Uncovering the Gaming Industry's Hidden Gems: A Comprehensive Analysis of Video Game Sales

1. INTRODUCTION

1.1. Overview:

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.

1.2. Purpose:

In 2017 in the United States, which represented about a third of the global video game market, the Entertainment Software Association estimated that there were over 2,300 development companies and over 525 publishing companies, including in hardware and software manufacturing, service providers, and distributors. These companies in total have nearly 66,000 direct employees. When including indirect employment, such as a developer using the services of a graphics design package from a different firm, the total number of employees involved in the video game industry rises above 220,000.

2. Problem Definition & Design Thinking:

2.1. Empathy Map:

2.2. Ideation & Brainstorming Map

3. Result:
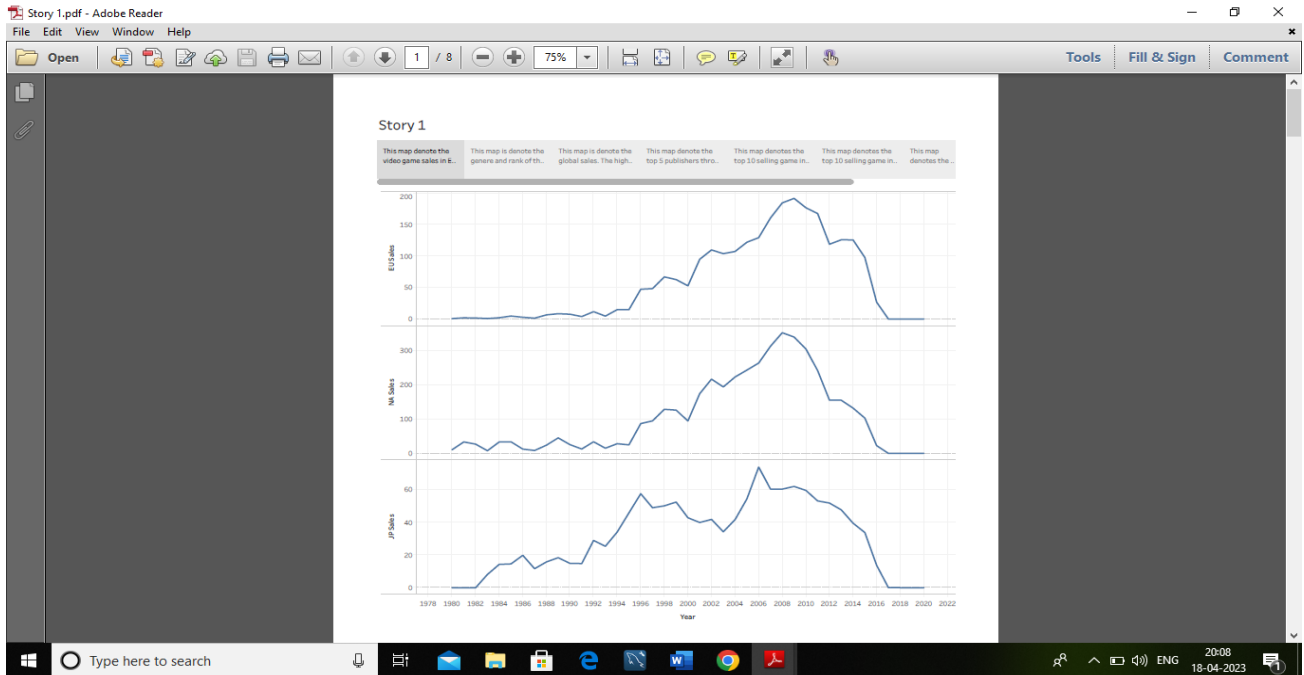
4. ADVANTAGES & DISADVANTAGES:

ADVANTAGES:

A video game seller has the advantage of a simple business model, which makes launching and building the business more seamless. Becoming A Video Game Seller allows you to control every aspect of your life and make your own dreams come true every day. People engagement is one of the biggest plus points of marketing gamification. Marketing via interactive games holds the attention of customers almost 3x more on average.

DISADVANTAGES:

The first and the biggest problem with video games is that they can make you addicted.Video game addiction is a rising problem and likely to increase in the future. The World Health Organization has recognized gaming disorder as an actual mental health condition, and global prevalence is around 3-4% of gamers. Considering that there are about 3 billion gamers globally, the number of addicted gamers is estimated to be between 90 – 100 million.One of the main reasons behind the pandemic of video game addiction is that video games are designed to be addictive. They provide instant gratification and encourage gamers to keep playing every day.

5. APPLICATIONS:

The dataset in this paper is generated by crawling vgchartz.com and contains a list of video games with more than 100,000 copies sold . The collected data include the ranking of game product sales worldwide, game product name, game product release platform, game product release year (1980-2020), game product genre, game product publisher, and game product sales. There are 16,598 records in total, and 2 records were deleted due to incomplete information.

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 atstains 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 consequence, gaming in moderation can be healthy, fun, and educational.

7.FUTURE SCOPE:

There is a very wide and bright future in game design in India. Students can earn up to 3 Lakh to 5 Lakh PA. Due to less PC penetration, the game industry did not grow the way industry grow in the world. Nasscom estimates that India's gaming industry will reach approx 1 billion.