**BUSINESS PROBLEM**

1. What are the various trends in video game sales and how do factors like region, genre, platform, year of release, play a key role in this ever-changing market over the years?
2. The aim of this analysis is to understand what kind of games have been sold worldwide, trends in popularity and to understand how different regions have their difference in trends and popularity. The data I will be using is from 1980–2016.