PROJECT REPORT

UNCOVERING THE GAMING INDUSTRY'S HIDDEN GEMS: A COMPREHENSIVE

1. INTRODUCTION

1.1 OVERVIEW

A BRIEF DESCRIPTION ABOUT THE PROJECT:

Gaming industry means the industry comprised of businesses engaged in operating, or providing services to, online casinos.

Gaming industry means all businesses engaged in legalized gambling activities, including without limitation casinos.

A description of any existing and previous business relationship with the Gaming industry generally, including ownership interest in those businesses.
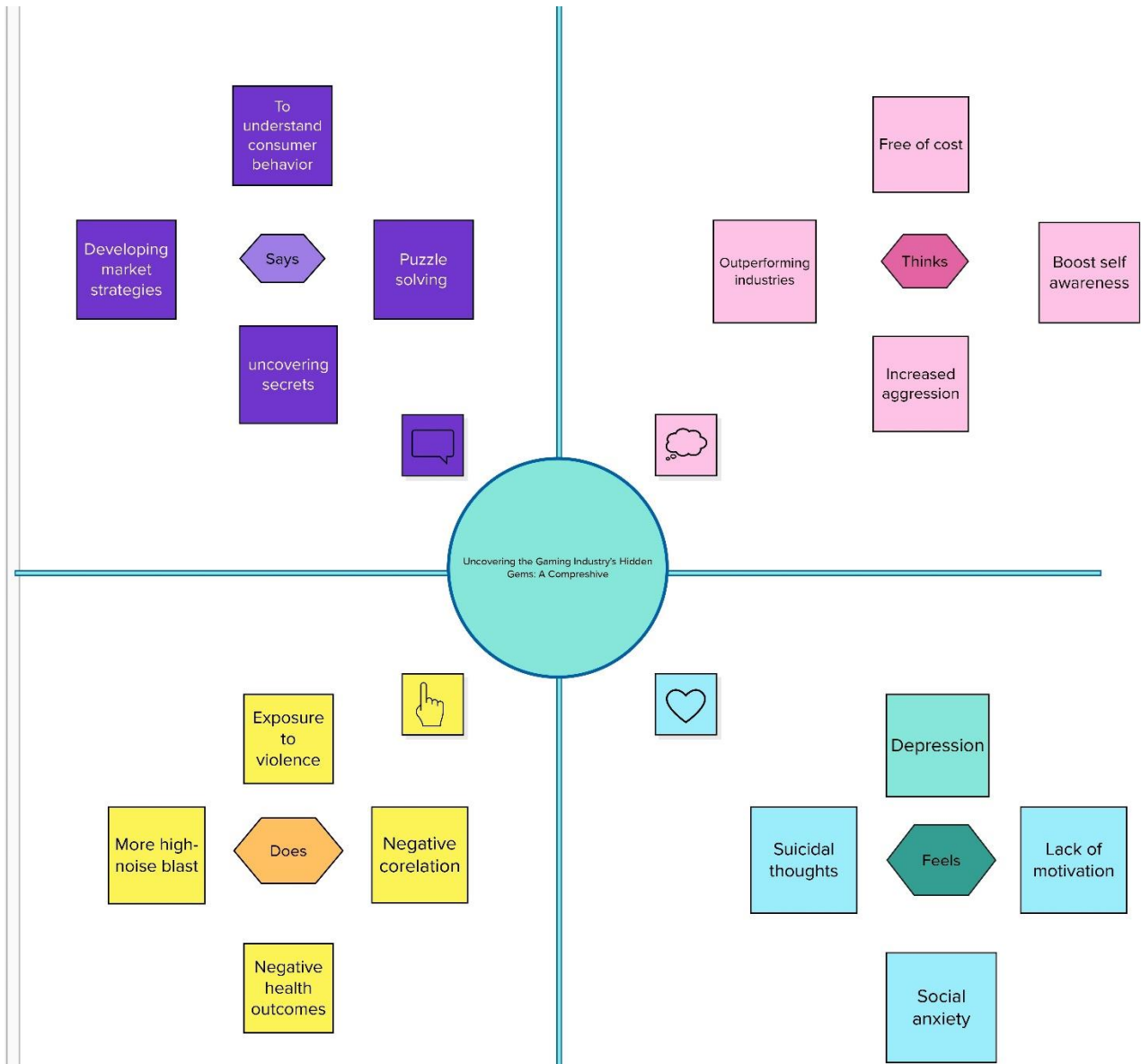
A performance bond, or a security instrument nationally recognized in the Gaming industry.

1.2 PURPOSE

1. The whole process of applying user behavior data to guide sales & marketing, product enhancements, and business decisions for any gaming company.

2. PC, console and mobile gaming companies are using the latest in tech to bring their games to the screens of more than three billion people.

3. The ultimate goal is to find the treasures of Timbuktu and uncover the secrets of the great empire.

4. The emergence of new technologies such as virtual reality and the increased prevalence of mobile gaming.

2. PROBLEM DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP

To understand consumer behavior

Developing market strategies

Says

Puzzle solving

uncovering secrets

Free of cost

Outperforming industries

Thinks

Boost self awareness

Increased aggression

Uncovering the Gaming Industry's Hidden Gems: A Compreshive

Exposure to violence

More high-noise blast

Does

Negative corelation

Negative health outcomes

Depression

Suicidal thoughts

Feels

Lack of motivation

Social anxiety

2.2 IDEATION & BRAINSTORMING MAP

Brainstorm & idea prioritization

Here in this Templete,the coordination of Team ideas about Uncovering the Gaming Industry's Hidden Gems:A Compreshive Analysis and prioritize of ideas were done.

Problem Statement:

In this Uncovering the Gaming Industry's Hidden Gems there will be a more negative corelation ,health issues and exposure to violence.

By practise cognitive actions,helping others to develop and improve skills like creative thinking.

PROBLEM

How might we Uncovering the Gaming Industry's Hidden Gems:A Compreshive

Lathika.M

These games help you with cognitive growth, as you can recall the rules and remember consequences.

Use logic to make informed decisions.

If you are playing a puzzle game, you'll keep trying out new things to figure out what works.

Video games improve problem-solving skills because they allow you to try out different things without costing you a lot.

Saral.M

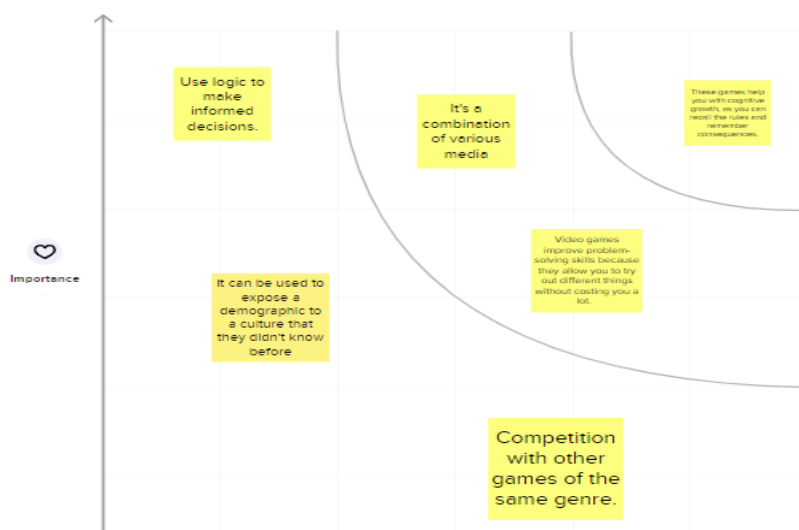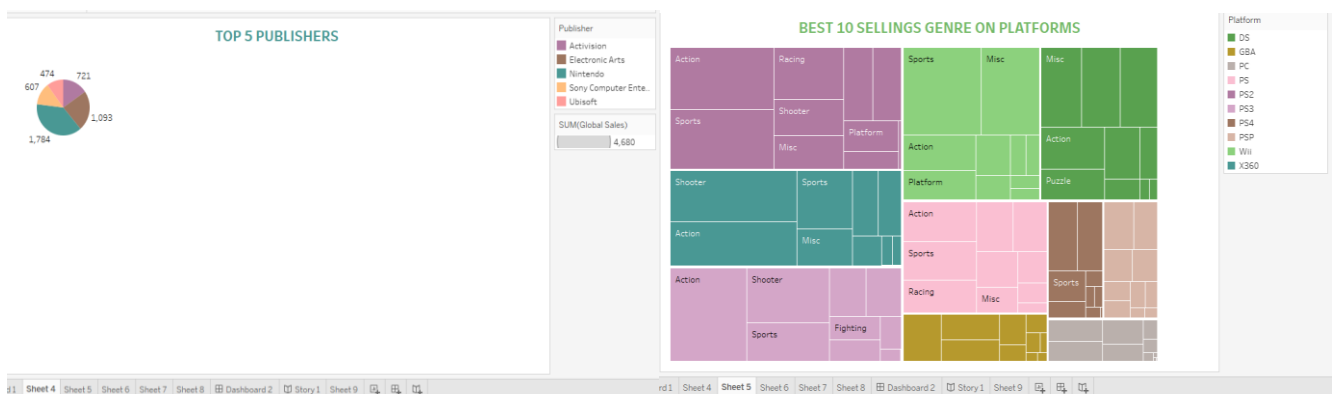It's a combination of various media

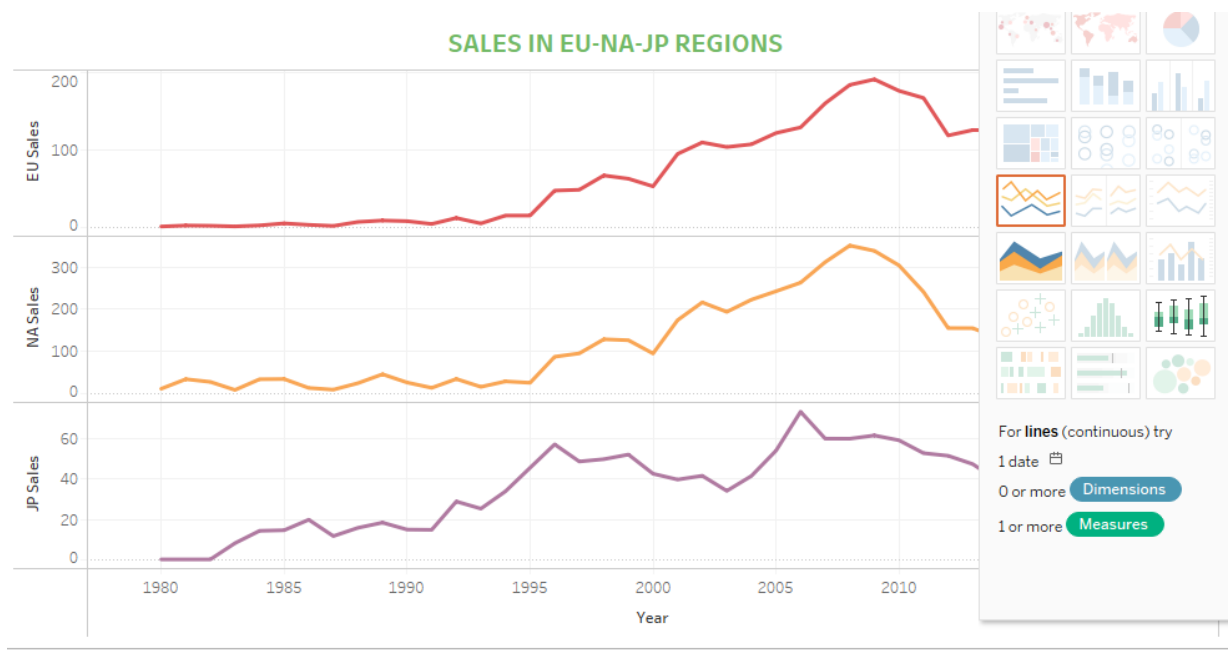The success of a game depends on many factors - like the authority of the developers and the publishers.

Competition with other games of the same genre.

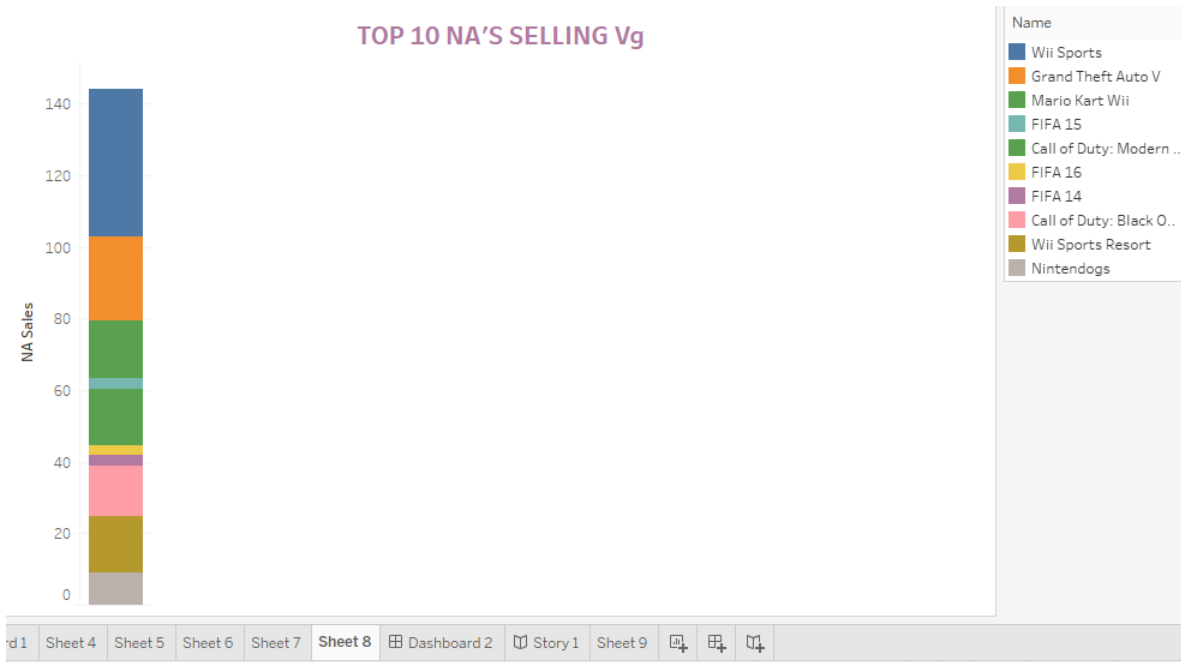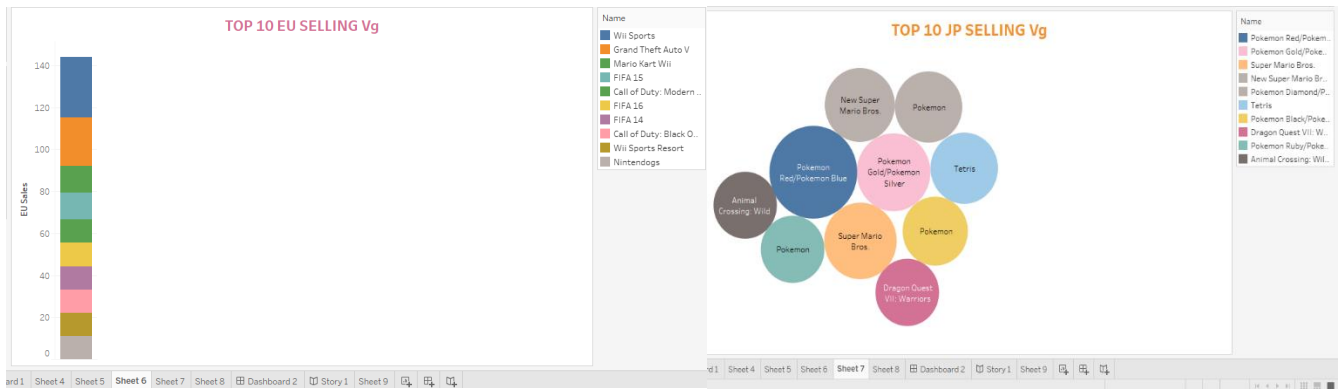It can be used to expose a demographic to a culture that they didn't know before

Importance

Use logic to make informed decisions.

It's a combination of various media

These games help you with cognitive growth, as you can recall the rules and remember consequences.

It can be used to expose a demographic to a culture that they didn't know before

Video games improve problem-solving skills because they allow you to try out different things without costing you a lot.

Competition with other games of the same genre.

3. RESULT

CHART

SALES IN EU-NA-JP REGIONS

Genre With Rank

TOTAL SALES

TOP 5 PUBLISHERS

BEST 10 SELLINGS GENRE ON PLATFORMS

TOP 10 EU SELLING Vg

TOP 10 JP SELLING Vg

TOP 10 NA'S SELLING Vg

DASHBOARD

TOP 10 NA'S SELLING Vg

Genre With Rank

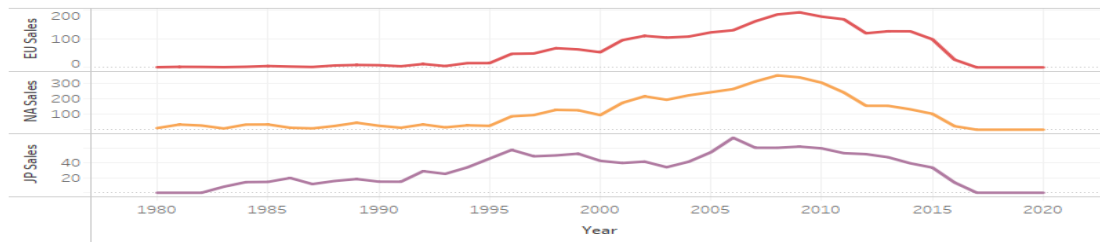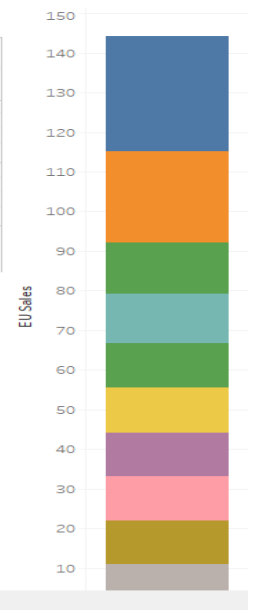**TOP 5 PUBLISHER**

TOP 10 JP SELLING Vg

TOTAL SALES

VEDIO GAME SALES DASHBOARD

SALES IN EU-NA-JP REGIONS

TOP 10 EU SELLING Vg

BEST 10 SELLINGS GENRE ON PLATFORMS

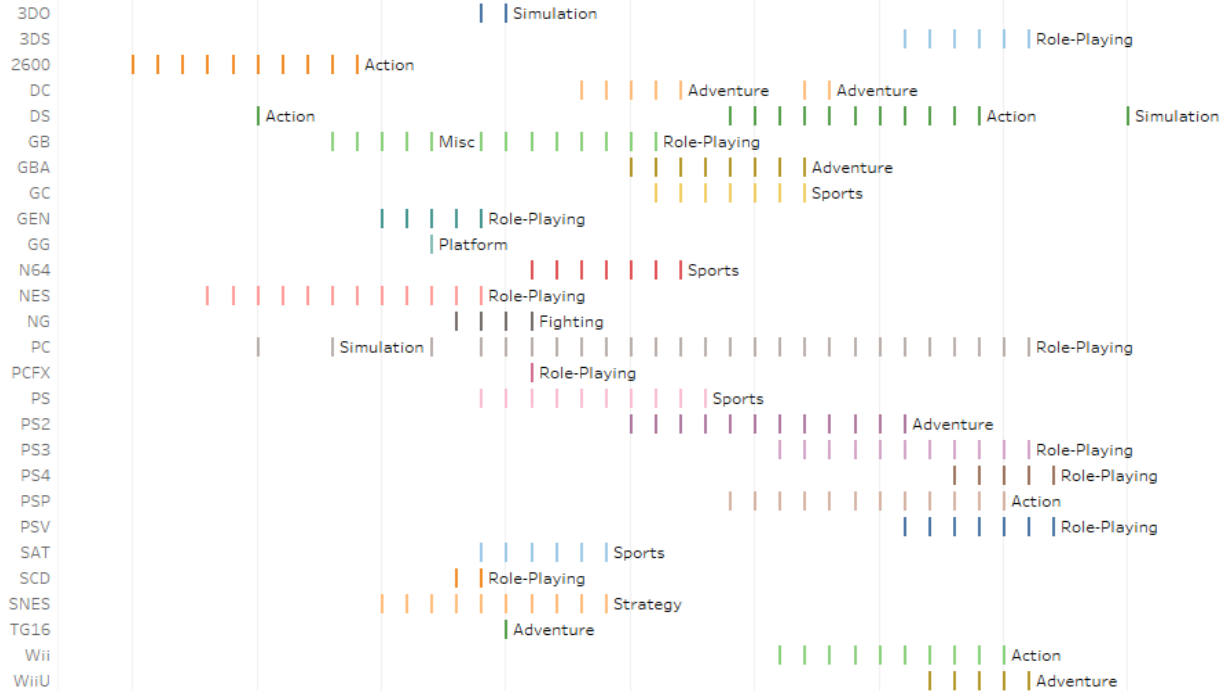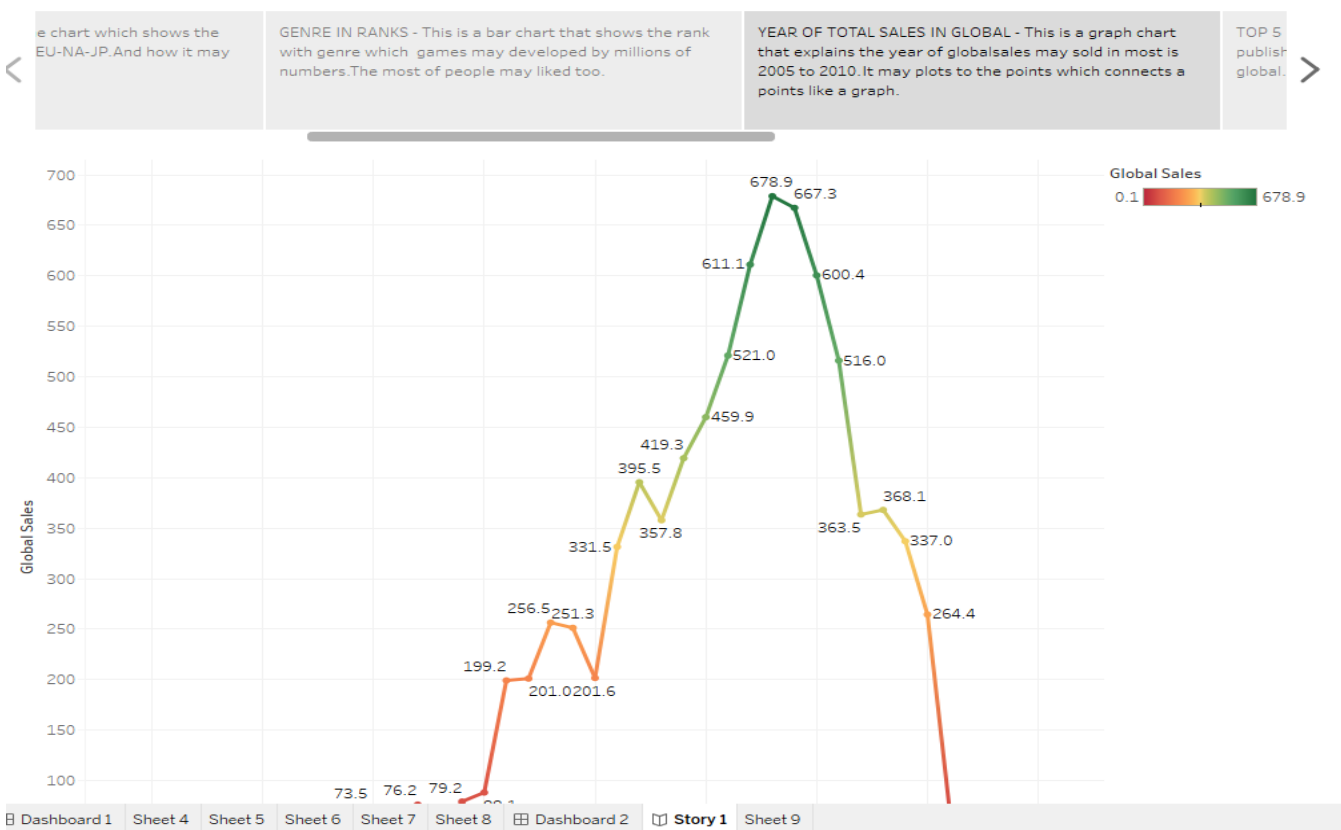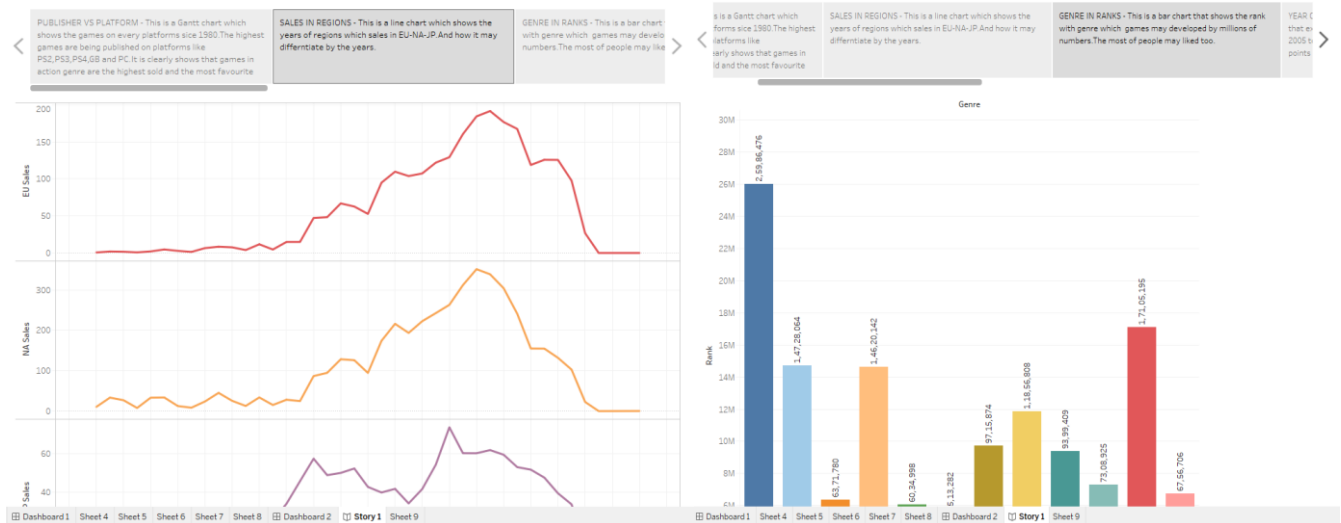| Dashboard 1 | Sheet 4 | Sheet 5 | Sheet 6 | Sheet 7 | Sheet 8 | Dashboard 2 | Story 1 | Sheet 9 |
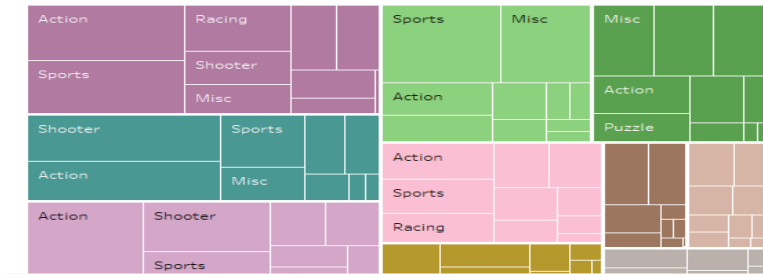
STORY

VEDIO GAMES SALES STORY

PUBLISHER VS PLATFORM - This is a Gantt chart which shows the games on every platforms sice 1980.The highest games are being published on platforms like PS2,PS3,PS4,GB and PC.It is clearly shows that games in action genre are the highest sold and the most favourite

SALES IN REGIONS - This is a line chart which shows the years of regions which sales in EU-NA-JP.And how it may differntiate by the years.

GENRE IN RANKS - This is a bar chart with genre which games may develo numbers.The most of people may like

| Dashboard 1 | Sheet 4 | Sheet 5 | Sheet 6 | Sheet 7 | Sheet 8 | Dashboard 2 | Story 1 | Sheet 9 |

4. ADVANTAGES & DISADVANTAGES

ADVANTAGES

- Critical thinking
- Increased hand-to-eye coordination
- Greater multi-tasking ability. Faster and more accurate decision-making
- Improved problem-solving skills and logic

DISADVANTAGES

- Excessive game time can lead to physical and mental health issues, which include: Depression and social anxiety
- Lack of motivation
- Poor emotional regulation
- Gamers Can Develop Physical or Mental Health Issues

5. APPLICATIONS

Data science is being used by gaming developers to study the behaviour of users and analyse it to make predictions and decisions. The new generation games not only analyse a player's behaviour, but also make use of artificial intelligence and machine learning techniques for better development.

6. CONCLUSION

Video games are a form of media that is often associated with negative health consequences. However, when games are played in moderation and with mindfulness, they are a viable source of stress relief as well as a catalyst for mental health improvement and development of social skills.

7. FUTURE SCOPE

Gaming is now a bigger industry than movies and sports combined. Revenue for gaming reached $184 billion in 2022, and the number of gamers is expected to grow to 3.6 billion by 2025. It's not just kids either: 38 percent of gamers are between the ages of 18 and 34 years, and 16 percent are older than 55.

There is a very wide and bright future in game design in India. Students can earn up to 3 Lakh to 5 Lakh PA. Due to less PC penetration, the game industry did not grow the way industry grow in the world. Nasscom estimates that India's gaming industry will reach approx 1 billion.