INTRODUCTION:

The gaming industry is one of the most exciting industries in the technology because of its importance to culture, entertainment and technological advancement. PC, console and mobile gaming companies are using the latest in technology to bring their games to the screens of more than three billion people.

The gaming industry, a current $200 billion behemoth, is arguably one of the most important and innovative sectors in the technology today. Its importance to culture, social networking and entertainment cannot be understated. The term “entertainment industry” is no longer reserved for Hollywood and the movie industry because gaming is now providing one of the most immersive and awe-inspiring forms of entertainment to more than three billion people around the globe.

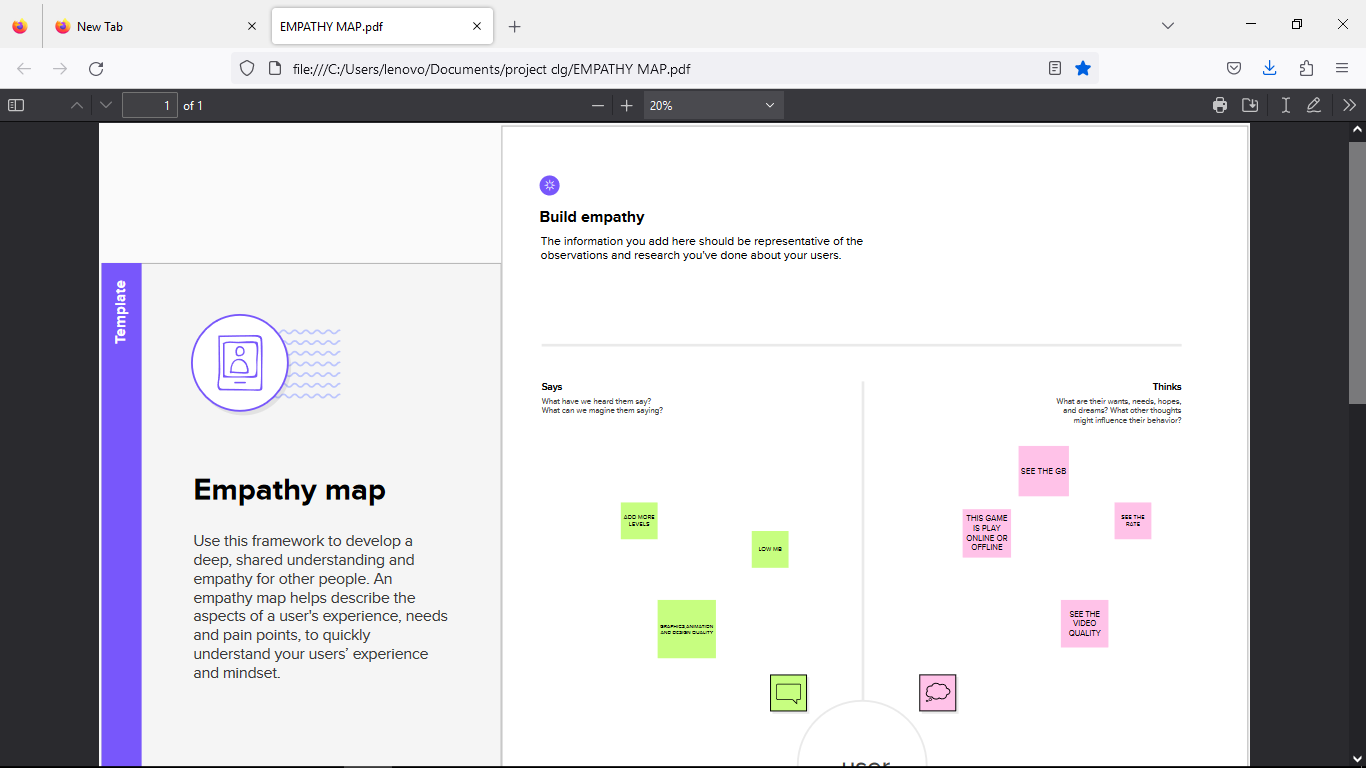
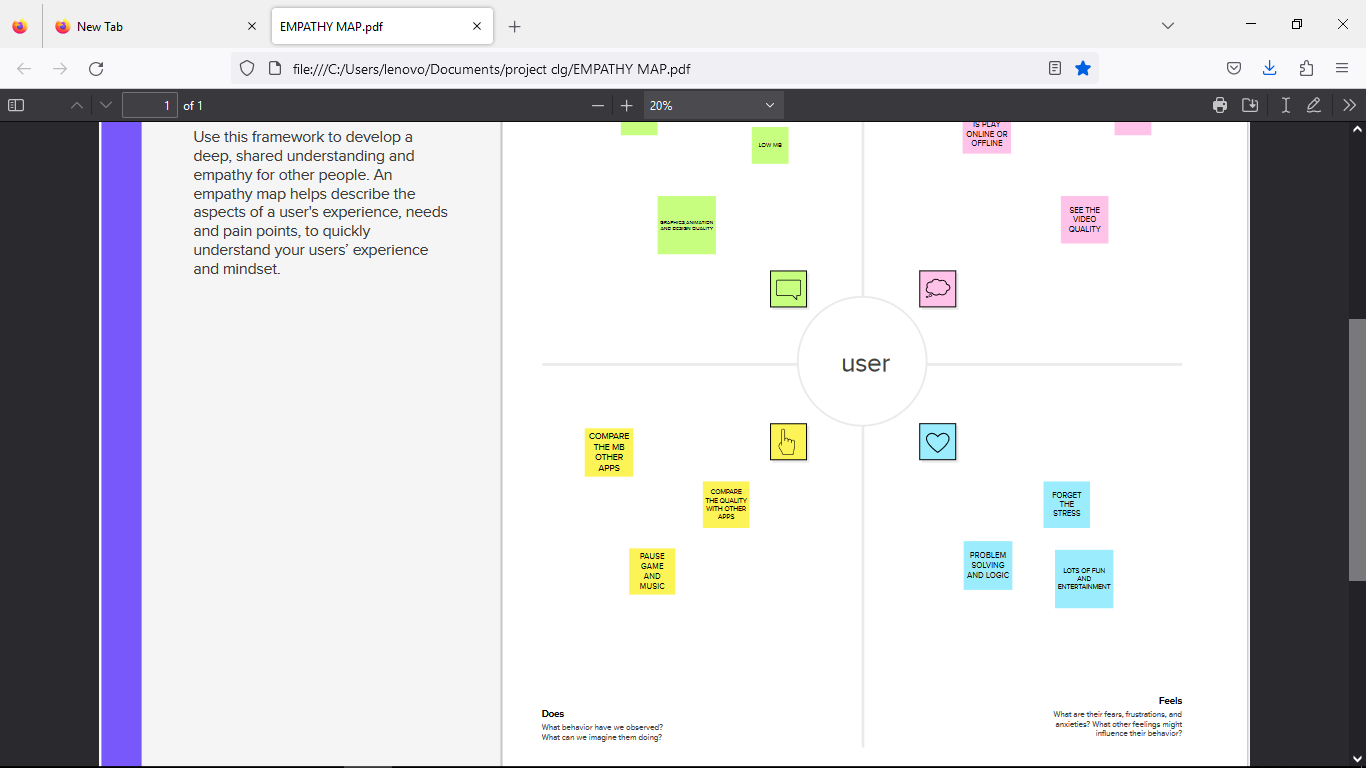
Nobody could imagine what the gaming industry would blossom into when they were messing around with Pong joysticks in their basements and competing against their friends for the highest Pac-Man scores in the 1970s and ‘80s. These simple games would turn out to be the bedrock of today’s gaming industry and instant cultural phenomena.

Pioneered by ever growing gaming companies, the current gaming industry is pushing the boundaries of technology to create cutting-edge and highly immersive entertainment experiences. Not only do we have the continuous advent of new consoles, PCs and devices that are putting us right into the game, but we also have the opportunity to watch some of the best gamers in the world compete in the esports arena and online through streaming platforms like Twitch and Mixer.

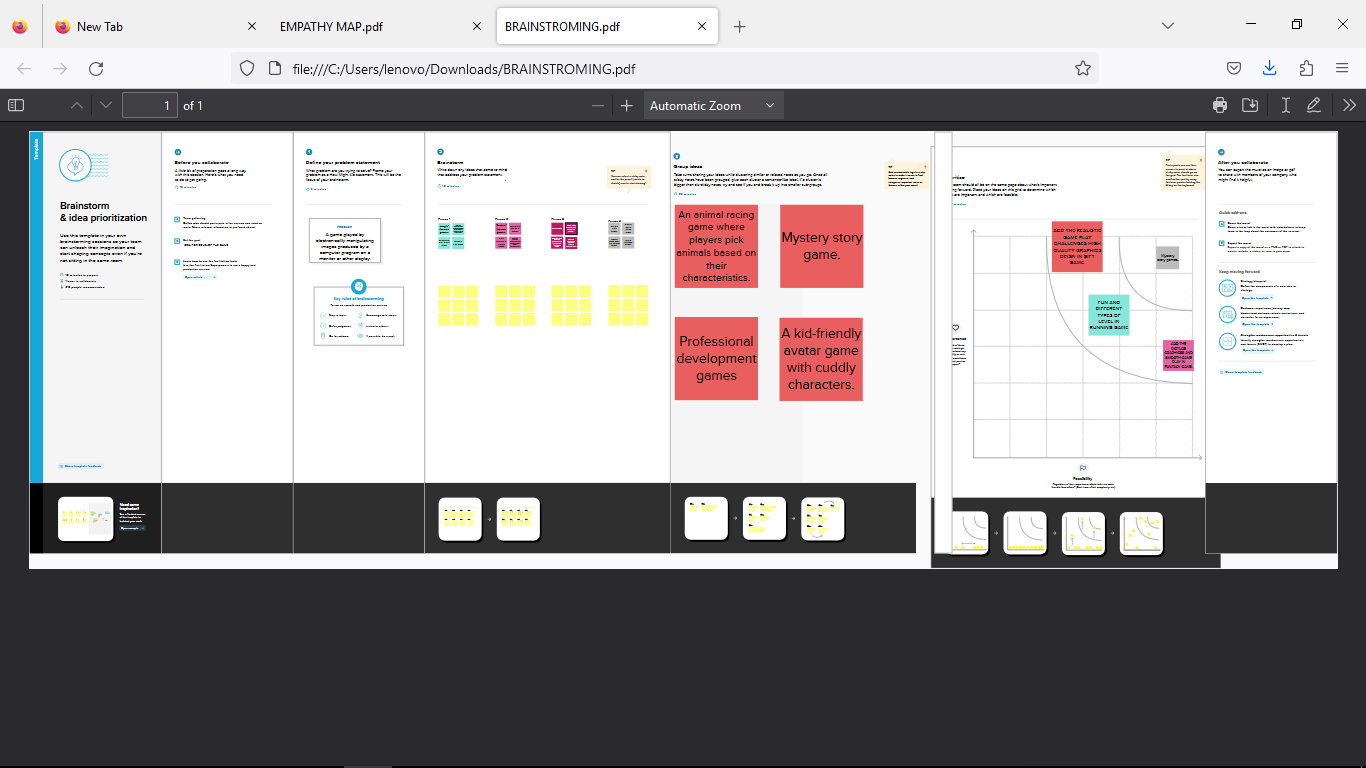
PURPOSE:

Understand the data analyst.

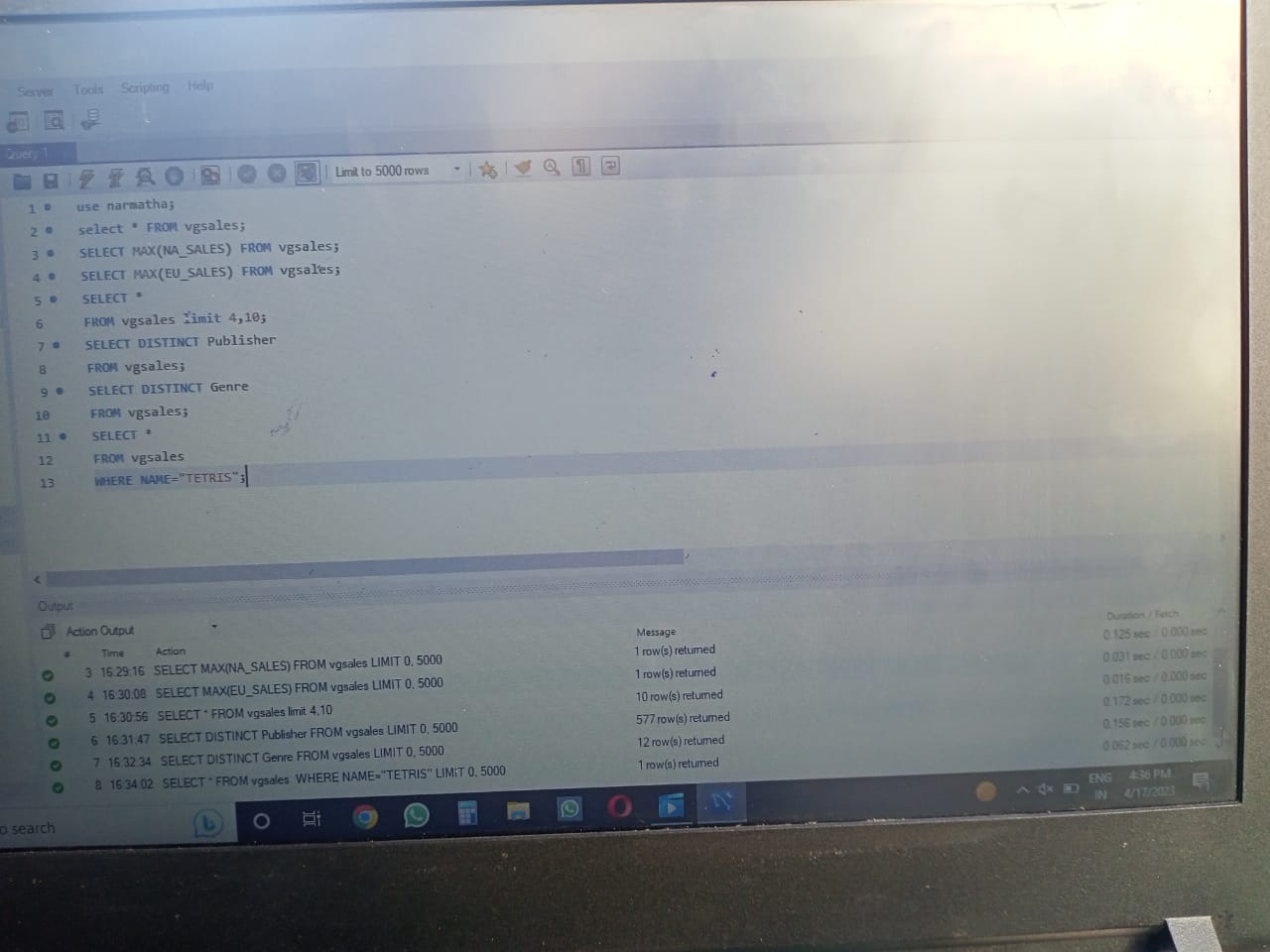
PROBLEM DEFINITION &DESIGN THINKING:

BRAB

BRAINSTROMING



RESULT:



Advantages of Video Games

1. Improved Vision

2. Brain Booster

3. Improved Life Skills

4. May Ease Anxiety and Depression

5. Painkiller

Disadvantages of Video Games

1. Addiction

2. Social Replacement

3. Obesity

4. Stress

5. Could Limit Academic Process

6. Violence

1. Improved Vision

Studies suggest that video game players may get an unexpected benefit from them; better vision. They have been shown to increase players’ ability to distinguish subtle differences in shades of gray.

They may also help players increase their ability to visually detect the direction of movement. It was found that gamers spotted targets on a cluttered screen 80% of the time, while non-gamers managed this only 30% of the time.

2. Brain Booster

Playing video games directly impacts regions of the brain responsible for memory, spatial orientation, information organizations, and fine motor skills. As people age, the importance of playing games tends to increase.

It could improve decision-making skills; compared to non-players, gamers who spend time daily with fast-paced games can react to questions or situations up to 25% faster.

3. Improved Life Skills

Video games involve taking risks, and the ability to strategize. It teaches patience, perseverance, and the right judgment. It also helps people find new friends and social connections. Besides, gamers become better at critical analysis and learn to concentrate on tasks at hand to completion.

4. May Ease Anxiety and Depression

It has been found that people are more confident, energetic and emotionally positive when they play video games, which is exactly the opposite of what depression brings about.

5. Painkiller

According to a study from the American Pain Society, video games, and more specifically 3D ones, could help reduce the brain’s response to physical pain.

Playing an attention-grabbing video game may distract one away from a painful activity and help them with chronic pain conditions, especially children.

Disadvantages of Video Games

Video games can teach us high-level thinking skills, but too much of anything can be bad. Some consequences of playing these games are listed below.

1. Addiction

Video games are designed to be addictive, so it is essential to have some self-control. Especially people with poor impulse control or who have a hard time fitting in are most vulnerable to game addiction.

2. Social Replacement

Video games often act as a replacement for real-time human connections. People who find themselves playing hours upon hours of video games may find themselves losing touch with the relationships they’ve built with other people.

3. Obesity

New studies show that the risk of being overweight increases with every hour people spend on virtual play. Lack of motion and over playing lead to muscle pain as well. Moreover, the addiction to these games leads to sleep deprivation which contributes to obesity.

4. Stress

Video game addiction could lead to other levels of psychological stress as well. Gamers may suffer from low self-esteem, have social anxieties, or even suffer from depression.Excessive gaming can also inspire feelings of guilt and shame. It is possible that uncontrolled gaming could enhance the signs and symptoms of other mental disorders.

5. Could Limit Academic Process

Although video games can improve the strategic thinking decision-making process, they can also deteriorate them. Students who use their free time to play video games can struggle to keep up with school/college. Most gamers have been seen to procrastinate on their studying, or they simply ignore a deadline just to play their favorite game.

6. Violence

Often, children playing violent video games depict a lack of self-control and an increase in emotional arousal. While violent video games could have different effects on different people, they are all concerning. So, it is better to choose games you feel are appropriate for both you and your children.

APPLICATION

The gaming industry is the most competitive market for gamers as well as for game development company as well. This is because gamers try to beat the other gamers so that they don't lose and achieve the new milestone. The game development company tries to come up with trends and technologies so that they don't lose the players and attract more gamers to their gaming platform.

7 Roles of the Data Analytics in Game development

1. Customer Analysis

2) Gaming Analytics AI

3) Capturing The Essence Of Fun

4) Customer Engagement and User Experience

5) Design

6) Development

1. Monetization

CONCLUSION:

Using and understanding statistics to analyse market potential of games .

FUTURE SCOPE:

Virtual reality

Augmented reality

Artificial intelligence

Cloud gaming

High-fidelity graphics

Free-to-Play