

# UNCOVERING THE GAMING INDUSTRY'S HIDDEN GEMS: A COMPREHENSIVE ANALYSIS OF VIDEO GAME SALES

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## Project based Experimental Learning Program

### INTRODUCTION:

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 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 the 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.

## **TABLEAU:**

Tableau was found in 2003 to enrich the business but I become one the business strategy. As the market leading choice for modern business platform makes it easier for the people to explore and manage data and faster to discover and share insights that can business and the world.

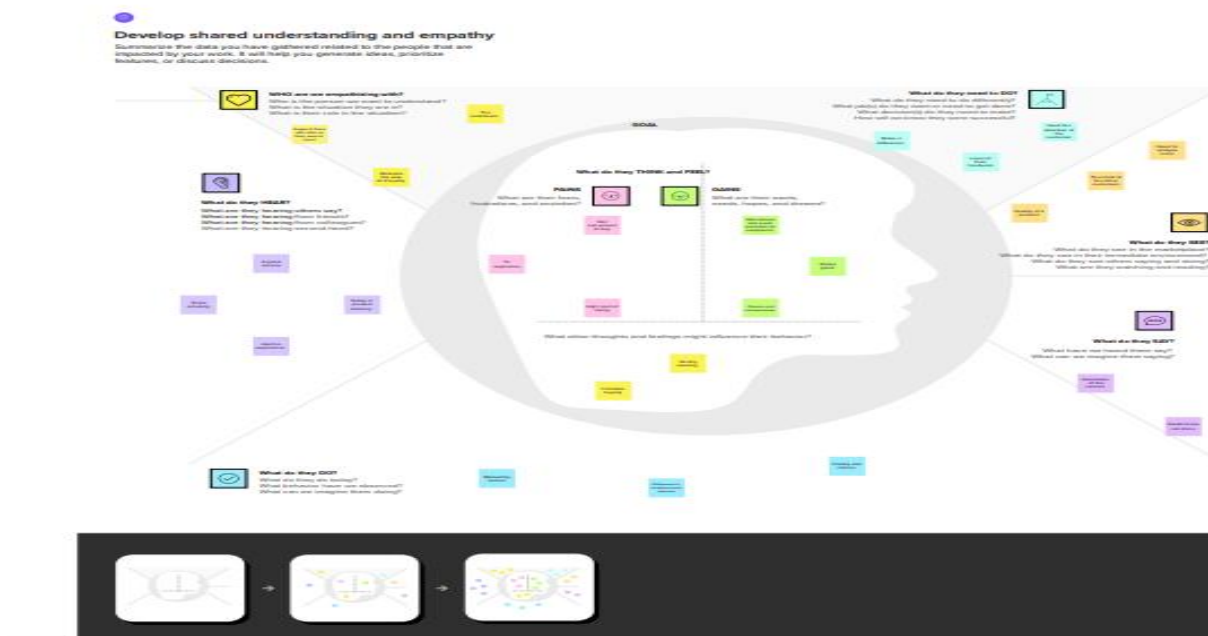
## **DEFINE PROBLEM:**

First we to identify and specifies the business problems for the requirements of the business requirements for analyzing video game sales would include data on the salles of specific video games, information can the gaming industry as a whole, and data on consumers demographics and purchasing habits. This information can be used to identify trends and make informed decisions on marketing and development strategies for future video games releases. And Literature Survey includes Video Game Industry Analysis which reports analyzes the current state of the global video game industry, including market size and growth, revenue streams, and consumers demographics. Global Video Game Market report provides a detailed analysis of the global video game market, and also includes market forecasts for the next five years. Video Game Sales by Platform includes consoles, PC, and mobile. It also includes data on the top-selling games for each platforms and or and analyses trends in the industry. And Social Impact increased social interaction and connection through online multiplayer gaming and Business Impact increased revenue for the gaming industry.

## EMPATHY MAP:

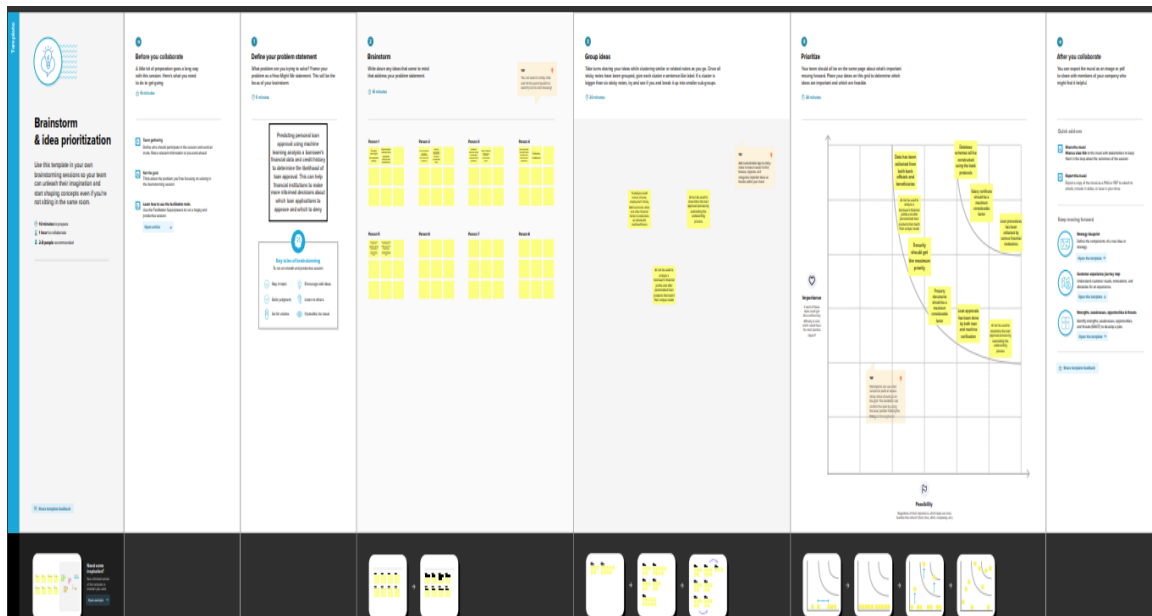
An empathy map is collaborative visualization used to articulate what we know about a particular type of user.

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## BRAINSTORMING:

Brainstorming is a group problem-solving method that involves the spontaneous contribution of creative ideas and solutions.



## DATA COLLECTION AND EXTRACTION FROM DATABASE:

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes and generate insights from the data. The data source of this project contains a list of video games with sales greater than 100,000 copies.

The extraction locates and identifies relevant data, then prepares it for processing or transformation. Extraction allows many different kinds of data to be combined and ultimately mined for business intelligence.

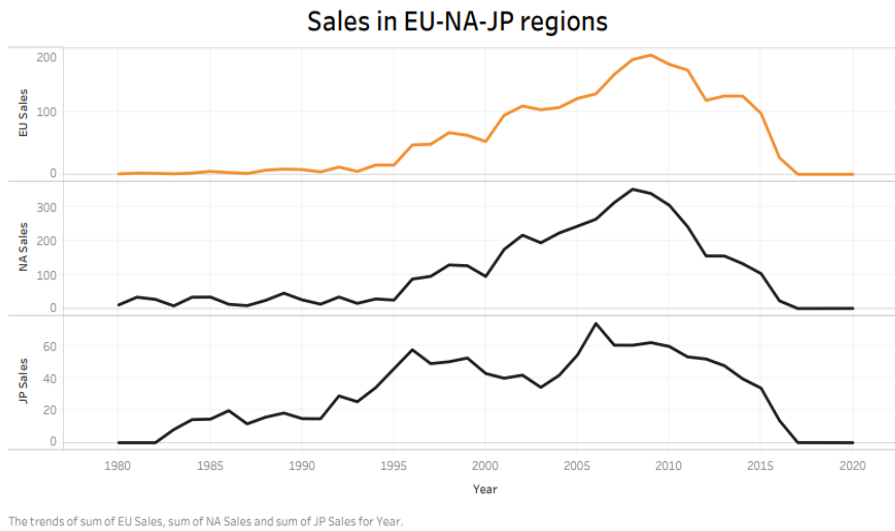
## DATA PREPARATION:

Preparing the data for visualization involves cleaning the data to remove irrelevant or missing data, transforming the data into a format that can be easily visualized, exploring the data to identify patterns and trends, filtering the data to focus on specific subsets of data, preparing the data for visualization software, and ensuring the data is accurate and complete. This process helps to make the data easily understandable and ready for creating visualizations to gain insights into the performance and efficiency.

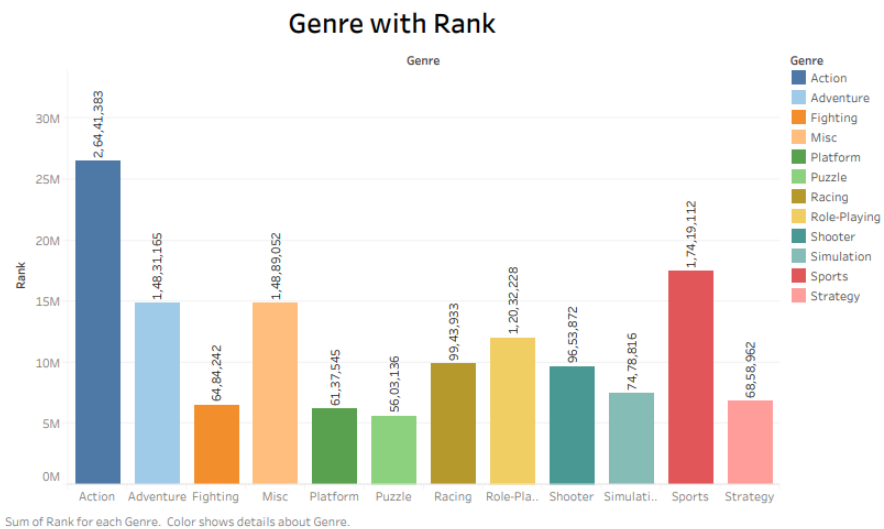
## **DATA VISUALIZATION:**

Data visualization is the process of creating graphical representation of data in order to help people understand and explore the information. The goal of data visualization is to make complex data sets more accessible, intuitive, and easier to interpret. By using visual elements such as charts, graphs, and maps, data visualizations can help people quickly identify patterns, trends, and outliers in the data.

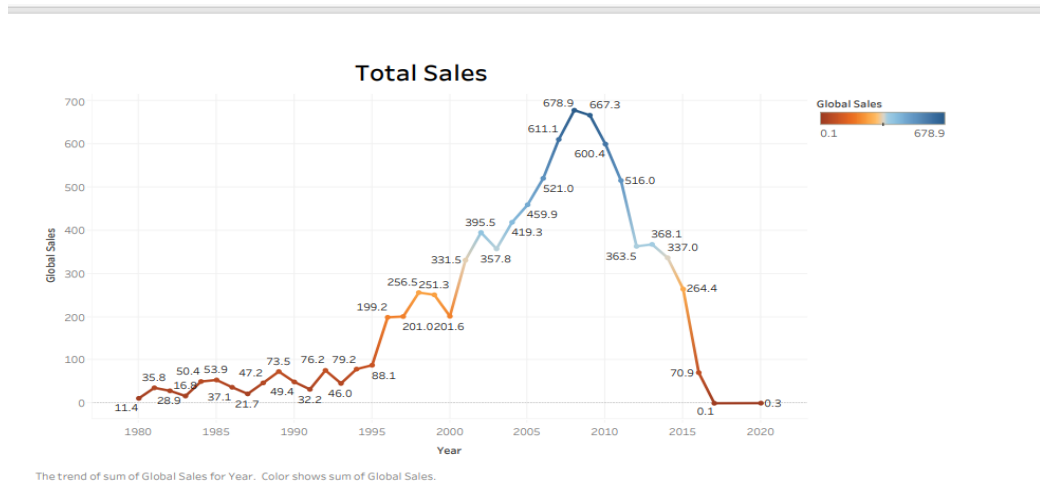
## **SALES IN DIFFERENT REGION ANALYSIS:**



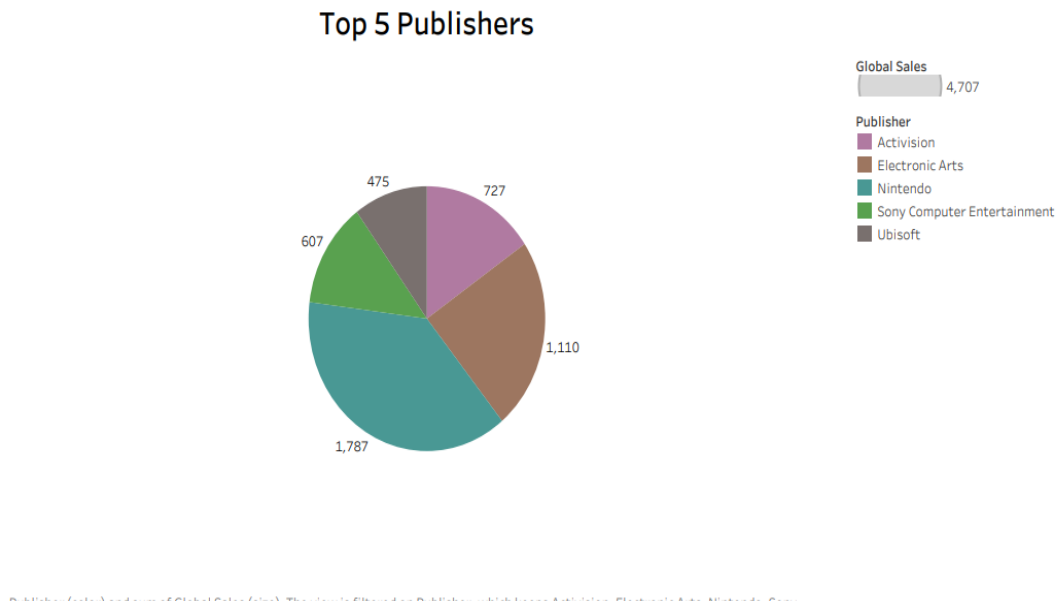
## GENRE WITH RANK ANALYSIS:



## TOTAL SALES ANALYSIS:

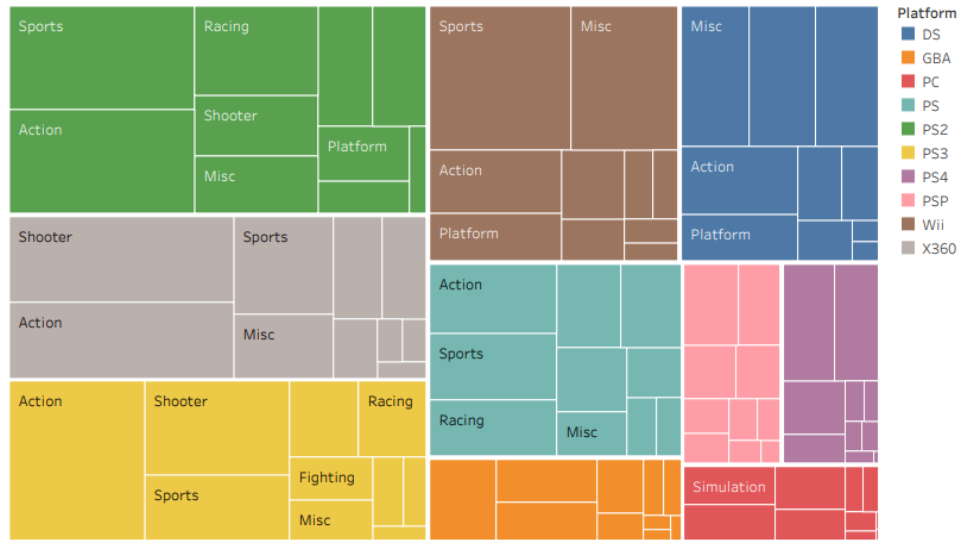


## TOP 5 PUBLISHERS ANALYSIS:

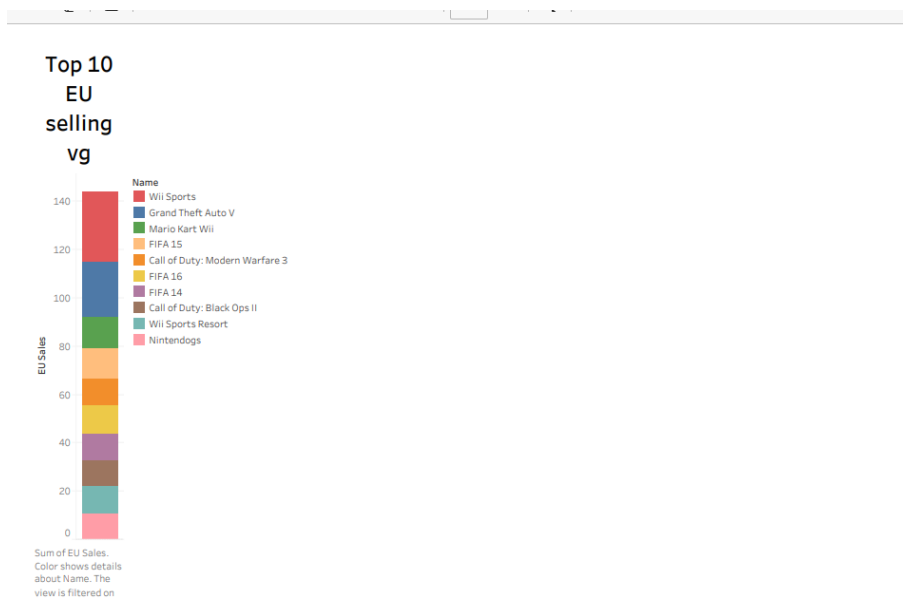


## BEST 10 SELLING GENERES ON PLATFORM ANALYSIS:

## Best 10 selling Genre on platforms



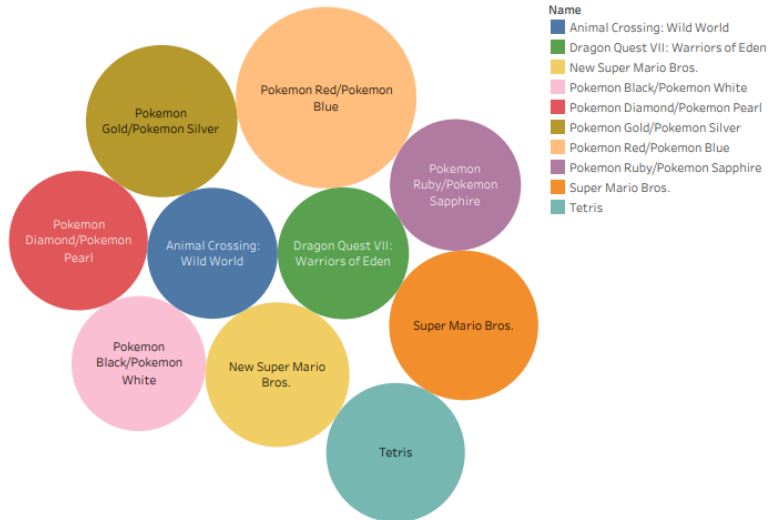
## TOP 10 EU SELLING VIDEO GAMES ANALYSIS:



## TOP 10 JAPAN SELLING VIDEO GAMES ANALYSIS:



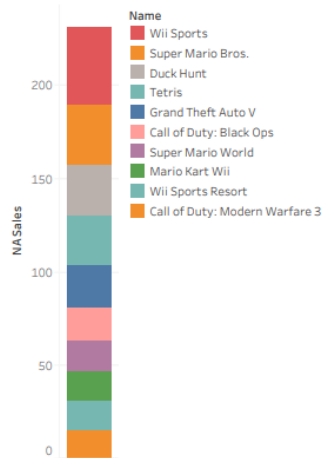
## Top 10 Japan selling video games



Name. Color shows details about Name. Size shows sum of JP Sales. The marks are labeled by

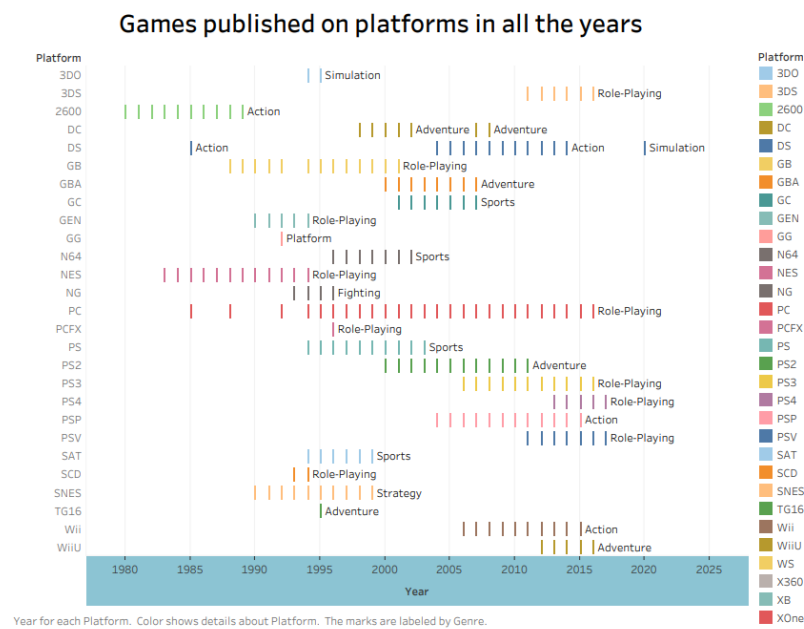
## TOP 10 NA SELLING VIDEO GAMES:

### Top 10 NA's selling vg

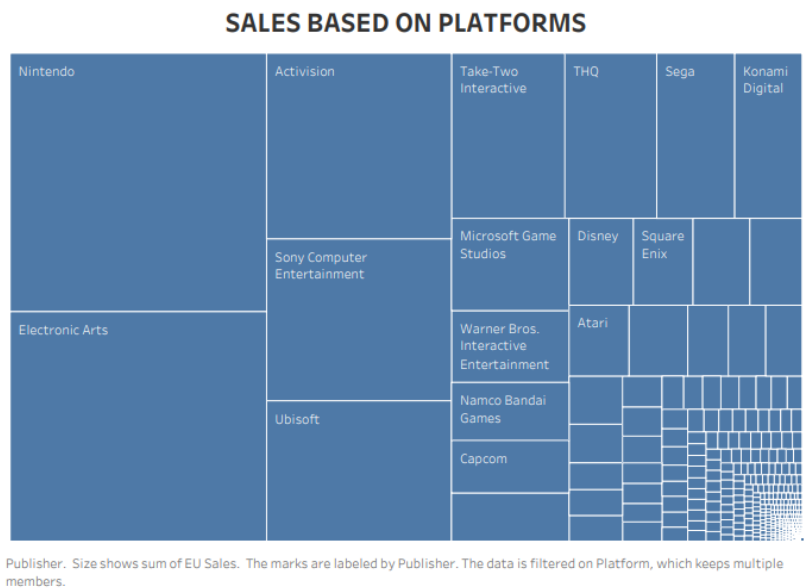


Sum of NA Sales.  
Color shows details about Name. The

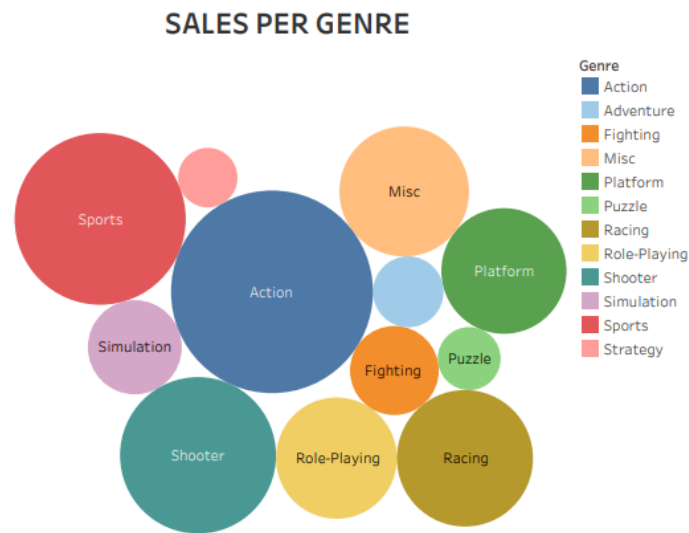
# GAMES PUBLISHED ON PLATFORMS IN ALL THE YEARS:



# SALES BASED ON PLATFORMS:

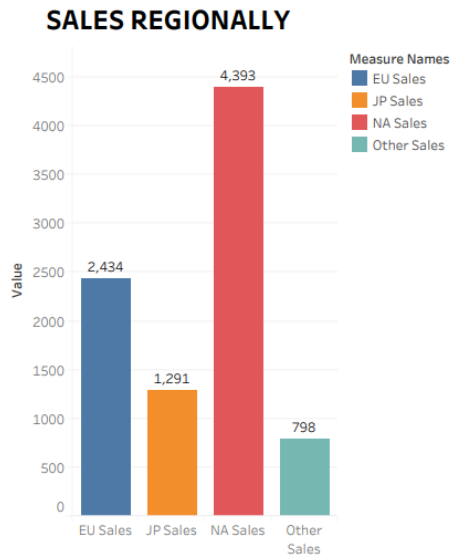


SALES PER GENERE:



Genre. Color shows details about Genre. Size shows sum of EU Sales. The marks are labeled by Genre.

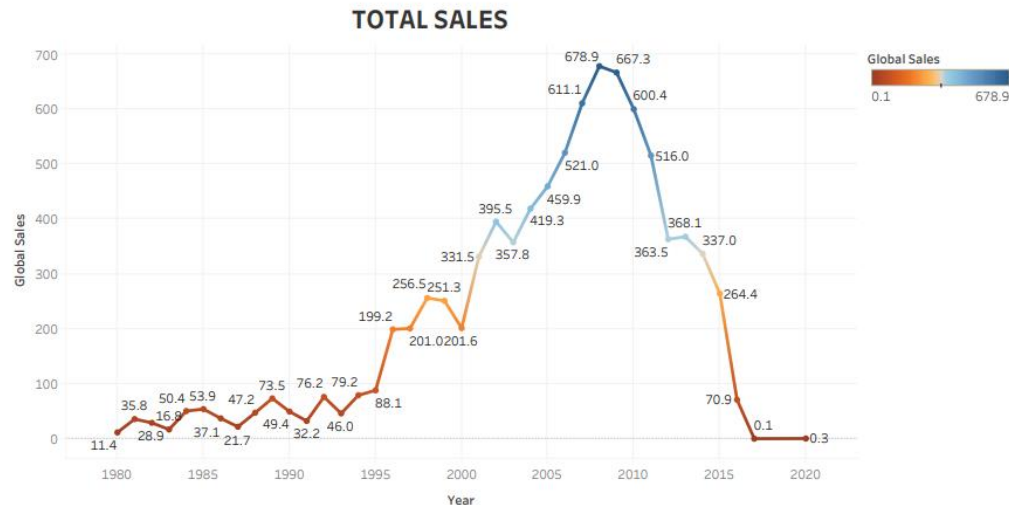
SALES REGIONALLY:



EU Sales, JP Sales, NA Sales and Other Sales. Color shows details about EU Sales, JP Sales, NA Sales and Other Sales.

## TOTAL SALES:

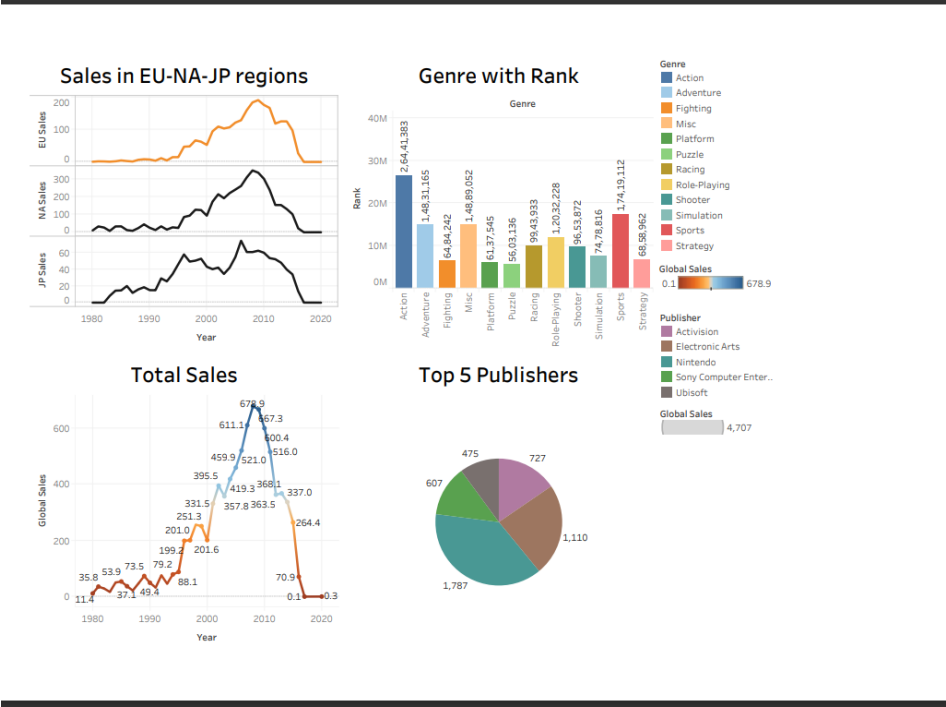
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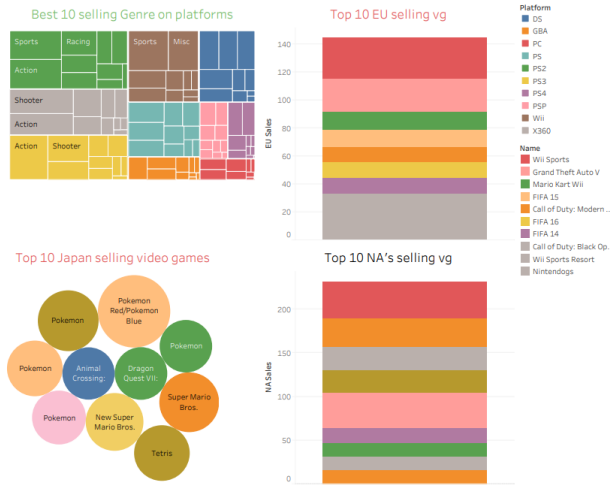
## DASHBOARD:

A dashboard is a graphical user interface (GUI) that displays information and data in an organized, easy-to-read format. Dashboards are often used to provide real-time monitoring and analysis of data, and are typically designed for a specific purpose or use case. Dashboards can be used in a variety of settings, such as business, finance, manufacturing, healthcare, and many other industries. They can be used to track key performance indicators (KPIs), monitor performance metrics, and display data in the form of charts, graphs, and tables.

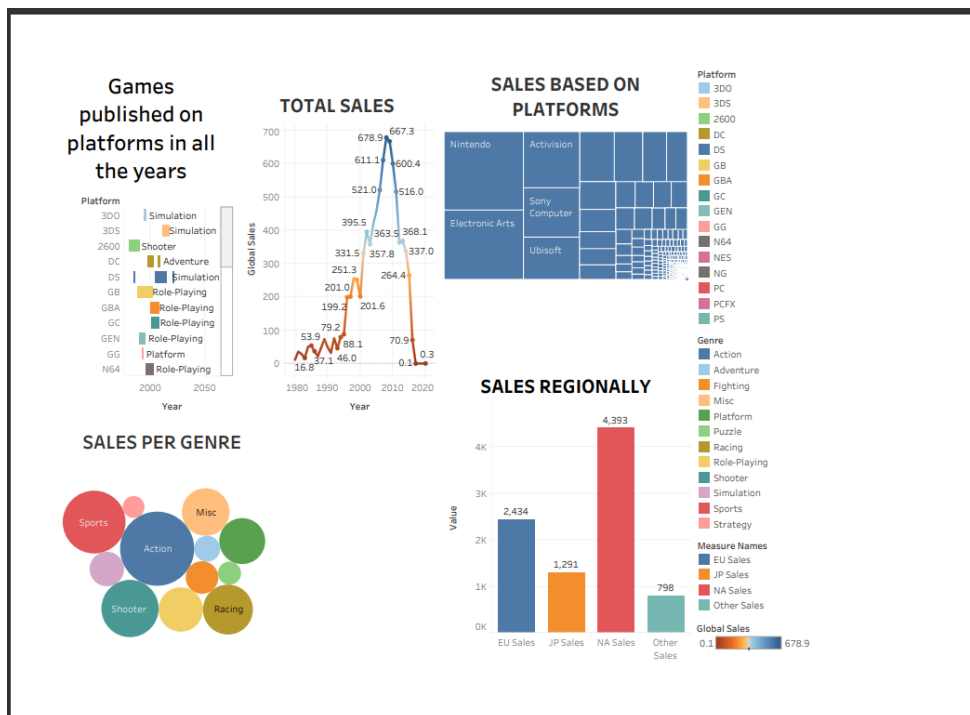
DASHBOARD 1:



DASHBOARD 2:



## DASHBOARD 3:

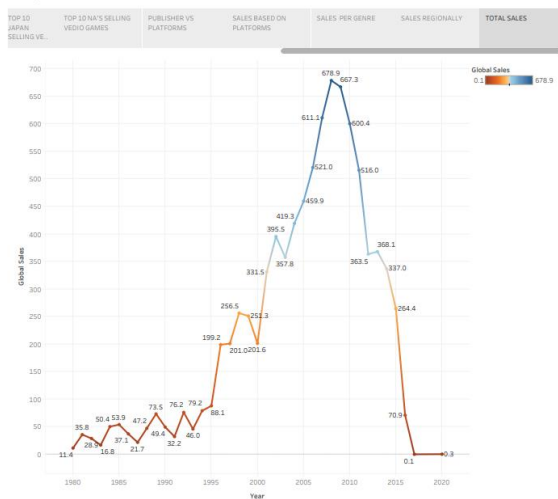


## STORY:

A data story is a way of presenting data and analysis in a narrative format, with the goal of making the information more engaging and easier to understand. A data story typically includes a clear introduction that sets the stage and explains the context for the data, a body that presents the data and analysis in a logical and systematic way, and a conclusion that summarizes the key findings and highlights their implications. Data stories can be told using a variety of mediums, such as reports ,presentations, interactive visualizations, and videos.

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Story 1



## ADVANTAGES:

There are many advantages to analyzing video game sales, both for consumers and developers. Here are a few key advantages:

## **1. Helps consumers discover hidden gems**

By looking beyond the mainstream titles, consumers can discover games that they may not have otherwise considered. This can lead to a more diverse gaming experience and help support smaller developers who may not have the marketing budget of larger studios.

## **2. Helps developers identify successful strategies**

By analyzing sales data, developers can identify patterns and trends that may indicate successful strategies for creating and marketing games. This can help them better understand their audience and make informed decisions about future game development.

## **3. Can lead to more innovative games**

By supporting smaller studios and independent developers, consumers can help foster a more diverse and innovative gaming industry. This can lead to more creative and unique games that may not have been possible under a more monopolized gaming landscape.

## **4. Provides insights into consumer behavior**

By tracking sales data, developers and industry analysts can gain valuable insights into consumer behavior. This can help them better understand what types of games and features are most appealing to consumers and make informed decisions about future product development.



Overall, analyzing video game sales can help support a more diverse and innovative gaming industry, while also providing valuable insights for both consumers and developers.

## **DISADVANTAGES:**

While there are many advantages to analyzing video game sales, there are also a few potential disadvantages to consider. Here are some of the main ones:

### **1. Can prioritize revenue over quality**

Focusing solely on sales numbers can incentivize developers to prioritize revenue over the overall quality of their games. This can lead to rushed or poorly developed titles that are designed more for sales than for a positive user experience.

### **2. May overlook smaller or niche titles**

Depending on the methodology used to analyze sales data, smaller or niche titles may be overlooked in favor of more popular or mainstream games. This can make it difficult for smaller developers to get their games noticed and can lead to a lack of diversity in the gaming industry.

### **3. May not reflect long-term success**

While sales numbers can be a good indicator of a game's initial success, they do not necessarily reflect its long-term success or cultural impact. Some games may have a slower build-up in popularity, while others may have a burst of sales early on but quickly lose momentum.

#### **4. Limited data available**

Depending on the source and methodology used, there may be limitations to the data available for analyzing video game sales. This can make it difficult to draw accurate conclusions or may result in incomplete or biased analyses.

Overall, while analyzing video game sales can be a useful tool for understanding the gaming industry, it should not be the only factor considered when evaluating games. Developers, consumers, and industry analysts should take a more holistic approach, considering factors such as quality, innovation, and cultural impact alongside sales data.

### **CONCLUSION:**

In conclusion, analyzing video game sales can provide valuable insights into the gaming industry, helping consumers discover hidden gems and giving developers a better understanding of their audience. By tracking sales data, developers can identify successful strategies and make informed decisions about game development. Consumers can benefit from a more diverse

selection of games, while supporting smaller studios and independent developers.

However, it's important to recognize that sales numbers don't necessarily reflect the quality, long-term success, or cultural impact of a game. Focusing solely on sales can lead to prioritizing revenue over quality and overlook smaller or niche titles. Thus, more holistic approaches are needed, including factors such as quality, innovation, and cultural impact along with sales data.

Overall, analyzing video game sales should be viewed as a useful tool for understanding the industry, but not the only factor to consider when evaluating games. By taking a balanced approach, we can support a more diverse and innovative gaming landscape, and ensure that great games of all types get the recognition they deserve.

***THANK YOU***