

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

### **1 INTRODUCTION**

#### 1.1 Overview

A brief description about your project

#### 1.2 Purpose

The use of this project. What can be achieved using this.

### **2 Problem Definition & Design Thinking**

#### 2.1 Empathy Map

Paste the empathy map screenshot

#### 2.2 Ideation & Brainstorming Map

Paste the Ideation & brainstorming map screenshot

### **3 RESULT**

Final findings (Output) of the project along with screenshots.

### **4 ADVANTAGES & DISADVANTAGES**

List of advantages and disadvantages of the proposed solution

### **5 APPLICATIONS**

The areas where this solution can be applied

### **6 CONCLUSION**

Conclusion summarizing the entire work and findings.

### **7 FUTURE SCOPE**

Enhancements that can be made in the future.

### **8 APPENDIX**

#### A. Source Code

Attach the code for the solution built.

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

## **1.INTRODUCTION**

Video games are popular all over the world. They are enjoyed by all ages. Video game industry is huge and the spending on video games per year is huge too. Sales of different types of games vary widely between countries due to local preferences. According to the market research firm super data, as of May 2015, the global games market was worth USD 74.2 billion. By region, North America accounted for 23.6 billion dollars, Asia for 23.1 billion dollars, Europe for 22.1 billion dollars and South America for 4.5 billion dollars. There are different genres, publisher and platforms for video games based on different regions and analyses the sales. I have analysed which genre, platform or publisher is the most popular and has maximum number of sales.

### **1.1 Over view**

In this the main goal was to analyse the sales of video games in different regions. The regions are North America, Europe, Japan, other countries and then the global sales (total of all the regions). The main idea was to visualize the sales for different genres, publishers and platforms. This would give the basic idea about the most popular genres, publishers and platforms amongst all. Also analysing the effect of genres on sales in different regions.

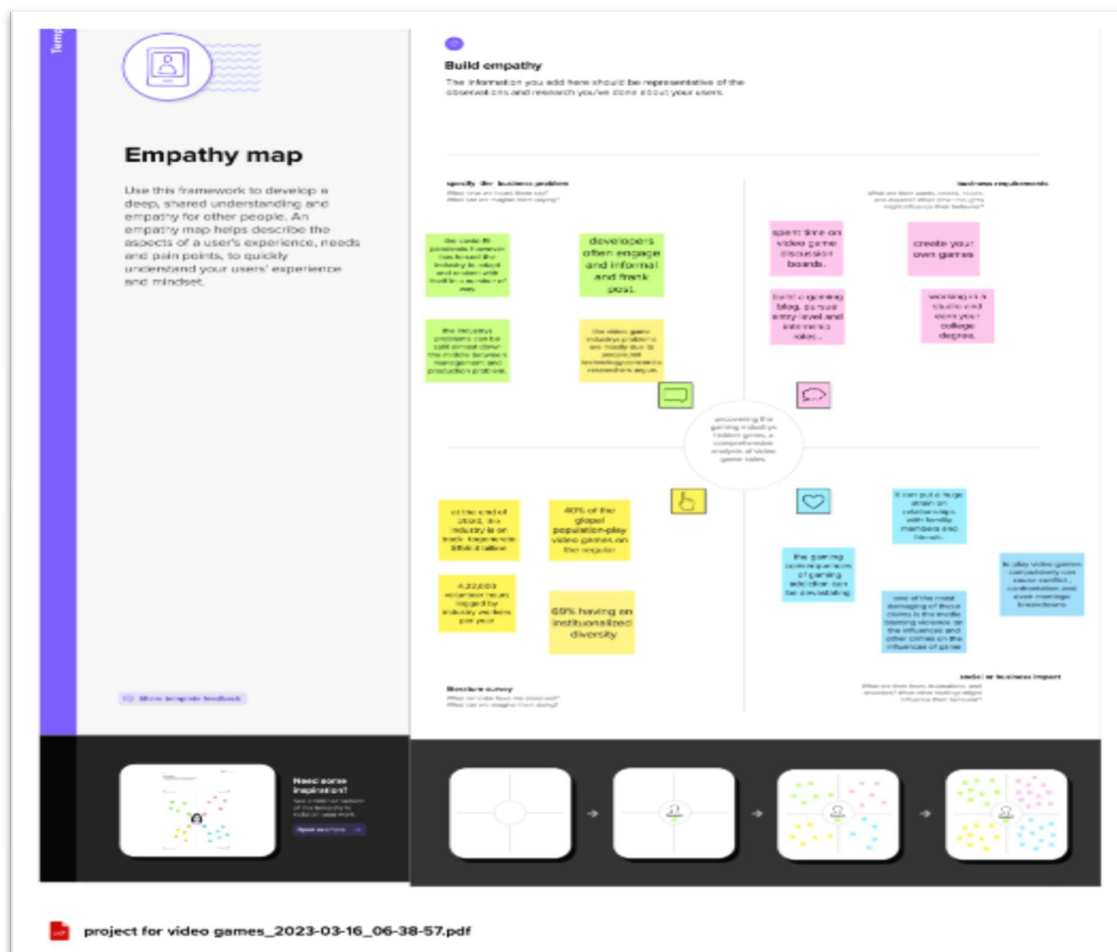
### **1.2 Purpose**

Preparing the data for processing, Basic flow of data in apache spark, loading data, and working with data, this course shows you how

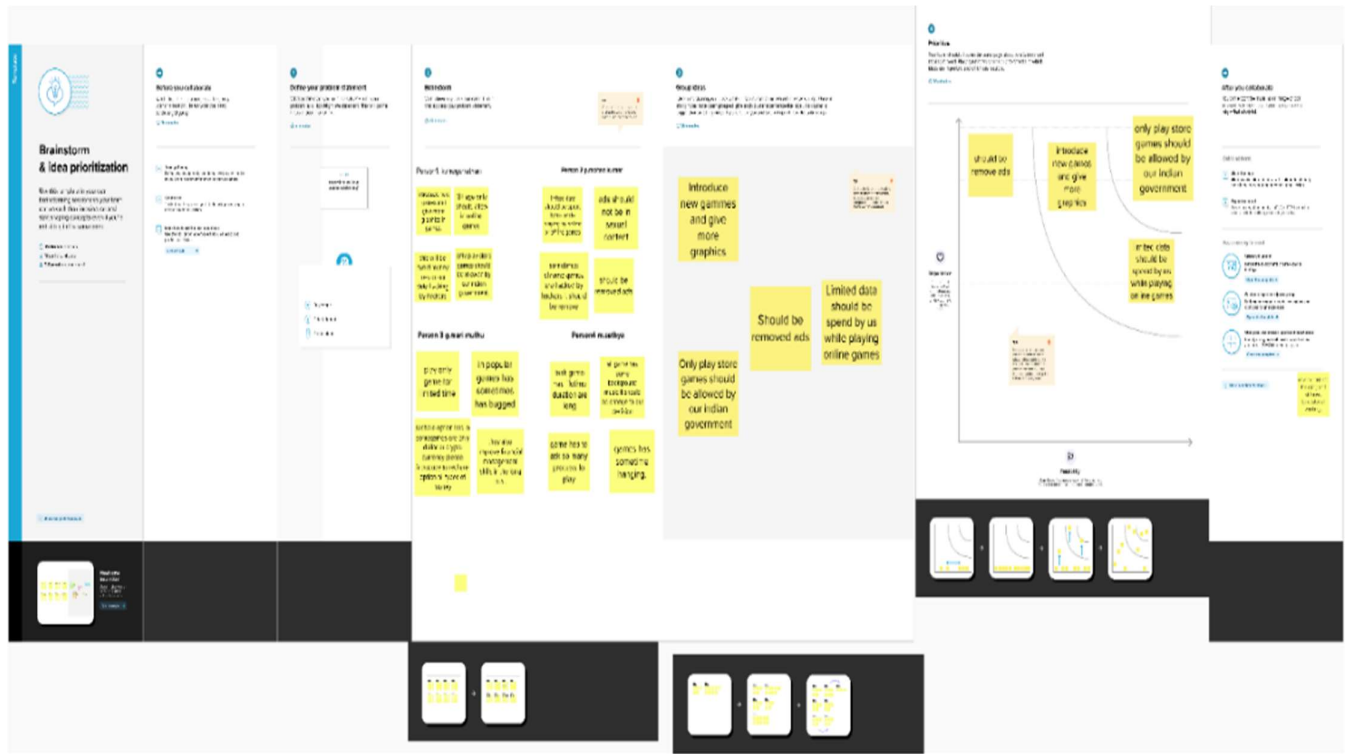
apache spark is perfect for a Data Analysis job. Learn the basics of Databricks notebook by enrolling in free community edition server. The goal is to provide you with practical tools that will be beneficial for you will develop a model with a real use opportunity. i am ready excited you are going to follow all the way to the end of the project.

## 2.Problem Definition & Design Thinking

## 2.1 Empathy MAP



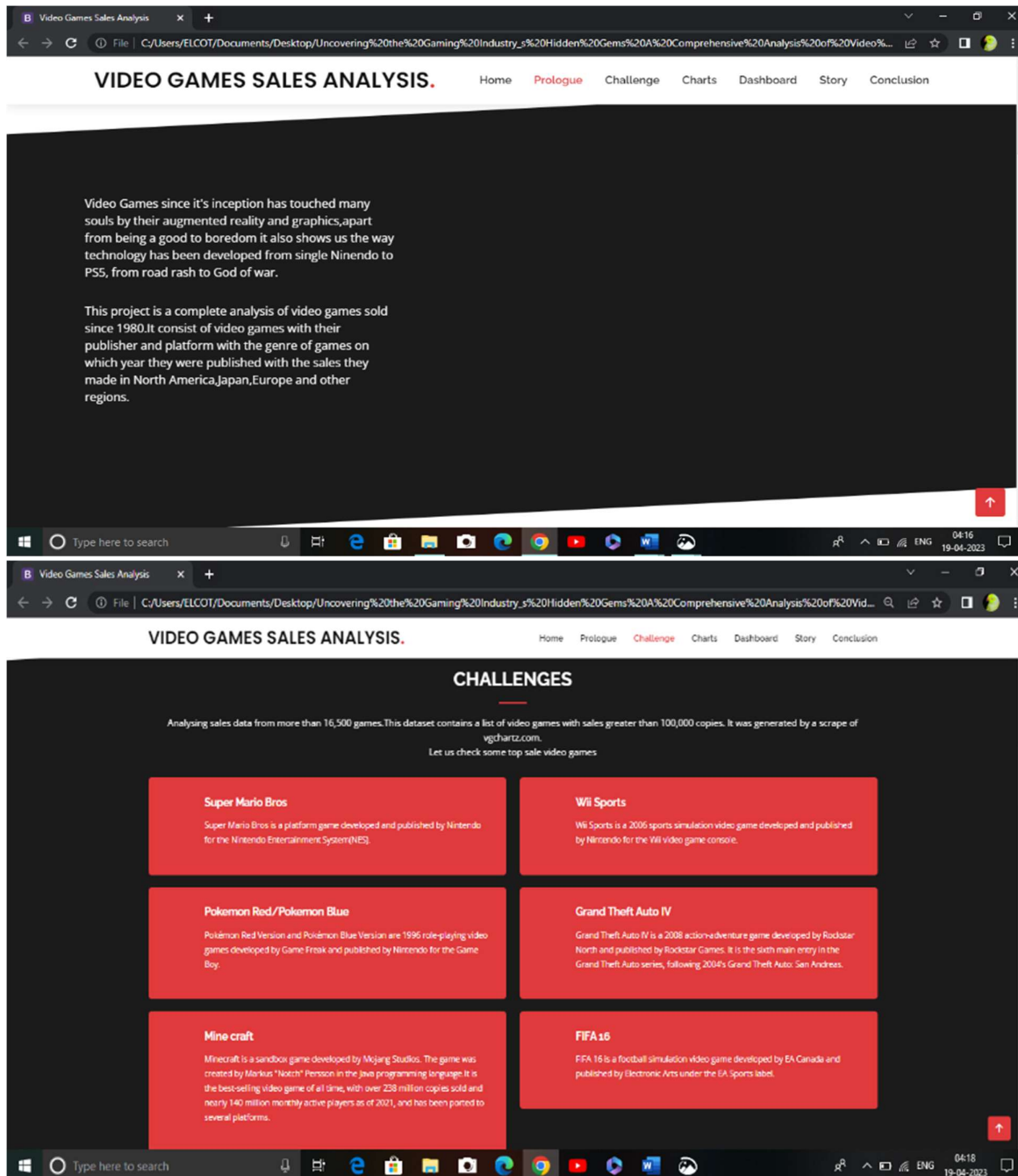
## 2.2 Ideation & Brainstorming Map

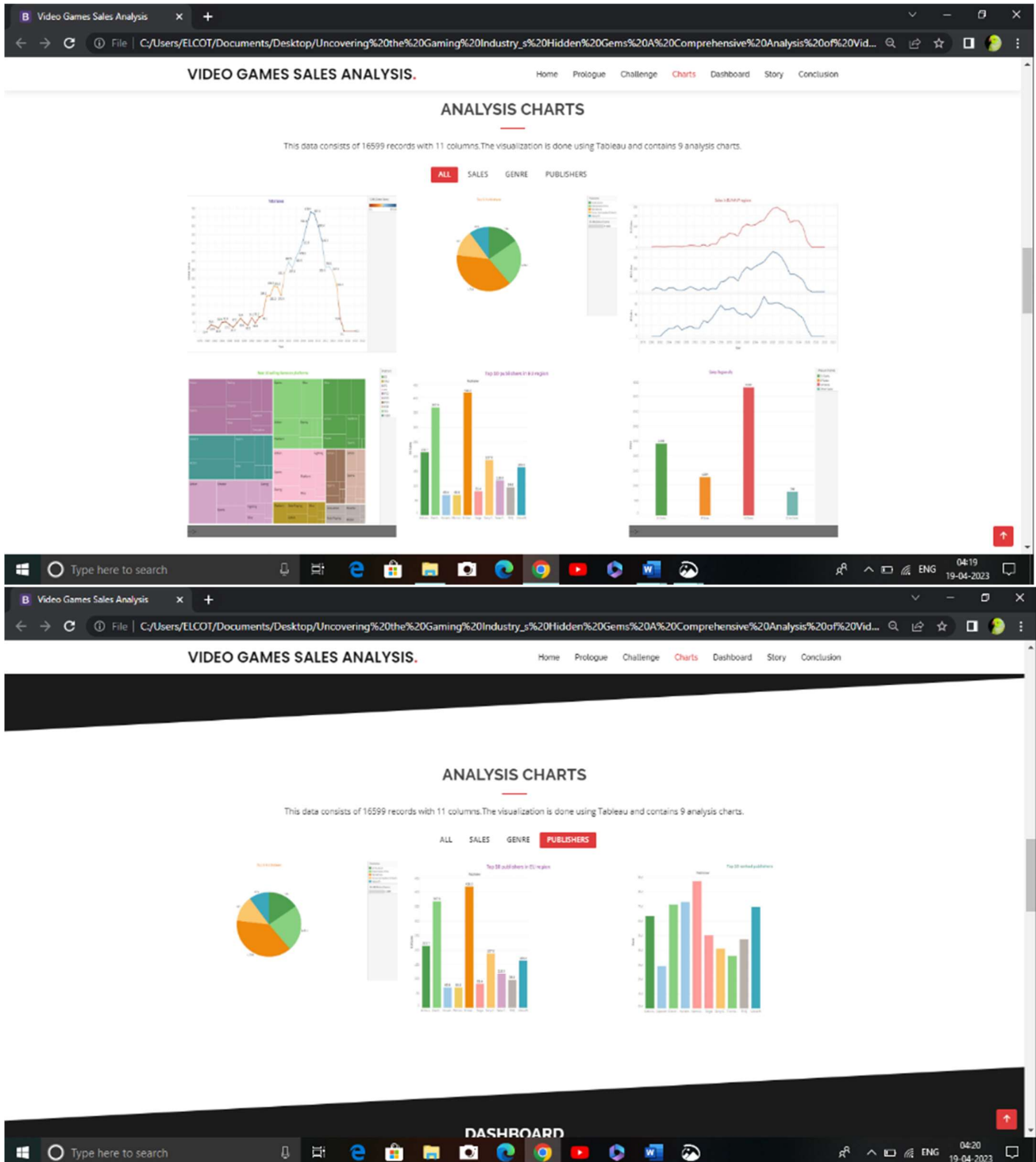


## 3. RESULT

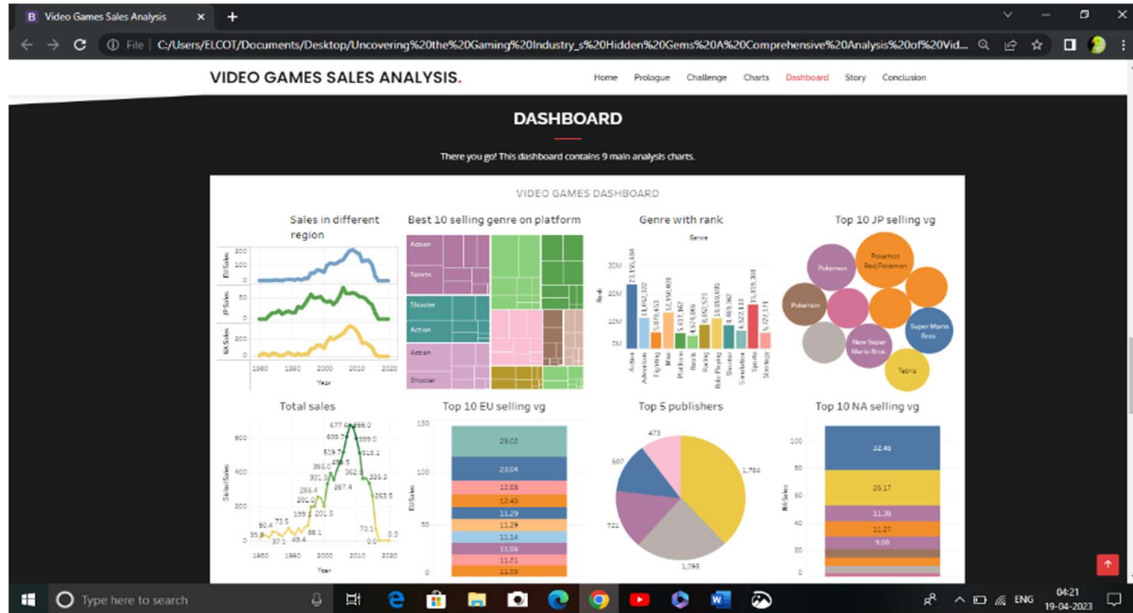
From the above visualizations we can clearly say that DC and Play Station are the most popular platforms amongst all followed by x box. Action genre is the most popular genre of all and is followed by sports and fighting respectively. We can also see that Daito is the most popular followed by TYO and Mikasa respectively. From the above tests we can say that the genres less popular cause significant change in sales in all regions as compared to the ones that are more popular.

## Web Integration; Dashboard & Story embed with UI with Flask

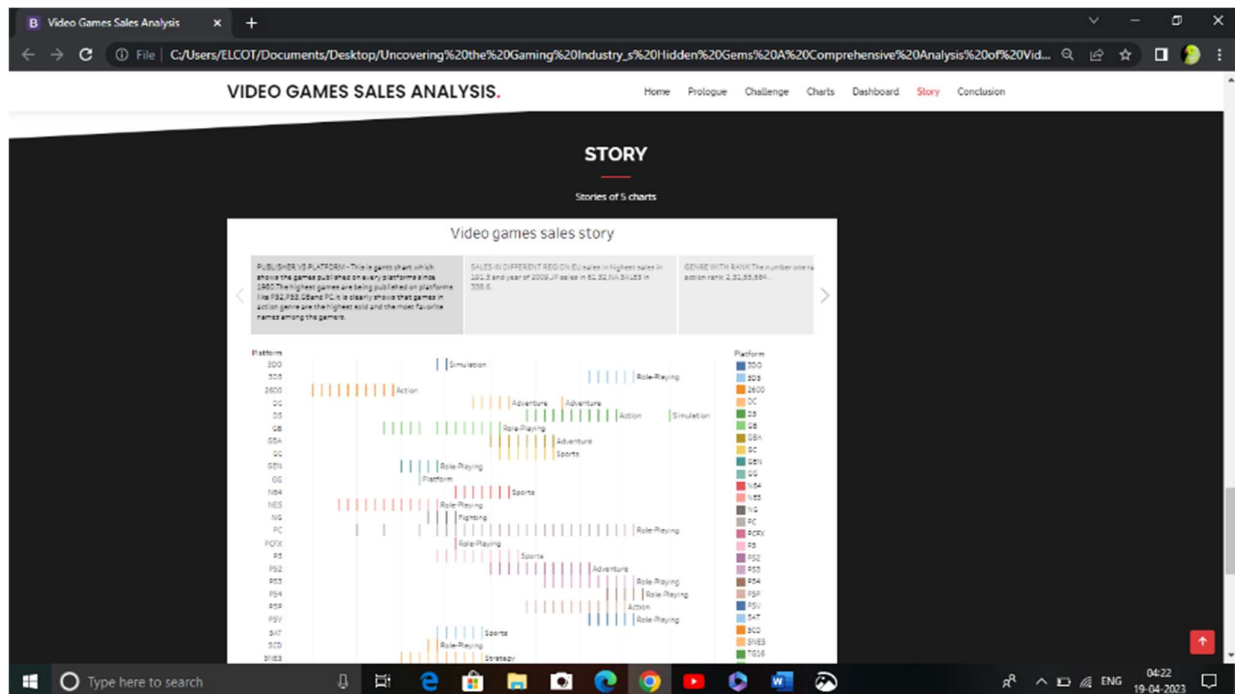


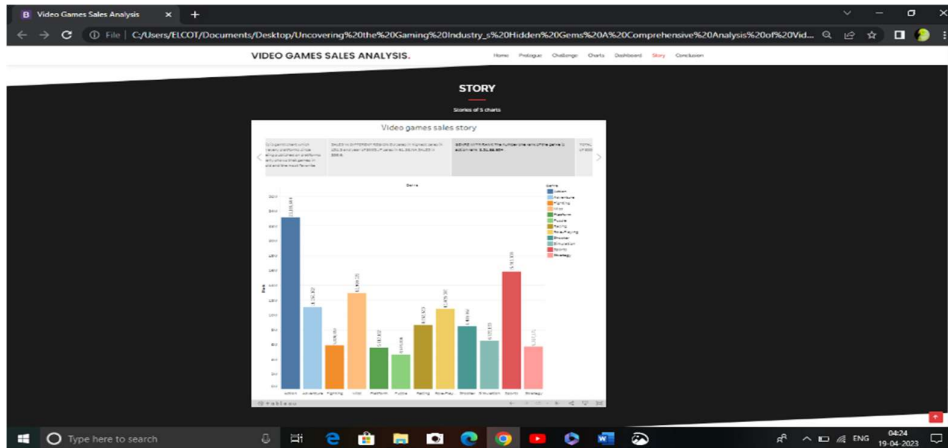


## Dashboard

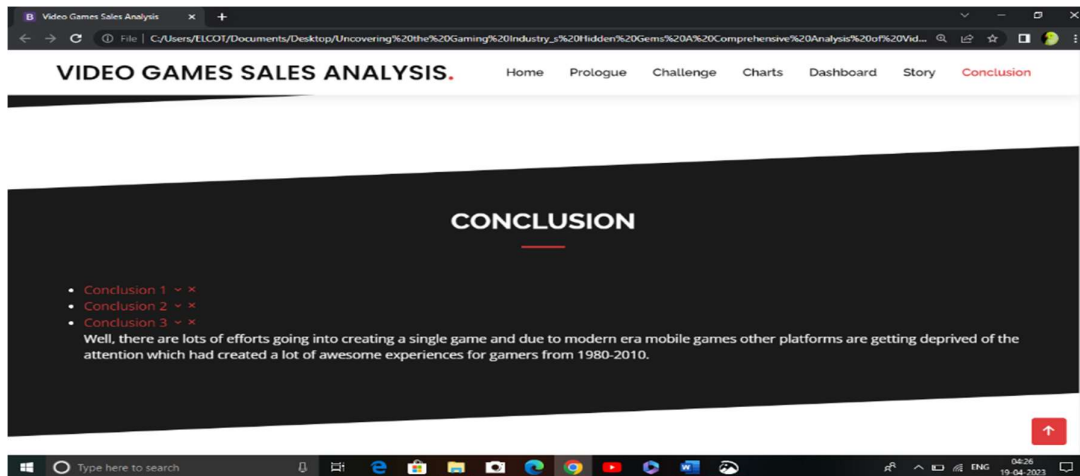


## Story





## Conclusion



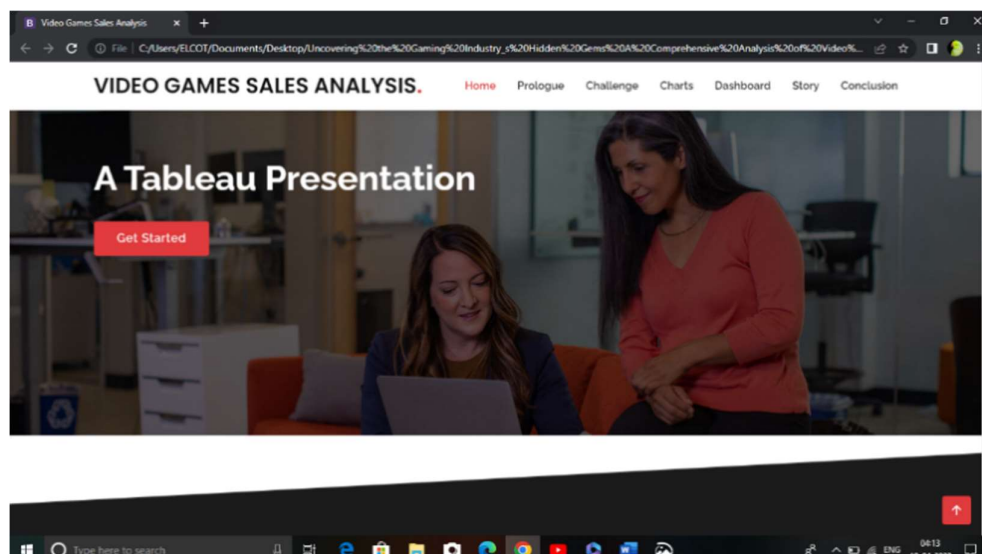
The screenshot shows the "CONCLUSION" page of the Tableau Story visualization. The page has a dark background with the title "CONCLUSION" in white. Below the title, there are three bullet points:

- Conclusion 1
- Conclusion 2
- Conclusion 3

Below the bullet points, there is a paragraph of text:

Well, there are lots of efforts going into creating a single game and due to modern era mobile games other platforms are getting deprived of the attention which had created a lot of awesome experiences for gamers from 1980-2010.

## Profile



The screenshot shows the "A Tableau Presentation" page of the Tableau Story visualization. The page features a large image of two women working on a laptop. Overlaid on the image is the text "A Tableau Presentation" in white, and a red button with the text "Get Started" is positioned below the text.



## **4.ADVANTAGES & DISADVANTAGES**

Videogames are an important part in the life of younger generations, being it uses one of the principal recreation activities in many homes. Several studies showed that children are able to develop mental skills that promote active reasoning. However, to obtain these benefits lies primarily in the type of game that is being used. Currently many of these contain high levels of explicit violence and sex, which have come to create addiction among young children. Under that there is no regulation regarding the sale of videogames, is recommended that the parents determine if the product is suitable for the child's age, and restrict their use to a few minutes per day. In this paper we analyze the advantages and disadvantages of using videogames, primarily considering preventive strategies.

### ***Advantages of Video Games***

- 1. Improved Vision***
- 2. Brain Booster***
- 3. Improved Life Skills***
- 4. May Ease Anxiety and Depression***
- 5. Painkiller***

### ***Disadvantages of Video Games***

- 1. Addiction***
- 2. Social Replacement***
- 3. Obesity***
- 4. Stress***
- 5. Could Limit Academic Process***
- 6. Violence***

## **5.APPLICATIONS**

The video game industry is gaining widespread popularity these days. In the present time of the covid-19 pandemic, video game digital sales have seen an impressive jump both in terms of revenue

and entertainment. As people continued to remain indoors during this pandemic, video games were accompanying kids and other video game lovers to stay engaged. The recent surge in the gaming industry is because of all these. As per data, 4.3 million games were sold worldwide this year. Michael Pacher, an analyst at Wedbush Securities says that “People are at home, they have nothing to do, they are not commuting”, so it has seen massive growth.

## **6.CONCLUTION**

Nintendo dominating sales with its game like Super Mario Bros, Wii Sports. In early 1980's to 2010's North America is dominating sales, with Japan changing places multiple times with North America till 1996, North America spikes and overthrown Japan as dominate sales region. Genre Platform has the most top 10 games by sales, thanks to Super Mario Bros series. Most of games sales are under 5millions. By the above data we can say that action games on DC or PlayStation for that matter are the most popular and are the ones responsible for maximum sales all over the globe. Also, as these games are so abundant and popular (ranking wise), variation in the sales of one or two such games would not cause significant change in the overall sales.

## **7.FUTURE SCOPE**

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. Nass com estimates that India's gaming industry will reach 1 billion approx. the Indian gaming and esports sector has witnessed tremendous growth over the past few years, and there is no doubt that this growth will skyrocket even more in the

years to come. Industry estimates predict that the number of online gaming users in India is poised to grow from 481 Mn in 2022 to over 657 Mn by 2025.

## **8. APPENDIX**

- [Source code](#)
- [Tableau public link for meganathan](#)