

USER REQUIREMENTS:

VIDEO GAMES SALES ANALYSIS

Objective

To analyze video game trends and identify factors that drive sales across platforms, regions, and genres, helping publishers and investors make smarter decisions and maximize success.

Target Audience

- **Game Developers & Publishers** – To understand market trends and optimize game releases.
- **Investors & Analysts** – To assess the financial viability of game investments.
- **Retailers & Marketers** – To target the right audience based on sales trends.

Key Performance Metrics (KPIs):

1. **Total Sales** – Sum of all game sales.
2. **Regional Sales** – Distribution in NA, JP, PAL (Europe/Australia), and other regions.
3. **Top-Selling Games** – Best titles by total sales.
4. **Platform Performance** – Comparison across consoles (PS3, PS4, X360, etc.).
5. **Genre Performance** – Sales by genre (Action, Shooter, RPG, etc.).
6. **Publisher Success** – Total and average sales per publisher.
7. **Critic Score Impact** – Correlation between critic scores and sales.
8. **Yearly Sales Trend** – Sales by release year.

Key Requirements/Questions:

1. Which years saw record-breaking video game sales (>\$100M)? What were the top 3 selling games during those years?
2. Which publishers have repeatedly produced the best-selling game of the year? Which games contributed to their success?

3. What are the highest-grossing games that launched on multiple consoles, and which platform generated the highest sales?
4. How do multiplatform games impact the overall sales of a publisher compared to single-platformed games?
5. How often do critic scores align with sales? Which top-rated games struggled commercially, and which low-rated games still sold remarkably well?
6. Which best-selling games have remained relevant over time, and does the critic score play a role in their longevity?
7. How do gaming preferences differ across different regions? Which genres lead in sales for each region?