

# 1.INTRODUCTION :

## 1.1 OVERVIEW

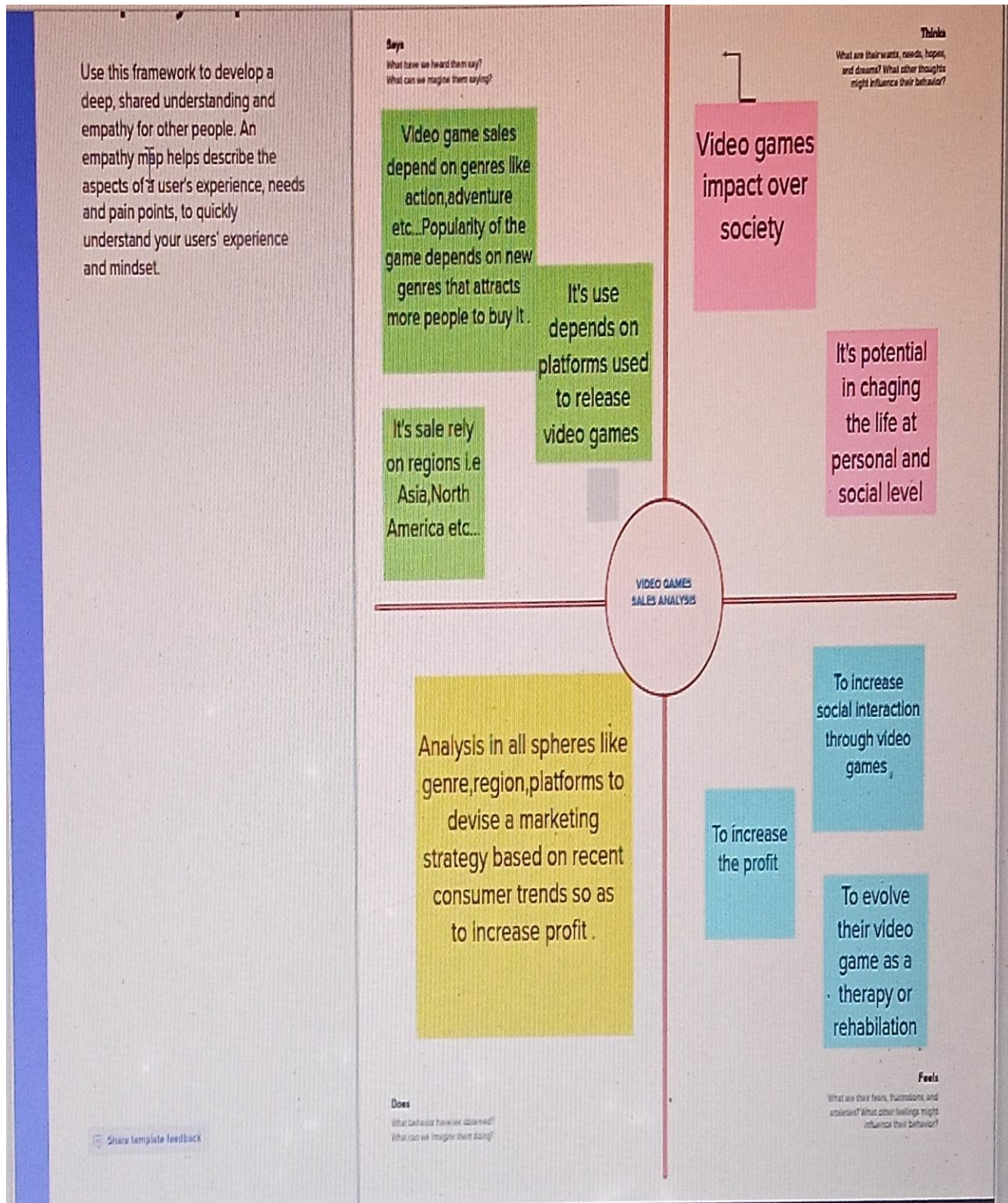
This is a project of comprehensive analysis of video game sales using tableau. The motive is to **analyze** the sale of video games year wise , region wise and platform wise etc... and **visualize them in easily interpretable manner using tableau** so as to devise the production based on market trends and consumer preference so as to increase the profit.

## 1.2 PURPOSE

The purpose of the analysis is to enhance the **video game sales profit** with correct choice of production using this big analysis that we have done using the tableau with the massive dataset collected from **kaggle sources**. This is an ideal way to choose the desired production regionally and also as per the popular ranks of genres .This would increase the profit of all people involved in this gaming sector.

## 2. PROBLEM DEFINITION AND DESIGN THINKING

### 2.1 EMPATHY MAP





## 2.2 IDEATION AND BRAINSTORMING MAP

### 1 Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

**PROBLEM**

Analyzing video games sales and devising required game based on market trends and consumer preferences so as to increase profit

**Key rules of brainstorming**

To run an smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

### 2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

**TIP**  
You can protect a sticky note and let the person(s) to sticky note to start drawing

Person 1

Creating exciting genres of video games on most accessible platforms would be helpful

Person 2

Devising region specific video game production

Person 3

Analyzing year wise trends to come out with best idea

Person 4

Exploring more video games which can act as a form of a therapy and also a source to promote social interaction

Person 5

Person 6

Person 7

Person 8

### 3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

**TIP**  
Add custom labels to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes with your mind.

A comprehensive analysis of different genres with rank ,platforms,region wise and year wise sales .

With this analysis we are about to come with ideal games that would act as a therapy and also promote social interaction and also render profit to game developers , publishers, retailers and other industry professionals .

### 4 Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

**Importance**  
If each of these ideas is important, then we will have a high impact project.

**Feasibility**  
Regardless of their importance, which ideas are more feasible than others (cost, time, effort, complexity, etc.)

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Exploring more video games which can act as a form of a therapy and also a source to promote social interaction&nbsp;.

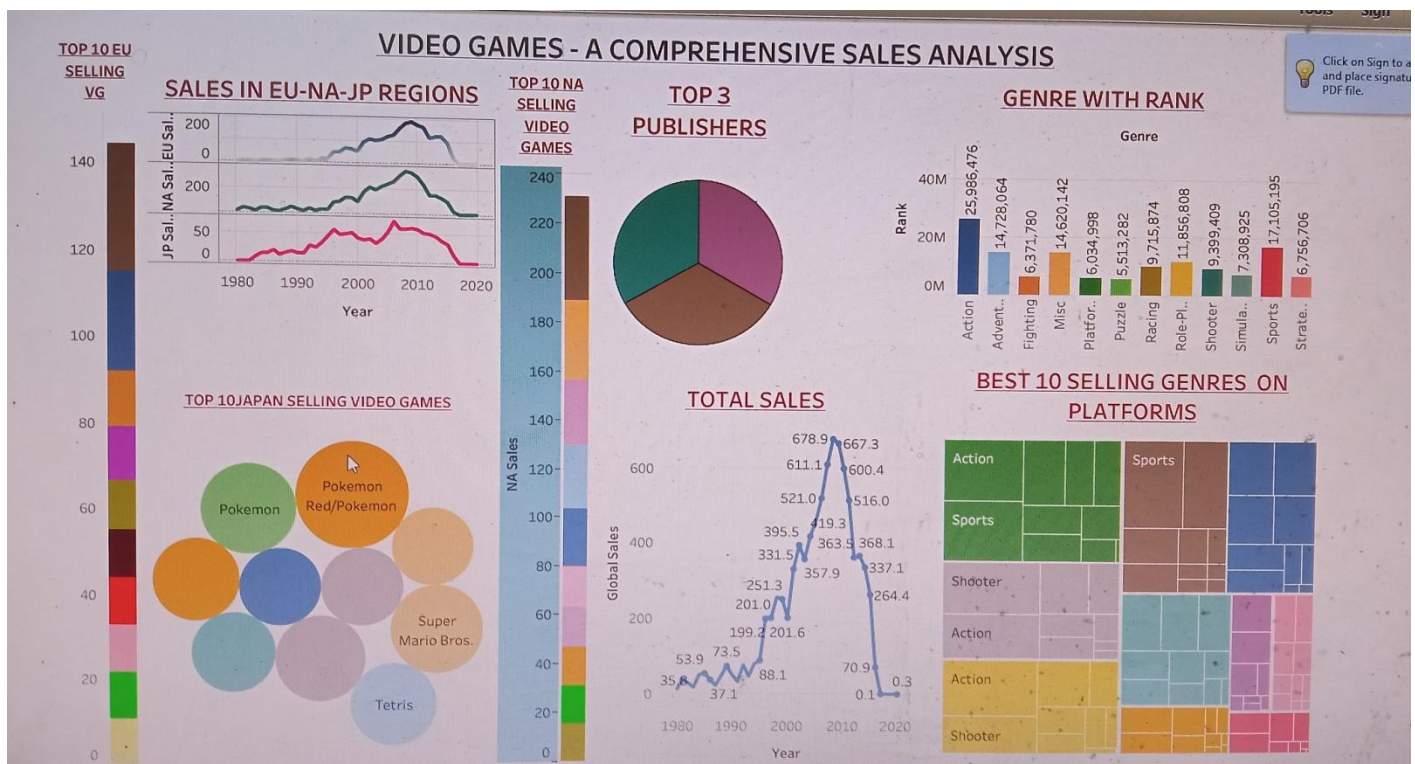
Creating exciting genres of video games on most accessible platforms would be helpful.

Devising region specific video game production

Analyzing year wise trends to come out with best idea

### 3.RESULT

- The action genre video games has the highest sales followed by sports and adventure genre games.
- The global sales of video games were highest during the year 2008 and it was 678.9
- The top three publishers of video games globally are:
  - Nintendo with 1784 global sales
  - Electronic Arts with 1093 global sales
  - Activision with 721 global sales
- Popular games (Region wise) :
  - Europe : Wii Sports
  - Japan :Pokemon Red /Pokemon Blue
  - North America : Wii Sports
- On comparing Europe,North America and Japan ,North America has the highest sales of video games.



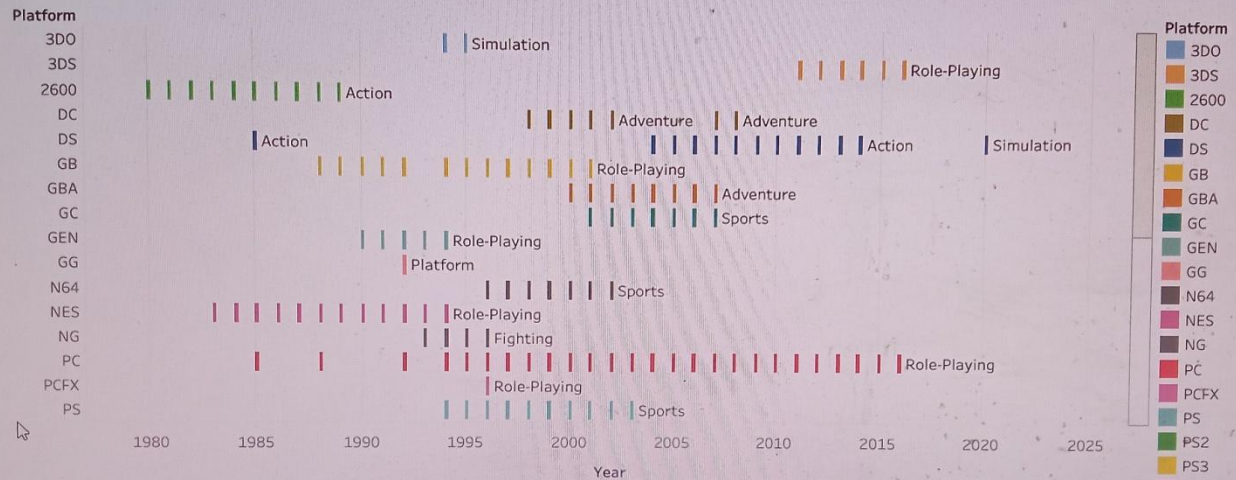


# Story 1

This is a Gant view of the sales analysis of the game. It shows the platforms used to sell different games since 1980.

This is the depiction of sales of videogames of different genres in JAPAN ,NORTH AMERICA and EUROPE. This is helpful in the correct choice of genre production for ..

This is the line graph depicting the global sales since 1980. Here one could easily infer that the sales are ..

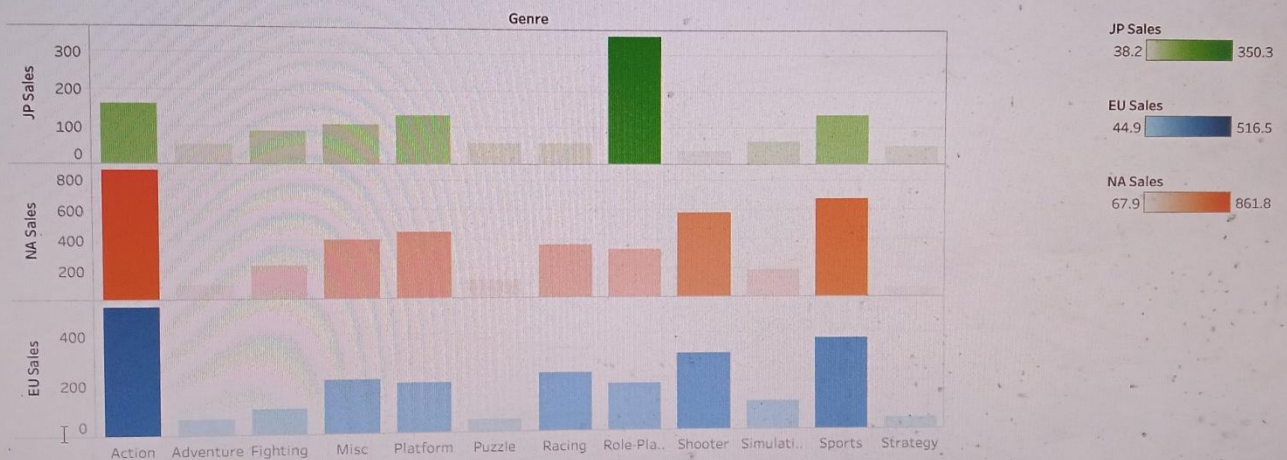


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This is a relationship between different genre and its ranks. Here we have used a bar graph to portray this ..

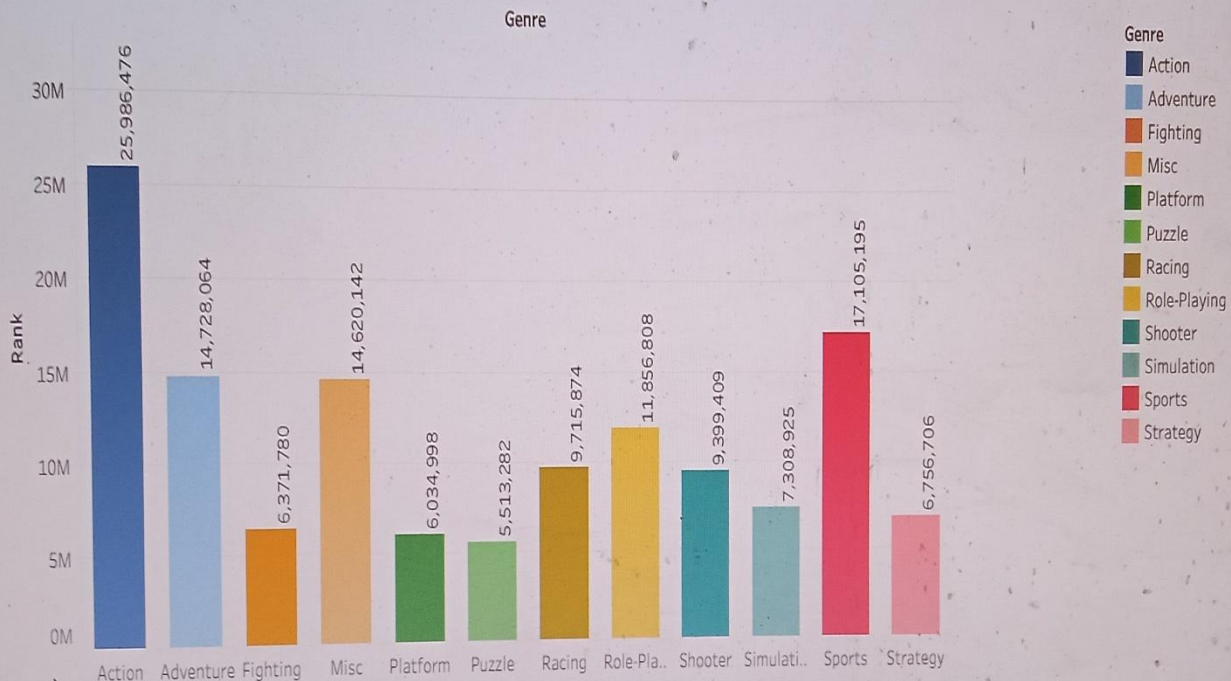


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A tree map has been in use to identify best 10 selling genres on each platforms. It is ideal way in choosing suitable platforms in releasing different genres of video gam..



## 4. ADVANTAGES AND DISADVANTAGES

### 4.1 ADVANTAGES

- Increases profit of people involved in gaming sector
- It promotes developing games which can be used as a therapy
- It aims to develop games promoting social interaction
- It enlarges the economy of gaming sector
- It boosts up the video game sector benefitting both retailers and consumers

### 4.2 DISADVANTAGES

- It might become a source of addiction to people
- It might not be useful if not all suggestions of analysis are incorporated into reality
- Although a mass production a boon to game developers but this might potentially turn into a source of stress to people.
- This analysis might vary with time as every day we get new technology in our hands ,so regular revamping is required.

## **5.APPLICATIONS**

Video game sales analysis is extremely useful in enhancing profit of game developers , publishers , retailers and other industry professionals. It is also helpful to consumers as this analysis is also done to develop a game that promotes social interaction and also used as a form of therapy or rehabilitation

## **6.CONCLUSION**

The sale of video games are higher in the year 2008 .This infers us to develop a strategy that is used in that year .The developing of action genre games is potential in developing profit . Moreover going ahead with production of popular games in each region might further be advantageous to the gaming industry.

## **7.FUTURE SCOPE**

- The successful implementation of these types analysis would develop the gaming industry and people involved in it.
- It is a kind of art where we interpret consumer preferences and and work in production accordingly .This is potentially helpful to both developers and consumers.
- The need to incorporate new technological platforms in video games has to be studied in upcoming analysis.
- Once mastered and implemented successfully , it would widen the economy of video games.