaning the data we worked on preparing different charts to obtain some useful insights.

We prepared a few columns to make the dataset more efficient. We classified a games as successful and unsuccessful based on its global sales.

Analysis was done according to the sales & marketing, history of video games to get the drawbacks in its declining phase and success of each video game. We covered all the major aspects of analysis. But, the dataset had a limitation. It would have helped us a lot if the dataset had a column containing the values of sale price of a single unit video game in each region.

**The analysis on the given data set shows,**

* **The sales globally and locally are getting varied:-**

The sales which were having a severe hike around the year 1995 – 2009 had a great downfall from 2009 onwards. The possible reasons for the downfall might be invention of mobile phones and mobile games, or might be the decrease in effective gaming inventions.

* **North Americans were the highest contributors :-**

Trends were indicating that North Americans contributed heavily in the sales followed by Europeans. 50% of total sales were accounted from North America, whereas, 25% each were accounted from Europe and Japan and rest of the world combined. For a period phase it was seeming that the rest of the world was driving ahead in adapting to this video games world but in general, the rest of world couldn’t easily digest this technology world. More preferably, the westerns easily enjoyed and got attached with this virtual-social world than the japan and rest of the world. The reasons which might have been affected could be the cost of these games and so we could see the pirated versions of these games in different parts of the world.

* **Top picks of video gamians:-**

Sales revealed that the people enjoyed the action games. Mostly every year in the given range, people primarily opted for action games. In recent years, people have entangled their interests around role- playing and simulation games. However sports, shooting and racing had also made this word more interesting. It was seen that very few people were interested in brain games like puzzles. Looking at these trends, it was quite understandable that people enjoyed real life experiences more, i.e., the games which connected them to the real world like actions, some hypothetical world; racing, fast driving world; sports, the fascinating world rather than puzzles which made people use their brain.

* **Biggest platform with highest games:-**

DS had the highest number of ranked games. It was seen that DS platform was introduced well after PS2 but still surpassed the PS2 in count of games. The difference was so minimal that it could be ignored. It was found that platforms like ‘PS4’, ‘PSV’, ‘DS’ and ‘X360’ were most likely chosen by the video game audience. But when considered with the average sales of a game by a platform, the records got changed suddenly. It was seen that platforms like ‘GB (Gameboy)’, ‘NES (Nintendo Entertainment System)’, ‘SNES (Super Nintendo Entertainment System)’ and ’GEN’ had 4 times of average sales than that of average global sales. But there count of games was too low as compared with other platforms. Whereas, platform such as ‘X360’, ‘PS3’, ‘Wii’, ‘PS’ and ‘PS2’ had average sales more than global average sales with good number of games published. Instead of having highest number of games published by ‘DS’, its average sales are too less than global average sales.

* **Numerous publishers:-**

There were huge number of publishers in the video game era. The count we found was 579 publishers, developing and publishing their games. But the bitter truth was most of them failed to establish their firm. It was seen that top 10 companies accounted for 70% of total global sales. Nearly 321 companies accounted for 0.47% sales of total global sales. ‘Nintendo’, ‘Electronic Arts’, ‘Activision’, ‘Sony Computer Entertainment’,

‘Ubisoft’, ‘Take-Two Interactive’, ‘THQ’, ‘Konami Digital Entertainment’ and ‘Sega’ are the top 10 publishers.

* **Successful and Unsuccessful Games:-**

Games status was a column created manually by considering a case of global sales, i.e., if the global sales are greater than average of global sales, the game was considered as successful else , unsuccessful.

Almost every platform had more unsuccessful games compared to successful games. We figured that DS had a highest number of total games count but PS2 had most number of successful games. So, we saw a huge contribution of PS2 in global sales as compared to DS.

* **Initial phase of video game world:-**

Initially, when the count of games was low, the number of successful games were more than unsuccessful games. But the spike of unsuccessful games rose suddenly. But in last phase, most of the games were only unsuccessful.

* **Status with respect to genre:-**

It was also found that games with genre as ‘Simulation’, ‘Music’, ’Puzzle’, had more unsuccessful games. Possible reasons we found out were that these games had low MRP per unit as compared to other genre and the criteria on which we segregated games as successful and unsuccessful was on global sales and average global sales. So they had a lot of unsuccessful count.

**Conclusion**,

After analyzing the data of different video games, its publishers their ranking and the year of release, we can conclude that there was a sudden shook in the video games field. Might be the gaming world or online games have disturbed the video gaming world. The pirated versions was also another big issue to which reflected the sales of video games.

Many of the games released during 2006 to 2015 had higher ranks as compared to games released in other years. Medieval games (released from 2006 to 2015) had highest sales. North America was highest contributor in the gaming world. The average of global sales was found out to be just 0.53 billion USD, which deviated a lot from global sales of number one ranked video game, i.e., ‘Wii Sports‘. The difference was approximately equal to the global sales of ‘Wii Sports’.

It was also seen that publisher with highest games had many games with least number of global sales. Publishers were ineffective in producing a game with good genre which public did liked. Our dataset recorded a lot of publishers but most of them failed. We found many games which had almost zero sales.

People had a good interest in genre like action, shooting, racing but in past 6-7 years we have had games based on simulation, role-playing, etc. Publishers have to focus on the key topics of the games in which public is interested.

These were the problems faced by every stakeholder of video game world. It was necessary to focus on the peoples taste and particular region with their experiences, pricing. They also must find some way which could compete the mobile gaming world and pirated gaming world.

**LIMITATIONS,**We had a limitation in this analysis that we didn’t had the sale price of single unit of each games, making it difficult to cross check with the prices with other games so that we understand the contribution of each average of global sales.