PROJECT REPORT

1. INTRODUCTION

1.1 Overview

Video Games since its's inception has touched many souls by their augmented reality and graphics, apart from being a good to boredom it also shows us the way technology has been developed from single Ninendo to PS5, from road rash to God of war.

This project is a complete analysis of video games sold since 1980. It consist of video games sold since 1980. It consist of video games with their publisher and platform with the genre of games on which year they were published with the sales they made in North America, Japan, Europe and other regions.

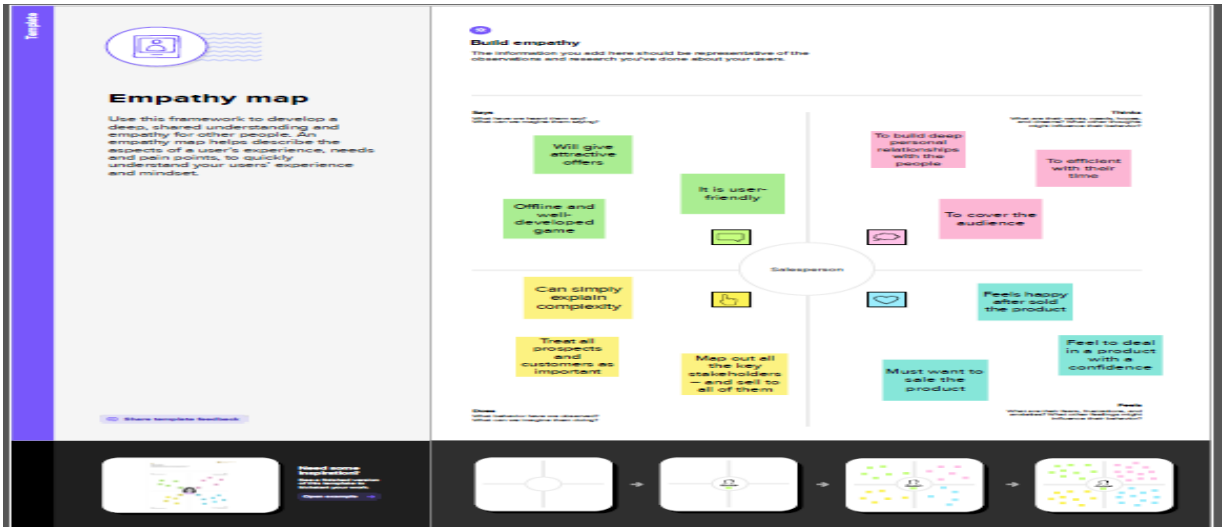
1.2 Purpose

The video game industry encompasses the development, marketing, and monetization of video games.

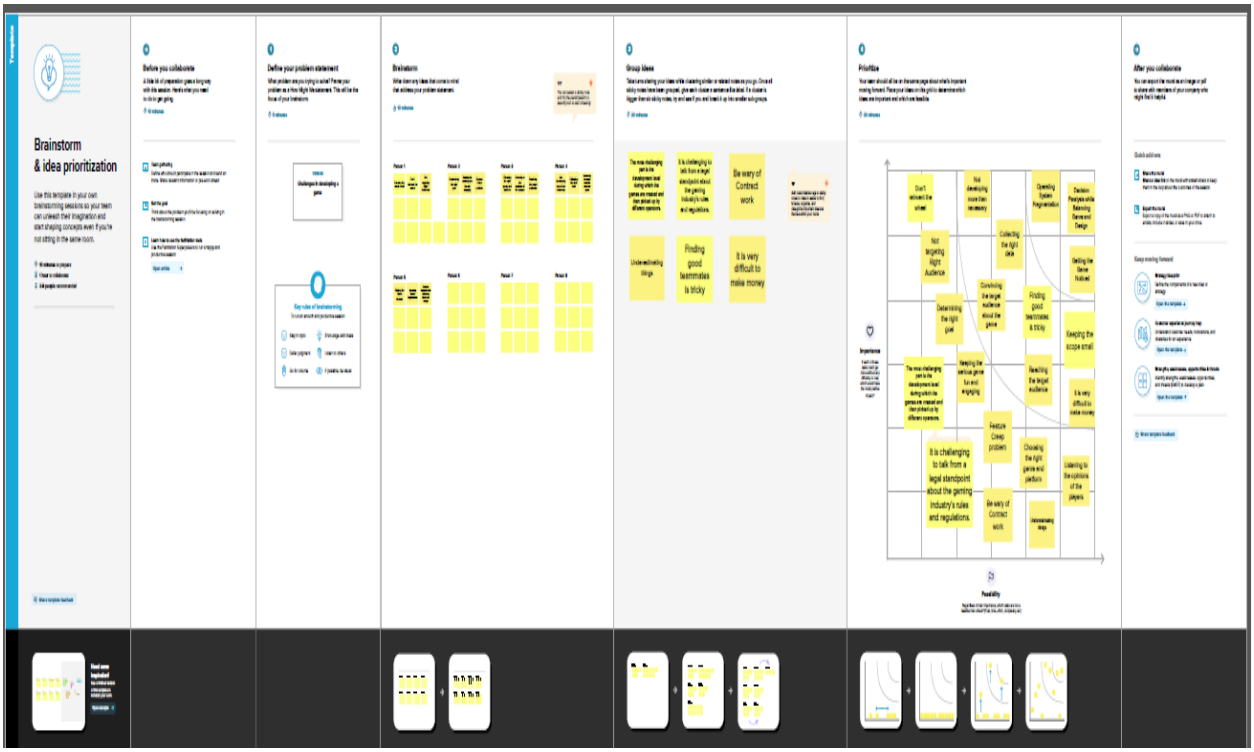
The benefits of videogames include improved powers of concentration, creativity, memory, languages and teamwork.

2. PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy map

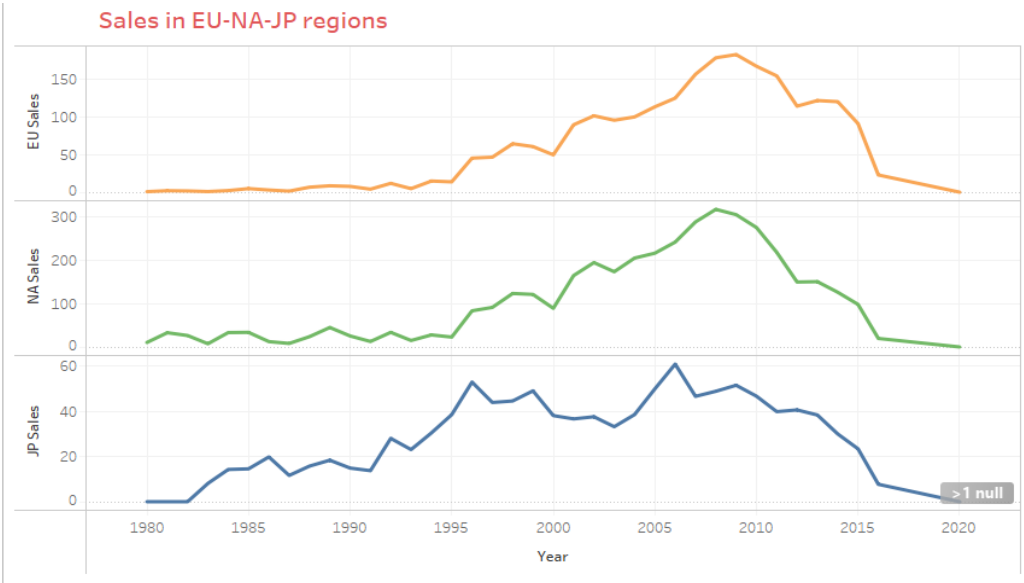


2.2 Ideation & Brainstorming map

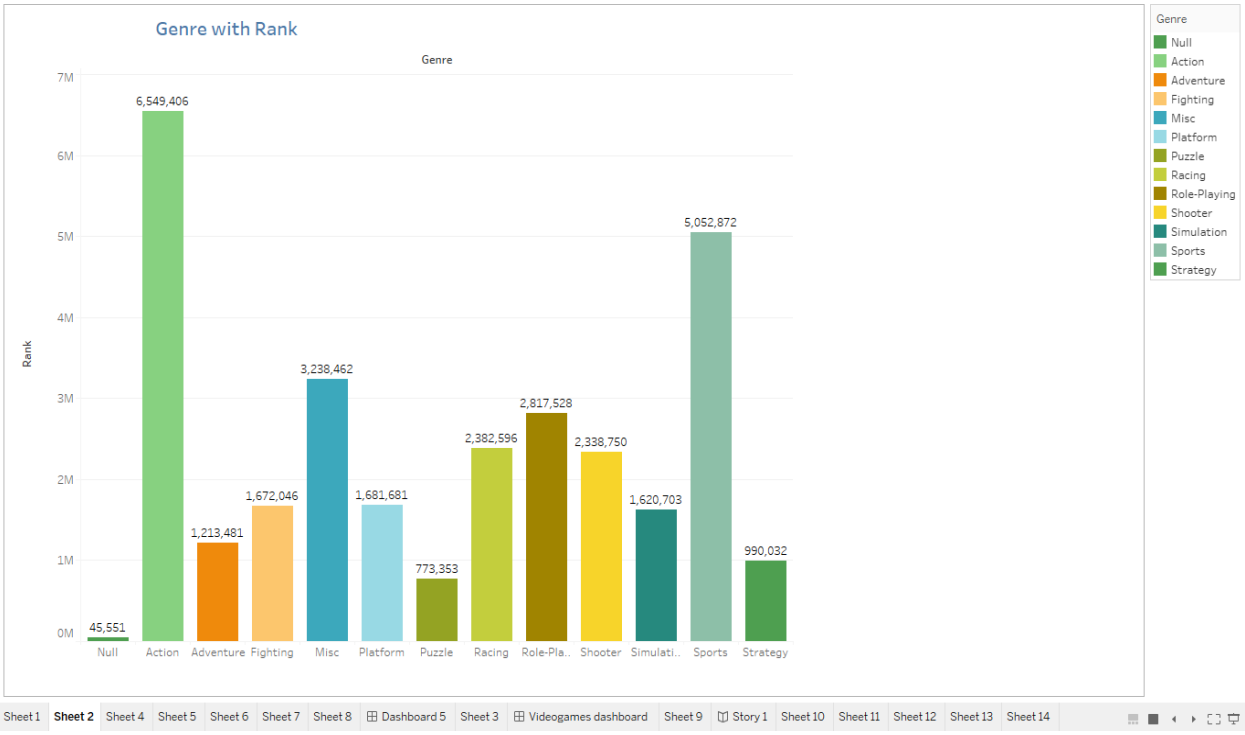


3. RESULT

Sales in EU-JP-NA regions

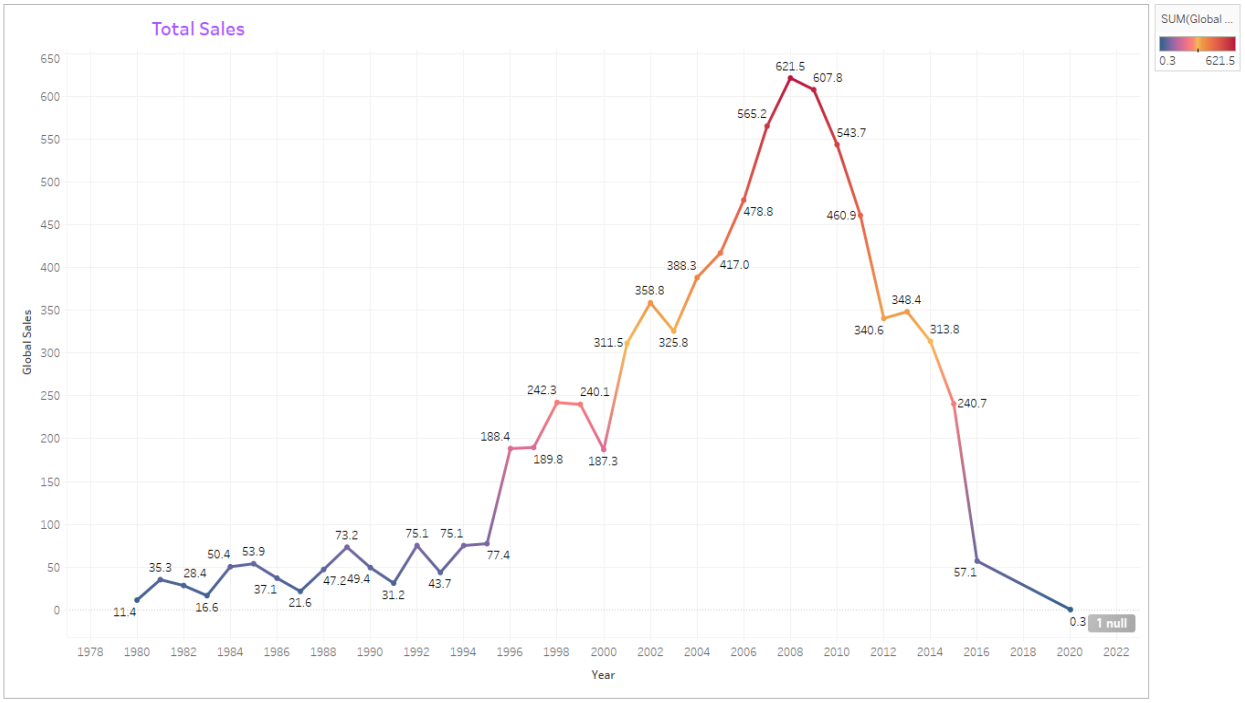


Genre with rank



Sheet 1 | Sheet 2 | Sheet 4 | Sheet 5 | Sheet 6 | Sheet 7 | Sheet 8 | Dashboard 5 | Sheet 3 | Videogames dashboard | Sheet 9 | Story 1 | Sheet 10 | Sheet 11 | Sheet 12 | Sheet 13 | Sheet 14

Total Sales



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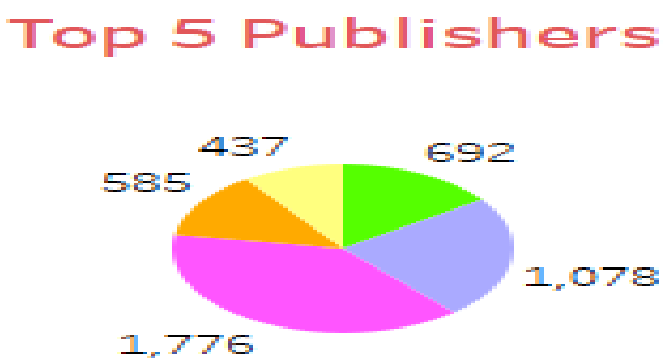
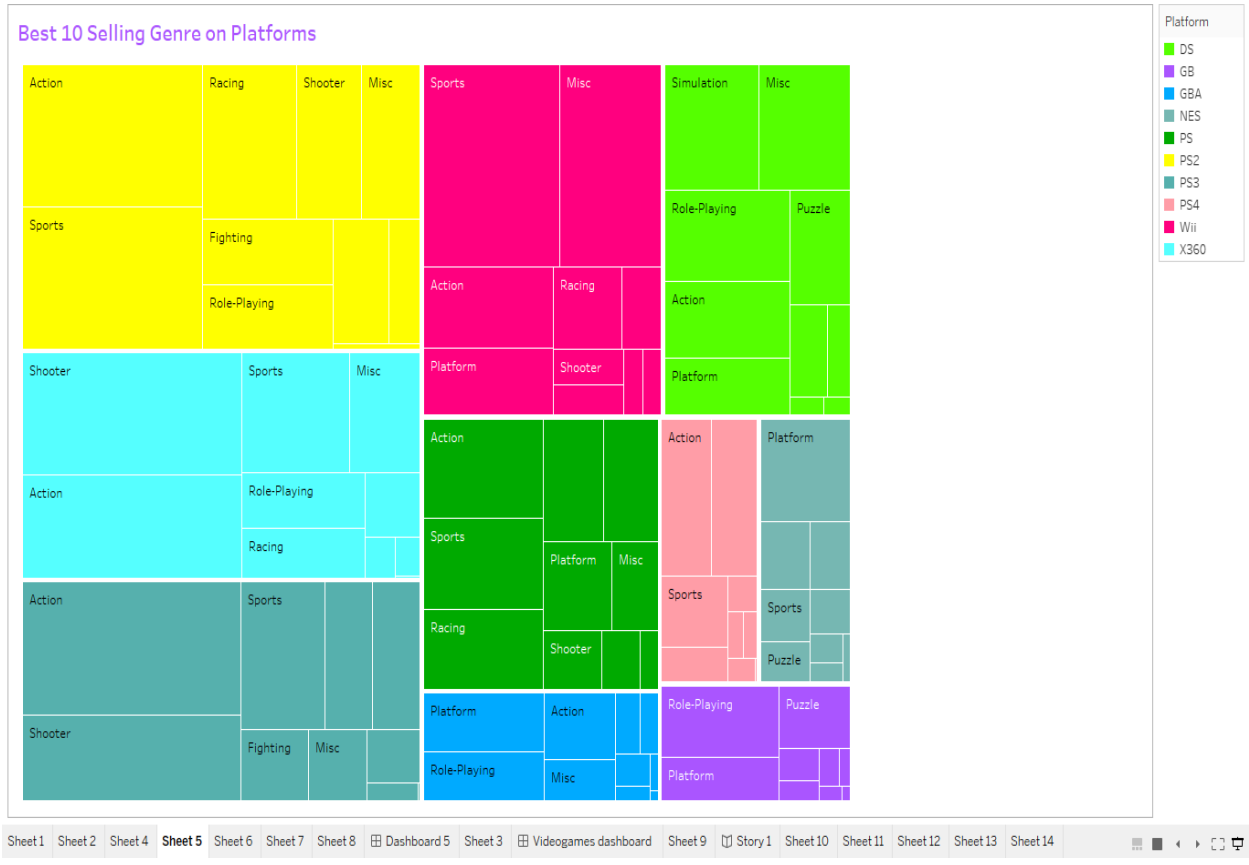
Top 5 Publishers



Best 10 Selling Genre on platforms

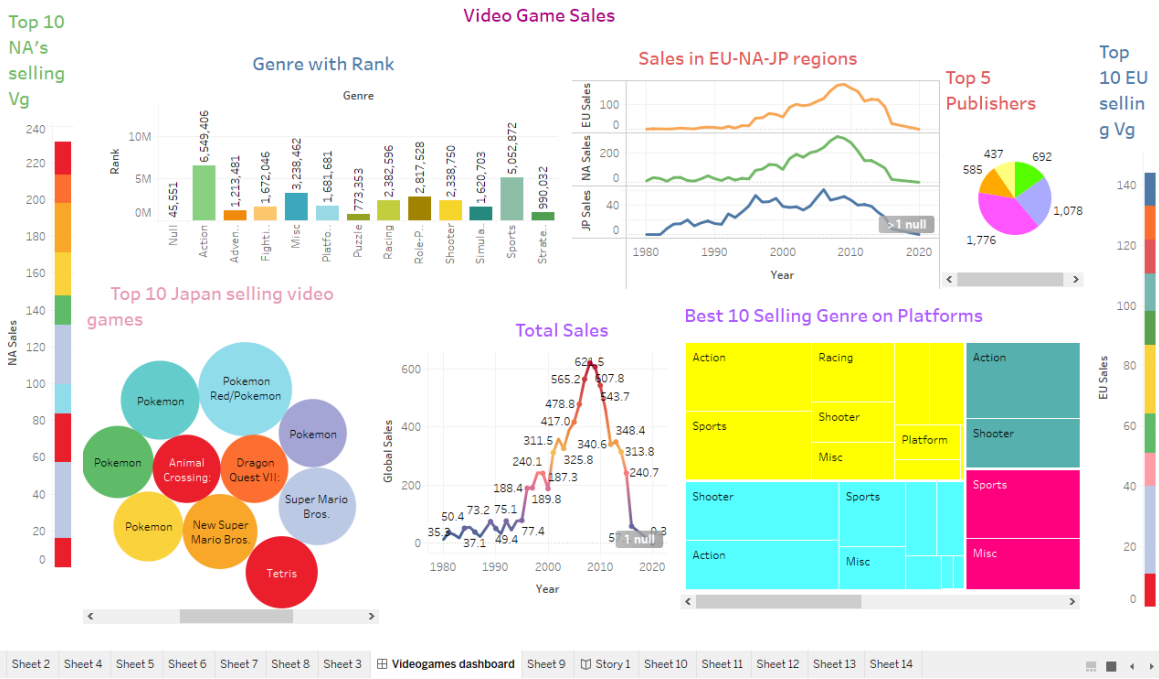


Top 10 EU Selling Video Games

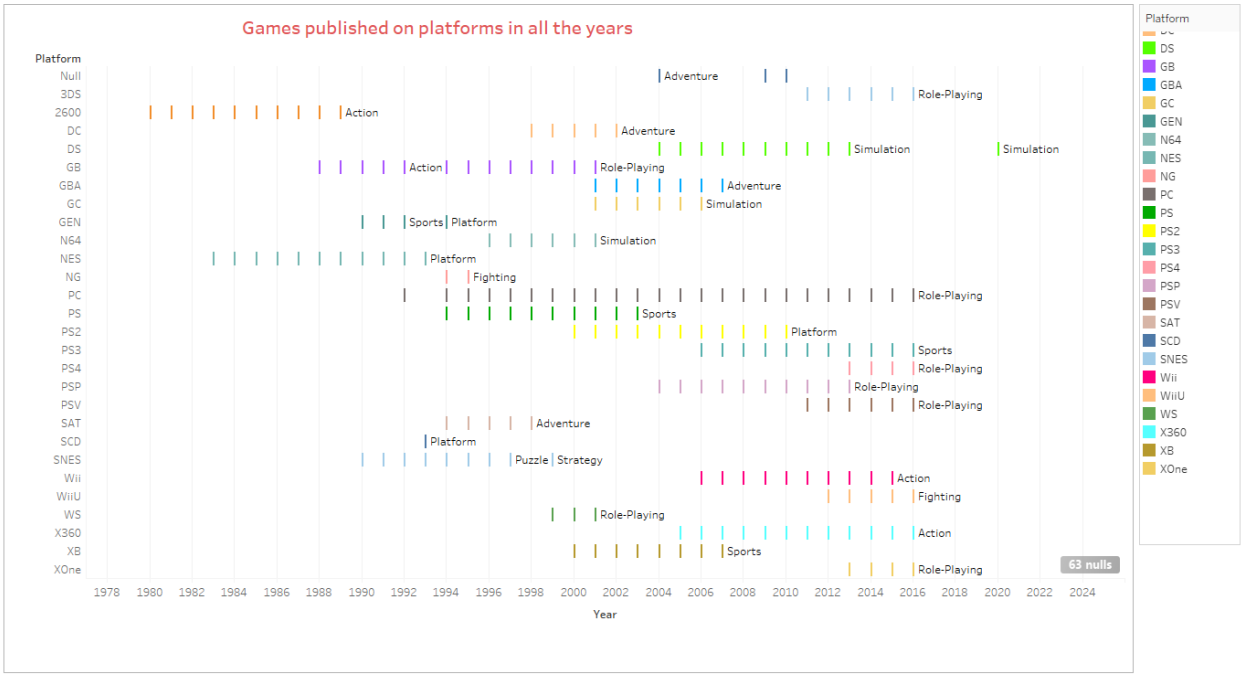
Top 10 Japan Selling Video Games

Top 10 North America Selling Video Games

Video Games Sales Dashboard



Games published on Platforms in all the years



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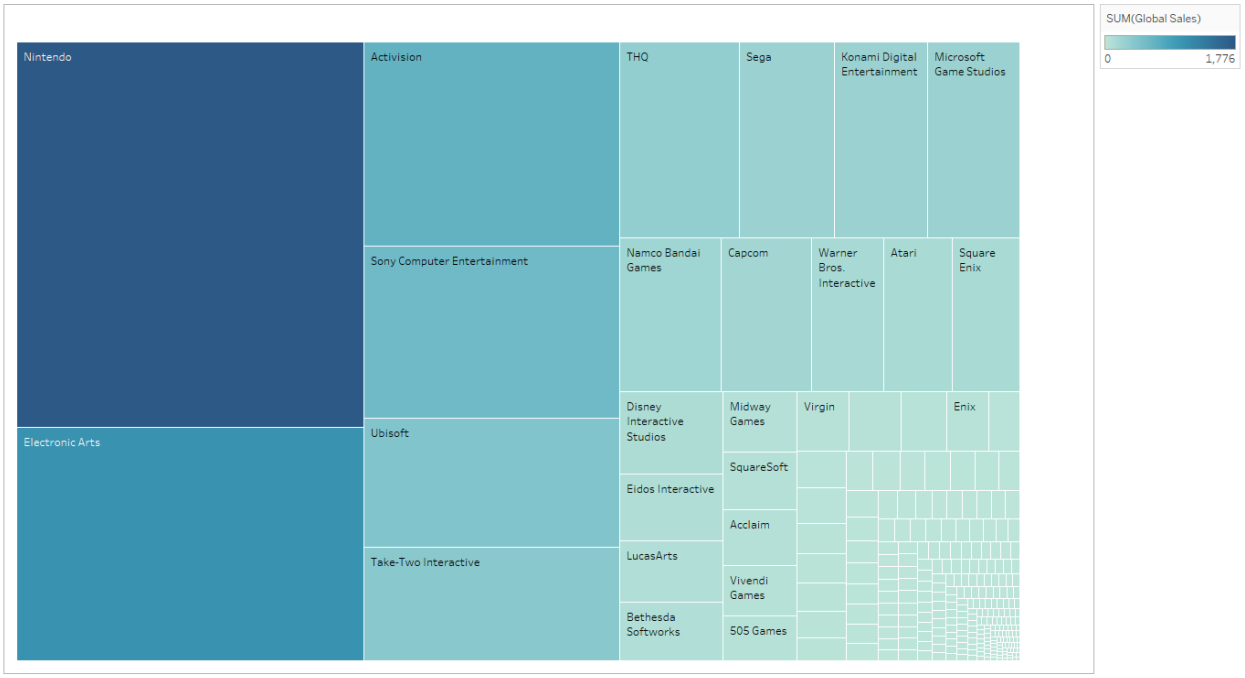
Sales based on platform



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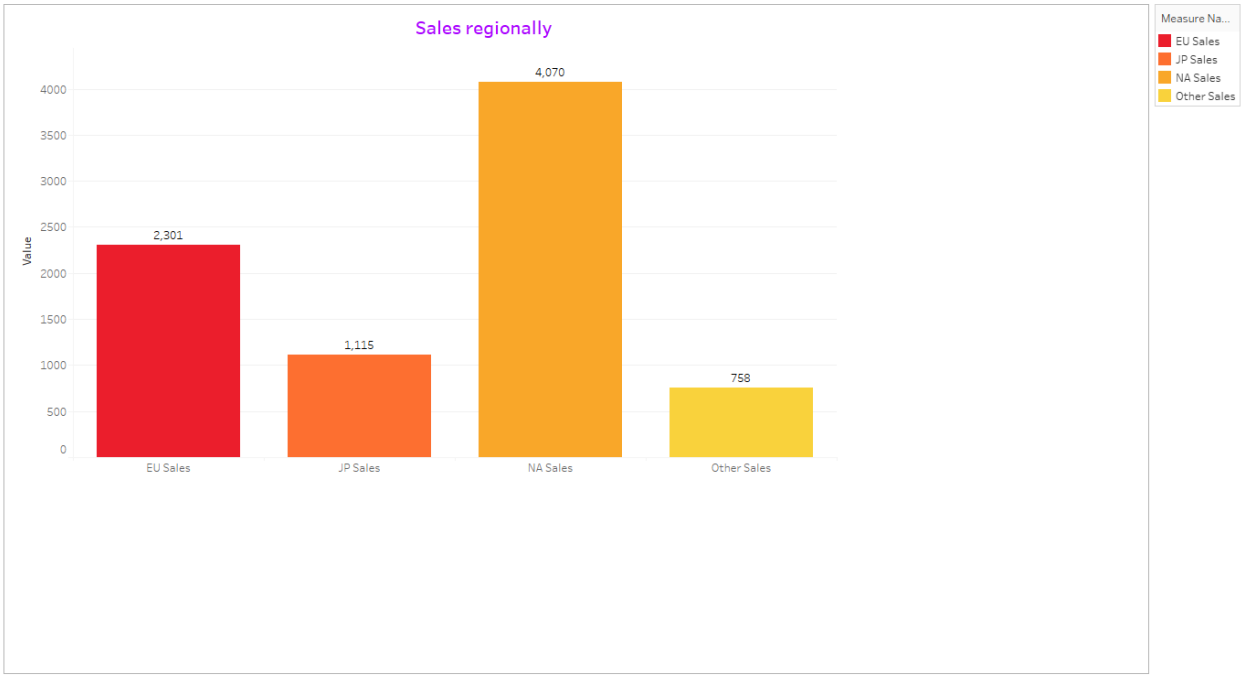
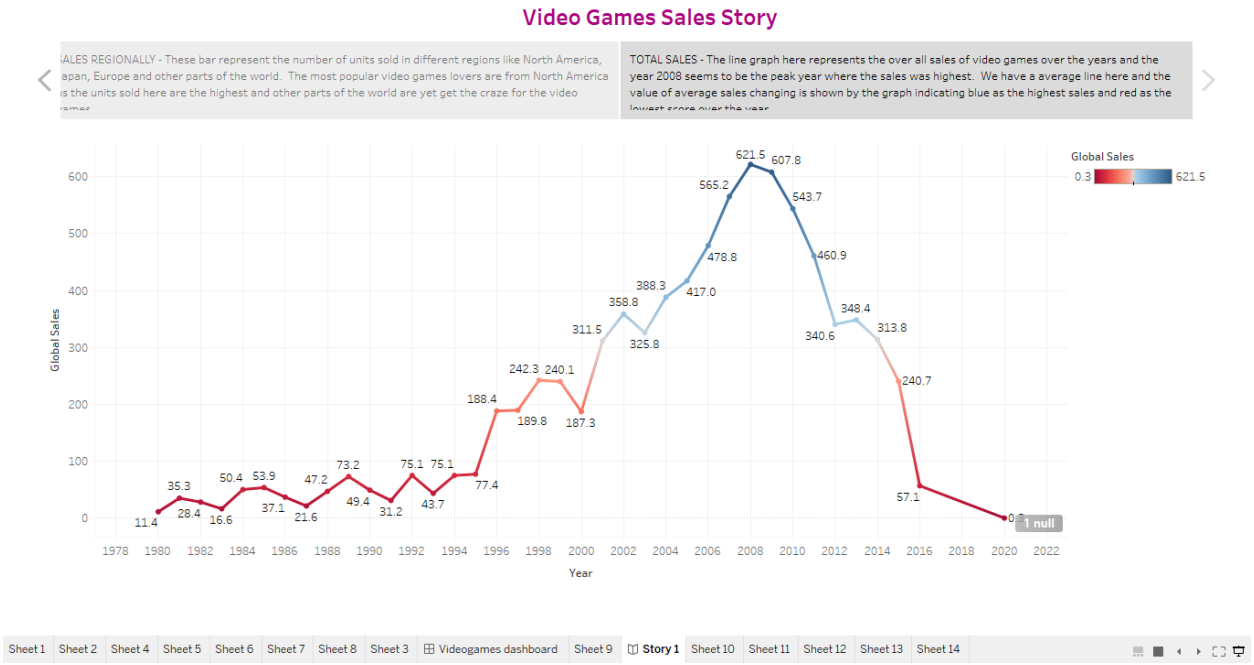
Global Sales per Genre

Sales Regionally



Video Games Sales Story



4. ADVANTAGES

- Engagement is one of the most important marketing metrics, as it allows us to understand to what extent users are involved with your brand.
- Games are high – quality and highly valued content by users-particularly if the audience is younger and more technologically oriented.
- Interactive brand storytelling
- Better message retention
- Loyalty through entertainment

DISADVANTAGES

- Game piracy
- Video Games Sales are declining
- Severe competitive pressures and concentration of revenue cause great risk to the company.

5. APPLICATIONS

- Increased role of Mobile phones.
- Making Social games.
- Gamifying Non Gaming Activities.
- Versatility of Games.

6. CONCLUSION

This paper focuses on cleaning, descriptive analysis, data analysis of related contents and data visualization of the video game dataset to derive the corresponding business application strategies for different groups in the market. The results show that platforms can prioritize the purchase of games in the 'Action' genre and need to focus more on game distribution quality than quantity; publishers should choose platforms and game genres with high sales to sell and invent; users should focus on platforms with high sales and experience to choose a certain type of game product. This study can stimulate game marketing and economy and being the market into a virtuous cycle. The video game market will have broader sales prospects and is worth promoting and propagating vigorously.

7. FUTURE SCOPE

The gaming industry has an array of career choices to offer. It makes up for a large segment on the employment front too. According to statistics shared by the American Gaming Association, game industry jobs provide employment to as many as 1.7 million individuals, with the employment rate growing by 62,000 jobs (on average) every year.