

INTRODUCTION

1.1.

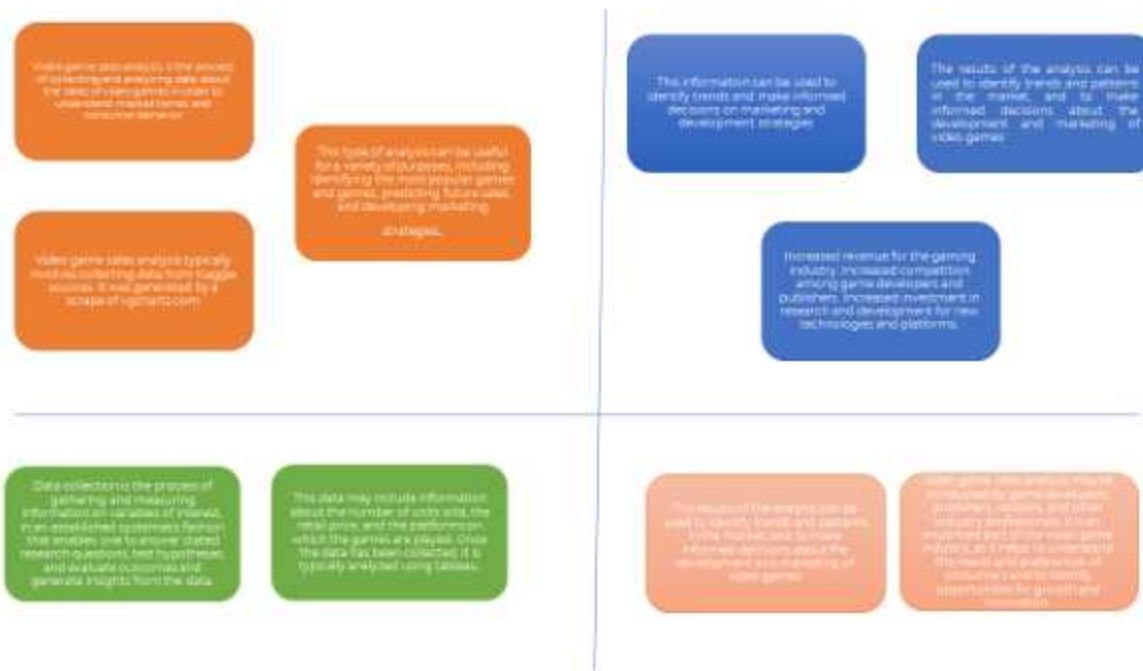
Video game sales analysis is the process of collecting and analyzing data about the sales of video games in order to understand market trends and consumer behavior. This type of analysis can be useful for a variety of purposes, including identifying the most popular games and genres, predicting future sales, and developing marketing strategies. Video game sales analysis typically involves collecting data from Kaggle sources. It was generated by a scrape of vgchartz.com. This data may include information about the number of units sold, the retail price, and the platforms on which the games are played. Once the data has been collected, it is typically analyzed using tableau. The results of the analysis can be used to identify trends and patterns in the market, and to make informed decisions about the development and marketing of video games. Video game sales analysis may be conducted by game developers, publishers, retailers, and other industry professionals. It is an important part of the video game industry, as it helps to understand the needs and preferences of consumers and to identify opportunities for growth and innovation.

Business Requirements

Business requirements for analyzing video game sales would include data on the sales of specific video games, information on the gaming industry as a whole, and data on consumer demographics and purchasing habits. This information can be used to identify trends and make informed decisions on marketing and development strategies for future video game releases. Additionally, it's also important to have information on platform sales, region, and competition in the market.

2. Define Problem & DESIGN THINKING

2.1 EMPATHY MAP



2.3. BRAIN STORMING MAP



3. RESULT

3.1. Social Impact:

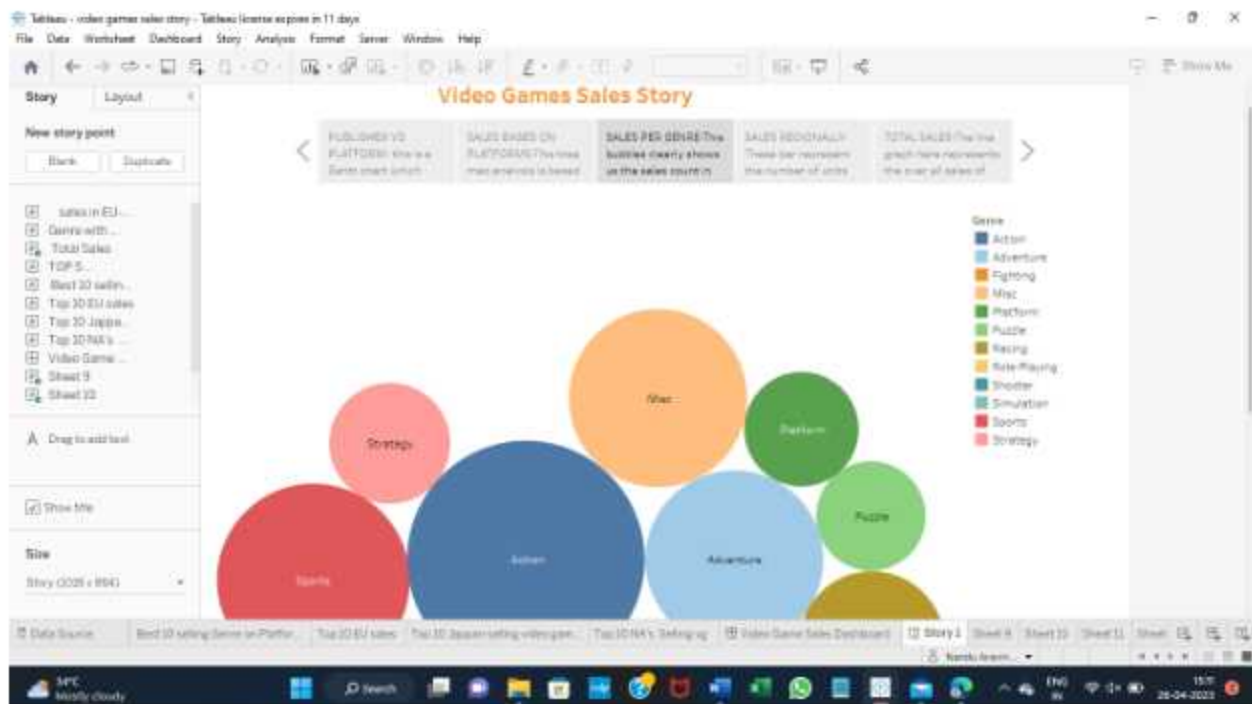
Increased social interaction and connection through online multiplayer gaming. Increased awareness and representation of diverse groups in the gaming industry. Increased accessibility to gaming through mobile and online platforms. Increased use of gaming as a form of therapy or rehabilitation.

3.2. Business Impact:

Increased revenue for the gaming industry. Increased competition among game developers and publishers. Increased investment in research and development for new technologies and platforms. Increased use of data analytics to track player behaviour and improve game design. Increased use of microtransactions and in-game purchases for additional revenue streams.

3.2 ACTIVITY & SCREENSHOT

The screenshot shows the Tableau Desktop interface. The main view is a treemap visualization titled "Best 10 selling Genre on Platforms". The treemap is organized hierarchically, with the top level representing the "Genre" (e.g., Sports, Action, Shooter, Strategy, Fighting, Puzzle, Simulation, Sports, Action, Shooter, Fighting, Puzzle, Simulation, Sports, Action, Shooter, Fighting, Puzzle, Simulation). The second level represents the "Platform" (e.g., PC, Console, Mobile). The size of each rectangle represents the sales volume. The color of each rectangle represents the "Genre". The left sidebar shows the data source as "Non-Multisales Project" and the treemap is set to "Columns".



5.TEAM LEADER

Team ID : NM2023TMID28965

Team Size : 5

Team Leader : NANTI ARAVINDH M

Team member : ABDHUL ATHIQ M

Team member : SATHISH KUMAR M

Team member : SALMAN FARISH K

Team member : MOHAMED MINHAJDEEN S

5. ADVANTAGES & DISADVANTAGES

ADVANTAGES

- *Improve dexterity
- *Increase Brain's gray matter
- *Improve social skills
- *Creates problem solving skill
- *Promotes mental health

DISADVANTAGES

- *Extremely addictive
- *Affects motivation & emotions
- *Repetitive stress

6.CONCLUSION

Video games are a form of media that is often associated with negative health consequences. However, when games are played in moderation and with mindfulness, they are a viable source of stress relief as well as a catalyst for mental health improvement and development of social skills. Video games themselves are a relatively modern form of entertainment. They are engaging and immersive on a level different from that of traditional board games and other forms of entertainment. The player actively contributes to the level of satisfaction he/she attains from this medium and thus is more invested and willing to engage in the elements of the video game. The amount of play time is also an important factor in the effects of gaming. Although excessive playtime can have negative consequence, gaming in moderation can be healthy, fun, and educational.

7.APPENDIX

LINK TO DASHBOARD

https://public.tableau.com/views/videogamesdashboard_16826698703820/Videogamesdashboard?language=en-US&:display_count=n&:origin=viz_share_link

LINK TO STORY

https://public.tableau.com/views/videogamesalesstory_16826702194060/Story1?language=en-US&publish=yes&:display_count=n&:origin=viz_share_link