

Dr.ZAKIR HUSAIN COLLEGE , ILAYANGUDI

PG DEPARTMENT OF MATHEMATICS

PROJECT TITLE :

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

SUBMITTED BY :

TEAM MEMBERS NAME	UNIVERSITY REGISTRATION NUMBER	NAAN MUDHALVAN ID	SMARTINTERNZ ID
KUNALAN. M	0620121056	asalu6620121056	NM2023TMID07738
JAYA PRASHANNA. J	0620121054	asalu6620121054	
MOHAMED KASIM AKRAM. K	0620121057	asalu6620121057	
PRAKATHEESWARAN. M	0620121059	asalu6620121059	

FACULTY INCHARGE :

Dr.B.FATHIMA KANI

ASSISTANT PROFESSOR

DEPARTMENT OF MATHEMATICS

Dr. ZAKIR HUSAIN COLLEGE , ILAYANGUDI

1.INTRODUCTION :

1.1 OVERVIEW :

* The video game industry has grown significantly over the past few decades and has become a mainstream form of entertainment. With the rise of online gaming and mobile gaming, the industry has become more accessible to a wider audience. However, despite the success of well-known franchises such as Call of Duty and Grand Theft Auto, there are many hidden gems in the industry that are often overlooked.

In this analysis, we will delve into the world of video game sales and uncover some of the industry's hidden gems. We will look at games that have sold relatively well but may not have received the same level of recognition as the industry's top sellers. We will also explore some of the factors that contribute to the success of these hidden gems.

1.2 PURPOSE :

* **Identification of underrated games:** A comprehensive analysis of video game sales data can help uncover games that are underrated or overlooked by gamers. By identifying these hidden gems, game developers can better understand the factors that lead to their success and replicate them in future games

* **Evaluation of marketing strategies:** Analyzing video game sales data can also provide insights into the effectiveness of different marketing strategies.

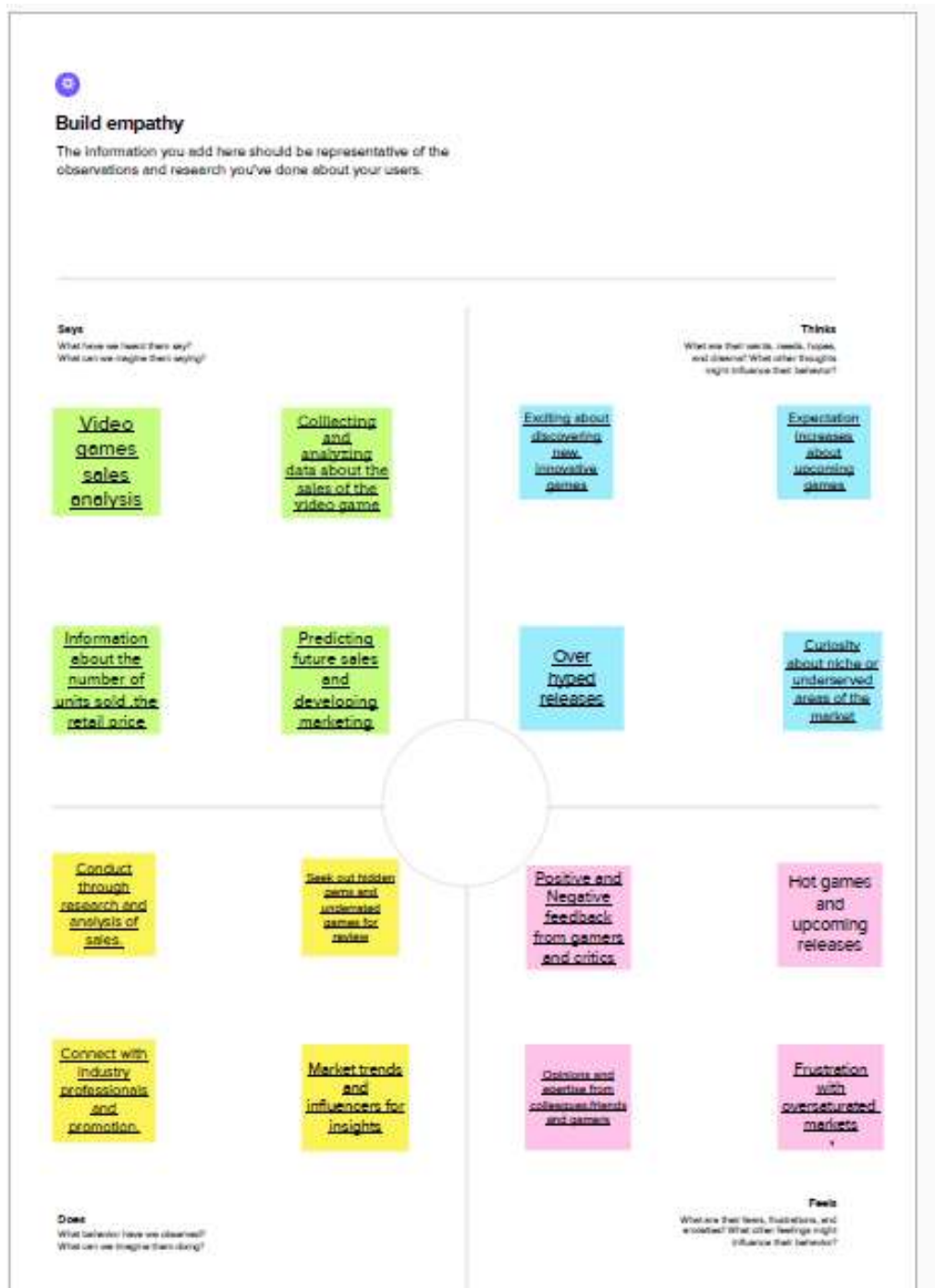
* **Insights into consumer preferences:** A detailed analysis of video game sales data can provide insights into consumer preferences and trends.

* **Forecasting future trends:** By analyzing video game sales data over time, game developers can forecast future trends and plan accordingly.

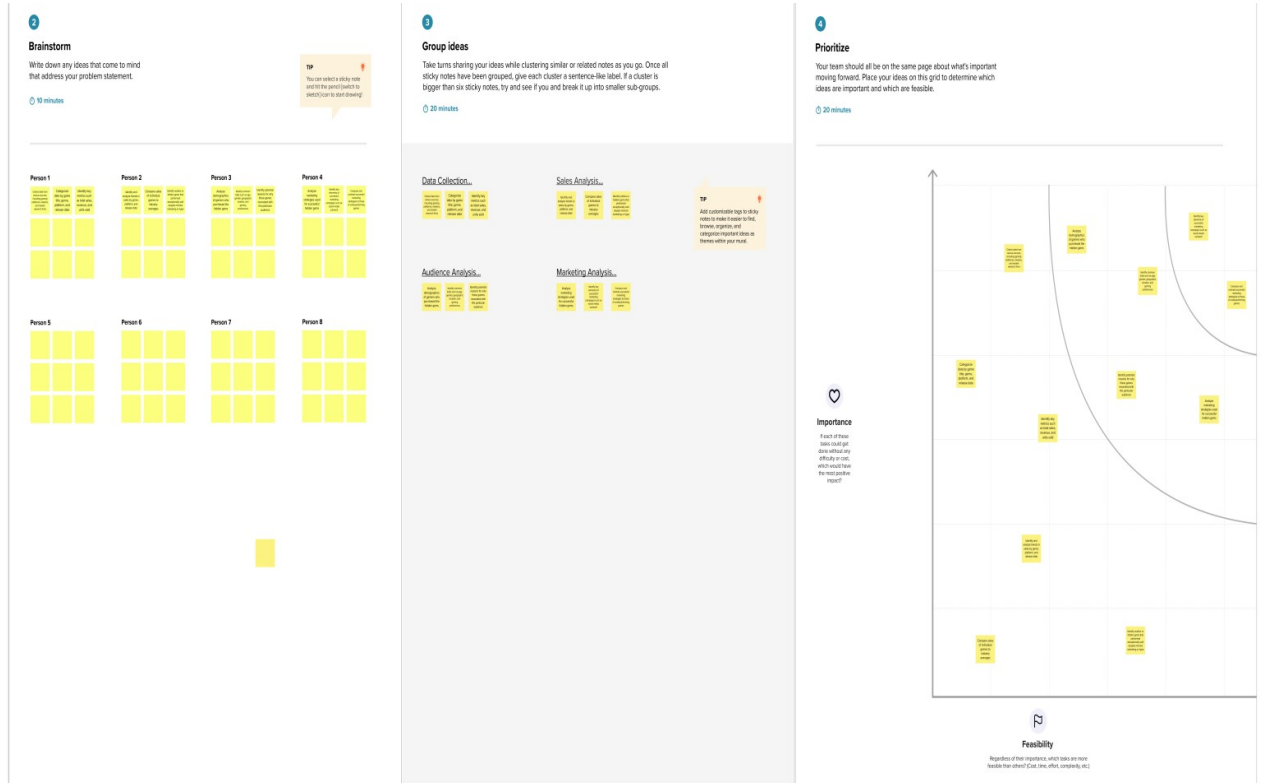
* **Optimization of game development:** Finally, a comprehensive analysis of video game sales data can help game developers optimize the development process..

2.PROBLEM DEFINITION & DESIGN THINKING :

2.1 EMPATHY MAP :

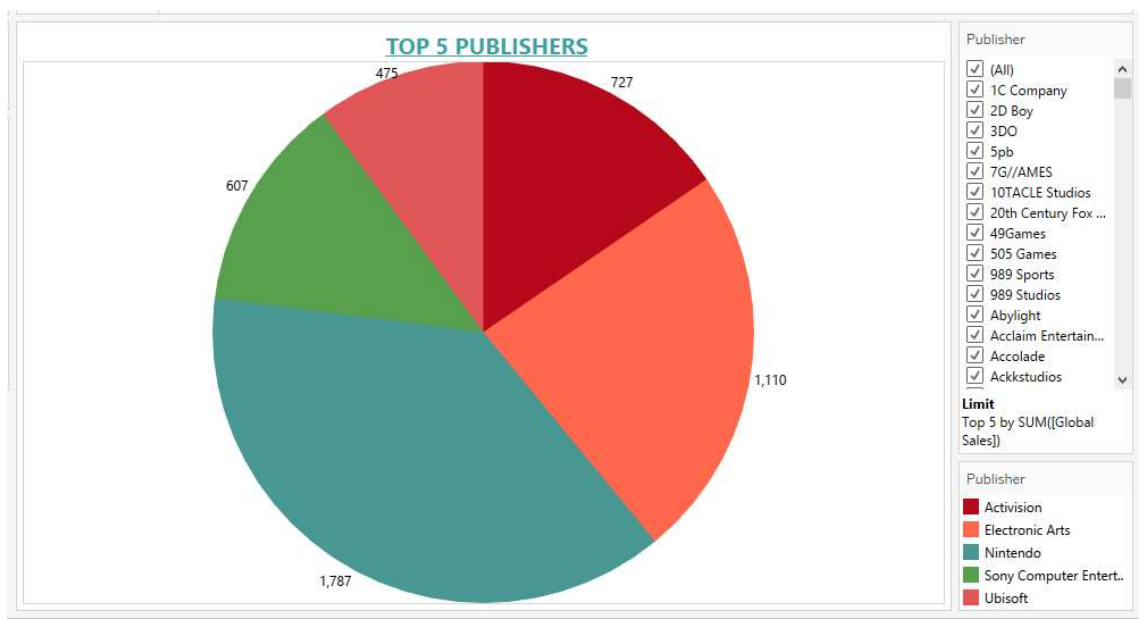
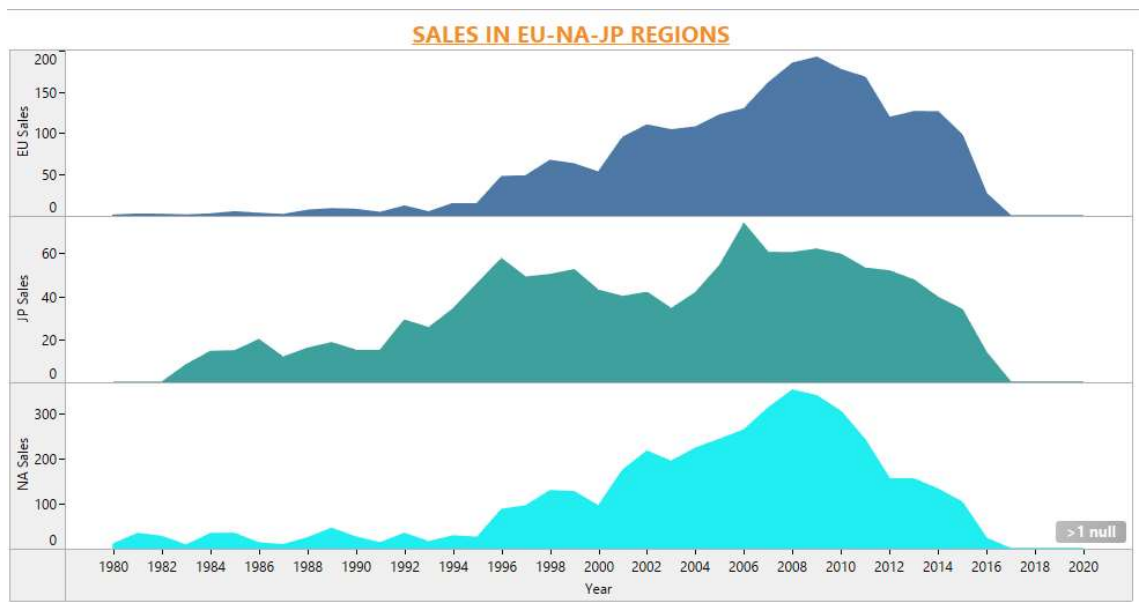


2.2 IDEATION & BRAINSTORMING MAP :

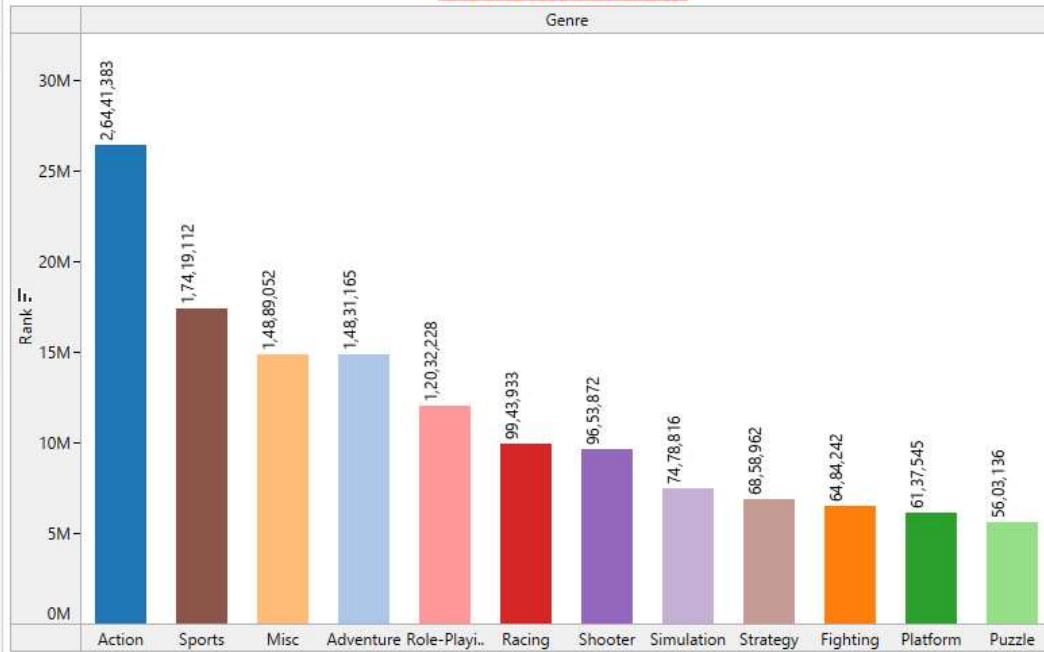


3.RESULT :

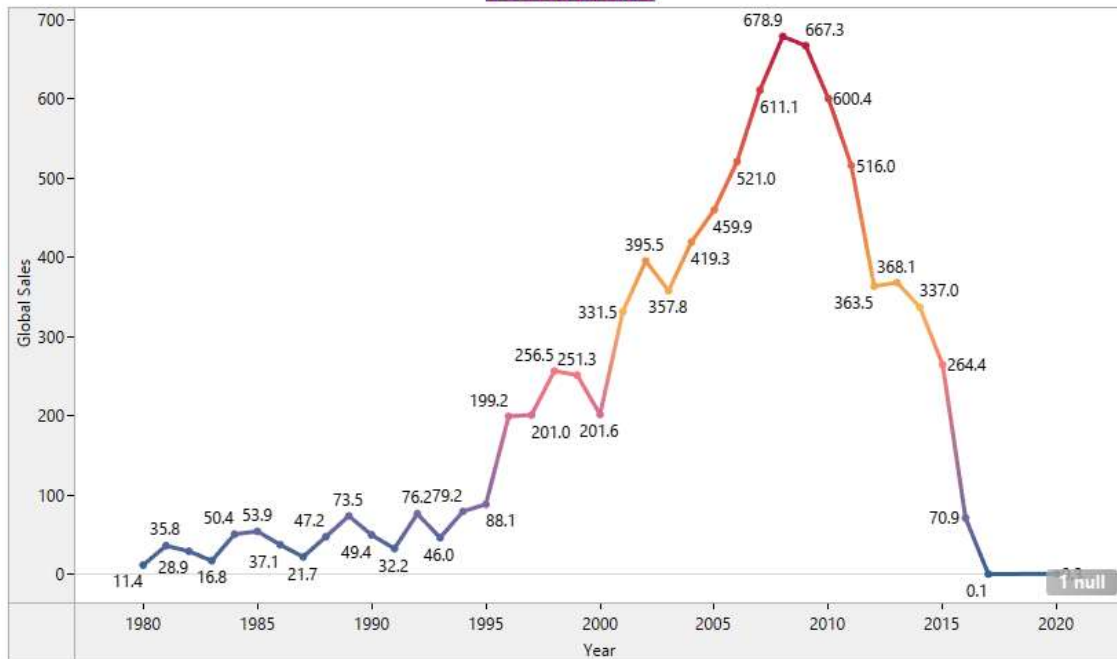
DASHBOARDS AND STORIES:



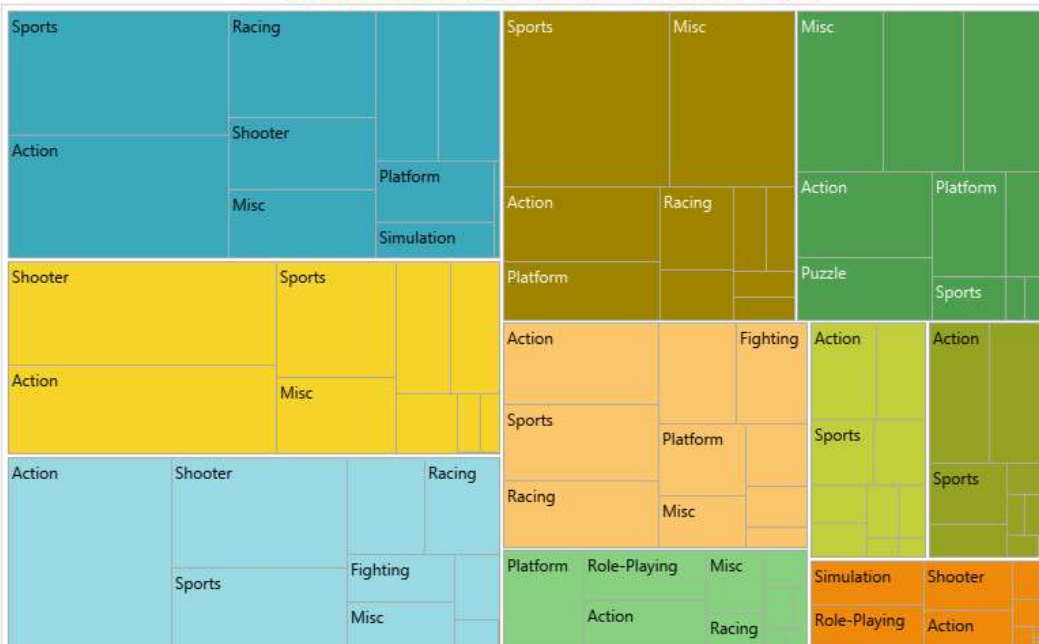
GENRE WITH RANK



TOTAL SALES



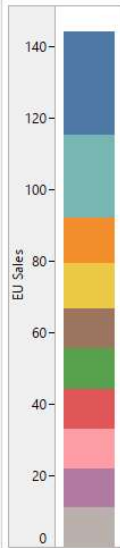
BEST 10 SELLING GENRE ON PLATFORMS



TOP 10 JAPAN SELLING VG



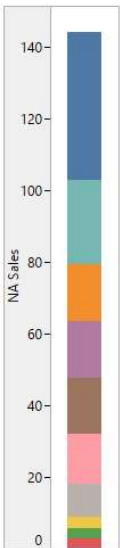
TOP 10 EU SELLING VG



Name

- Wii Sports
- Grand Theft Auto V
- Mario Kart Wii
- FIFA 15
- Call of Duty: Modern ..
- FIFA 16
- FIFA 14
- Call of Duty: Black Ops..
- Wii Sports Resort
- Nintendogs

TOP 10 NA's SELLING VG

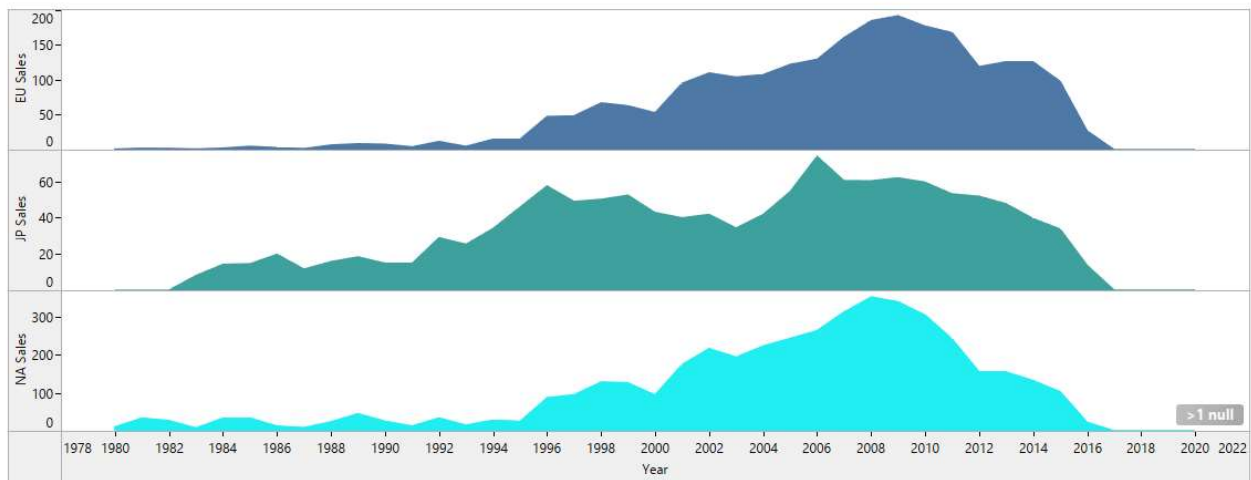


Name

- Wii Sports
- Grand Theft Auto V
- Mario Kart Wii
- Wii Sports Resort
- Call of Duty: Modern ..
- Call of Duty: Black Ops..
- Nintendogs
- FIFA 15
- FIFA 16
- FIFA 14

Story 1

This sheet represent that the information about the sales of video games in last 40 years in 3 different regions (EU - NA - JP).



Story 2

This sheet represent that the information about the sales of video games in EU region.



Story 3

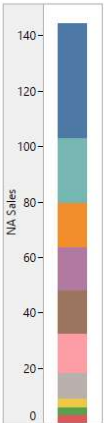
This sheet represent that the information about the sales of video games in JP region.



Name	
Animal Crossing: Wild ..	
Dragon Quest VII: War..	
New Super Mario Bros.	
Pokemon Black/Poke..	
Pokemon Diamond/P..	
Pokemon Gold/Poke..	
Pokemon Red/Pokem..	
Pokemon Ruby/Poke..	
Super Mario Bros.	
Tetris	

Story 4

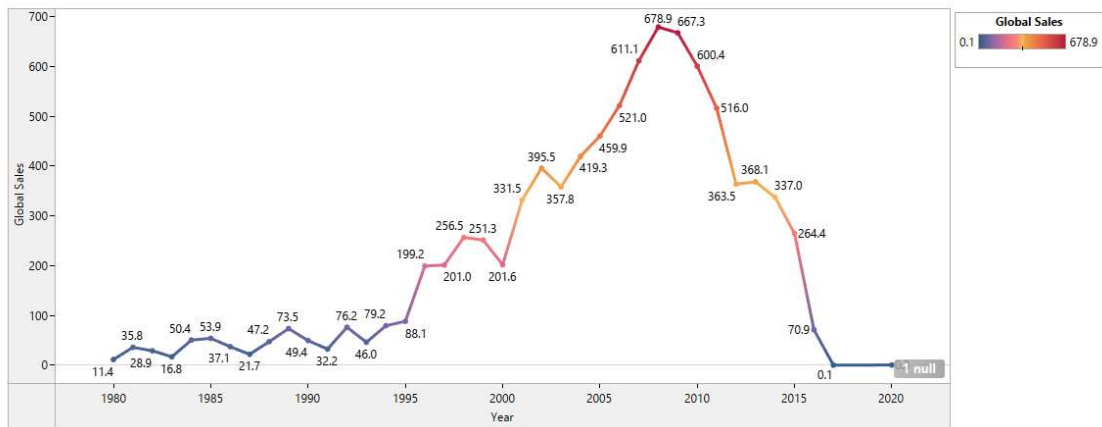
This sheet represent that the information about the sales of video games in NA region.



Name	
Wii Sports	
Grand Theft Auto V	
Mario Kart Wii	
Wii Sports Resort	
Call of Duty: Modern ..	
Call of Duty: Black Op..	
Nintendogs	
FIFA 15	
FIFA 16	
FIFA 14	

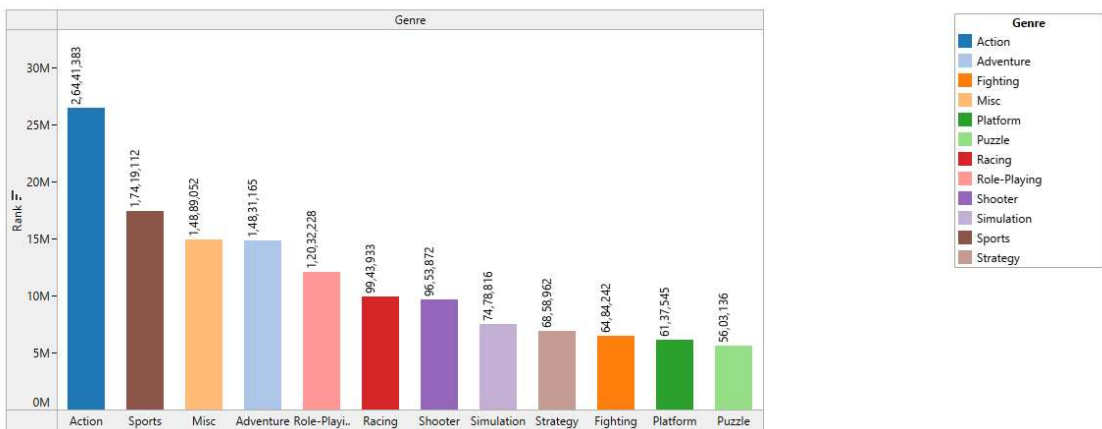
Story 5

This sheet represent that the information about the sales of video games in Global.



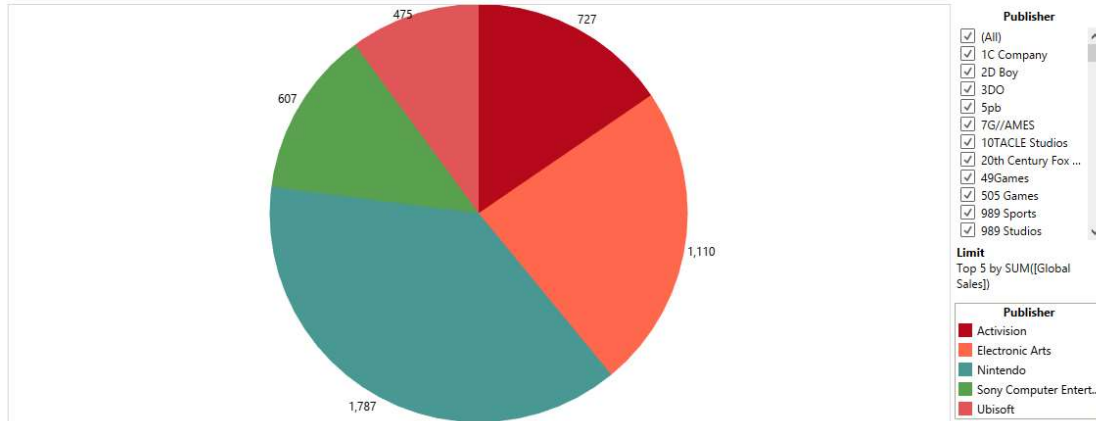
Story 6

This sheet represent that the information about the genre in video games sales in rank



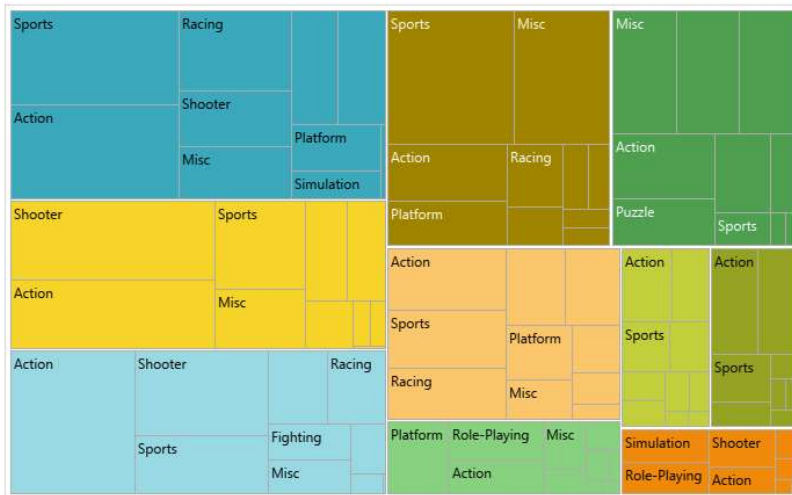
Story 7

This sheet represent that the information about the top 5 publishers in the video game sales for Global.



Story 8

This sheet represent that the information about the best 10 genre on gaming platform in video games sales.



4. ADVANTAGE & DISADVANTAGE :

ADVANTAGES OF UNCOVERING THE GAMING INDUSTRY'S HIDDEN GEM :

- * Discovering hidden gems can lead to a wider range of games and experiences available to gamers, which can help diversify the industry and provide a more inclusive environment for gamers.
- * Uncovering hidden gems can promote creativity and innovation in game development, as it encourages developers to create unique and unconventional games that stand out from the crowd.
- * Discovering hidden gems can provide indie developers with exposure and sales that they may not have otherwise had access to, which can help them continue to create innovative games.
- * Finding hidden gems can spark interest and excitement among gamers, as they may feel like they have discovered a hidden treasure that they want to share with others.
- * Uncovering hidden gems can provide smaller studios with more opportunities to compete with larger, more established game developers, as they can gain exposure and recognition through word-of-mouth and positive reviews.

DISADVANTAGES OF UNCOVERING THE GAMING INDUSTRY'S HIDDEN GEM :

- * Discovering hidden gems can be difficult, as there are countless games available and it can be hard to sift through them all to find the ones that are truly unique and innovative.
- * Hidden gems often have limited marketing resources, which can make it challenging for them to reach a wider audience and gain the exposure they need to be successful.
- * Uncovering hidden gems can be a risky endeavor, as some games may not have the mass appeal or financial success that larger, more established games have. This can lead to financial failure for developers.
- * Hidden gems may not receive the same level of recognition and awards as larger, more established games, which can be discouraging for developers and limit their opportunities for growth and success.
- * It can be challenging for new developers to break into the market and gain recognition, even if they have a unique and innovative game. This can limit the number of hidden gems that are discovered and prevent the gaming industry from fully diversifying.

5. APPLICATIONS:

In recent years, the gaming industry has experienced tremendous growth, with the global video game market expected to reach over \$200 billion by 2023. While blockbuster titles like Call of Duty and Grand Theft Auto dominate the sales charts, there are many lesser-known games that also deserve recognition for their unique gameplay, compelling storylines, and innovative mechanics.

In addition to identifying hidden gems, this analysis can also shed light on trends within the gaming industry, such as the rise of indie games and the growing importance of mobile gaming. By understanding these trends and recognizing the potential of lesser-known titles, developers and publishers can capitalize on new opportunities and create a more diverse and vibrant gaming landscape.

Overall, a comprehensive analysis of video game sales can help to uncover hidden gems in the gaming industry and provide insights into emerging trends and opportunities for innovation.

6.CONCLUSION :

In conclusion, uncovering the gaming industry's hidden gems has both advantages and disadvantages. On one hand, it can promote creativity and innovation in game development, provide smaller studios with more opportunities, and increase engagement and interest from gamers. On the other hand, it can be difficult to find hidden gems, they often have limited marketing resources and face the risk of financial failure, and they may not receive the same level of recognition as larger, more established games.

Despite these challenges, there are several potential future developments that could affect the discovery and promotion of hidden gems, including the rise of indie game development, the impact of social media and online platforms, the potential for algorithmic discovery, the influence of game journalists and critics, and the potential for new distribution models. As the gaming industry continues to evolve, it will be interesting to see how these factors shape the discovery and promotion of hidden gems in the years to come.

7. FUTURE SCOPE :

The future scope of uncovering the gaming industry's hidden gems is vast and varied. The continued growth of indie game development, combined with the rise of social media and online platforms, is likely to lead to the discovery and promotion of many new and innovative games.

In addition to these factors, the growth of virtual reality and augmented reality gaming could provide entirely new experiences that could become hidden gems. The increasing importance of esports and competitive gaming could also create new opportunities for hidden gems to be uncovered.

Overall, the future scope of uncovering hidden gems in the gaming industry is vast and varied, with many factors likely to shape the discovery and promotion of new and innovative games in the years to come.

