

VIDEO GAME SALES

PROJECT-1

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form 3'-hydroxylamobarbital [12] and
N-glucosidation [13] to form
1-(beta-D-glucopyranosyl)amobarbital [14]

When given slowly by an intravenous route, sodium amobarbital has a reputation for having activity as a so-called truth serum. A person under the influence of the drug in this circumstance will relate information that he or she would otherwise "block." As such, the drug was first employed criminally by Dr. William Bleckwenn at the University of Michigan to circumvent inhibitions in psychiatric patients [15]. It has been used to convict alleged murderers such as Fredrick English-Howard, who strangled his girlfriend to death but claimed innocence. He was surreptitiously administered the drug, by his attorney, and under the influence of it he confessed and he strangled her and under which circumstances 15 years later he confessed on the stand that he was guilty of the murder of his

ADMINISTERED

REPORT OUTLINE

Dataset

Data Cleaning

Regression Analysis

Visualizations

Conclusion



DATASET



VIDEO GAME SALES

The dataset contains a list of video games with sales greater than 100,000 copies



Sales in Millions

NA_Sales - Sales in North America

EU_Sales - Sales in Europe

JP_Sales - Sales in Japan

Other_Sales - Sales in Rest of the World

Global_Sales - Total Worldwide Sales

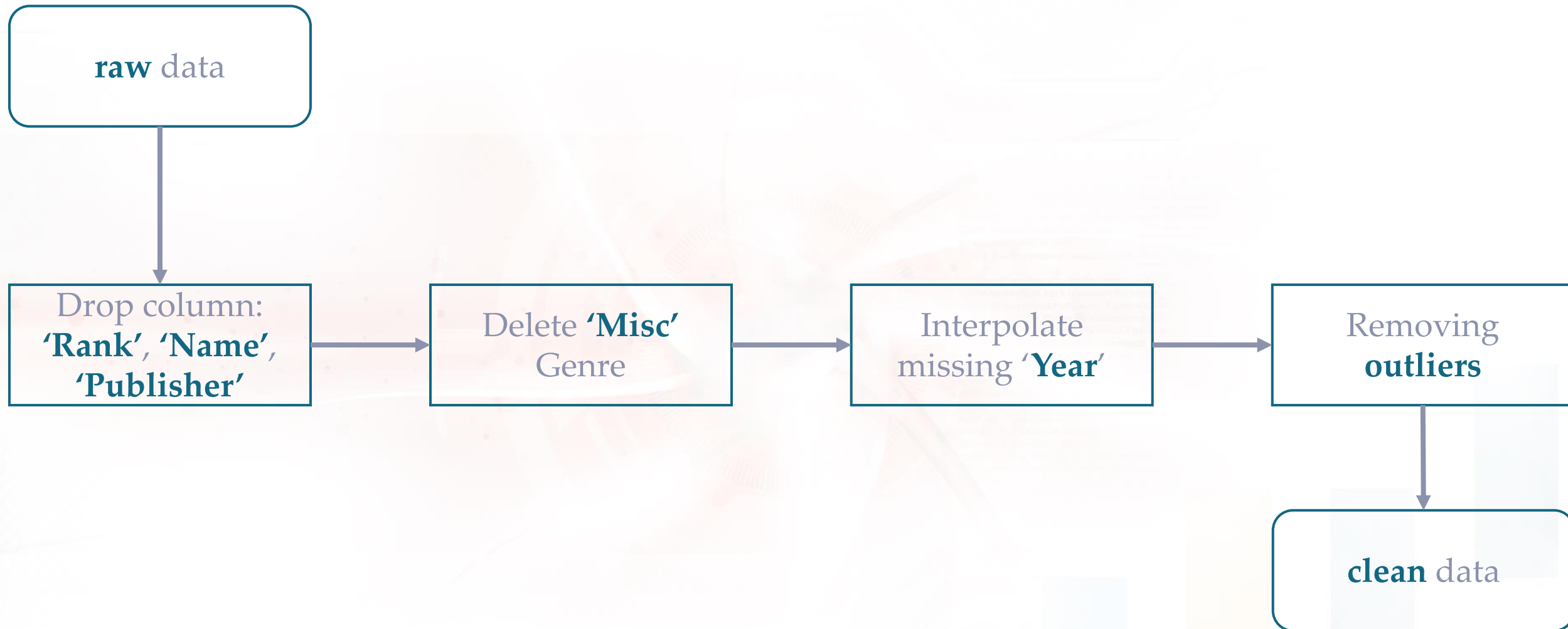
'Misc' Genre

diverse category that encompasses games that don't fit neatly into specific genres



DATA CLEANING





REGRESSION

ANALYSIS



The regression equation predicts **7%** of the variability in the model

PS4 was released on November 15, **2013**

Model Summary

S	R-sq	R-sq(adj)	R-sq(pred)
0.718399	7.34%	6.86%	6.40%

Regression Equation

Global_Sales = 0.3615 + 0.0 Platform_3DS - 0.143 Platform_DS - 0.1448 Platform_PC
+ 0.0657 Platform_PS3 + 0.2823 Platform_PS4 - 0.304 Platform_PSP
- 0.2575 Platform_PSV + 0.118 Platform_Wii + 0.1759 Platform_WiiU
+ 0.2047 Platform_X360 + 0.2826 Platform_XOne



P-Value < 0.05,

PS4

PC

PSP

PSV

WiiU

X360

XOne

Coefficients

Term	Coef	SE Coef	T-Value	P-Value	VIF
Constant	0.3615	0.0448	8.07	0.000	
Platform					
DS	-0.143	0.232	-0.62	0.538	1.03
PC	-0.1448	0.0714	-2.03	0.043	1.51
PS3	0.0657	0.0602	1.09	0.275	1.87
PS4	0.2823	0.0605	4.67	0.000	1.86
PSP	-0.304	0.104	-2.93	0.003	1.19
PSV	-0.2575	0.0601	-4.28	0.000	1.88
Wii	0.118	0.185	0.64	0.522	1.05
WiiU	0.1759	0.0869	2.02	0.043	1.30
X360	0.2047	0.0701	2.92	0.004	1.54
XOne	0.2826	0.0680	4.15	0.000	1.59



The regression equation predicts **7%** of the variability in the model

Model Summary

S	R-sq	R-sq(adj)	R-sq(pred)
0.718324	7.36%	6.88%	6.32%

Regression Equation

$$\begin{aligned}
 \text{Global_Sales} = & 0.3675 + 0.0 \text{ Genre_Action} - 0.2666 \text{ Genre_Adventure} - 0.0097 \text{ Genre_Fighting} \\
 & + 0.2258 \text{ Genre_Platform} - 0.180 \text{ Genre_Puzzle} + 0.0316 \text{ Genre_Racing} \\
 & - 0.0042 \text{ Genre_RPG} + 0.5471 \text{ Genre_Shooter} + 0.012 \text{ Genre_Simulation} \\
 & + 0.2294 \text{ Genre_Sports} - 0.189 \text{ Genre_Strategy}
 \end{aligned}$$



P-Value < 0.05,

Adventure

Platform

Shooter

Sports

Coefficients

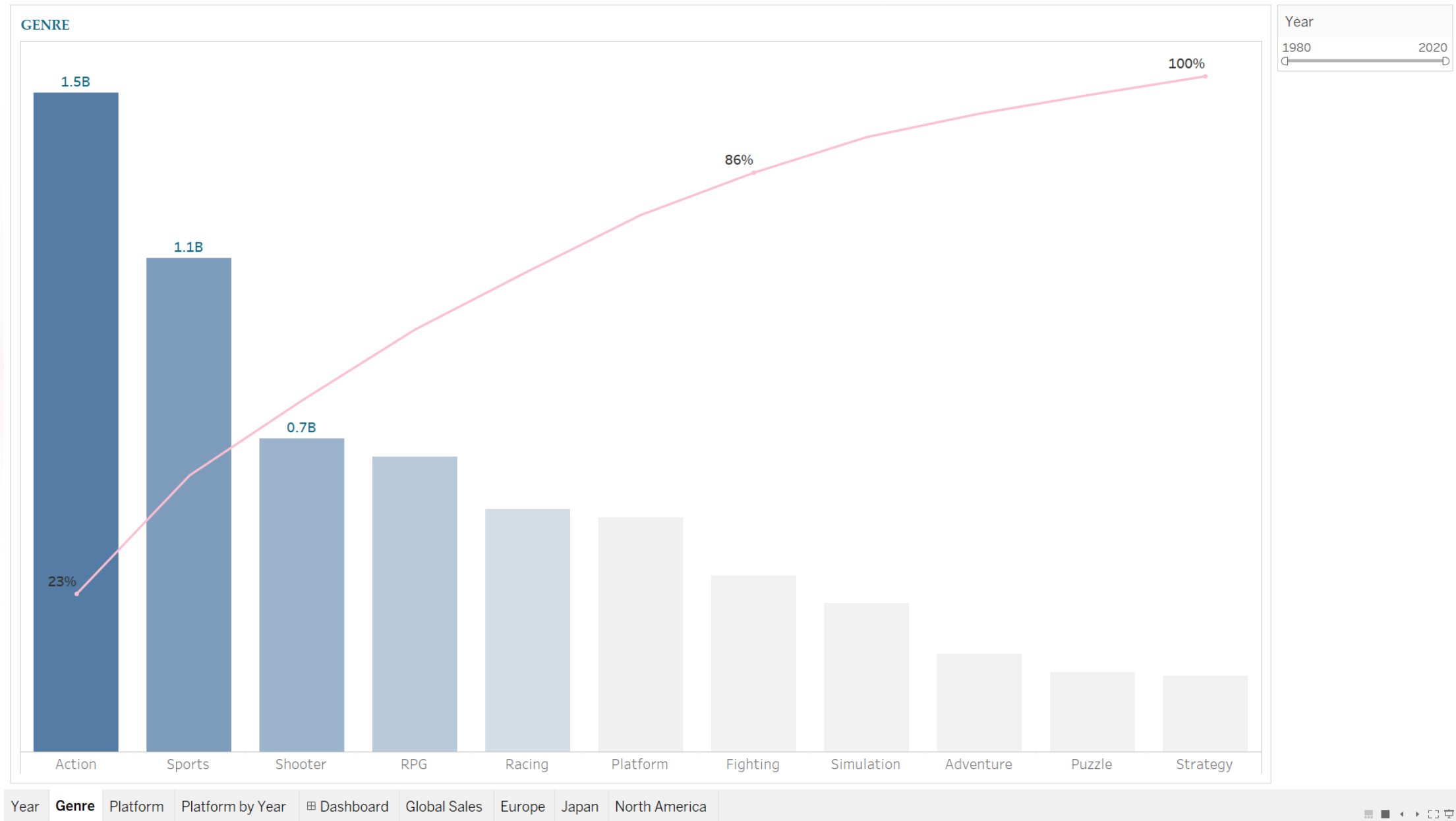
Term	Coef	SE Coef	T-Value	P-Value	VIF
Constant	0.3675	0.0271	13.59	0.000	
Genre					
Adventure	-0.2666	0.0552	-4.83	0.000	1.16
Fighting	-0.0097	0.0862	-0.11	0.910	1.06
Platform	0.2258	0.0894	2.53	0.012	1.06
Puzzle	-0.180	0.176	-1.02	0.308	1.02
Racing	0.0316	0.0843	0.38	0.708	1.07
RPG	-0.0042	0.0508	-0.08	0.935	1.19
Shooter	0.5471	0.0621	8.81	0.000	1.13
Simulation	0.012	0.101	0.12	0.902	1.05
Sports	0.2294	0.0570	4.02	0.000	1.15
Strategy	-0.189	0.101	-1.86	0.063	1.05



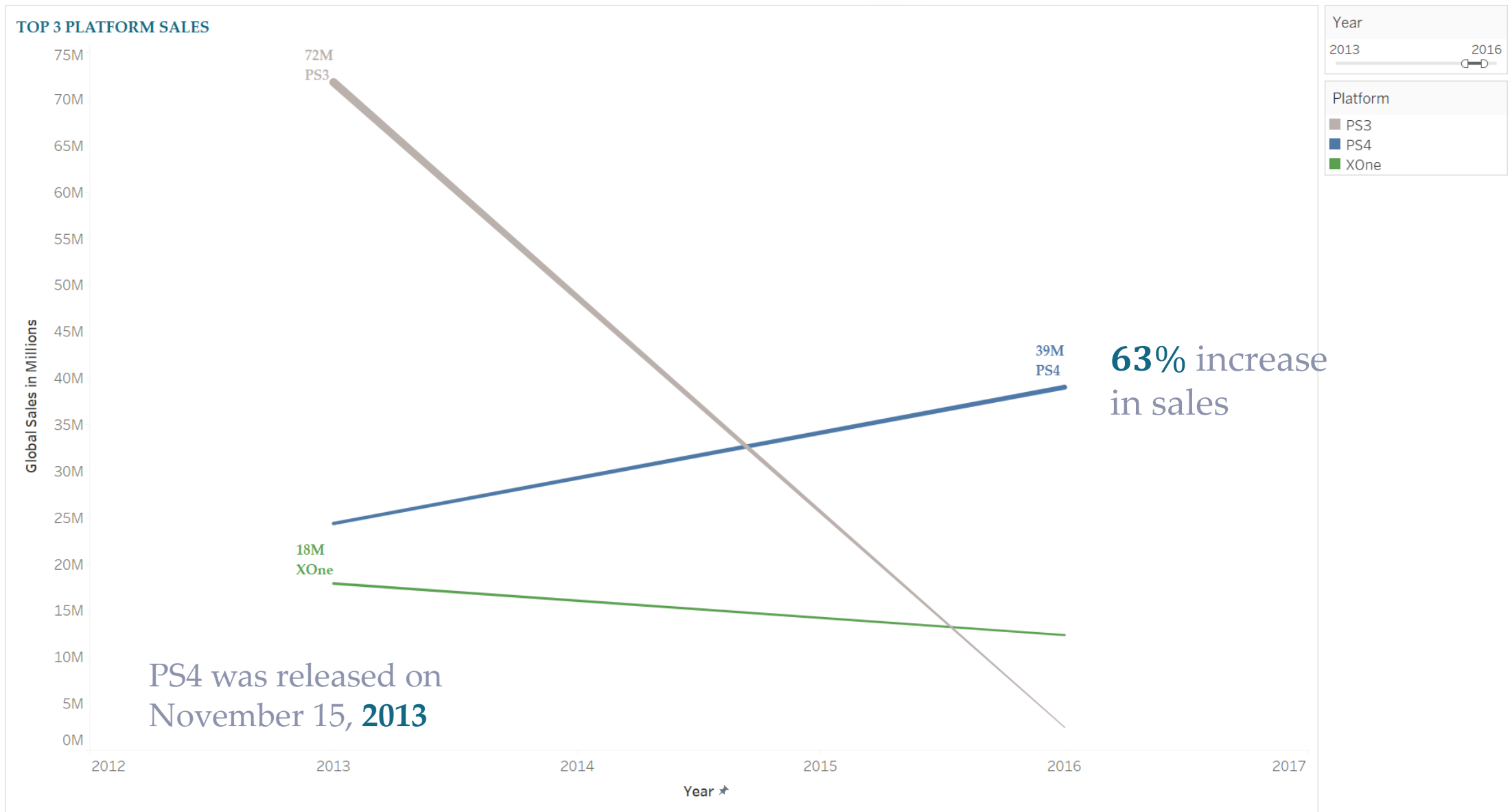
VISUALIZATION



TOP 3 SALES BY GENRE



TOP 3 SALES BY PLATFORM



VIDEO GAME SALES DASHBOARD

Global Sales

0.8B

Europe Sales

0.3B

Japan Sales

0.1B

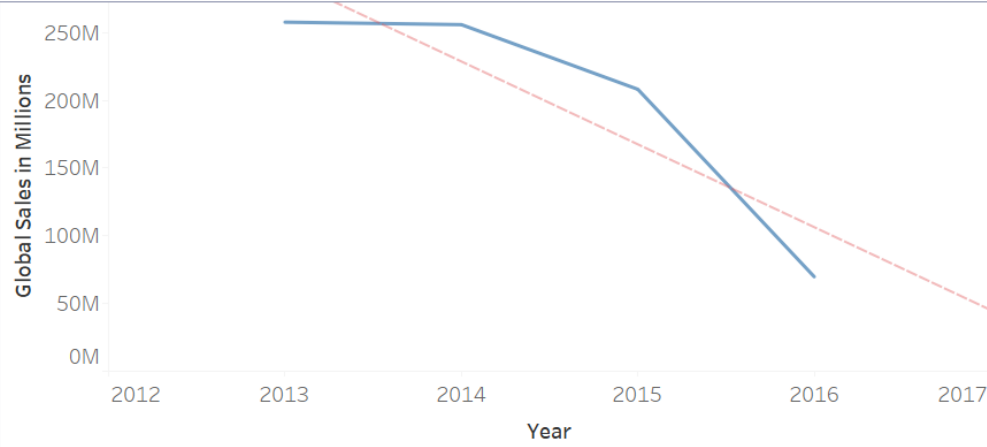
North America Sales

0.3B

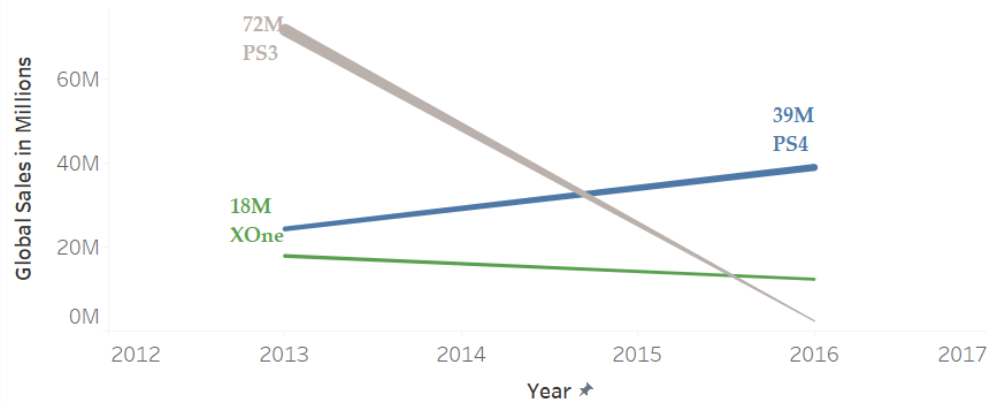
Year
2013 2016

Genre
(All)

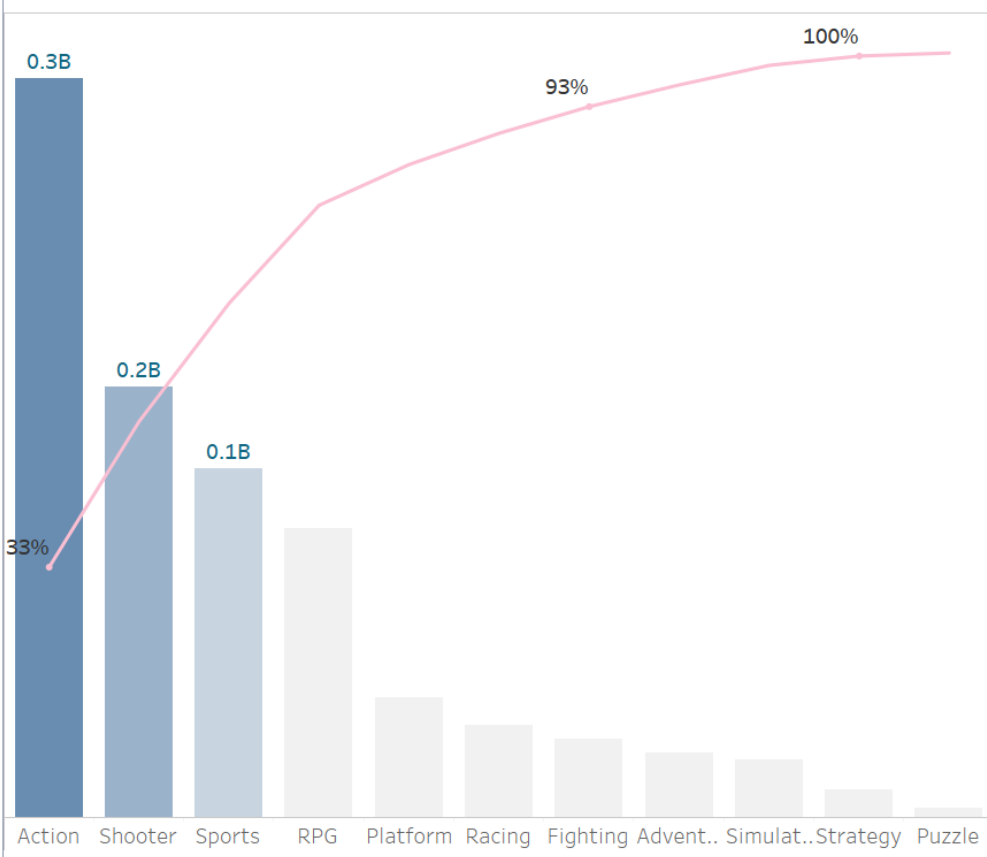
Platform
PS3 PS4 XOne



TOP 3 PLATFORM SALES



GENRE



CONCLUSION



It is recommended to invest on the **PS4** platform (63% increase in sales in 3-years) , emphasizing genres such as **action**, **sports**, and **shooter**.