Codebook

Video Game Sales Analysis Codebook

By: Miranda Gemme-Ellis

Dataset name:	vg_codebook
Dataset size:	2.3 Mb
Column count:	11
Row count:	16,598
Updated date:	2024-10-18

Description:

The objective of this project is to analyze video game sales worldwide, focusing on factors such as genre, game ranking, publisher, platform, and regional sales (including North America, Japan, and other regions). The goal is to analyze gaming industry trends, assess video games' performance across different localities, and understand the influence of different platforms and publishers on sales. Analyzing this data can help stakeholders, such as publishers and developers, to strategize marketing more effectively.

Column Attributes:

1	**Column name:**	**Rank**
	Column description:	Ranking of overall sales
	Source information:	Video Game Sales
	Data type:	Integer
	Unique non-missing value count:	16,598
	Missing value count:	0

Min	Mean	Median	Max	SD
1.00	8300.61	8300.50	16600.00	4791.85

2	**Column name:**	**Name**
	Column description:	The video games name
	Source information:	Video Game Sales
	Data type:	Character
	Unique non-missing value count:	11,493
	Missing value count:	0

Categories with Smallest Values	Frequency	Categories with Largest Values	Frequency
'98 Koshien	1	FIFA 14	9
.hack//G.U. Vol.1//Rebirth	1	LEGO Marvel Super Heroes	9
.hack//G.U. Vol.2//Reminisce	1	Madden NFL 07	9
.hack//G.U. Vol.2//Reminisce (jp sales)	1	Ratatouille	9
.hack//G.U. Vol.3//Redemption	1	Need for Speed: Most Wanted	12

3	Column name:	Platform
	Column description:	Platform of the video games release (i.e. PC,PS4, etc.)
	Source information:	Video Game Sales
	Data type:	Character
	Unique non-missing value count:	31
	Missing value count:	0

Categories with Smallest Values	Frequency	Categories with Largest Values	Frequency
GG	1	X360	1265
PCFX	1	Wii	1325
TG16	2	PS3	1329
3DO	3	PS2	2161
SCD	6	DS	2163

4	Column name:	Year
	Column description:	Year of video game's release
	Source information:	Video Game Sales
	Data type:	Character
	Unique non-missing value count:	40
	Missing value count:	0

Categories with Smallest Values	Frequency	Categories with Largest Values	Frequency
2020	1	2011	1139
2017	3	2007	1202
1980	9	2010	1259
1984	14	2008	1428
1985	14	2009	1431

5	Column name:		Genre

Column description:		Genre of video game
Source information:		Video Game Sales
Data type:		Character
Unique non-missing value count:		12
Missing value count:		0

Categories with Smallest Values	Frequency	Categories with Largest Values	Frequency
Puzzle	582	Shooter	1310
Strategy	681	Role-Playing	1488
Fighting	848	Misc	1739
Simulation	867	Sports	2346
Platform	886	Action	3316

6	Column name:		Publisher

Column description:		Publisher of video game
Source information:		Video Game Sales
Data type:		Character
Unique non-missing value count:		579
Missing value count:		0

Categories with Smallest Values	Frequency	Categories with Largest Values	Frequency
2D Boy	1	Konami Digital Entertainment	832

49Games	1	Ubisoft	921
989 Sports	1	Namco Bandai Games	932
ASK	1	Activision	975
Abylight	1	Electronic Arts	1351

7	**Column name:**		**NA_Sales**	

Column description:	Sales in North America (millions)
Source information:	Video Game Sales
Data type:	Numeric
Unique non-missing value count:	409
Missing value count:	0

Min	Mean	Median	Max	SD
0.00	0.26	0.08	41.49	0.82

8	**Column name:**		**EU_Sales**	

Column description:	Sales in Europe (millions)
Source information:	Video Game Sales
Data type:	Numeric
Unique non-missing value count:	305
Missing value count:	0

Min	Mean	Median	Max	SD
0.00	0.15	0.02	29.02	0.51

9	**Column name:**		**JP_Sales**	

Column description:	Sales in Japan (millions)
Source information:	Video Game Sales
Data type:	Numeric
Unique non-missing value count:	244
Missing value count:	0

Min	Mean	Median	Max	SD

0.00	0.08	0.00	10.22	0.31

10	**Column name:**		**Other_Sales**	

Column description:	Sales in the rest of the world (millions)	
Source information:	Video Game Sales	
Data type:	Numeric	
Unique non-missing value count:	157	
Missing value count:	0	

Min	Mean	Median	Max	SD
0.00	0.05	0.01	10.57	0.19

11	**Column name:**		**Global_Sales**	

Column description:	Total worldwide sales	
Source information:	Video Game Sales	
Data type:	Numeric	
Unique non-missing value count:	623	
Missing value count:	0	

Min	Mean	Median	Max	SD
0.01	0.54	0.17	82.74	1.56