

# Uncovering the gaming industry's hidden gems : A Comprehensive analysis of video games 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. Analysing sales data from more than 16,500 games. This dataset contains a list of video games with sales greater than 100,000 copies. It was generated by a scrape of vgchartz.com.

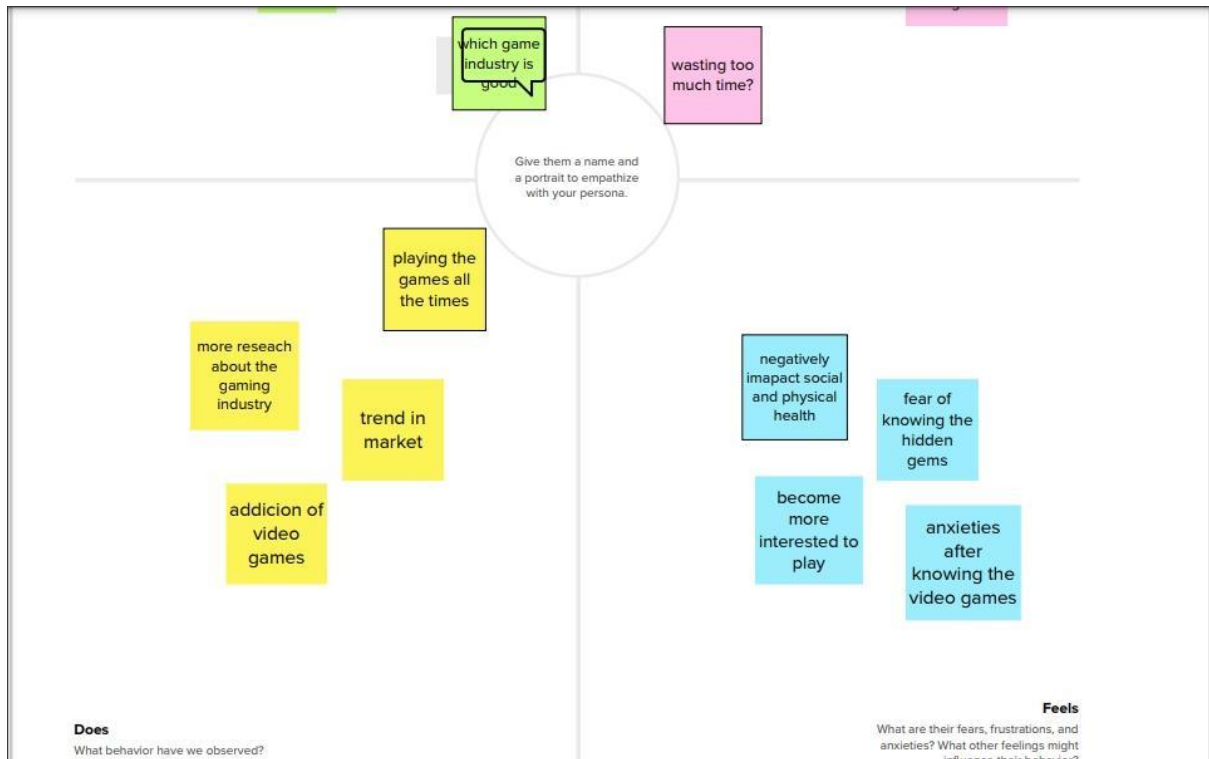
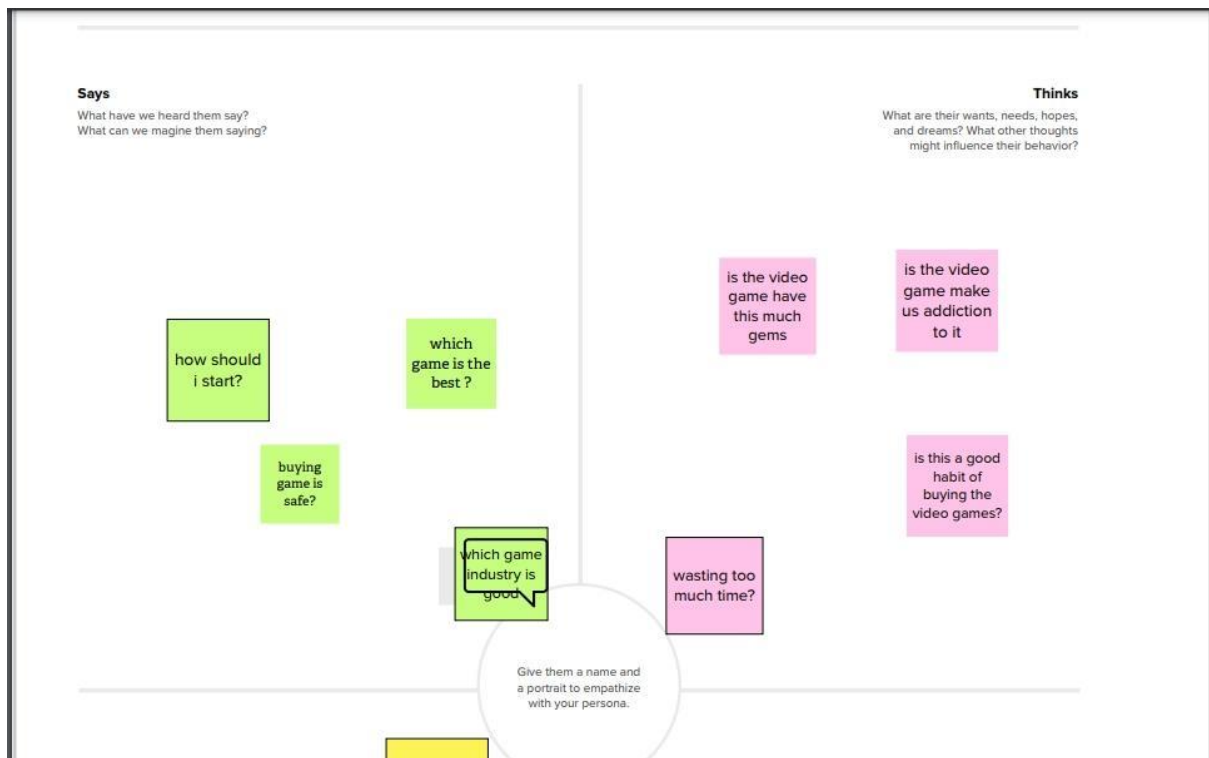
### 1.2 purpose

In video gaming, an **achievement** (or a **trophy**) is a meta-goal defined outside a game's parameters. Unlike the in-game systems of quests, tasks, and/or levels that usually define the goals of a video game and have a direct effect on further gameplay, the management of achievements usually takes place outside the confines of the game environment and architecture. Meeting the fulfillment conditions, and receiving recognition of fulfillment by the game, is referred to as unlocking the achievement

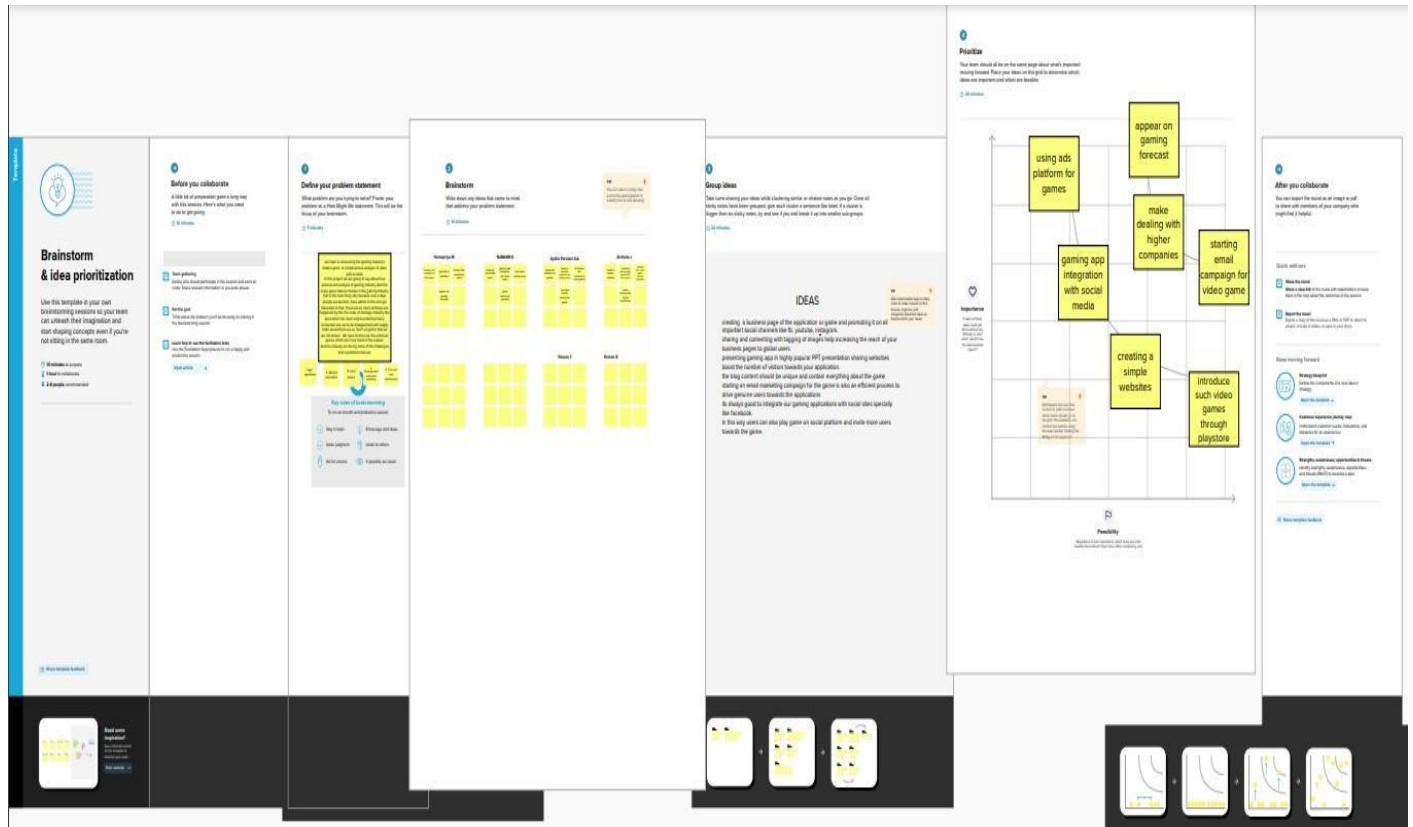
## 2. PROBLEM DEFINITION & DESIGN THINKING

### 2.1 Empathy Map

The empathy map is shown below

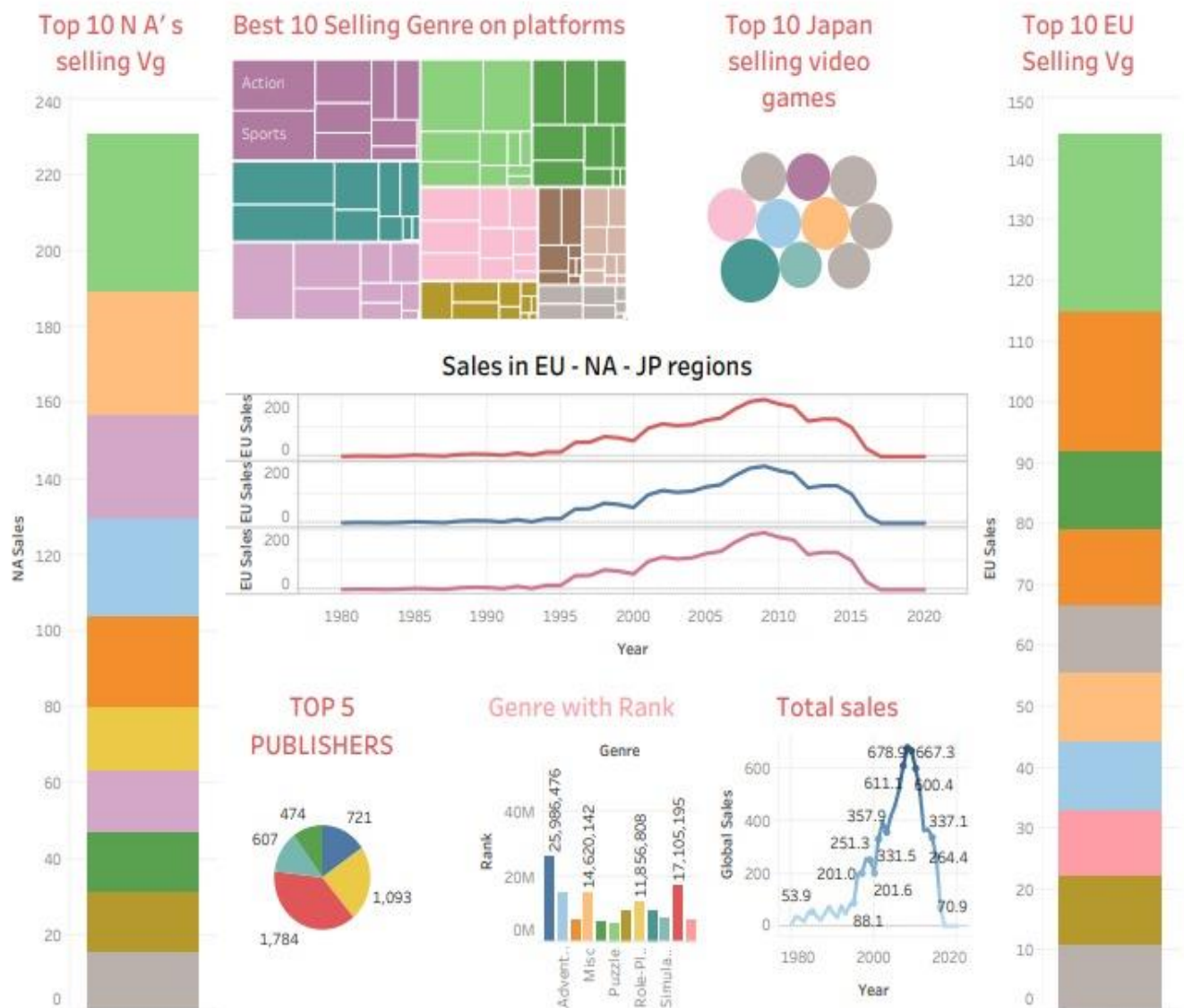


## 2.2 Ideation & brainstorming map



### 3. RESULT

#### Video games dashboard

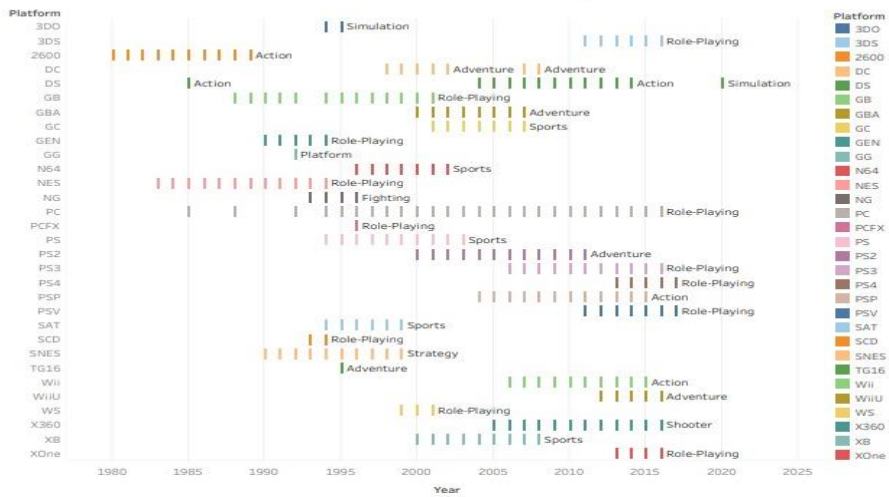


## Video games story

**PUBLISHER VS PLATFORM** - This is the gantt chart which shows the games published on every platforms since 1980. the highest games are being published on platforms like PS2,PS4,PS3,GB and PC. it is clearly sh..

**SALES BASED ON PLATFORMS** : this tree map analysis is based on the games sold globally by the publisher over the year. here Nintendo is the clear winner.

**SALES PER GERNE**: this bubbles clearly shows us the sales count in each genre of games. games are not very font of strategical games, that is what we can infer from the bobbies.

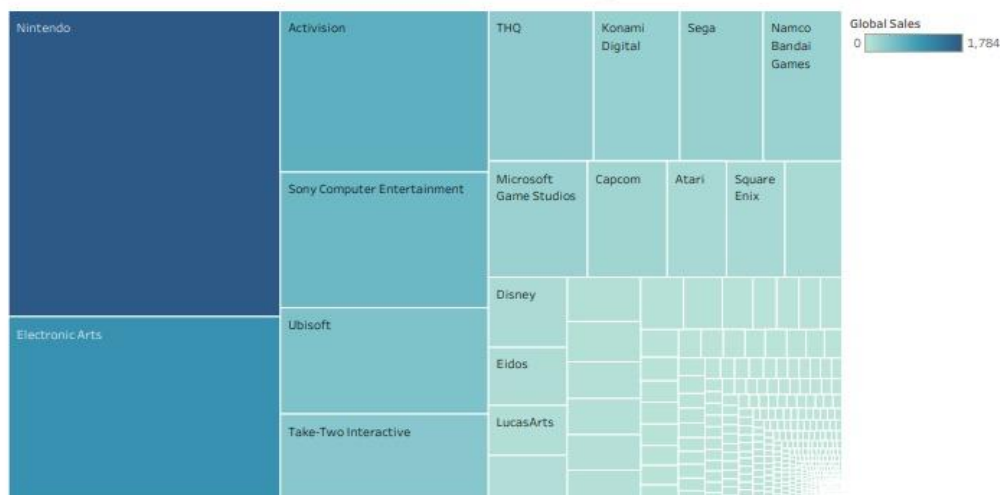


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SALES REGIONALLY : these bar represents the no of units sold in different region like NA, JAPAN, EUROPE, and other parts of the world.

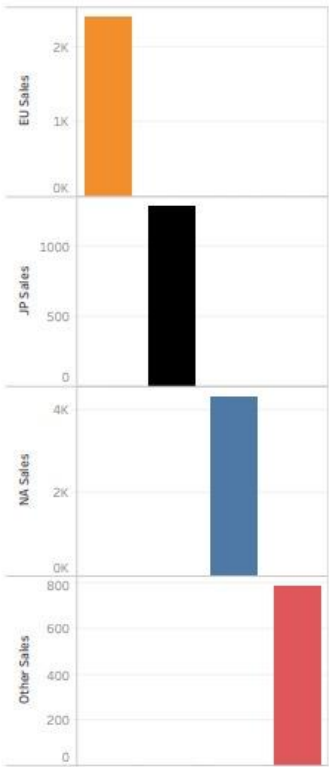


4 / 5 | — 100% + | [icon] [icon]

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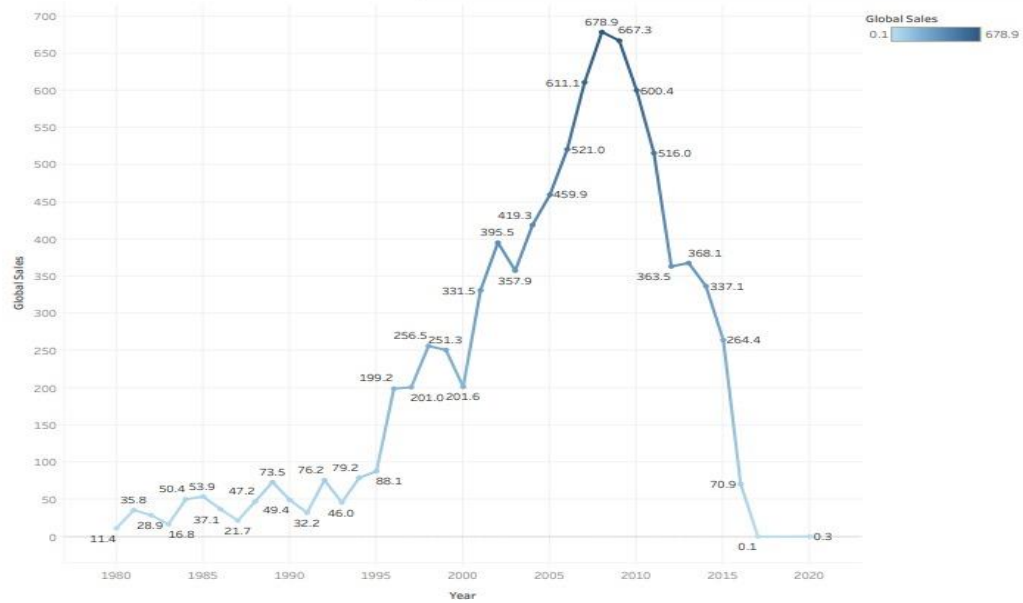
TOTAL SALES :this graph here represents the overall sales of video games over the years and the year 2008 seems to be the peak year where the sales was highest .



Sales boom in each genre of games- games are not very front of strategical games, that is what we can infer from the bubbles.

Units sold in different regions like USA, Japan, Europe, and other parts of the world.

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## WEB APPLICATION

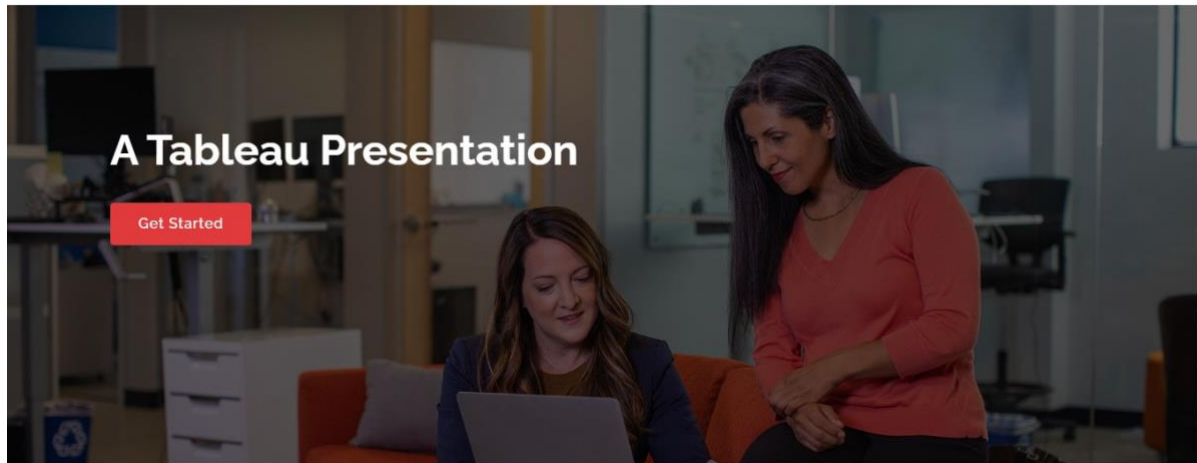
### Home

#### VIDEO GAMES SALES ANALYSIS.

[Home](#) [Prologue](#) [Challenge](#) [Charts](#) [Dashboard](#) [Story](#) [Conclusion](#)

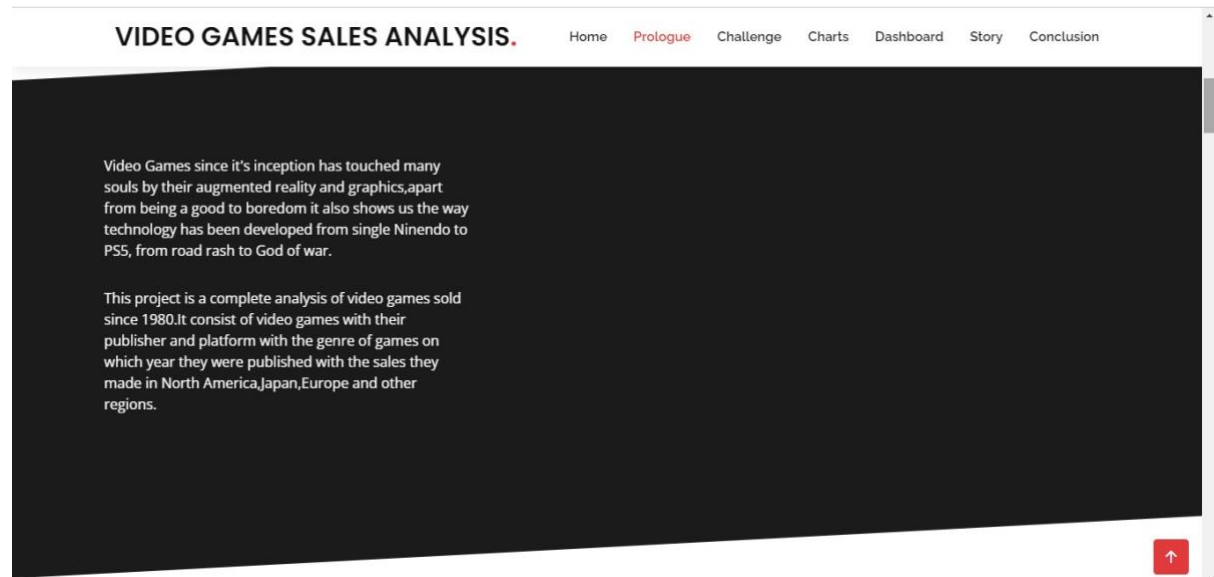
## A Tableau Presentation

[Get Started](#)

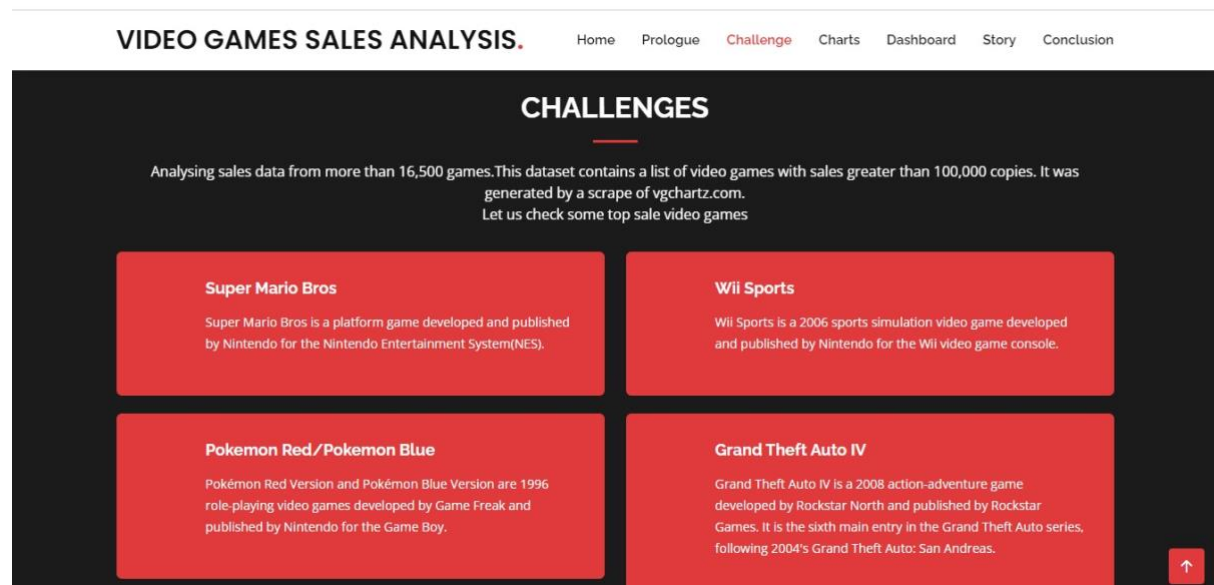




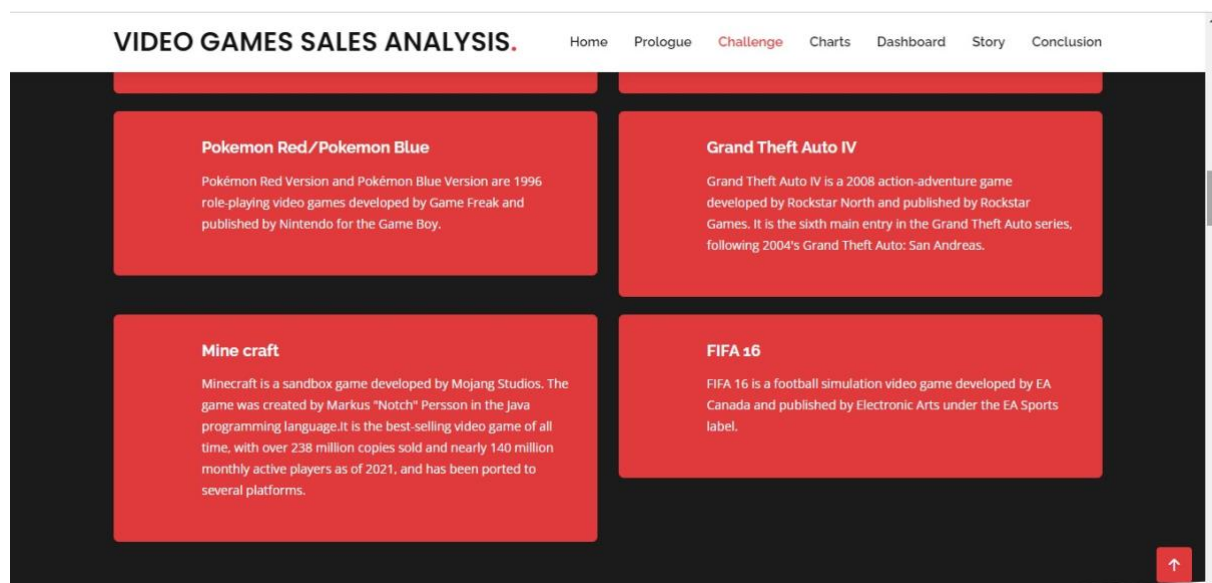
## Prologue



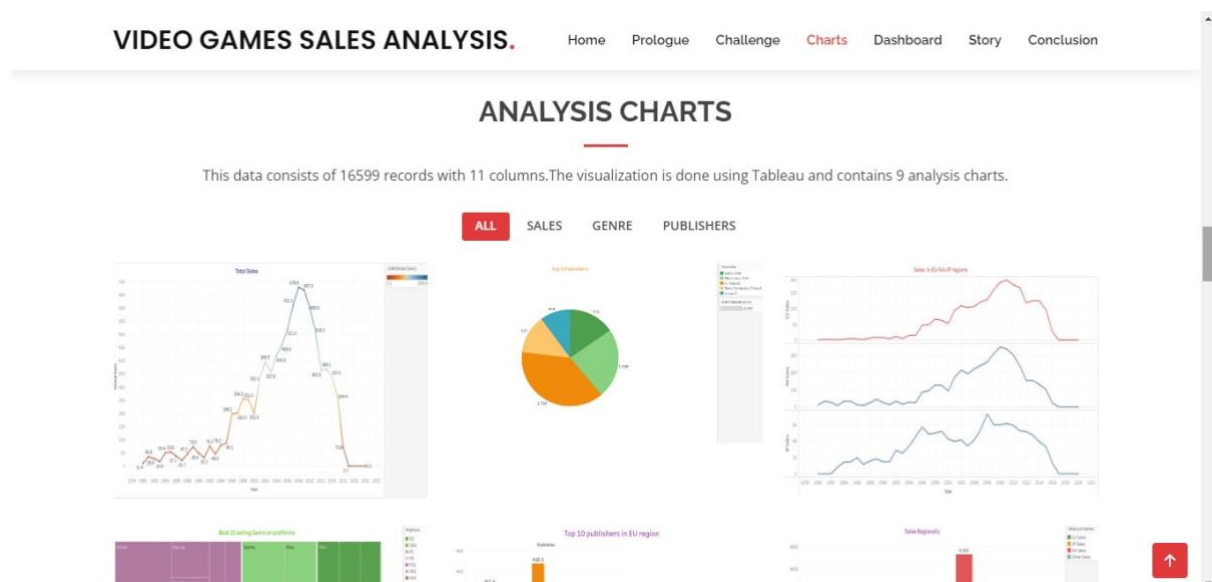
## Challenges





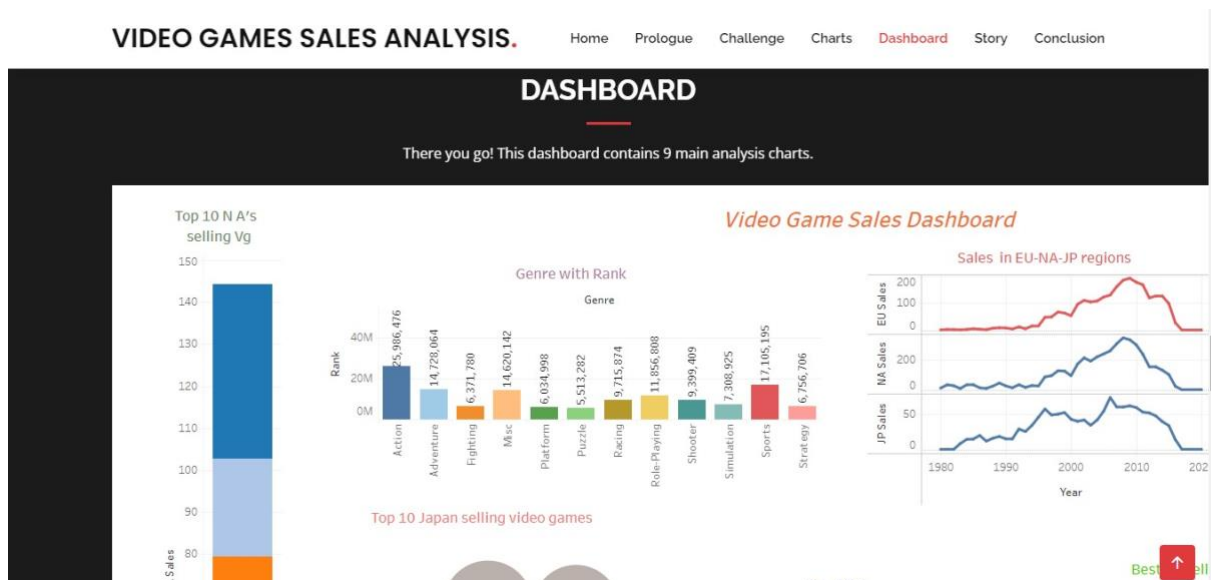


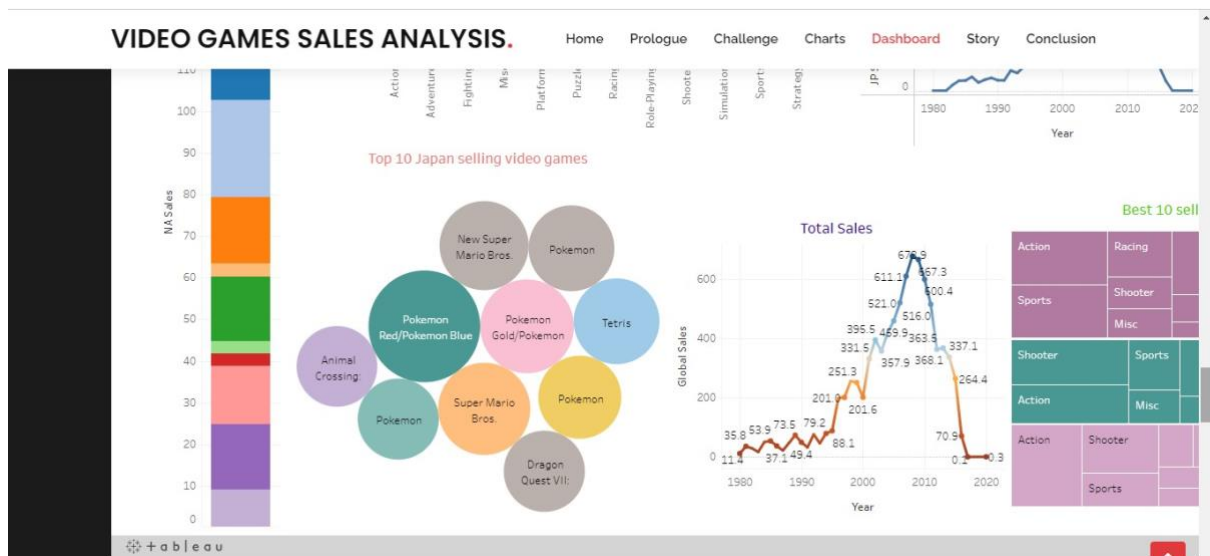
## Charts



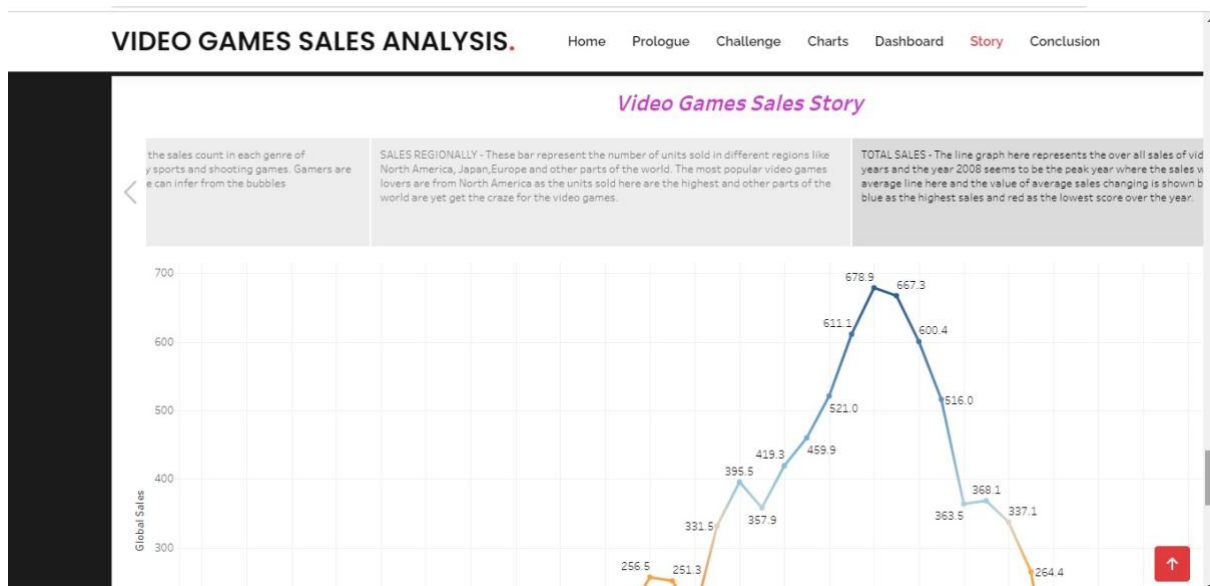


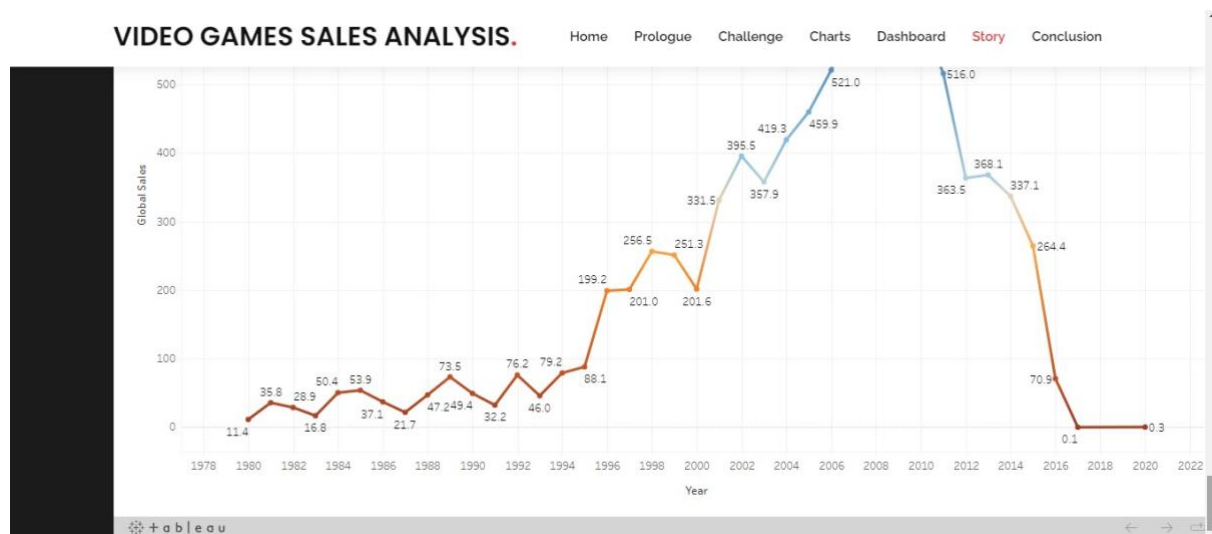
## Dashboard





## Story





## Conclusion

**VIDEO GAMES SALES ANALYSIS.** Home Prologue Challenge Charts Dashboard Story Conclusion

# CONCLUSION

- Conclusion 1 ✕
- Conclusion 2 ✕
- Conclusion 3 ✕

## ADVANTANGES AND DISADVANTANGES OF VIDEO GAMES

### 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**

## **5. APPLICATIONS**

The area where this data that is the data analysis of selling a video games are [vgchartz.com](http://vgchartz.com) and it contains a list of video games with more than 100,00 copies sold.

The collected data include the ranking of games product sales worldwide, game product name, game product release platforms Game product released year. Like wise this data can be applicable in various areas

## **6. CONCLUSION**

Here coming to the conclusion, we built a dashboard and the story of our dataset that is video games sales. We understood the sales of the video games in everywhere, they may change according to the availability of the games. Hence this project is very new to us. we have learned a more while doing the projects and know more about the video games

## **7. FUTURE SCOPE**

Game Designing is one of the most upcoming Courses for students who wanted to make a Game Designer Career in India in animation. The gaming industry is

rapidly growing at a pace of 50% per annum. There is a very wide and bright future in game design in India. Students can earn up to 3 Lakh to 5 Lakh PA.