

Analysis of Video Game Sales Data



CoderSchool

Understanding video game sales provides critical insights that drive strategic, financial, and creative decisions in the dynamic and competitive gaming industry.

OVERVIEW OF THE ANALYSIS



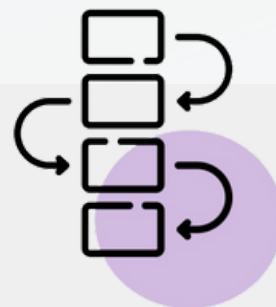
Target audience

- Game Director
- Game Producer



Metric

- NA_Sales



Flow of analysis

Global
Market
Overview



Market Leaders



Game Analysis



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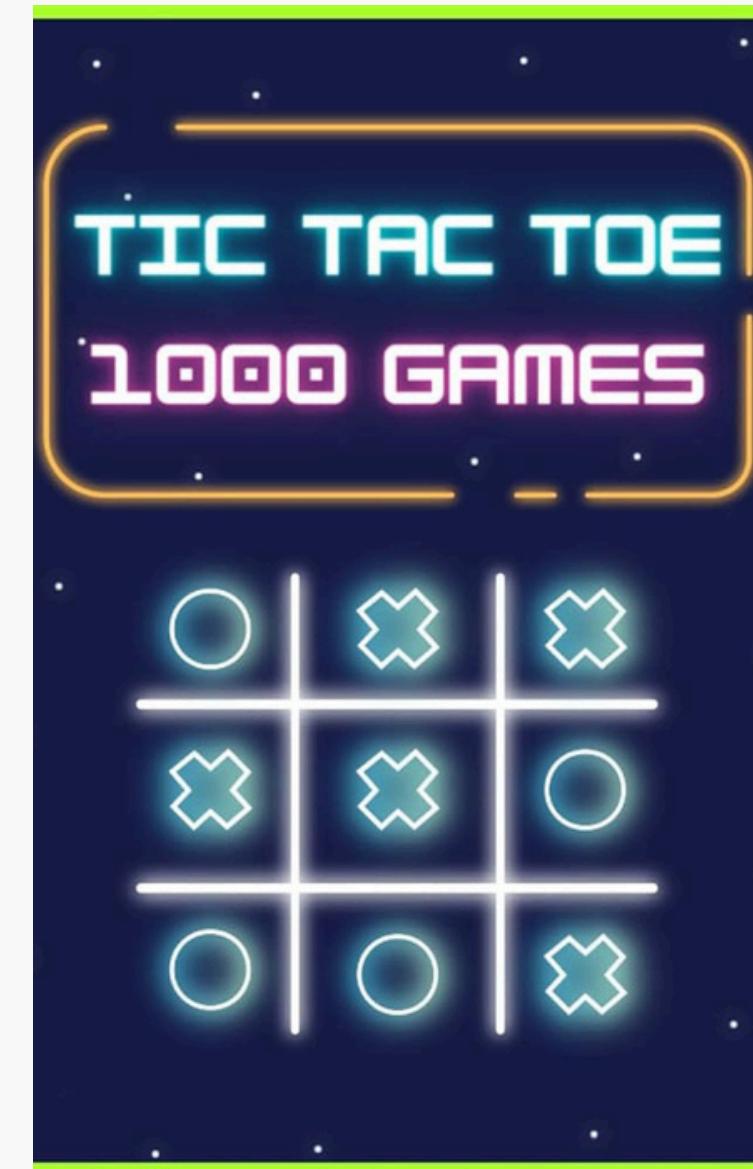
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Introduction

Why game sales are important

Game sales are a **fundamental metric** that **reflects the health and direction** of the gaming industry, **influencing** everything from **business practices and employment to technological innovation** and cultural significance.

Q Game Sales





Exploratory Data Analysis

Market and competitive analysis allows us **to understand where we are as a brand** and **how our competitors work**. We will start by identifying who our market is and who our competitors are.

1

Review market and competitors.

2

Selecting a Game Category

Q Review Market

Market Sales

As shown in Figure 1, the chart **represents the global sales for each nation**

- Lowest Rank Consumption (10.27%):
- Third Rank Consumption (11.32%):
- Second Rank Consumption (29.26%):
- First Rank Consumption (49.16%):

→ **The target market is North America**

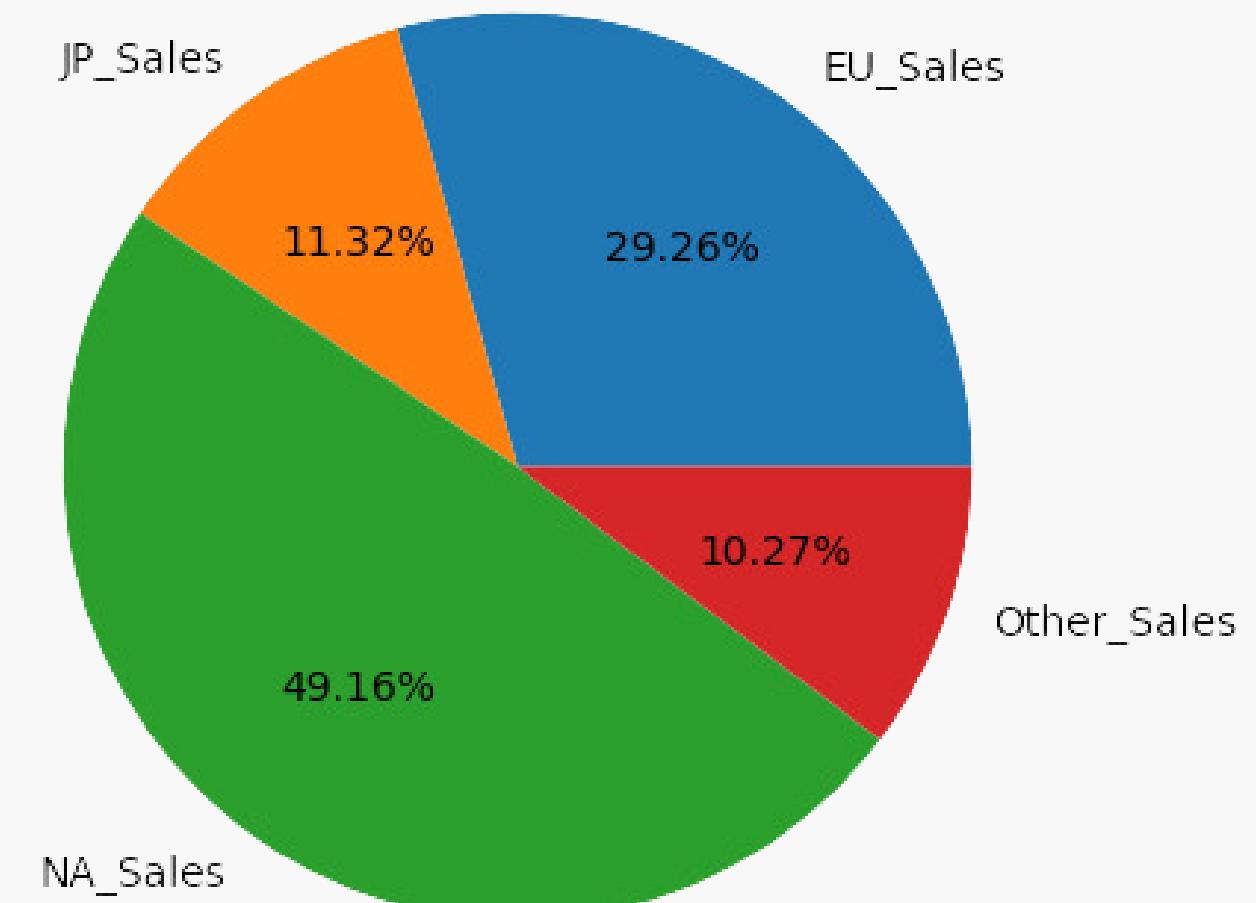


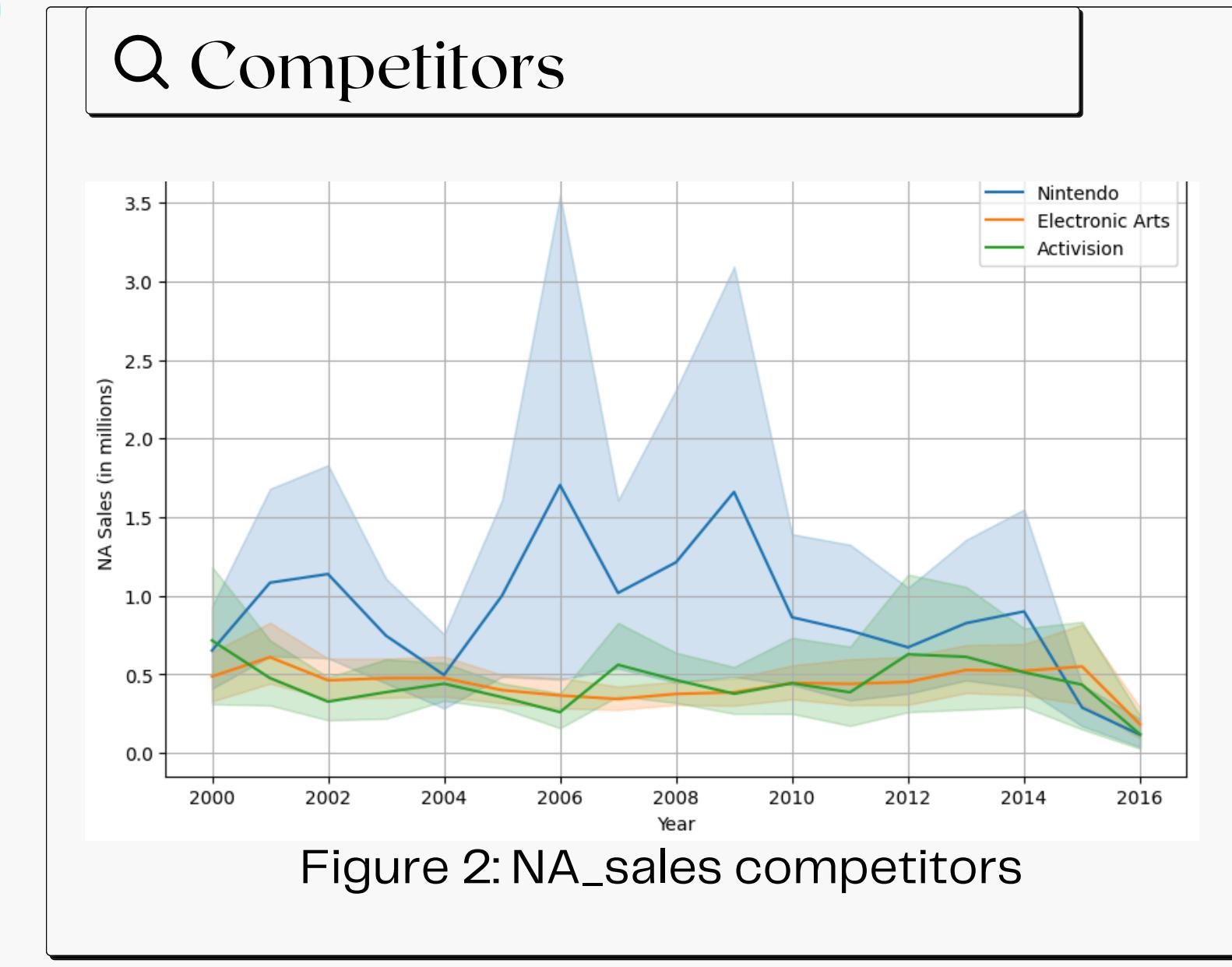
Figure 1: Global sales for each nation

Q Competitors Description

Competitors

As shown in Figure 2, the chart represents sales for **the biggest competitors in the gaming industry**, including:

- **Nintendo**
- **Activision**
- **Electronic Arts**



Q Brand Description

Nintendo

Nintendo is a prominent Japanese multinational consumer electronics and video game company headquartered in Kyoto, Japan. Founded in 1889 by Fusajiro Yamauchi, it originally produced handmade hanafuda playing cards. Over the decades, Nintendo has evolved into one of the most influential and financially successful video game companies globally.



Q Brand Description

Electronic Arts

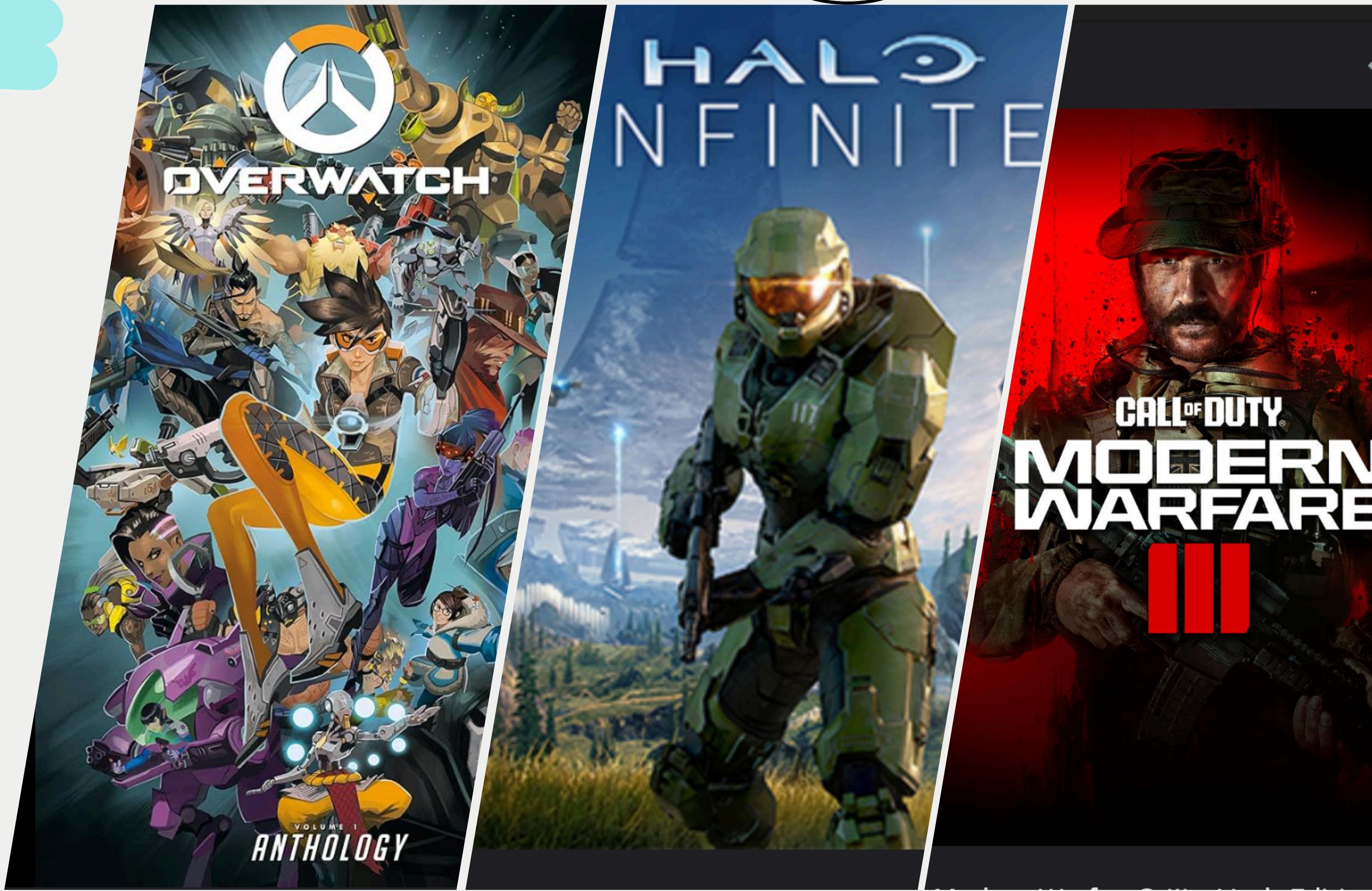
Electronic Arts (EA) is a leading global interactive entertainment software company headquartered in Redwood City, California. Founded in 1982 by Trip Hawkins, EA has grown to become one of the largest and most influential video game publishers in the industry.



Q Brand Description

Activision

Activision is a prominent American video game publisher headquartered in **Santa Monica, California**. Founded in 1979 by former Atari employees.



Game Genre

What is game genre

A **game genre categorizes** video games **based on** their **gameplay interaction rather than visual or narrative elements**. This classification can **help players understand what type of gameplay experience to expect from a game**. Here are some common video game genres:

- Action
- Shooter
- Sports

Q Game Genre



Q Target Game Catogery

Game Catogery Q

Our company is strategically concentrating its efforts on developing and enhancing our offerings within the sports, action, and shooter game genres, aiming to deliver top-tier experiences in these popular and competitive areas of the gaming industry.

Insights

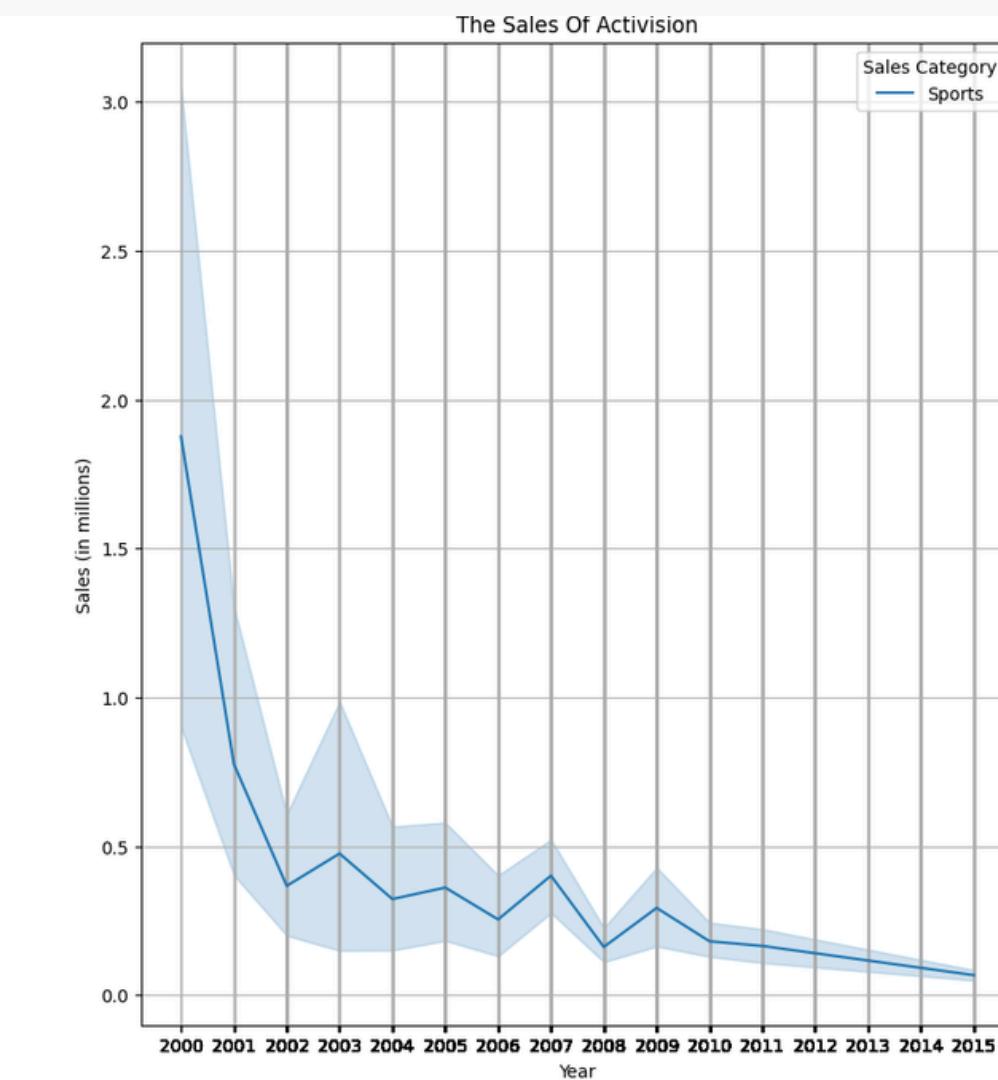
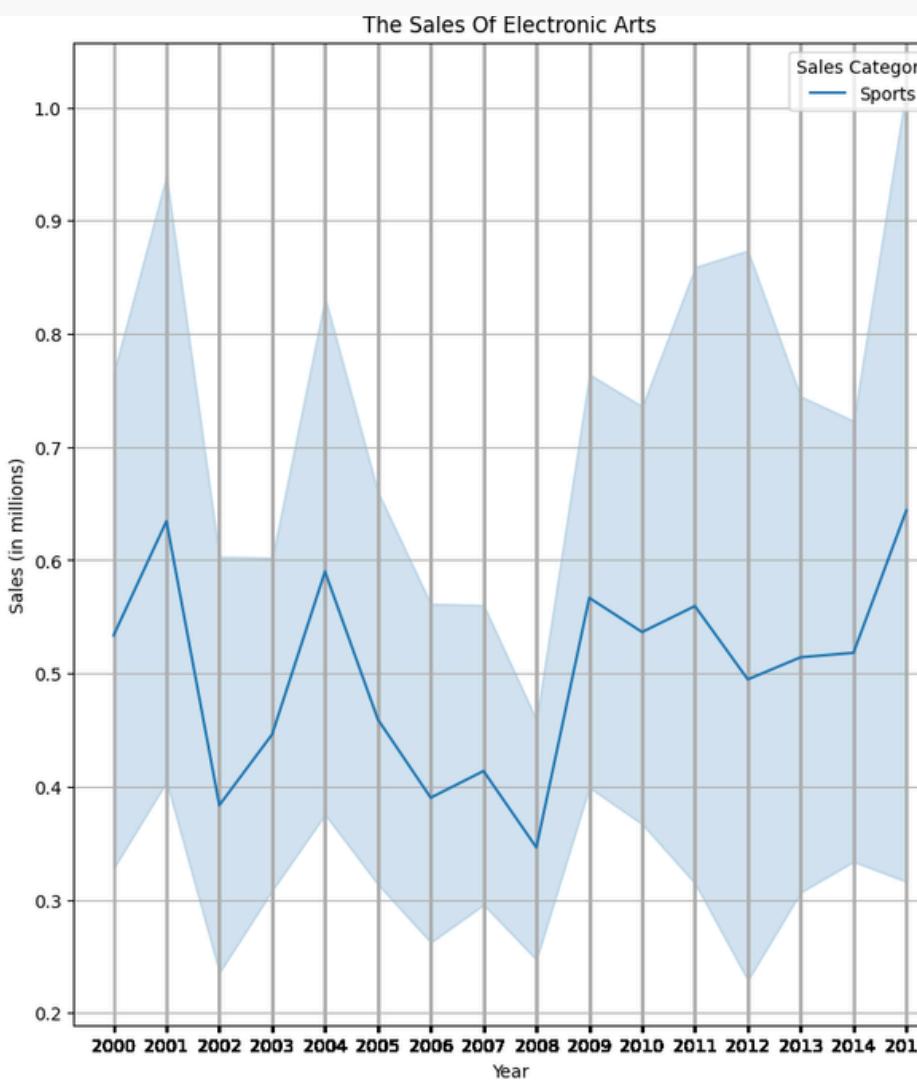
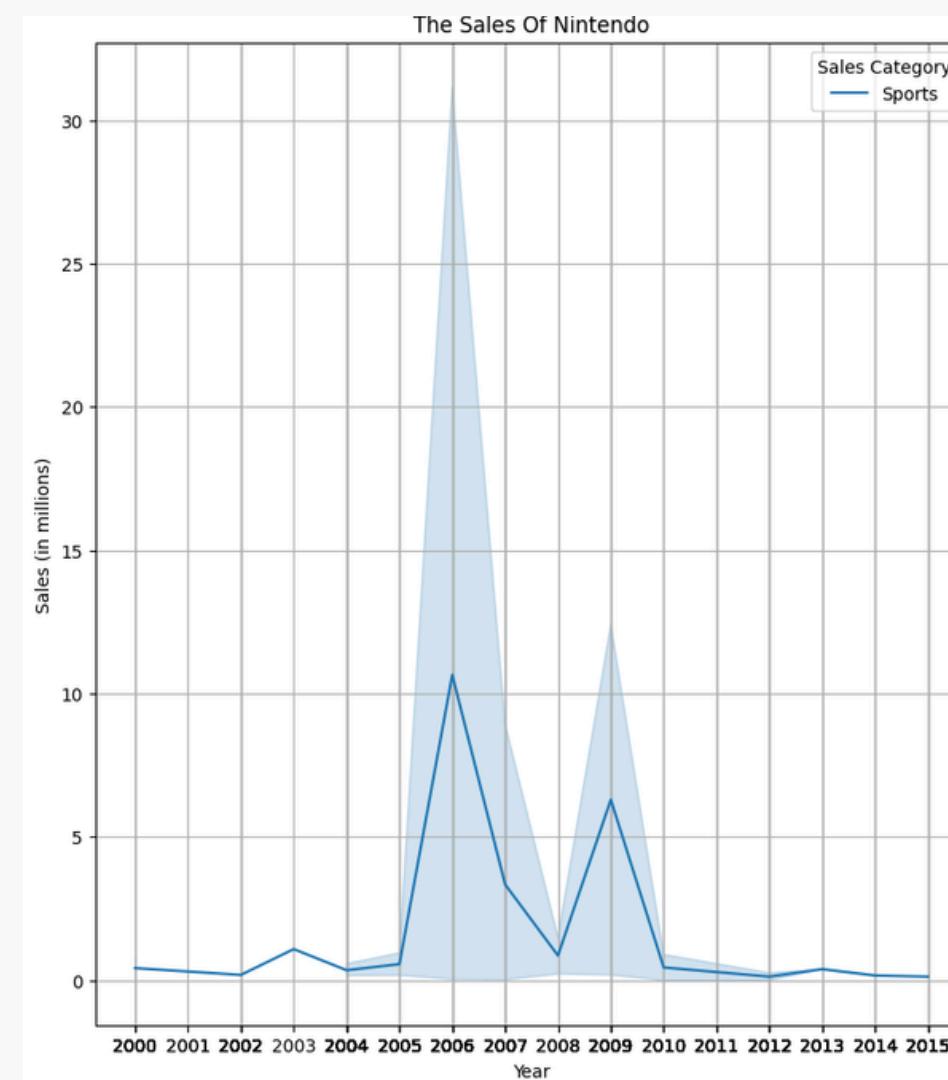
At this point. We'll show the genre I've chosen for three publishers. We'll look at why this publisher sold more in this genre than other publishers, and vice versa.

1 Category Analysis.

2 Visual analysis

3 Solution

Q Genre Description Sport



The graphic shows that **Nintendo has the largest video game sales of all time** when compared to the other two. However, they **peaked in 2006**. So the question is, **what kind of games did they publish during that period?** Now, we'll find out.

Q Nintendo Description Sport

Nintendo Sport

According to the data I've found. Following **the huge success of Nintendo's Wii system launch in 2006**, the **Wii platform has grown to be the most widely used**. Its **unique motion-controlled** gameplay drew in a wider audience, including families and casual players, which can have an impact on Nintendo's sales. **The Wii's motion controls are a perfect match for sports games**, which **provide a simple and entertaining gameplay experience**.

Q Nintendo Platform

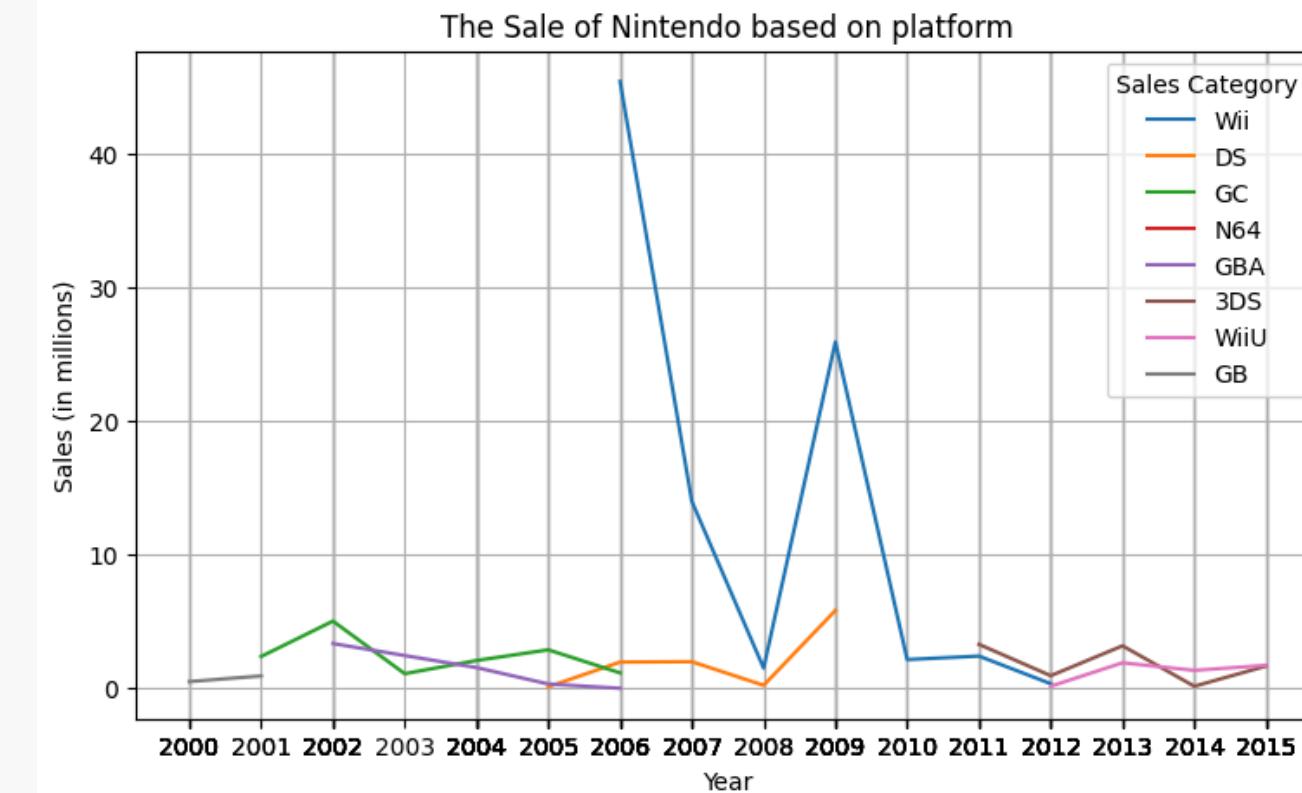


Figure 3: NA_Sale based on platforms

Q EA Description Sport

EA Sport

It is believed that the **FIFA** and **NFL** game series, which are **football games**, are **extremely popular**, however, according to my findings. There are **numerous explanations for the game's popularity**. However, there is **one big reason** why people **adore this game and the platform** on which they **use to play**.

Q EA Description Sport

EA Sport

From the chart, it's evident that **consumers** appear **more inclined to invest in new platforms** to enhance their **gaming experience**, focusing on aspects like **graphics, display, and control**. This observation is supported by the trend shown in the chart, where **sales for older platforms decline following the release of a new one**. This suggests a **clear preference for upgrading to newer, more advanced gaming systems**.

Q EA Platform

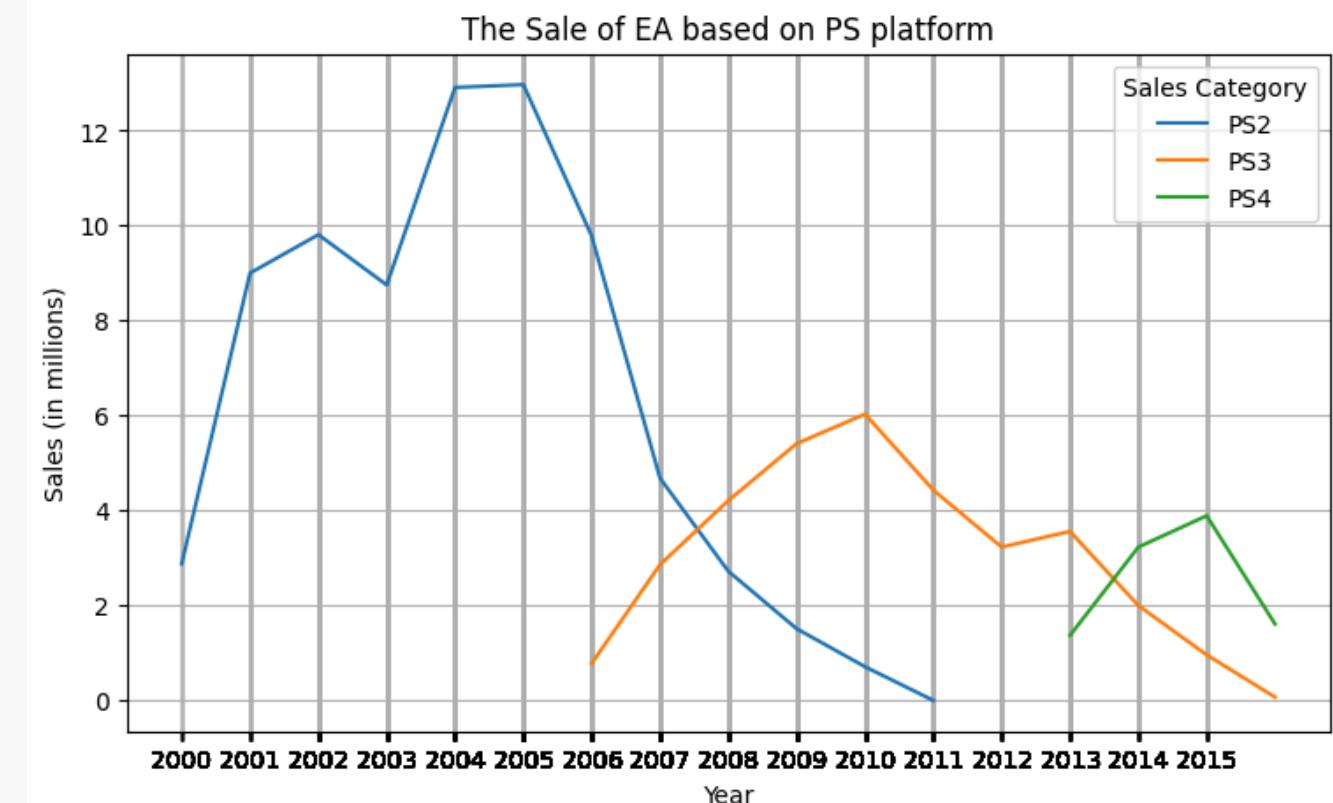
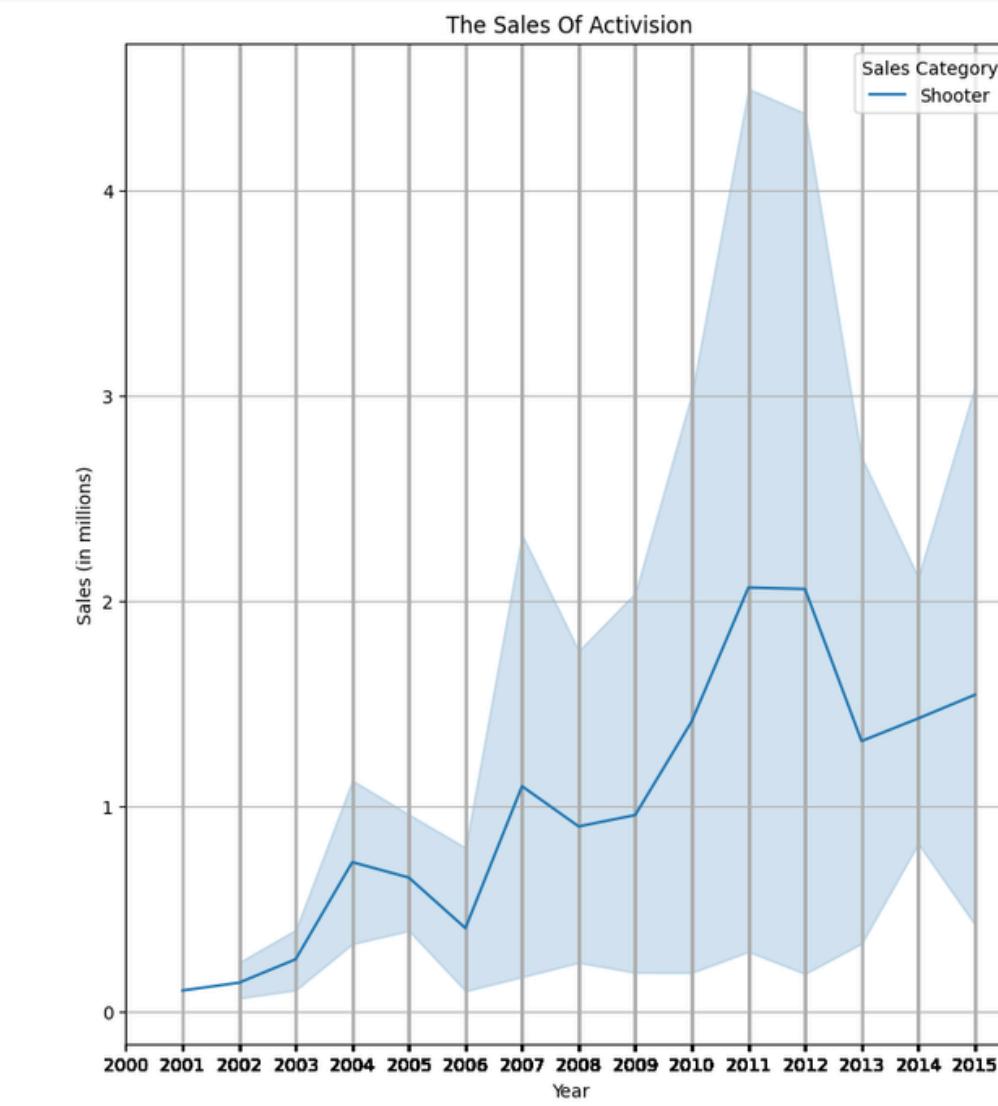
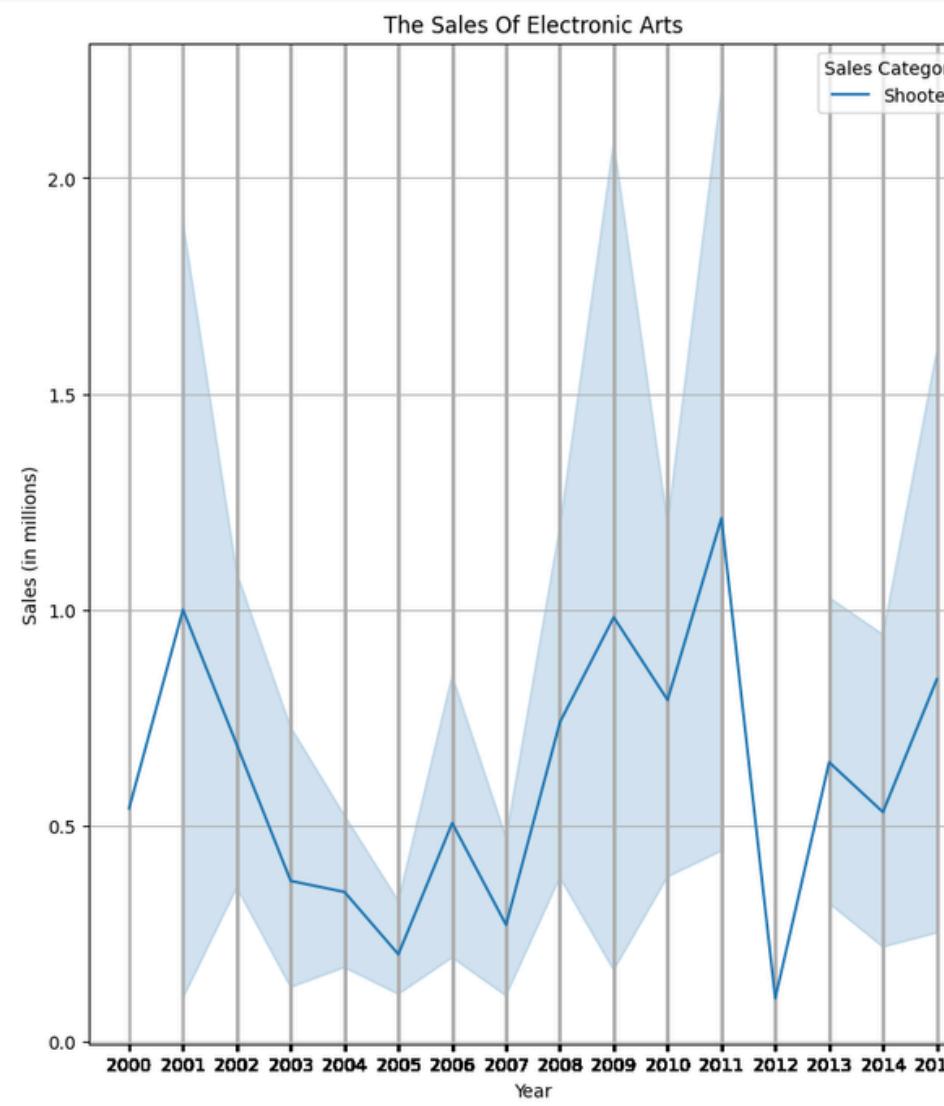
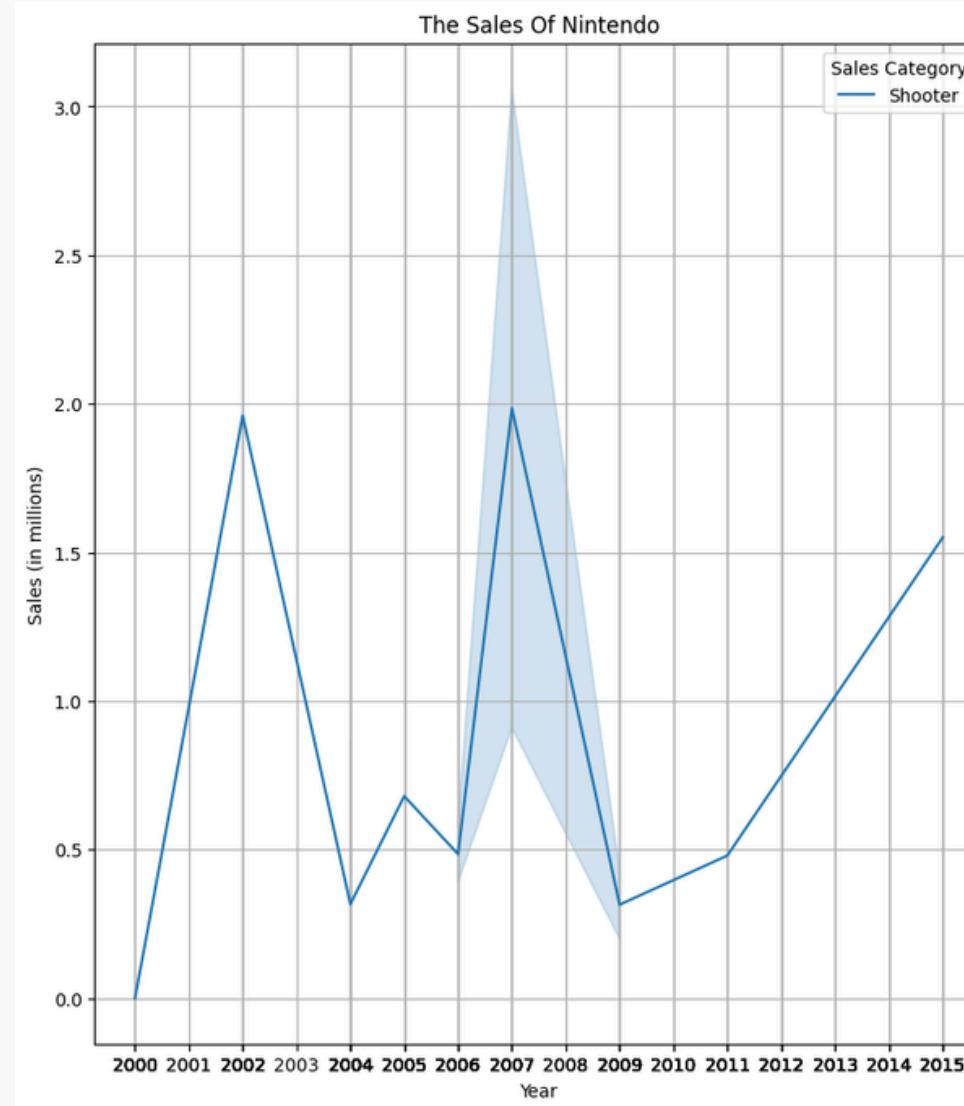


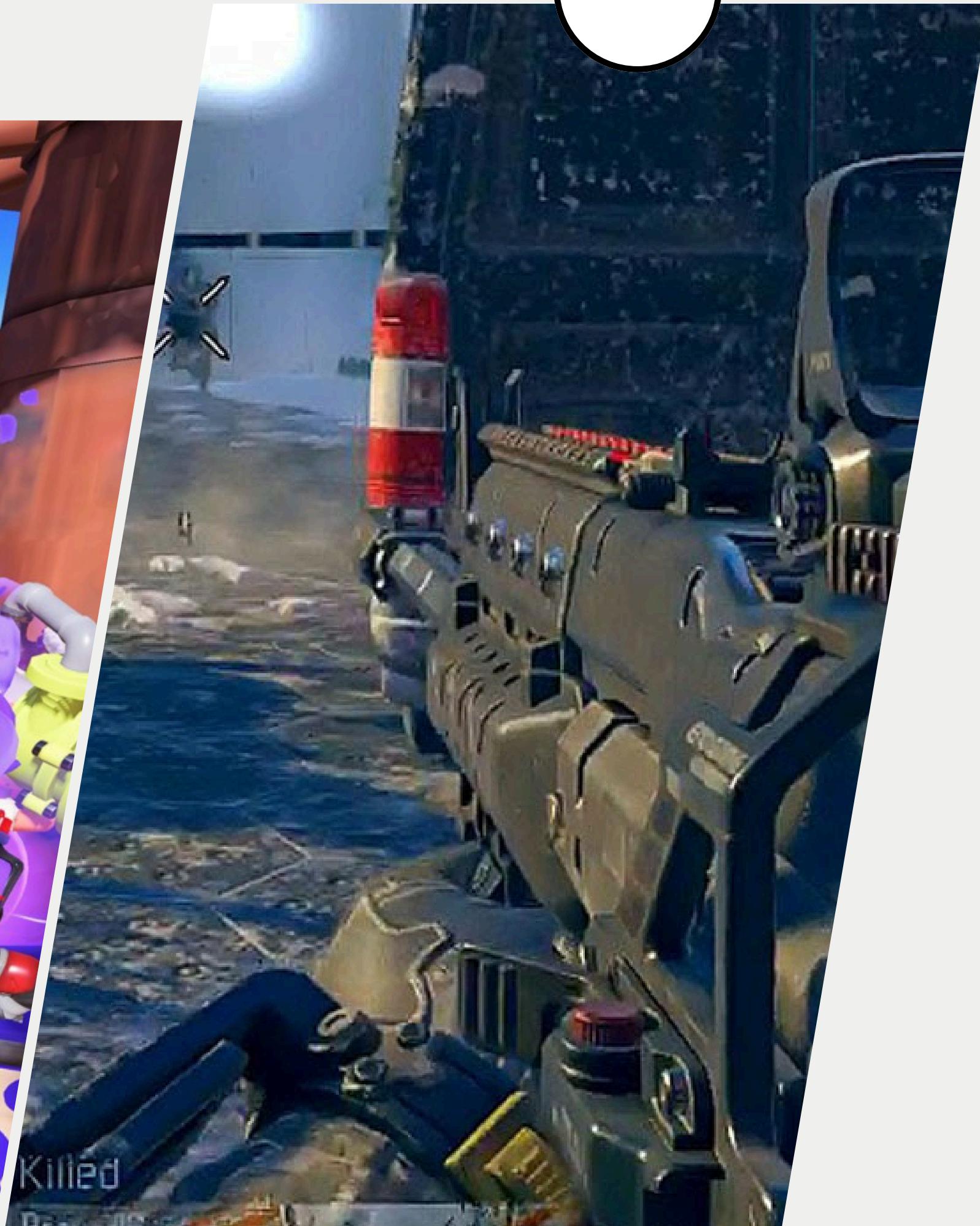
Figure 4: NA_Sale based on platforms

Q Genre Description Shooter

The graph shows that **three publishers' shooting games are becoming more and more popular**. Still, how come a **well-known sports game publisher like Nintendo can thrive in the shooting genre?**



Q Visual Analysis Shooter



Q Nintendo Description Shooter

Nintendo Shooter

Nintendo's approach to shooter games is often **designed to be suitable for all ages**, distinguishing itself from many other shooter games in the market that target older audiences. Here's why **Nintendo's shooter games are considered appropriate for players of all ages**:

- **Cartoonish and Stylized Graphics**
- **Non-Violent Themes**
- **Family-Friendly Gameplay**

Q EA Description Shooter

EA Shooter

It's thought that the shooting game **Battlefield** is **quite well-liked**. However, based on what I've discovered. **There are a lot of reasons why this game is so popular. People love** this game and **the platform they play** it on, though, for one very important reason.

Q EA Shooter Game

Battlefield

The spike in popularity of **Battlefield 3** in 2011 can be ascribed to multiple significant factors. First, there's the **attention to detail**: carefully thought-out **animations, sound effects**, and **weapon features** all contribute to the game's increased realism and immersion.



Q EA Platform Description

EA Shooter

As you can see from the chart. It is believed that the **users seem to be more willing to spend their money on buying the new platform to experience the quality of gaming**, such as the graphics, show, and control, cause the chart shows that after a new platform is relished, the sale based on the old platform is decreased.

Q EA Platform

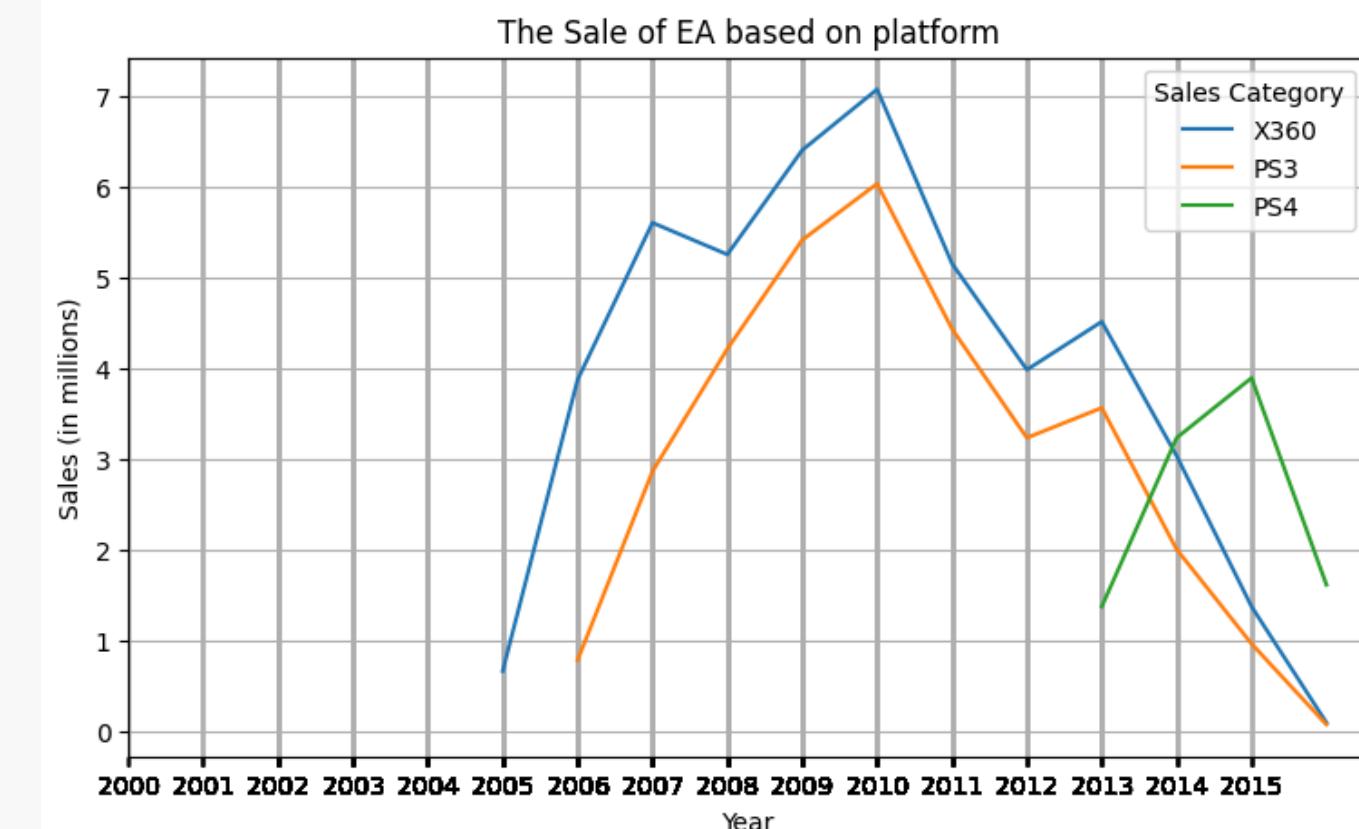


Figure 5: NA_Sale based on platforms

Q Activision Description

Activision Shooter

It is commonly understood that the "**Call of Duty**" game series, known for its shooter genre, **enjoys immense popularity**. My research supports this, revealing several factors contributing to its success. However, a **primary reason stands out** for why people love this game so much, including the platform they prefer to play it on

Q Activision Description Game

Call of duty

"Call of Duty" series is one of the most popular video game franchises globally, with a large, dedicated fan base. **Several factors** contribute to its popularity and the reasons why people love playing these games:

- **Compelling Campaigns**
- **Variety of Play Styles**
- **Regular Updates and Seasons**



Q Activision Platform Description

Activision Shooter

Compared with other publishers. The chart also illustrates that consumers are likely more inclined to **invest in new gaming platforms** to enjoy enhanced features like **superior graphics**, **display**, and **controls**. This trend is evident because, following the **release of a new platform**, there's a noticeable **decline in sales for the older platforms**, indicating a shift in user preference towards newer technology.

Q Activision Platform

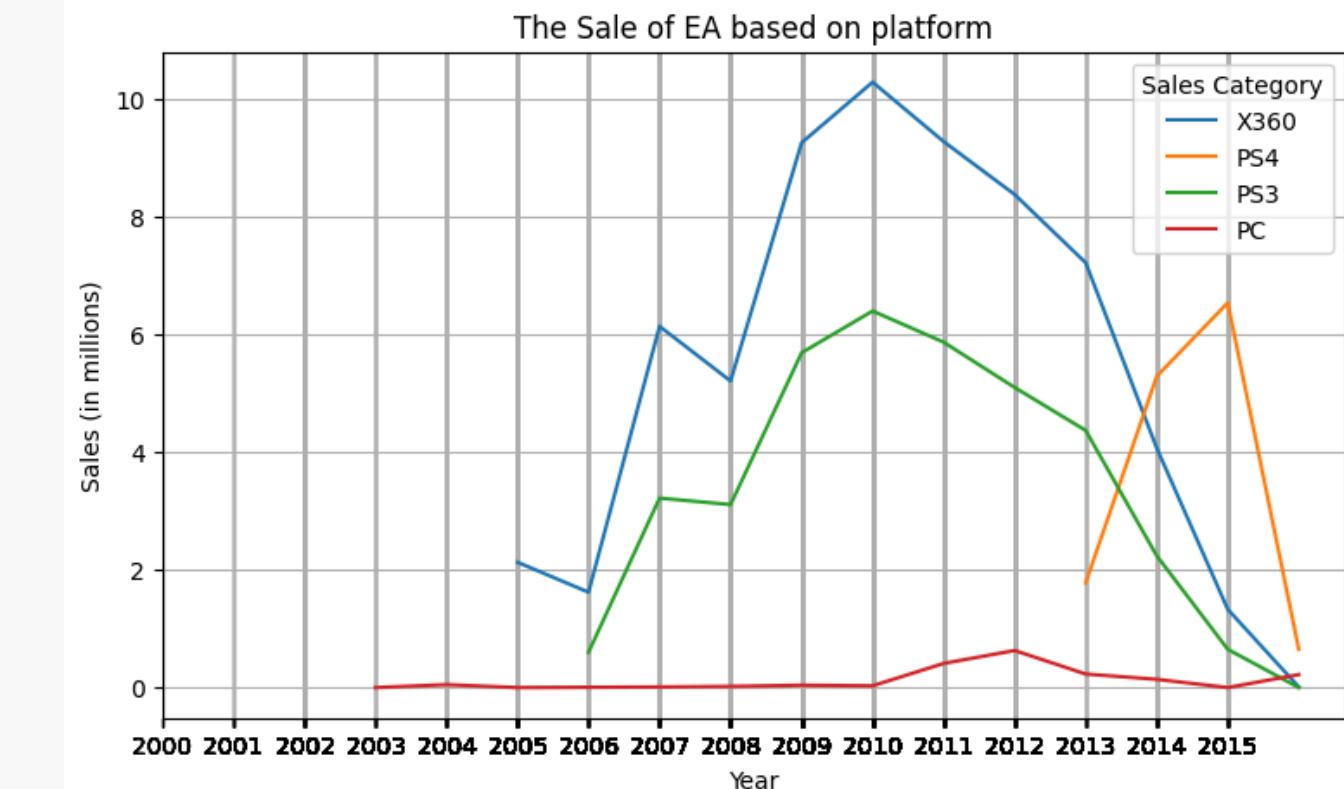
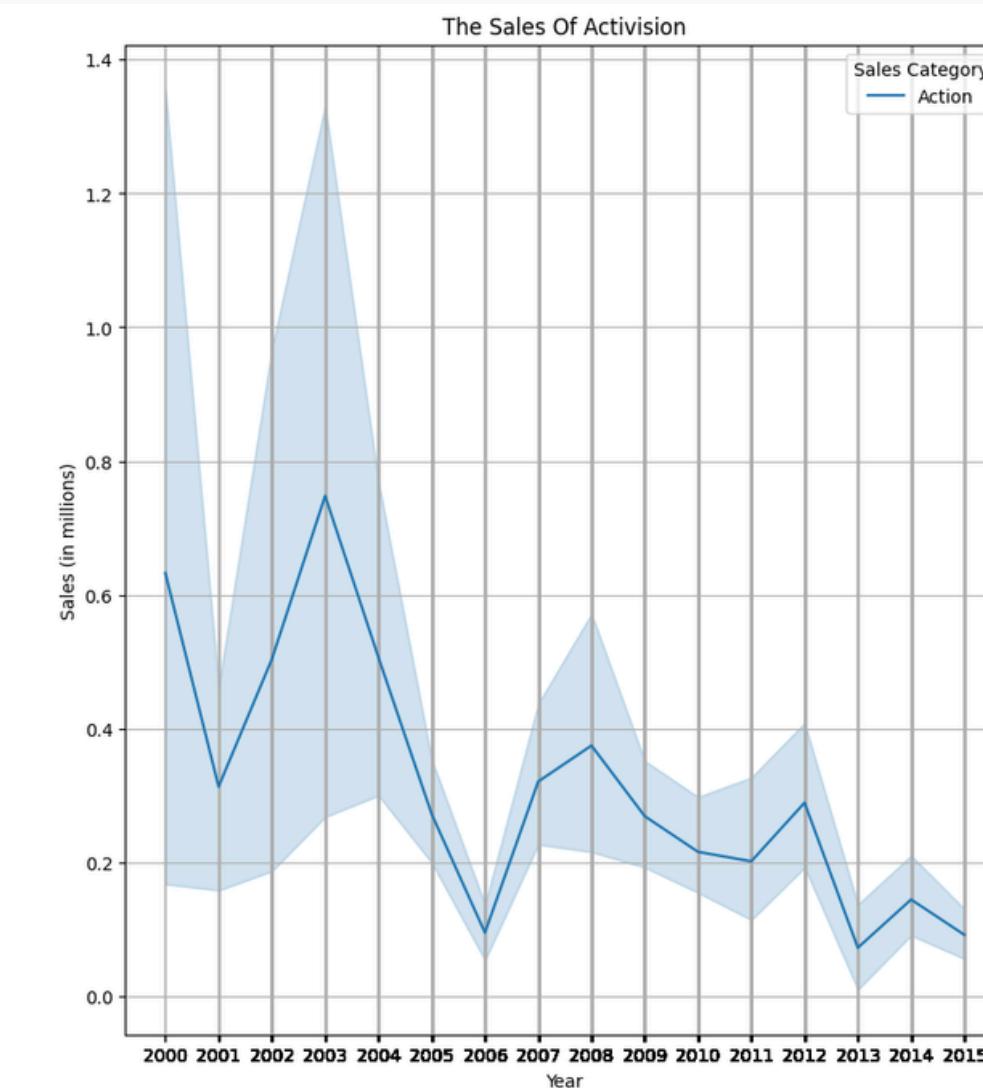
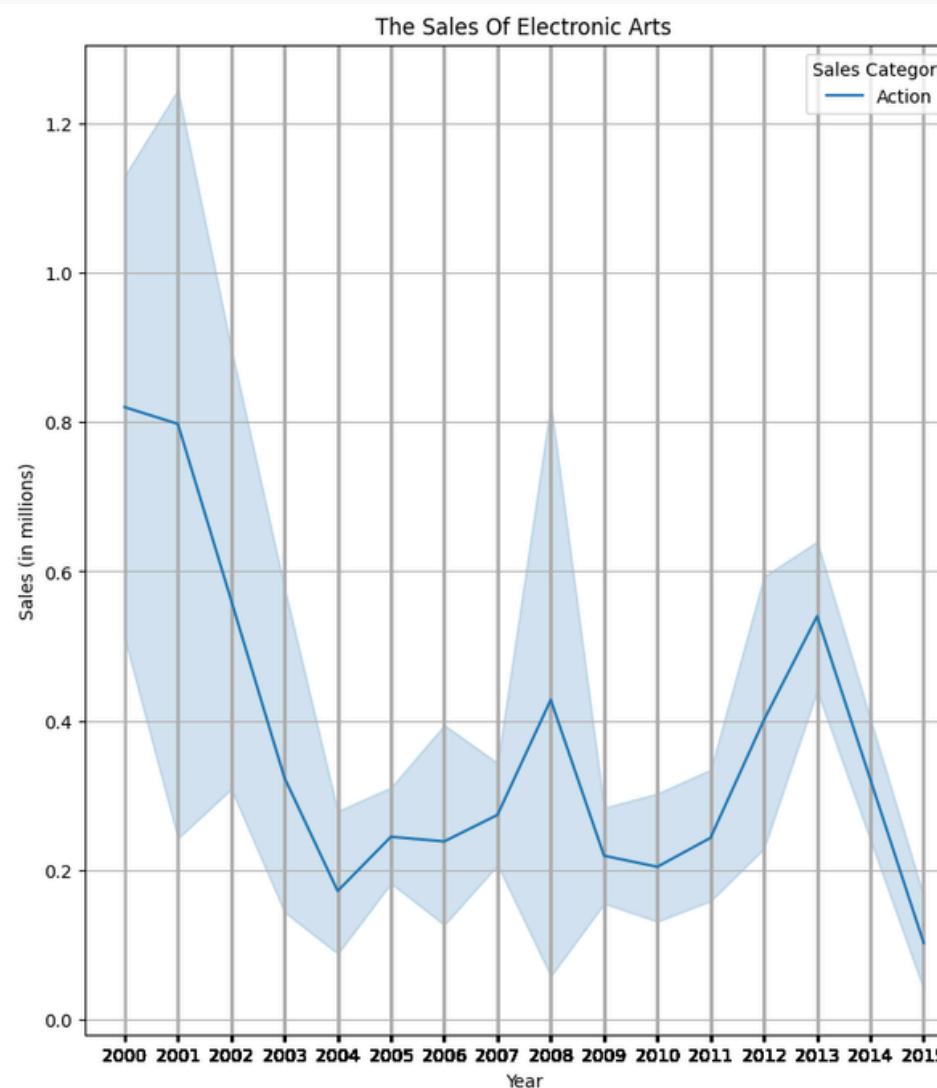
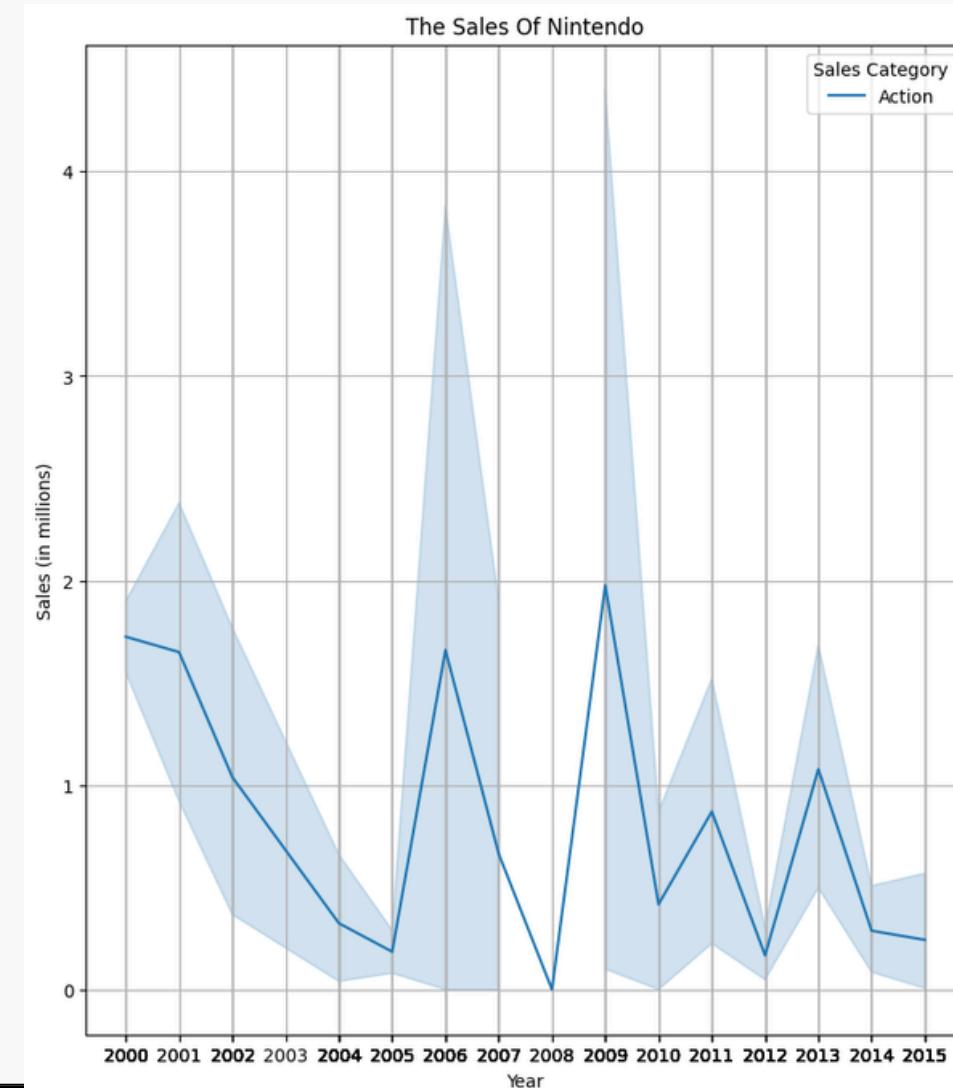


Figure 6: NA_Sale based on platforms

Q Genre Description Action

Based on the chart presented, there appears to be a **consistent decline in the market for action games** over recent years, making it **increasingly challenging** to justify the **development of a new game within this genre**. This **downward trend** provides **little supportive** evidence or rationale for venturing **into creating a new type of action game**, as the data does not currently suggest a robust demand or growing interest in this particular market segment.



Q Sports Genre Solution

Sports

Our company focuses on developing a **sports game designed for multiplayer enjoyment by friends and family of all ages**. The game will feature engaging gameplay, appealing aesthetics, and a welcoming atmosphere that facilitates interaction among players. Additionally, **platforms like the PS4**, known for their **high-quality graphics**, should emphasize **enhancing the visual experience** to further improve gamers' interactions with our game

Q Shooter Genre Solution

Shooter

Drawing on **Nintendo's experience** with **targeted demographics** in shooter games, we recognize the opportunity to **create a visually appealing, colorful game** that **attracts players of all ages**. **Shooter games**, particularly in first- and third-person formats, **require intense concentration** due to the genre's demanding nature and gameplay dynamics. A robust platform enhances the **gaming experience** by improving visibility and accurate hit detection. Additionally, **inspired by** the success of '**Call of Duty's strong, story-driven campaigns**', which skillfully weave historical events into **dramatic storytelling with compelling characters and cinematic moments**, we aim to **incorporate** similar **narrative depth** and **appeal** into our innovative **shooter game design**.

Conclusion

The examination of video game sales offers **priceless information** that can influence the gaming industry's financial, creative, and strategic decision-making. Our businesses **may gain a deeper understanding** of consumer preferences, market trends, and competitive dynamics by analyzing sales data.

This knowledge aids in **marketing strategy optimization** to reach the appropriate audiences, **production budget management**, and **game creation optimization** to match player interests.

Presented by Thang Le Quoc

Thank you!

Have
a good
weekend!