



GLOBAL GAME SALES ANALYSIS

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Preface and about the Data

This Presentation aims to help a Store's stakeholders to understand the trends and demands for different types of games available. These games come in different Genres and by numerous publishers. To maximize the efficiency of inventory, profits and to decrease the number of unsold or slow selling products, insights like these are very necessary.

The Data-Set consists of name of the Publishers, Genres, year, and sales in million\$ for Europe, Japan, North America and other regions including a global count.

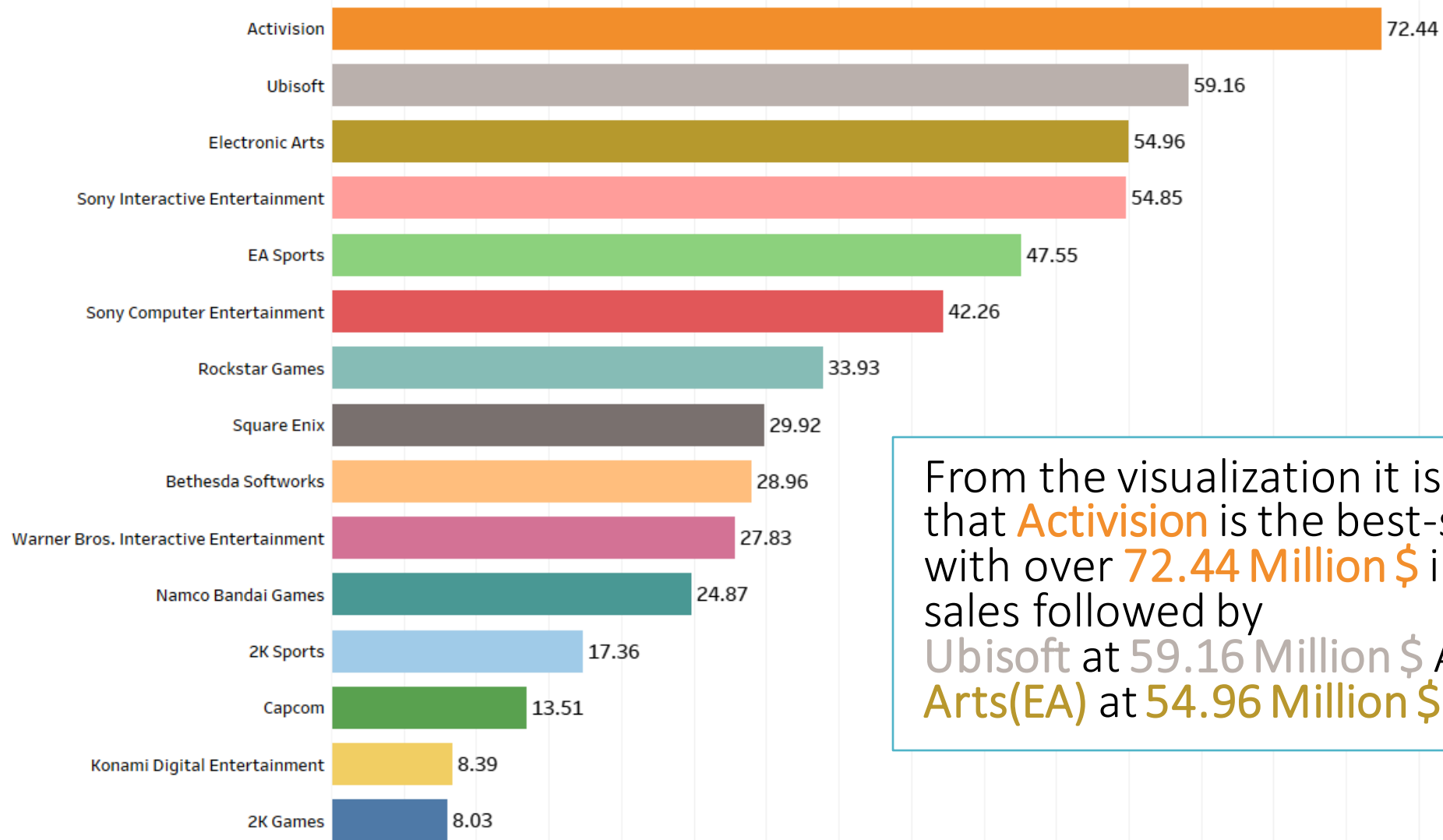
Objectives

The objectives of this analysis are to gather insights from the Data-set which will help us understand the customer's demands. For that purpose we will analyze the data based on-

- Publisher's performance in terms of sales
- Genre wise sales(Global)
- Most popular games in the year 2020.
- Year wise total sales.
- Each Publisher's products in different genres.

Publisher wise global sales

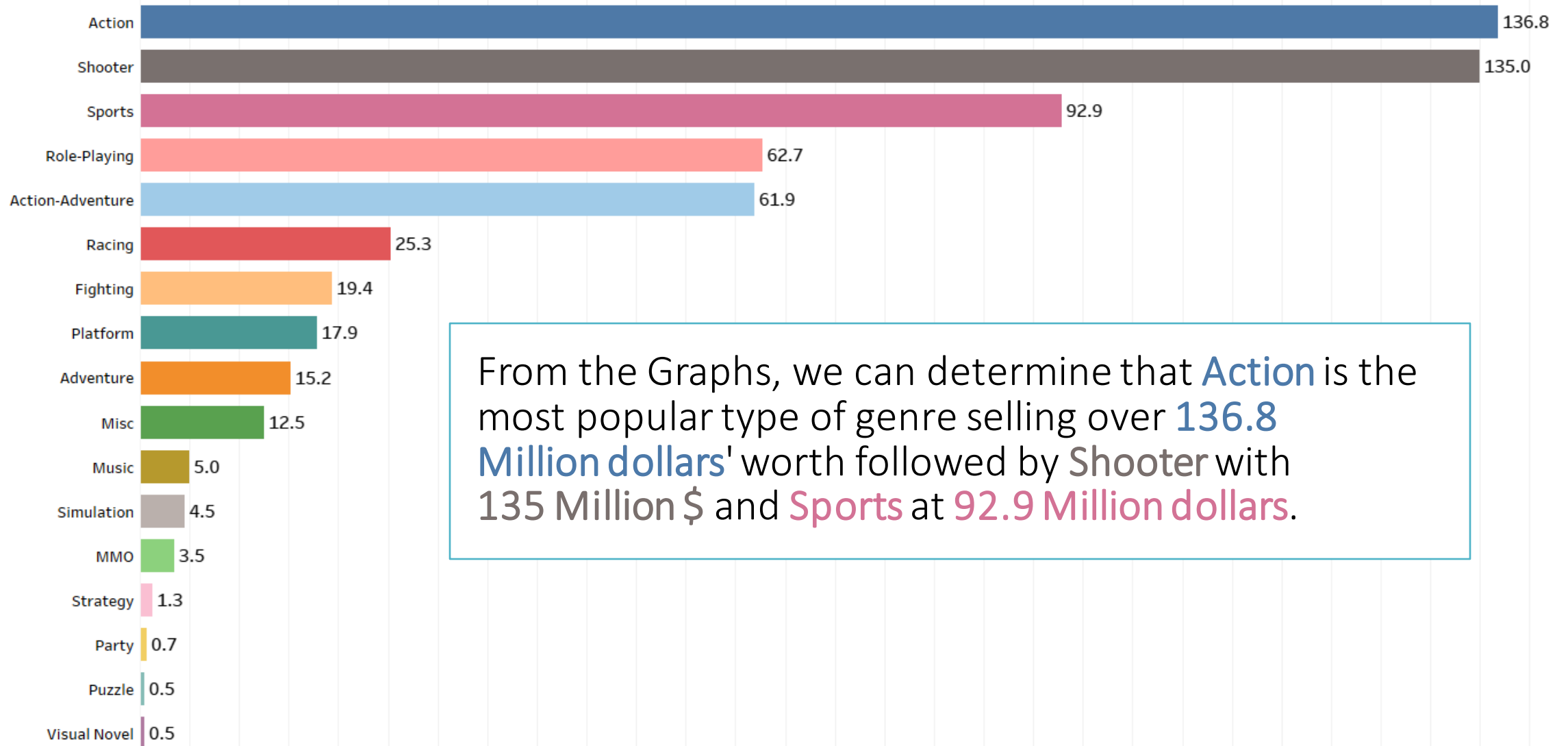
Publisher's performance



From the visualization it is clear that **Activision** is the best-selling Publisher with over **72.44 Million \$** in sales followed by **Ubisoft** at **59.16 Million \$** And **Electronica Arts(EA)** at **54.96 Million \$**.

Genre wise global sales

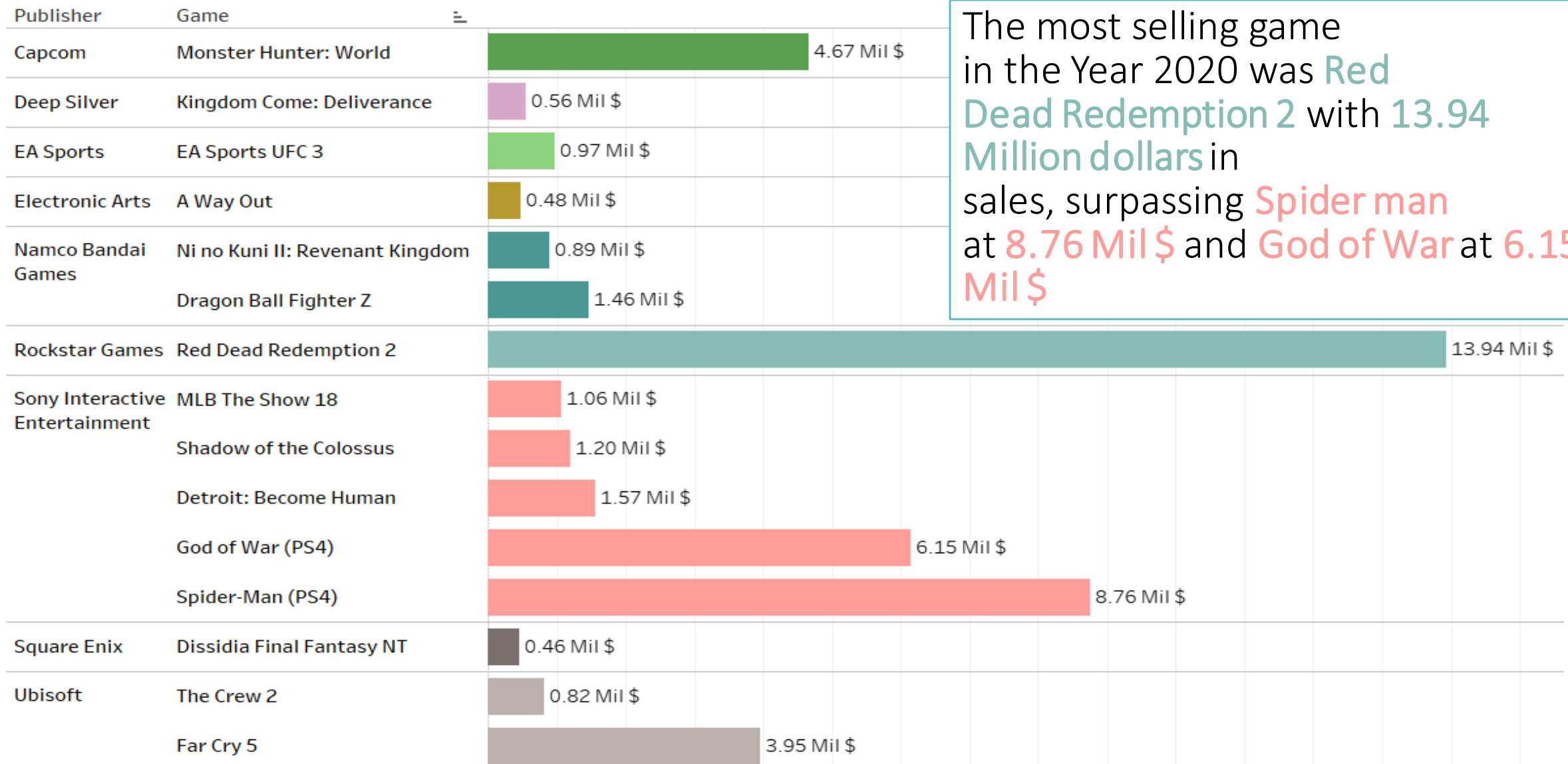
Genre wise global sales



From the Graphs, we can determine that **Action** is the most popular type of genre selling over **136.8 Million dollars'** worth followed by **Shooter** with **135 Million \$** and **Sports** at **92.9 Million dollars**.

Most selling Games in year 2020

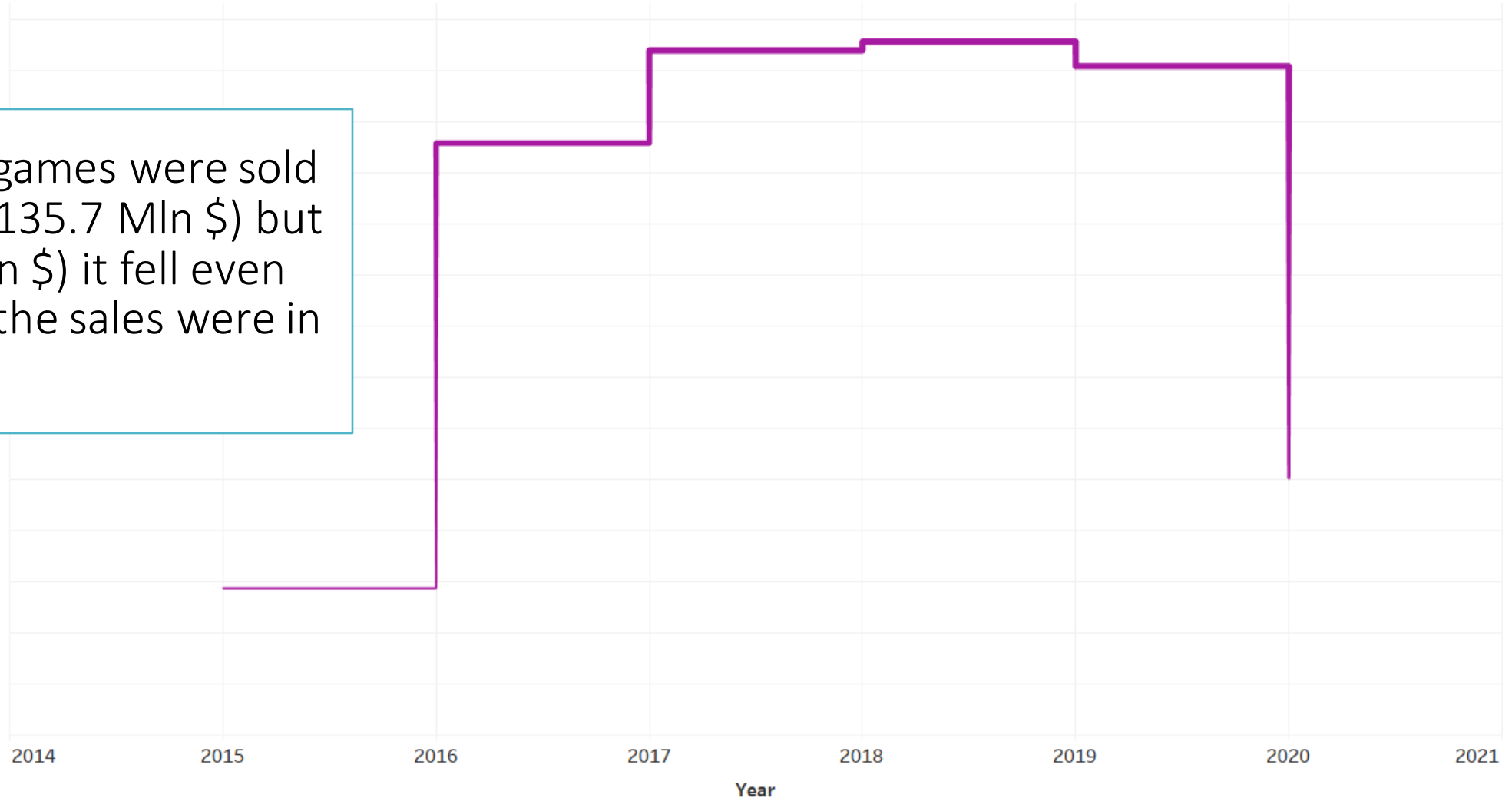
Most selling Games in 2020



The most selling game in the Year 2020 was **Red Dead Redemption 2** with **13.94 Million dollars** in sales, surpassing **Spider man** at **8.76 Mil \$** and **God of War** at **6.15 Mil \$**

Year wise Sales of Games

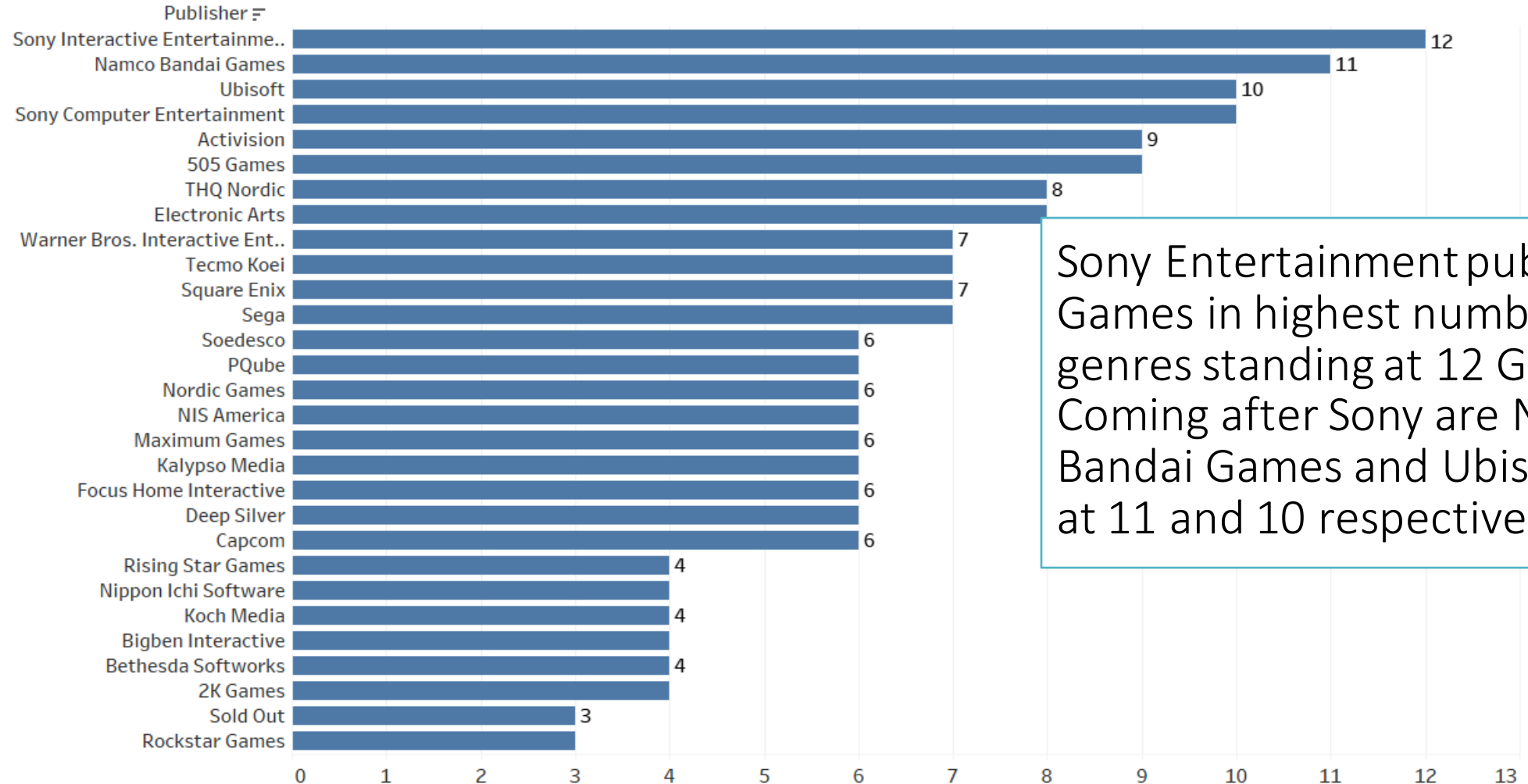
Year wise Sales



Most number of games were sold in the year 2018(135.7 Mln \$) but in 2019(130.9 Mln \$) it fell even lower than what the sales were in 2017(134 Mln \$).

Publishers and the Genres they sell Games in

Publisher wise Genre count



Sony Entertainment published Games in highest number of genres standing at 12 Genres. Coming after Sony are Namco Bandai Games and Ubisoft at 11 and 10 respectively.

Summary

From the previous analysis we have gained the following information:

- Activision, Ubisoft and Electronic Arts are the most popular Publishers as per the global sales.
- Out of the total global Game sales, Action, Shooter and Sports are the most popular Genres.
- The most selling game in the Year 2020 was Red Dead Redemption 2 surpassing Spider man and God of War.
- Maximum number of Game sales happened in the Year 2018 with a jump of 1.48% as compared to year 2017.
- Sony Interactive Entertainment has Games in most number of Genres. It publishes games in 12 Genres total.

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