

Analyzing the Video Games Market

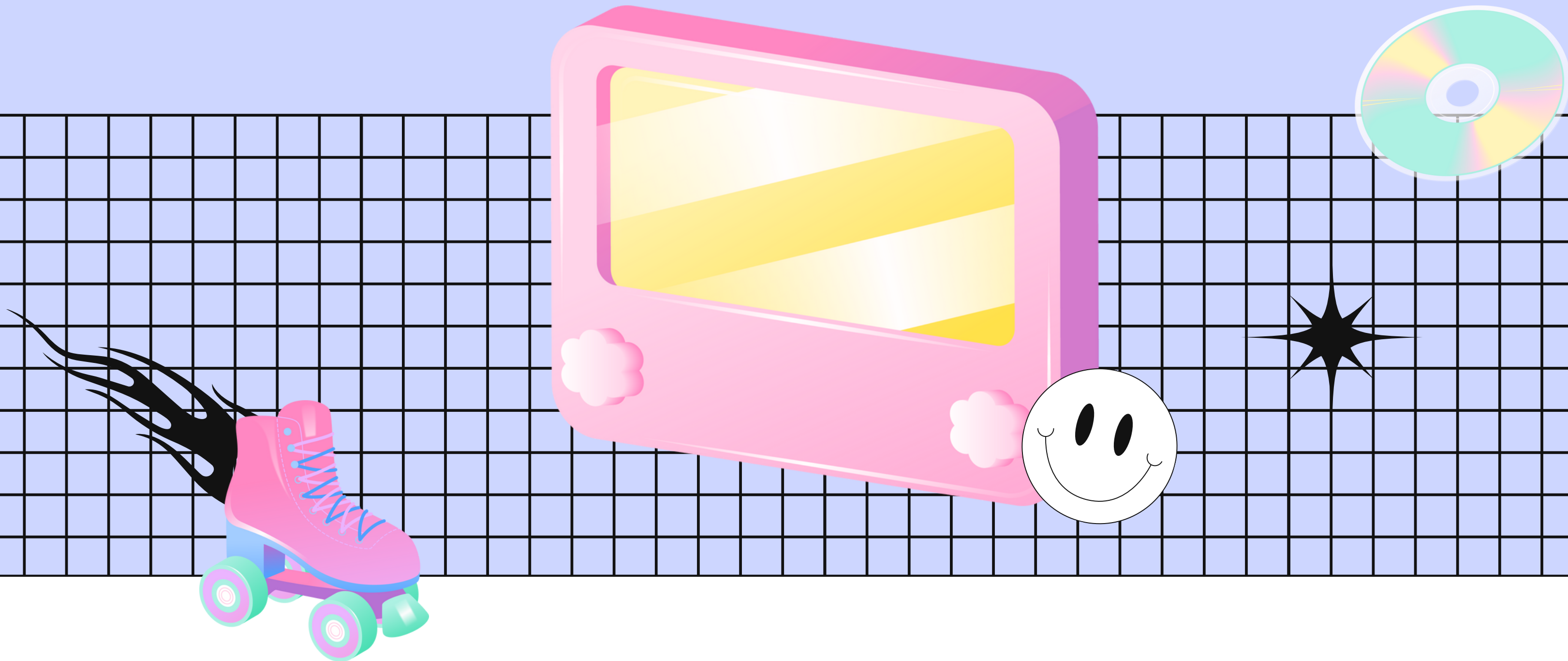


Abstract

help the game developer and
publisher to understand their market



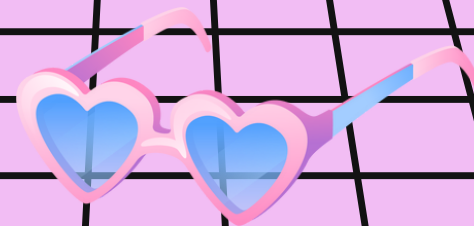
Our Data

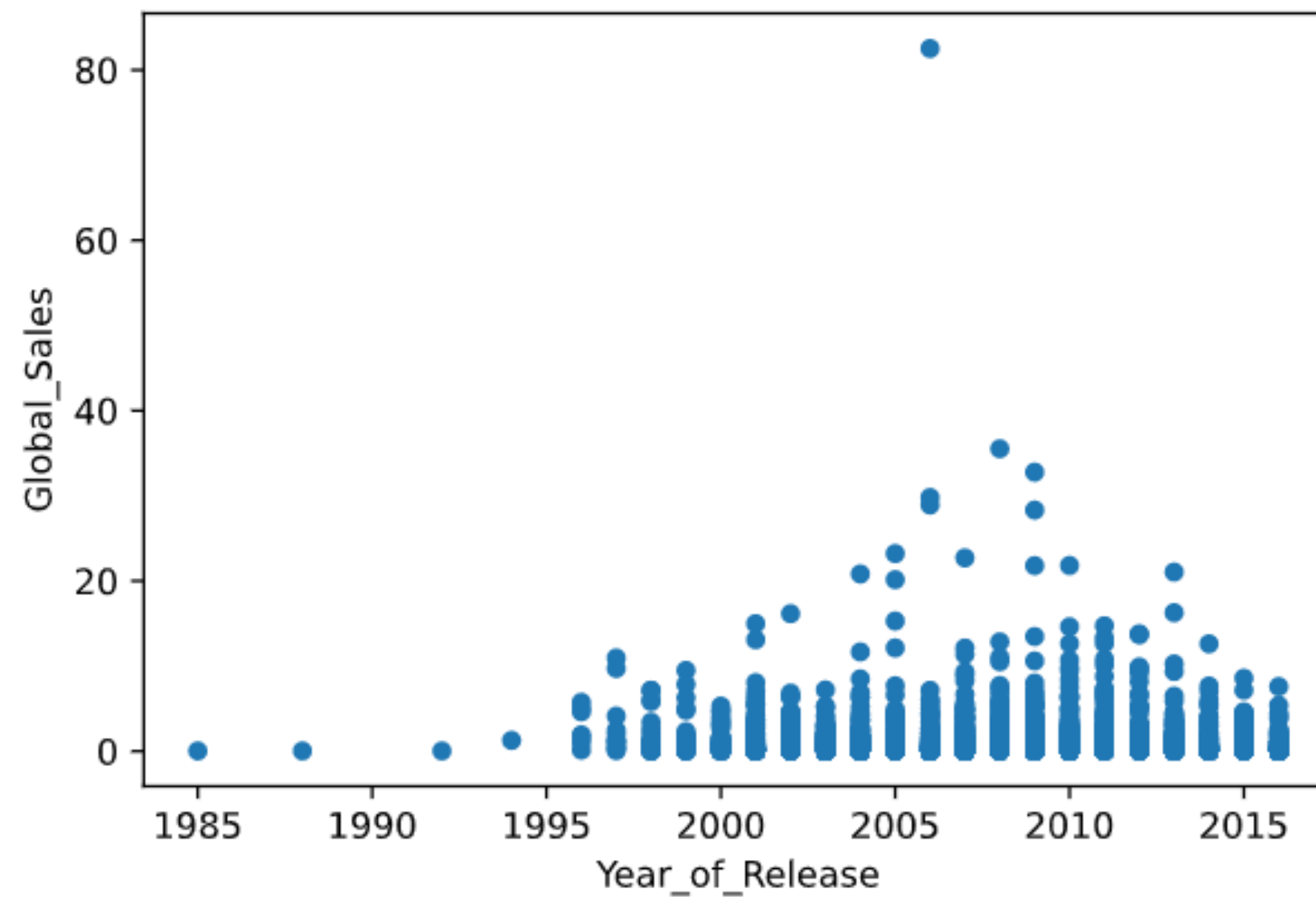


The data is provided by [kaggle.com](https://www.kaggle.com),
and presents list of video games with
sales greater than 100,000.



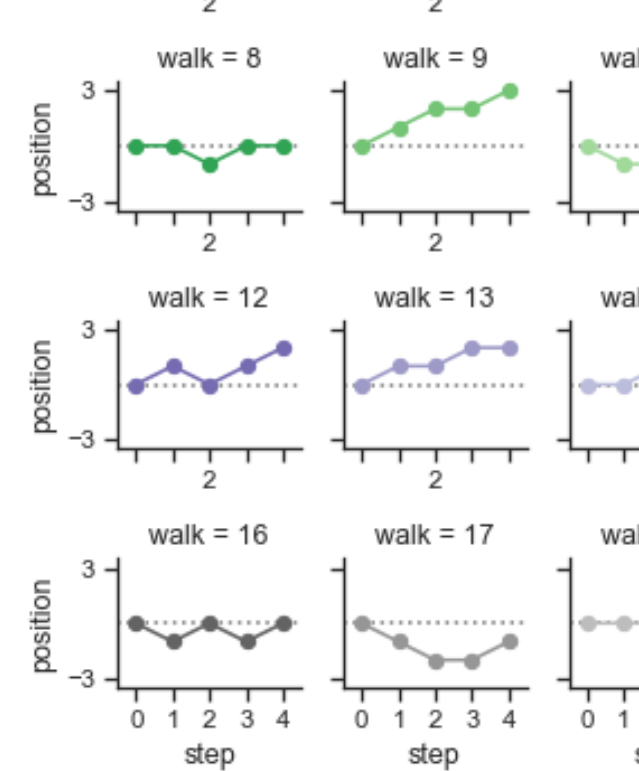
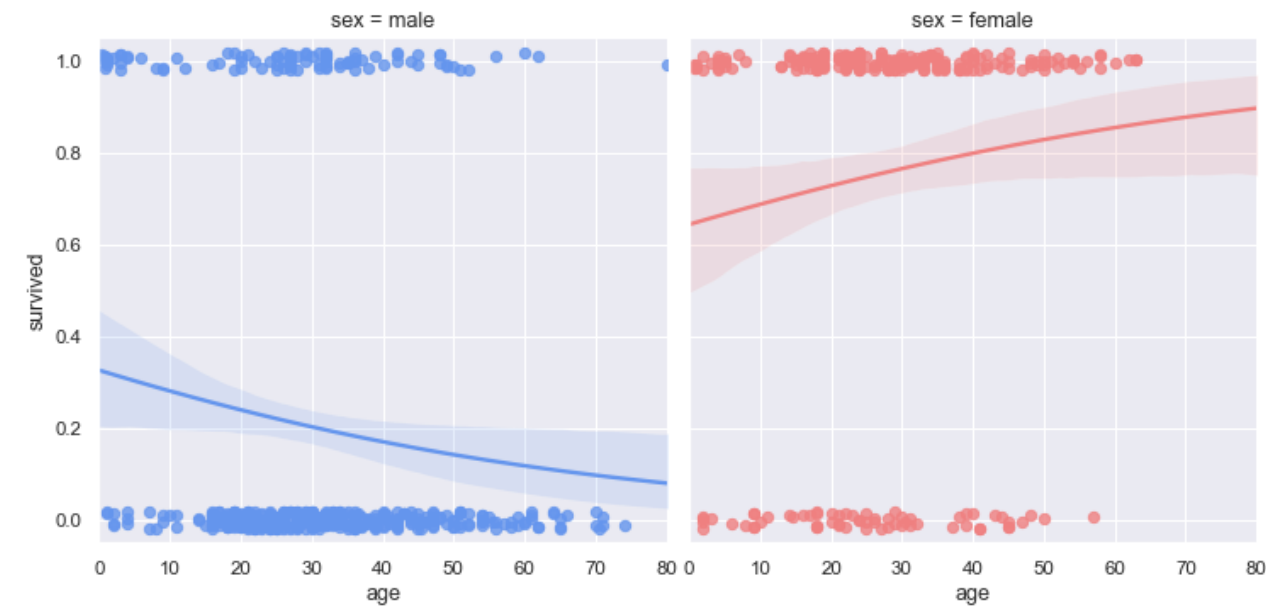
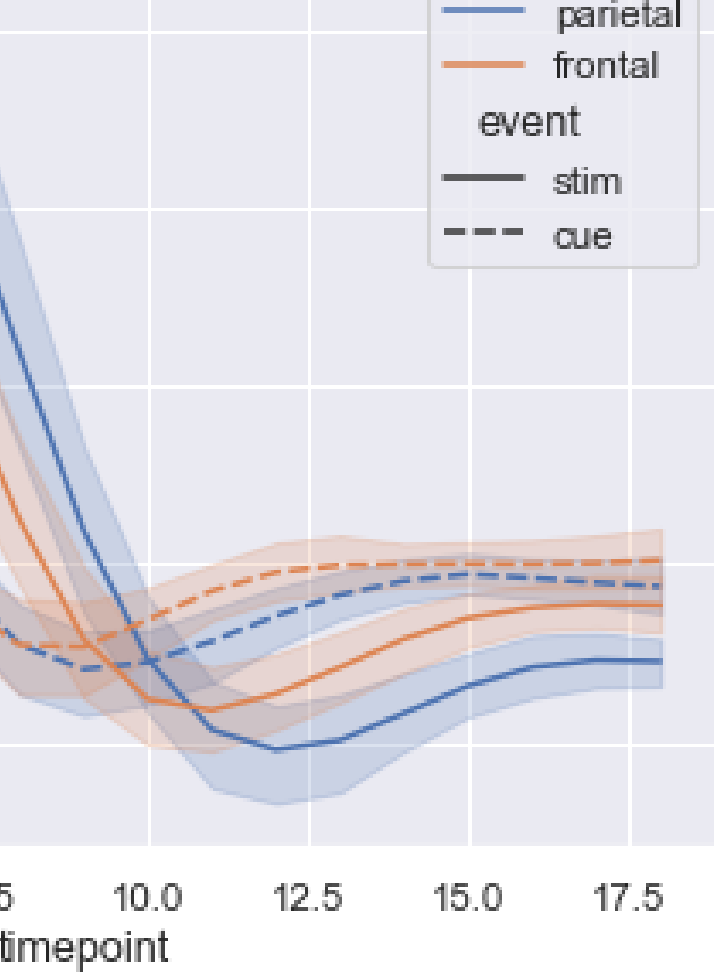
Scan this QR to take a look at the
database



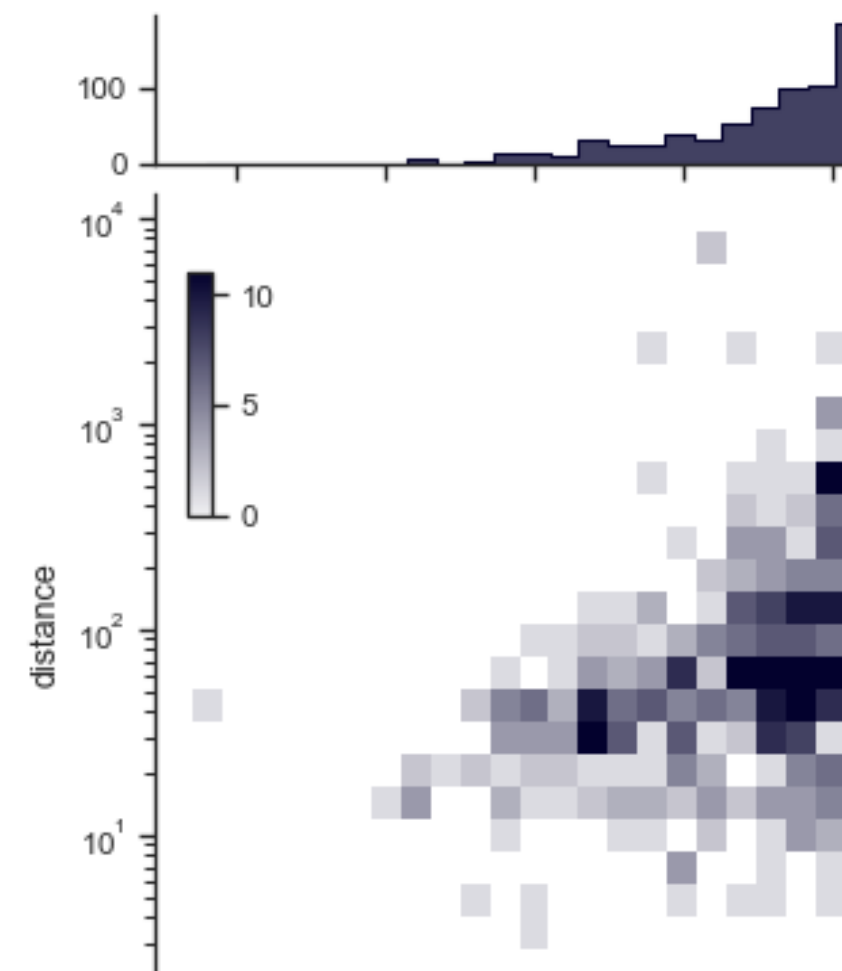
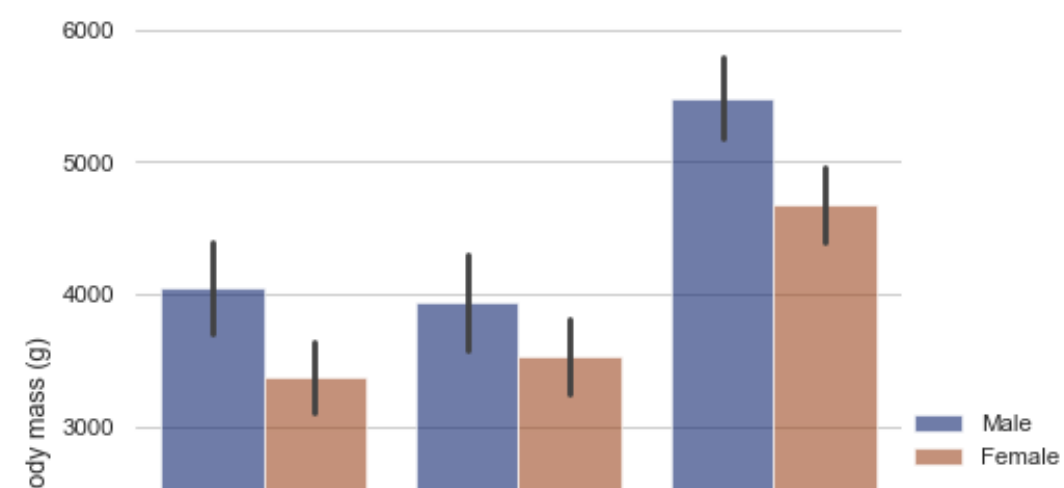


Cleaning

isna()
Outliers



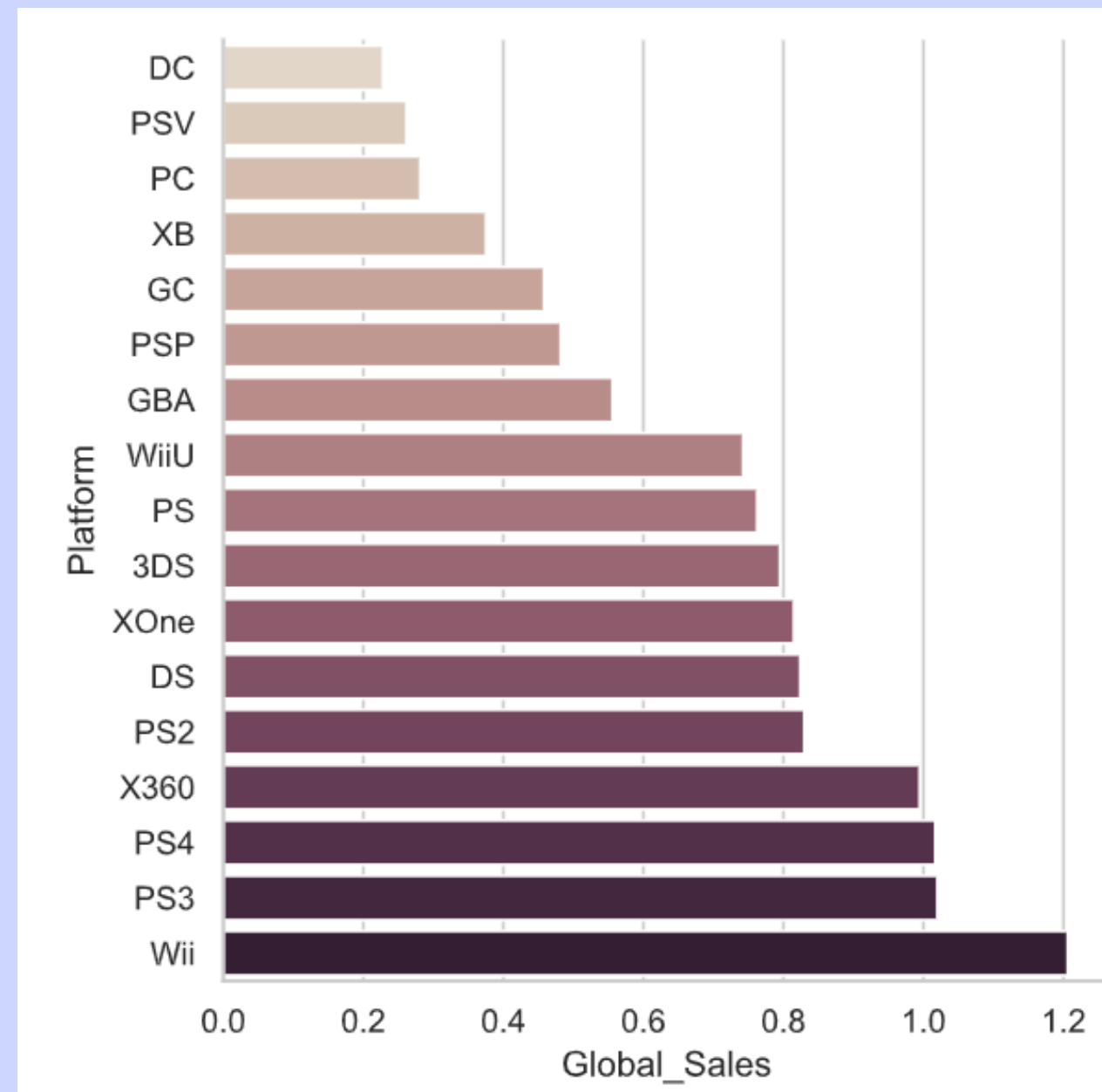
EDA



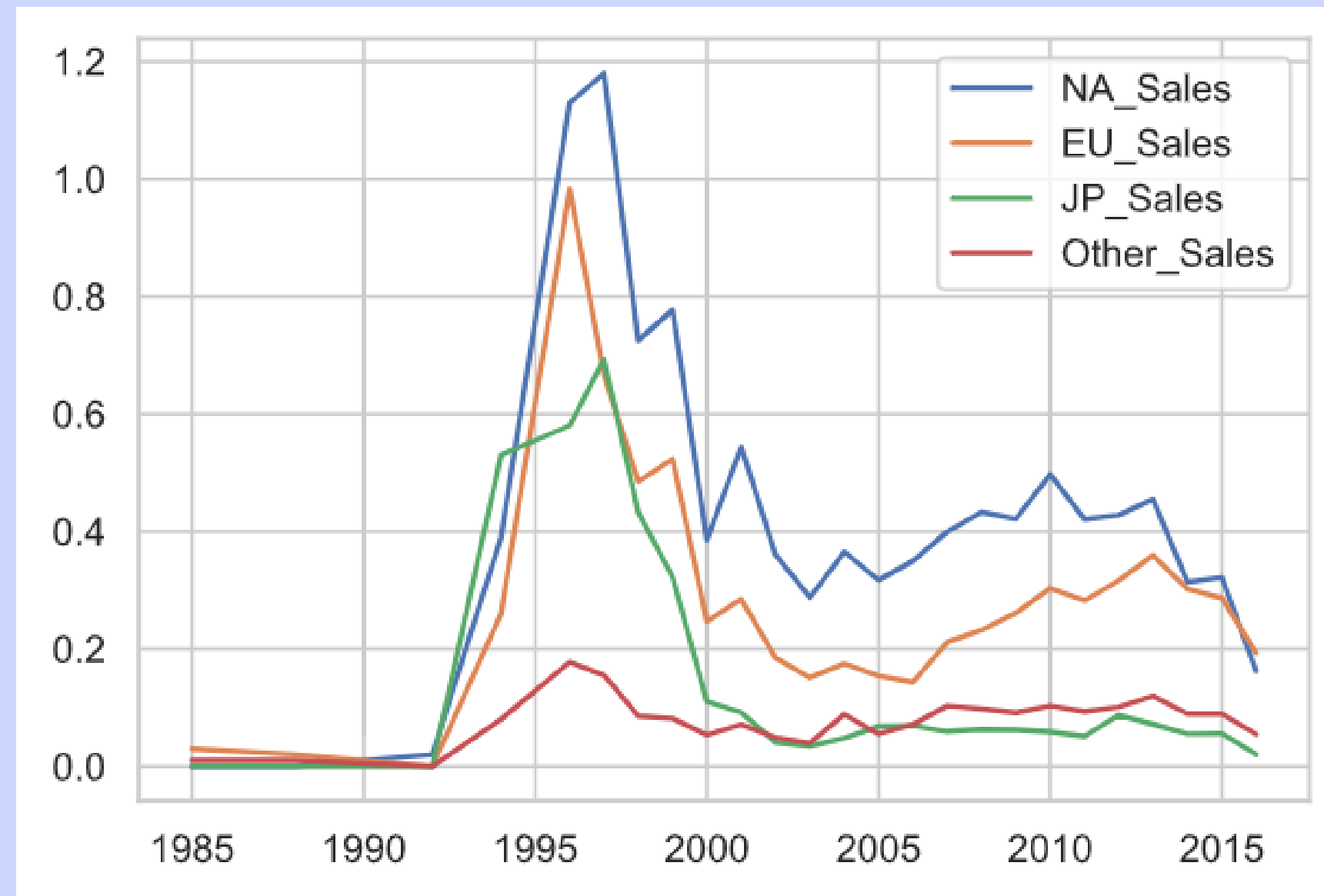
Top 10 games on the last 10 years

	Name	Platform	Year_of_Release	Genre	Publisher	Critic_mean_Score	User_mean_Score	Developer	Rating	Global_Sales
2	Mario Kart Wii	Wii	2008	Racing	Nintendo	1.123288	0.011707	Nintendo	E	35.52
3	Wii Sports Resort	Wii	2009	Sports	Nintendo	1.095890	0.041667	Nintendo	E	32.77
6	New Super Mario Bros.	DS	2006	Platform	Nintendo	1.369231	0.019722	Nintendo	E	29.80
7	Wii Play	Wii	2006	Misc	Nintendo	1.414634	0.051163	Nintendo	E	28.92
8	New Super Mario Bros. Wii	Wii	2009	Platform	Nintendo	1.087500	0.014141	Nintendo	E	28.32
11	Mario Kart DS	DS	2005	Racing	Nintendo	1.421875	0.018534	Nintendo	E	23.21
13	Wii Fit	Wii	2007	Sports	Nintendo	1.269841	0.052740	Nintendo	E	22.70
14	Kinect Adventures!	X360	2010	Misc	Microsoft Game Studios	1.355556	0.059434	Good Science Studio	E	21.81
15	Wii Fit Plus	Wii	2009	Sports	Nintendo	2.424242	0.142308	Nintendo	E	21.79
16	Grand Theft Auto V	PS3	2013	Action	Take-Two Interactive	1.940000	0.002053	Rockstar North	M	21.04

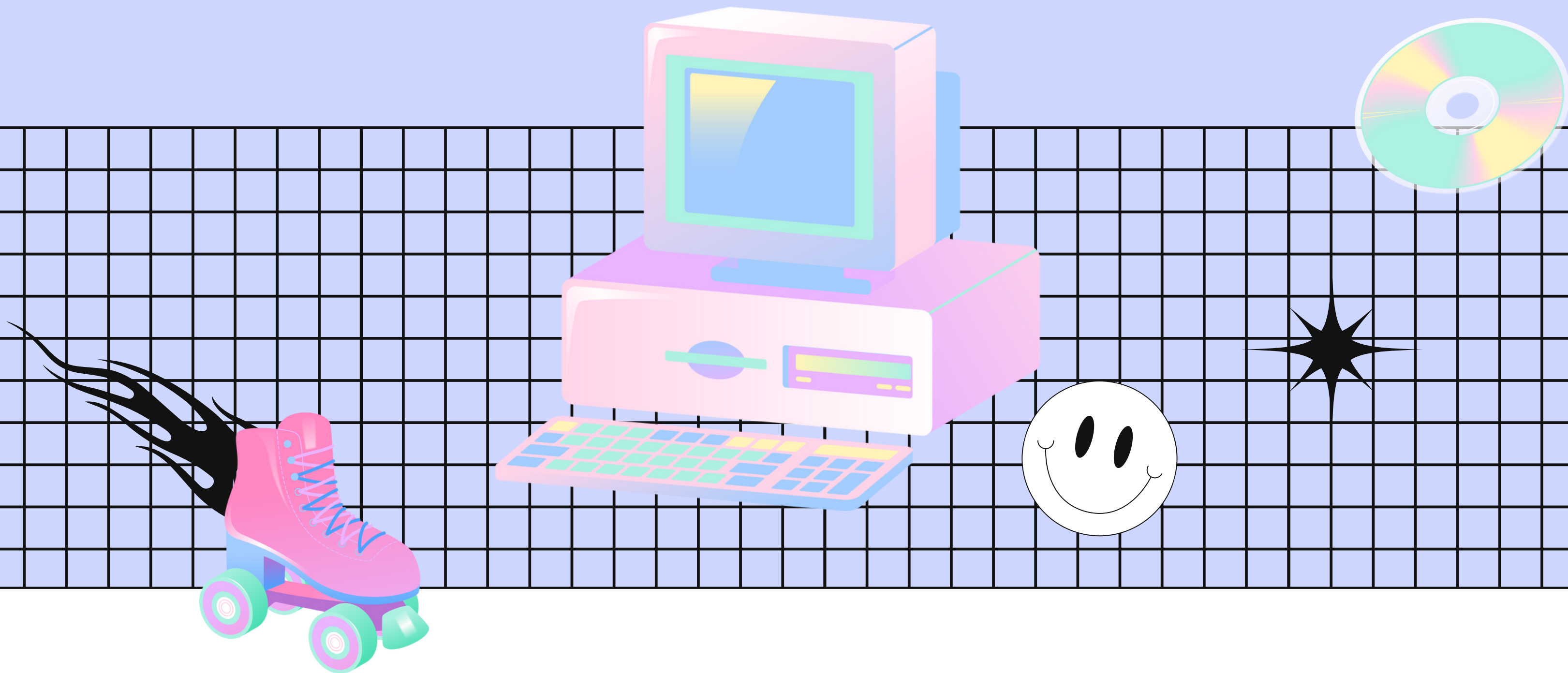
Sales rate acording to platform

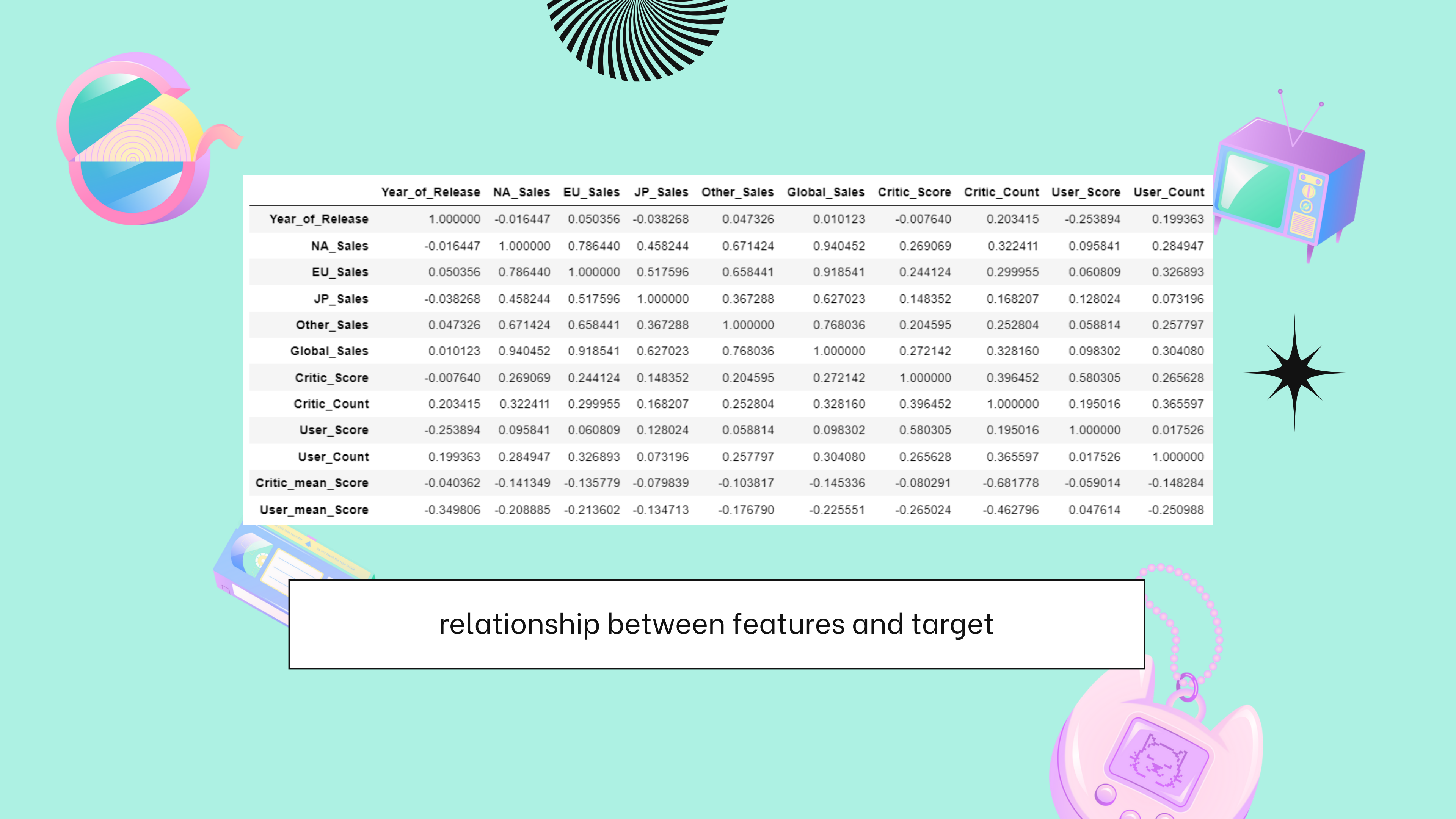


Sales rate according to countries



Our Data

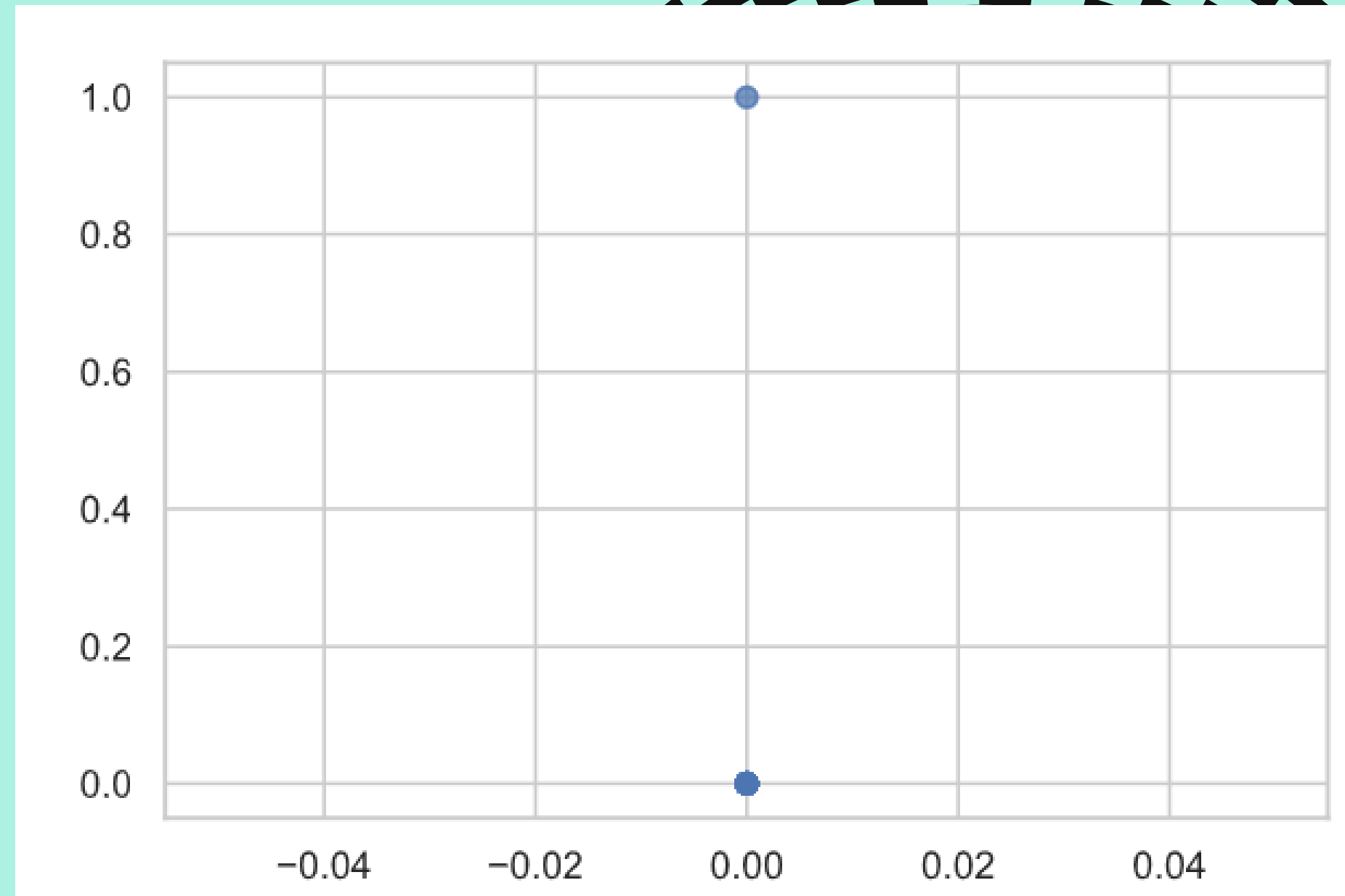




	Year_of_Release	NA_Sales	EU_Sales	JP_Sales	Other_Sales	Global_Sales	Critic_Score	Critic_Count	User_Score	User_Count
Year_of_Release	1.000000	-0.016447	0.050356	-0.038268	0.047326	0.010123	-0.007640	0.203415	-0.253894	0.199363
NA_Sales	-0.016447	1.000000	0.786440	0.458244	0.671424	0.940452	0.269069	0.322411	0.095841	0.284947
EU_Sales	0.050356	0.786440	1.000000	0.517596	0.658441	0.918541	0.244124	0.299955	0.060809	0.326893
JP_Sales	-0.038268	0.458244	0.517596	1.000000	0.367288	0.627023	0.148352	0.168207	0.128024	0.073196
Other_Sales	0.047326	0.671424	0.658441	0.367288	1.000000	0.768036	0.204595	0.252804	0.058814	0.257797
Global_Sales	0.010123	0.940452	0.918541	0.627023	0.768036	1.000000	0.272142	0.328160	0.098302	0.304080
Critic_Score	-0.007640	0.269069	0.244124	0.148352	0.204595	0.272142	1.000000	0.396452	0.580305	0.265628
Critic_Count	0.203415	0.322411	0.299955	0.168207	0.252804	0.328160	0.396452	1.000000	0.195016	0.365597
User_Score	-0.253894	0.095841	0.060809	0.128024	0.058814	0.098302	0.580305	0.195016	1.000000	0.017526
User_Count	0.199363	0.284947	0.326893	0.073196	0.257797	0.304080	0.265628	0.365597	0.017526	1.000000
Critic_mean_Score	-0.040362	-0.141349	-0.135779	-0.079839	-0.103817	-0.145336	-0.080291	-0.681778	-0.059014	-0.148284
User_mean_Score	-0.349806	-0.208885	-0.213602	-0.134713	-0.176790	-0.225551	-0.265024	-0.462796	0.047614	-0.250988

relationship between features and target

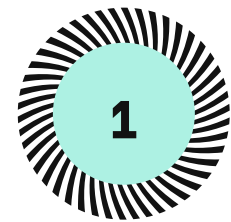
Classify **games** with
high / low sale rate



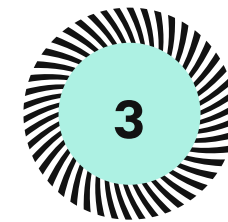
Classify **game**
developers with
high / low sale rate

Developer sentiment	
nintendo	positive 10
rockstar north	positive 8
good science studio	positive 3

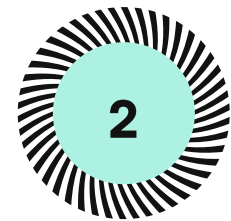
Observation



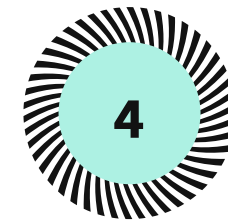
Popularity of platform affect the game sale



Huge sales mostly at Nintendo developers and the platform Wiki



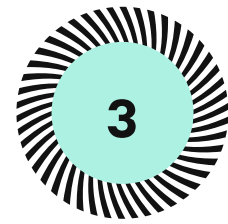
NA countries where the most buyer, and also the most popular game publishers.



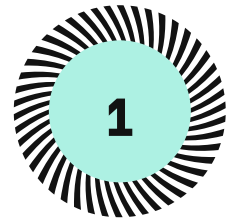
Very few games target a sale rate above 10%

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Continuousing



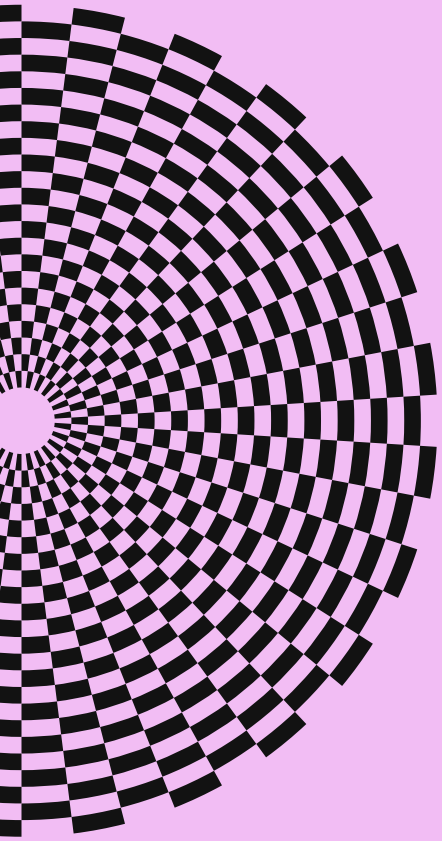
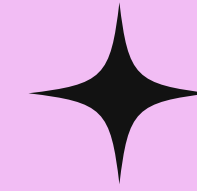
Analyzing the features of the low sales games



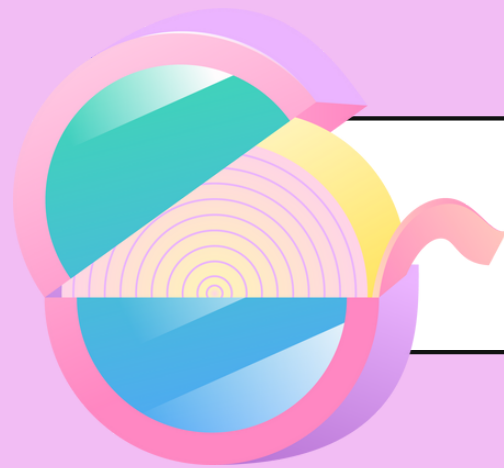
Analyzing the users and Critices and thier
affact on the sale rate



Analyzing the affact of game's name



Thank you



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