

VIDEO GAME SALES PROJECT ANALYSIS

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Introduction

Report on the analysis of Video Game Sales Performance Data from 1980-2020.

Aim: Analysing sales report to understand the performance of several video games and also, to identify opportunities for improving revenues

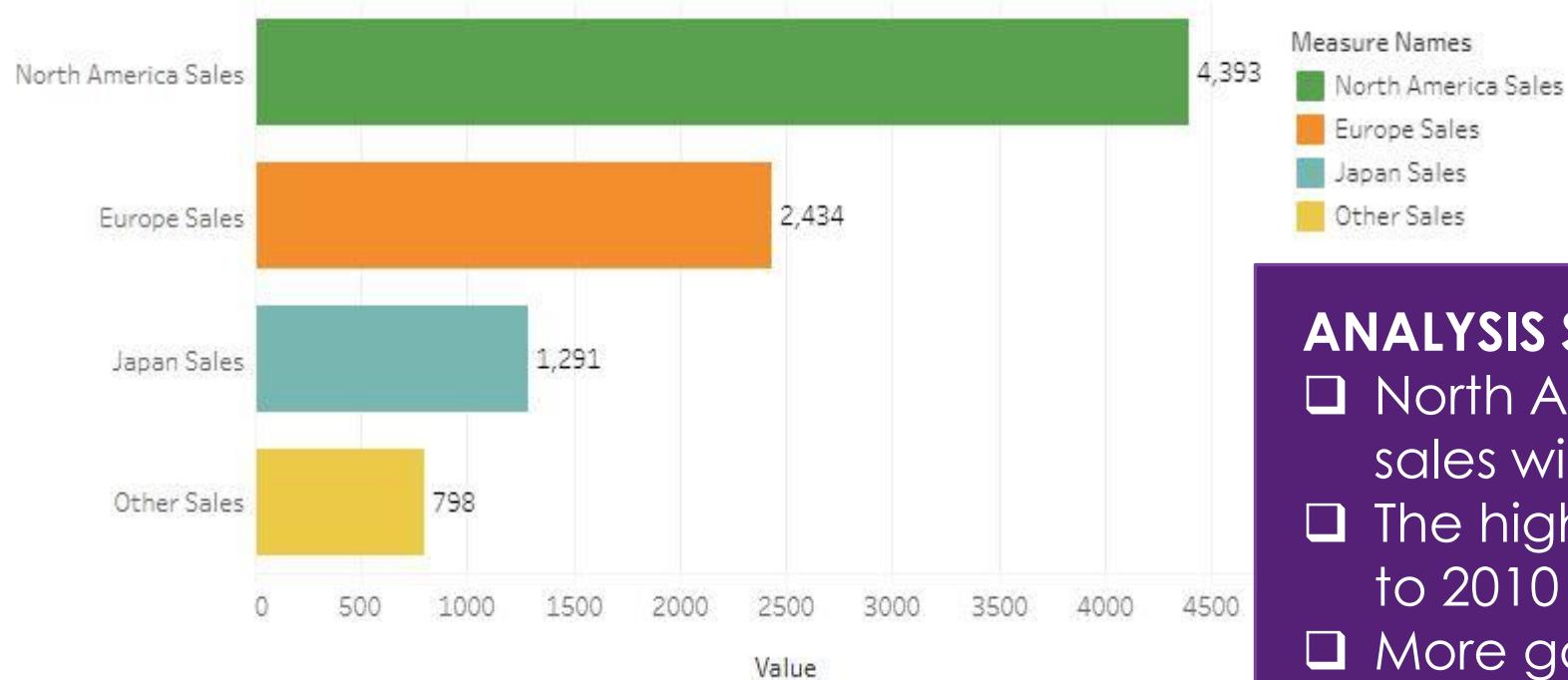
Several video games were utilized and their performances were analyzed based on the following;

1. Revenue
2. Genre (genre of the game)
3. Platform (platform of the game release)
4. Publisher (publisher of the game)
5. Year (year of the game's release)

The report takes the following approach;

- Data Cleaning with Excel and Tableau
- Data Analysis for Insights
- Data Visualization with Tableau

The key findings will be discussed in subsequent slides.

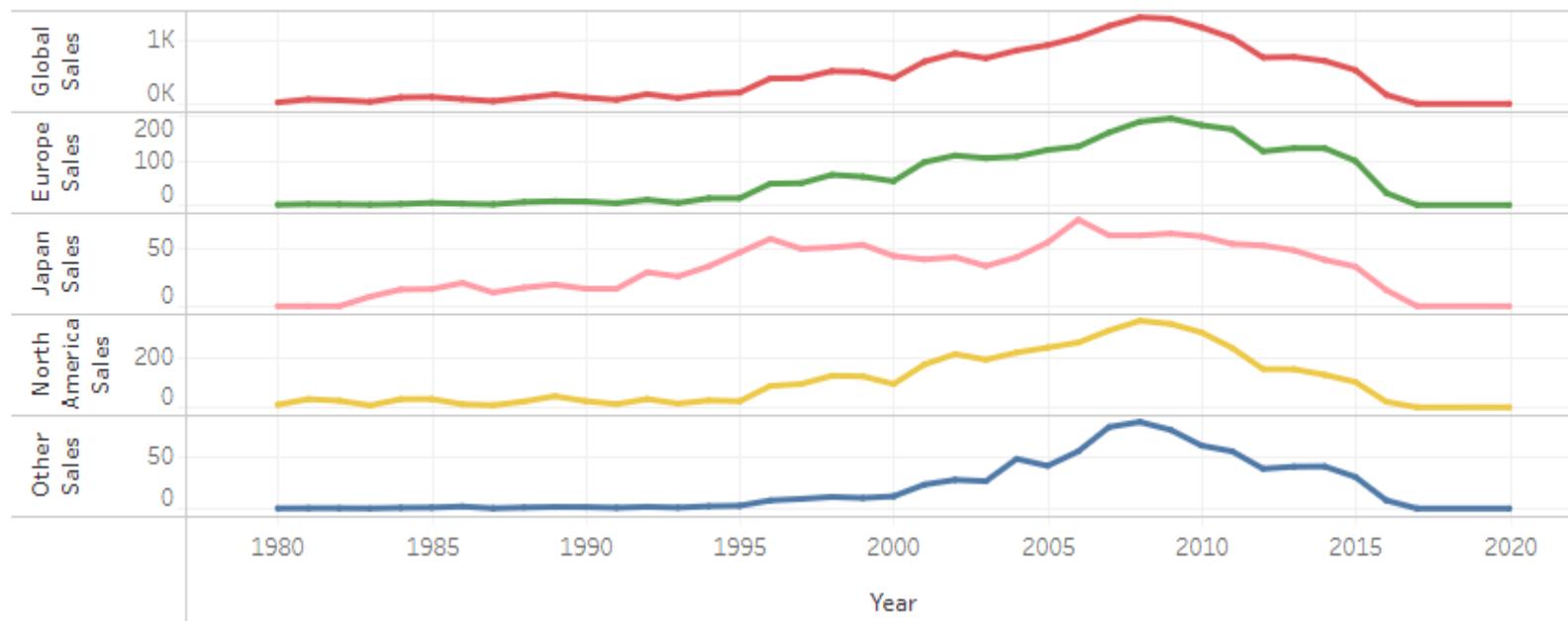


ANALYSIS SUMMARY

- ❑ North American recorded the highest sales with a 49.27% contribution.
- ❑ The highest sales occurred between 2008 to 2010
- ❑ More games were released between 2008 and 2010
- ❑ The top performing game was Wii Sports having its highest sales in North America
- ❑ Top publisher and platform are “Nintendo” and “PS2” respectively.

GLOBAL SALES ANALYSIS

Year against Sales Performance

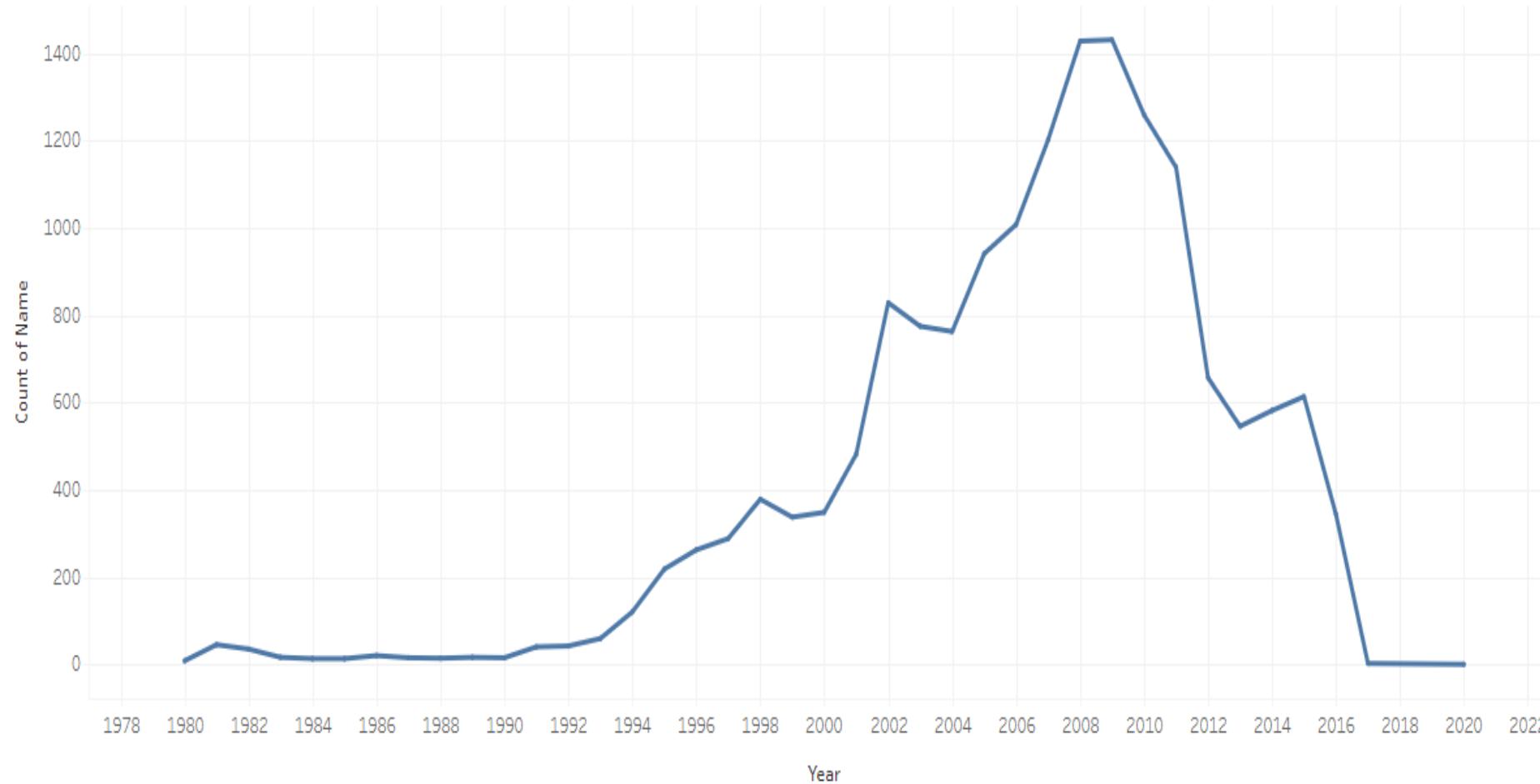


KEY OBSERVATIONS

- ▶ Highest sales were recorded between 2008 to 2010
- ▶ After which sales began to drop through 2010. Why?

GLOBAL SALES ANALYSIS

Number of Games Per Year



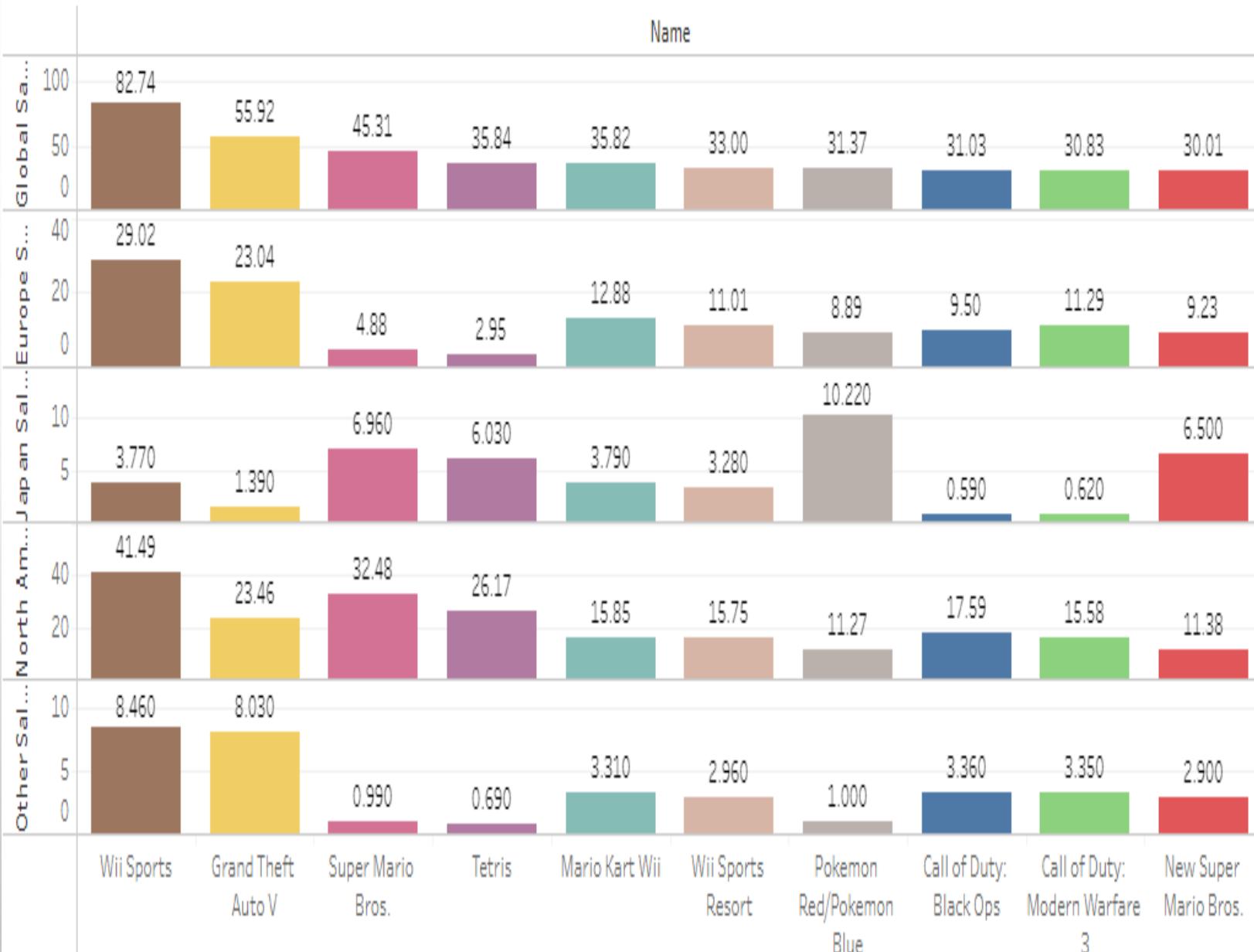
SERVATIONS

- ▶ It was observed that more games were released between 2008 to 2010 after which it began to drop
- ▶ The increase in number of games released between 2008 to 2010 was responsible for high sales experienced in those periods

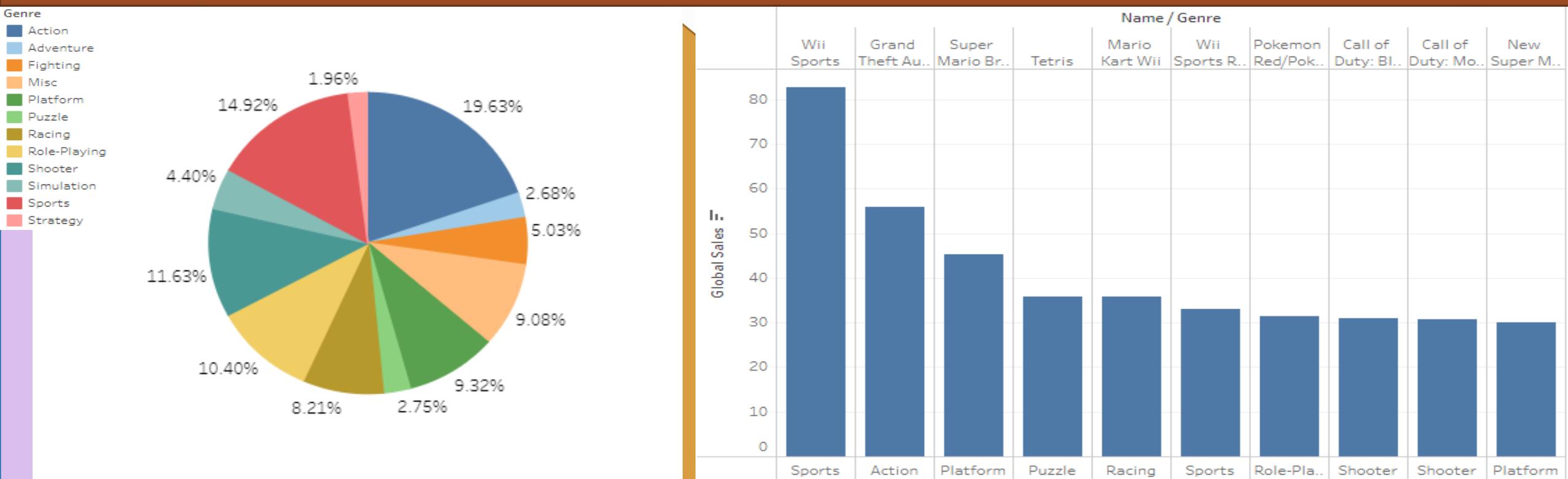
GAMES Breakdown Analysis

- The highest performing game was “Wii Sports” having its highest sales record in North America. This explains why North America was the highest sold location.

Top 10 Game Sales Performance



GENRE ANALYSIS

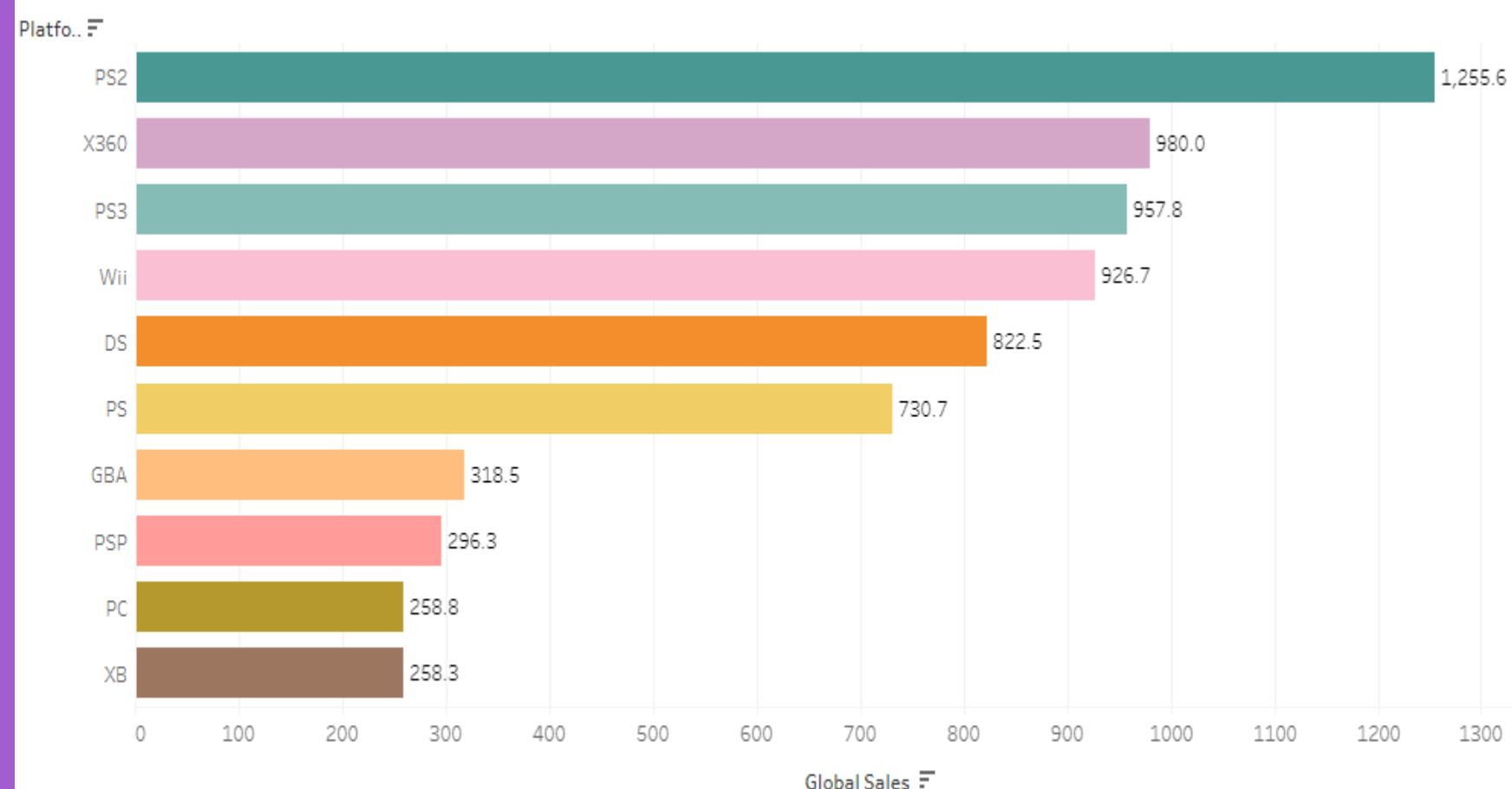


KEY OBSERVATIONS

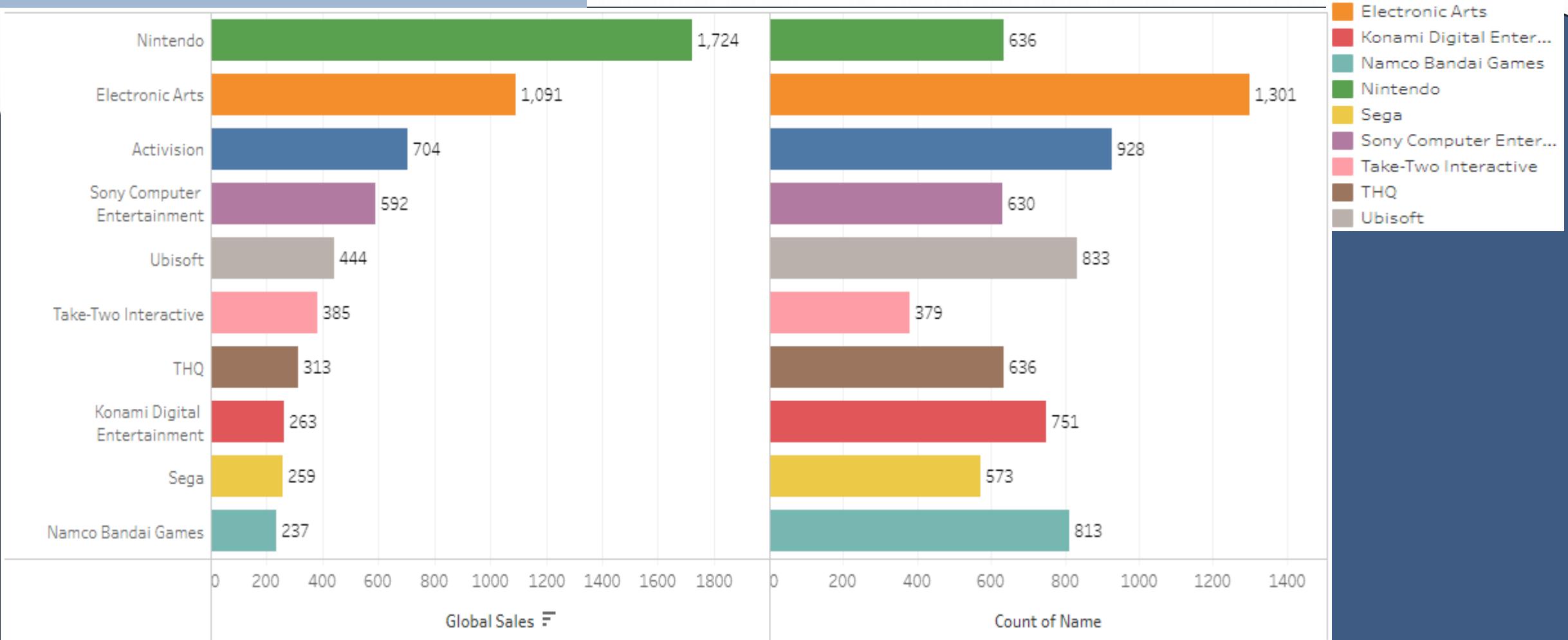
- The top three Genres were “Action”, “Sports”, and “Shooter” with a contribution of 19.63%, 14.92% and 11.63% respectively. This shows that the genre of most games for the period under review was “Action”.
- Looking at the top 10 performing games, we can see that the genre of the top performing game (Wii Sports) was “Sports”.

PLATFORM PERFORMANCE ANALYSIS

- There were various platforms employed in the release of games.
- “PS2” was the highest performing platform followed by “X360” and “PS3”



PUBLISHER ANALYSIS



- ❑ In terms of publishers performance, “Nintendo” recorded the highest sales with a total sale of 1,724 followed by “Electronic Arts” and “Activision”.
- ❑ However, in looking at the count of games circulated by each publisher, for the period under review, we can see that count of games released by each publisher is not a function of sales. We might as well say the users already have preference for the game publishers they patronize.

Conclusions And Recommendations

Conclusion

- Wii Sports games were the best performing games, driving more revenue generation.
 - In general, sales improved drastically between 2008 and 2010 and dropped afterwards.
 - For game publishers, the number of games published is not a function of sales.
 - People are not interested in “strategy” and “puzzle” genres of game.
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Recommendation

- More sport related genre of games should be produced.
- Generally, more games should be introduced in order to improve sales performance globally.
- “Strategy” and “Puzzle” should be discontinued as a genre of game.
- More games should be published by “Nintendo”
- “Namco Bandai games” and “Konami Digital Entertainment” should be discontinued from publishing games.



THANK YOU