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?