

# Uncovering the gaming industry's hidden gems:A comprehensive analysis of video game sales

## 1. Indroduction:

Video games are popular all over the world. They are enjoyed by all the ages. Video game industry is huge and the spending on video games per year is huge too. According to the market research firm SuperData, as of may 2015, the global games market was worth USD 74.2 billion.

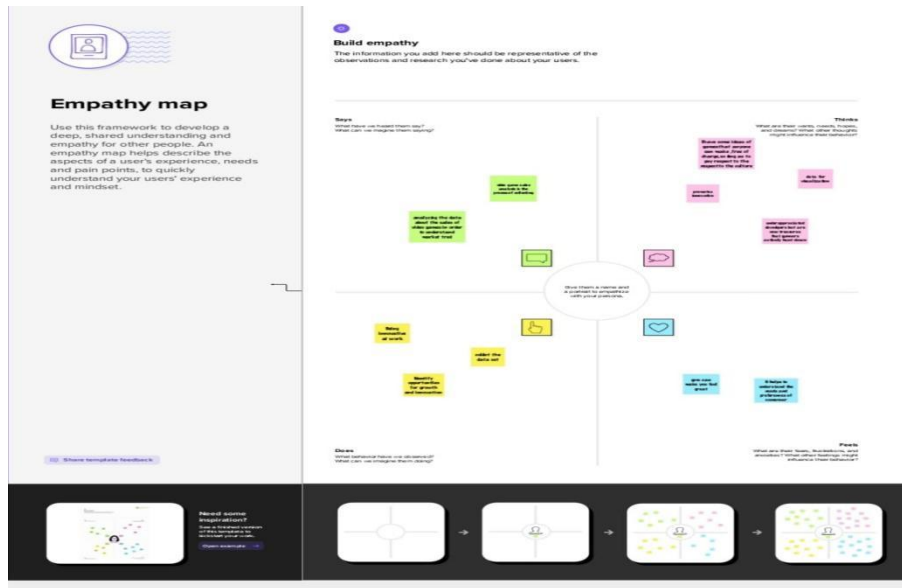
Game analysis allows us to understand games better, providing insight into the player-game relationship, the construction of the game, and its sociocultural relevance. We will conduct an in-depth analysis of video game sales. As the video game industry is gaining increasing popularity and attracting more and more publishers, we are interested in unveiling noticeable insights about the relationship among genre, publishers, release data and sales of different titles. To this aim, we will inspect a data set containing a list of more 16000 video games sold from 1980 to 2020. The dataset was generated by a scrape.

### 1.1 Overview:

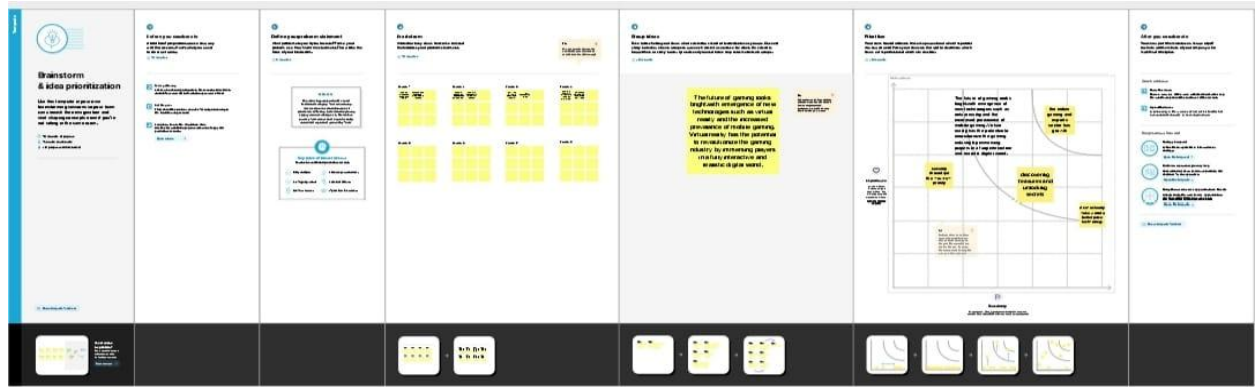
In this the main goal was to analyze the sales of video games in different regions. North America, Europe, Japan, other countries and then the global states. The main idea was to visualize the sales for different genre, publishers and platform all. Also analyzing the effect genre on sales in different regions.

## 2. Problem Definition and Design thinking:

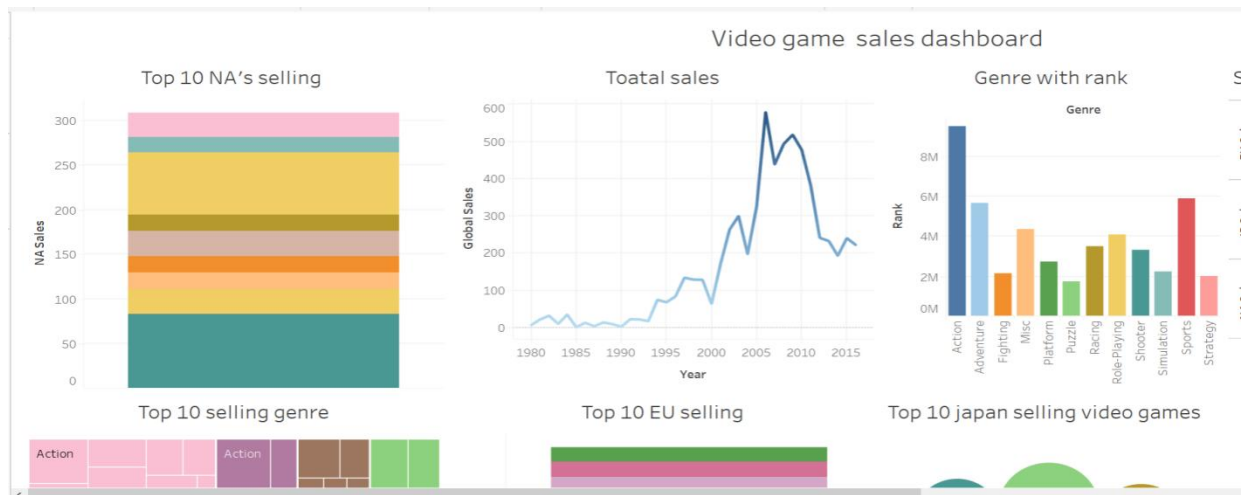
### 2.1 Empathy map:

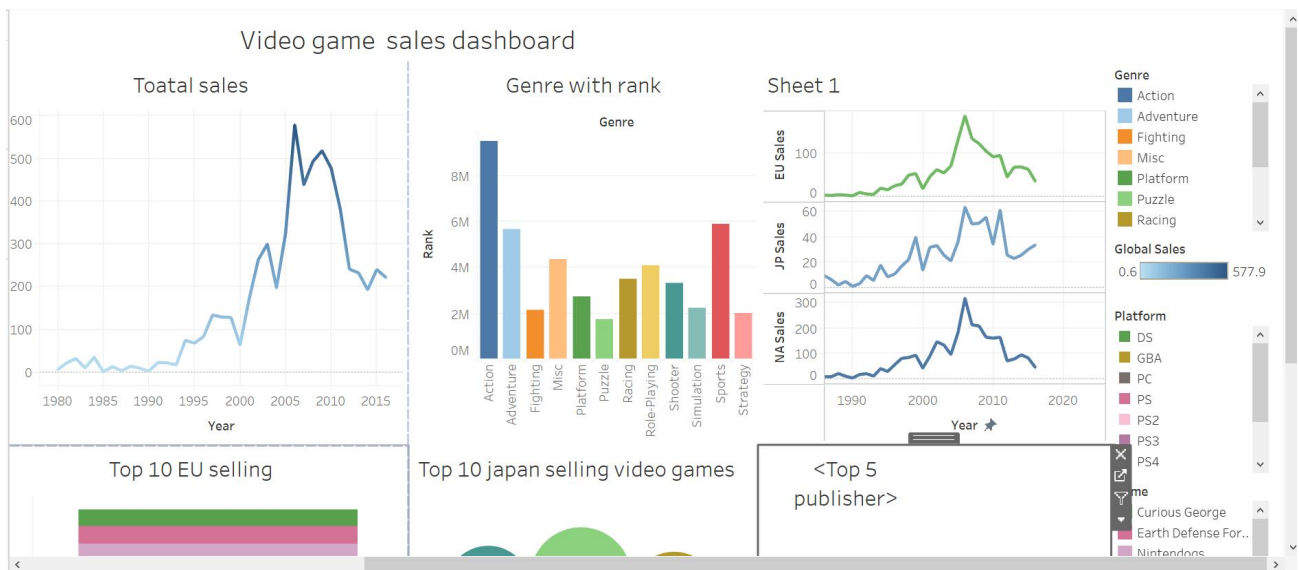
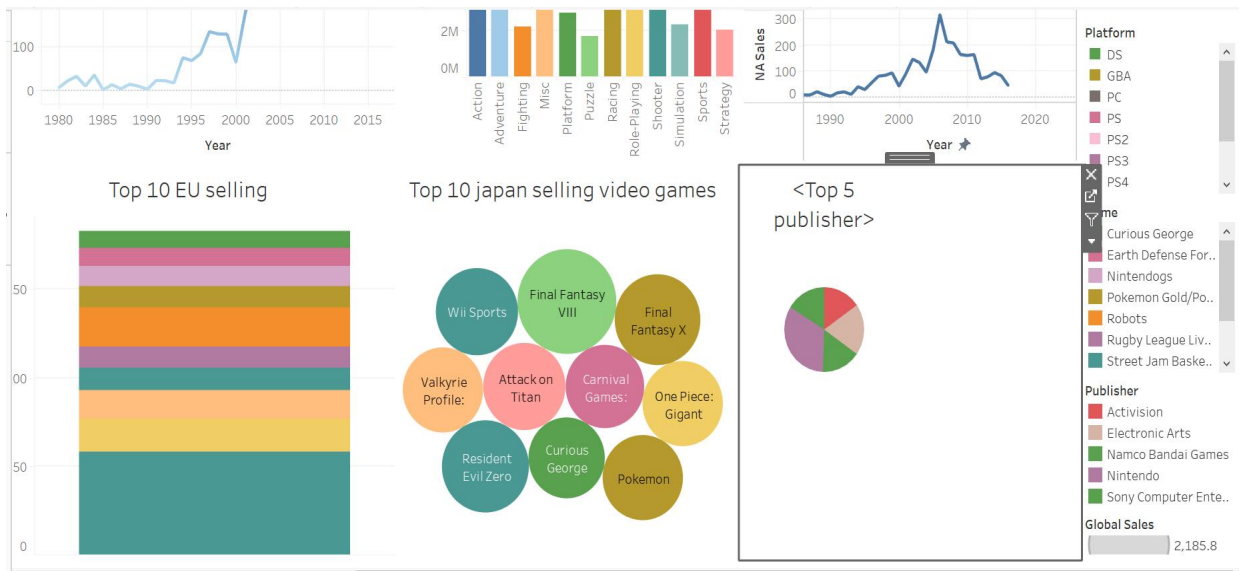


## 2.2 Ideation and Brainstorming map:



## 3. Result:

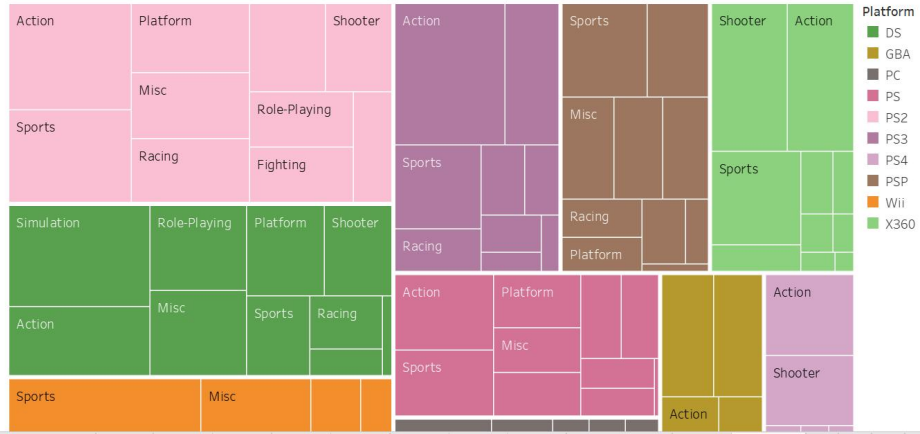


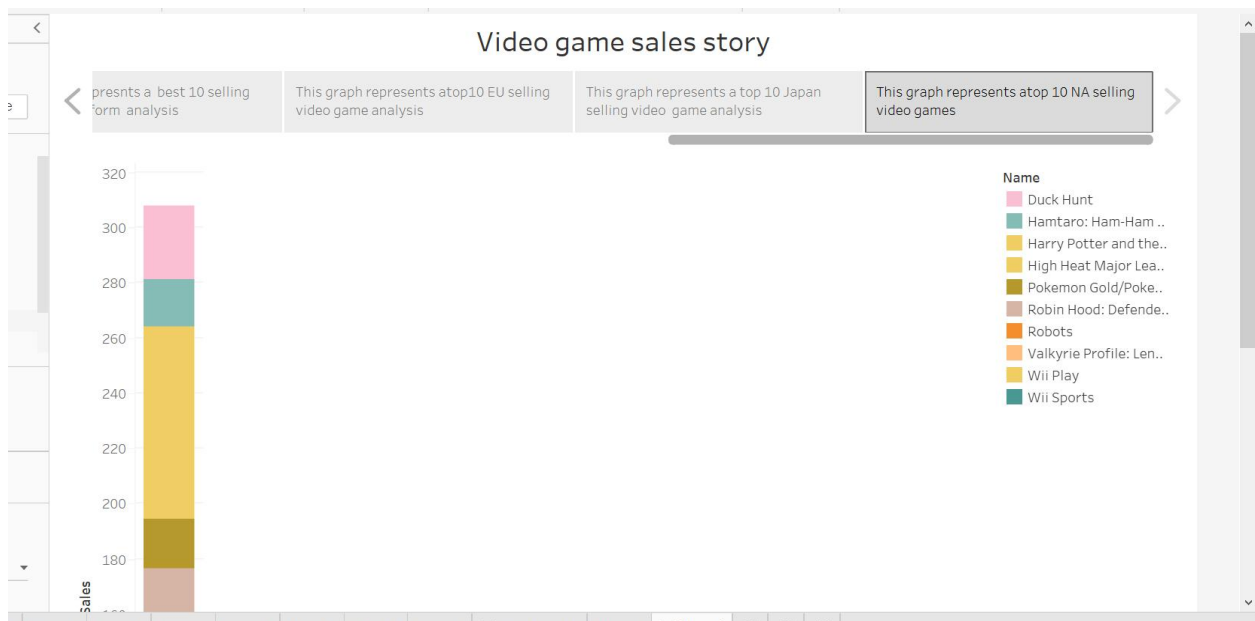


## Video game sales story



< a GENRE with This graph represents a total sale analsis in gaming This graph represents a top 5 public analysis This graph represents a best 10 selling genre on platform analysis This gr video c >





#### 4. Advantage and Disadvantage:

- They speed up response times

- They encourage teamwork
- They improve strategy and leadership
- They teach language
- They stimulate creativity, focus and visual memory

Video games play a very important role in enhancing powers of the children. One of the best advantage of gaming technology is that it improves the hand and eye coordination.

All video games have addictive qualities to them. Playing video games takes time away from more important things. Prolonged gaming comes with an increased risk of obesity.

## 5. Applications:

Gaming application means all applications supporting and supplemental information required by any gaming authority or required pursuant to any applicable gaming law necessary.

From the data we can say that DC and play station are the most popular platforms amongst all followed by xbox. Action genre is the most popular genre of all and is followed by TYO and Miwasa respectively.<sup>16</sup>

## 6. Future scope:

The future of the video game industry looks dazzling. Consumer demand is growing, technology is advancing quickly, and new monetization models are taking off. Bain's analysis forecast that global revenue for games could grow by more than 50% over the next five years.

All this suggest that gaming will take consumer's time from others forms of media and be the foundational platform for both media and nonmedia experience, becoming an ever greater part of our daily lives.

## 7. conclusion:

By the above data set we can say that action games on DC or play station 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 , variation in the sales of one or two such games would not cause significant change in the overall sales

