

VIDEO GAME SALES ANALYSIS

Abstract

This study delves into the world of video game sales by utilizing a dataset comprising games that have sold more than 100,000 copies, sourced from vgchartz.com. The research's primary objective is to create a user-friendly Tableau dashboard for visualizing and analyzing key trends in video game sales. This interactive dashboard aims to provide insights into the gaming industry, allowing users to explore sales patterns and performance metrics across different titles.

Dataset

This dataset includes information on video games that have achieved sales surpassing 100,000 copies. The data was collected through web scraping from vgchartz.com.

The dataset was taken from Kaggle;

<https://www.kaggle.com/datasets/gregorut/videogamesales>

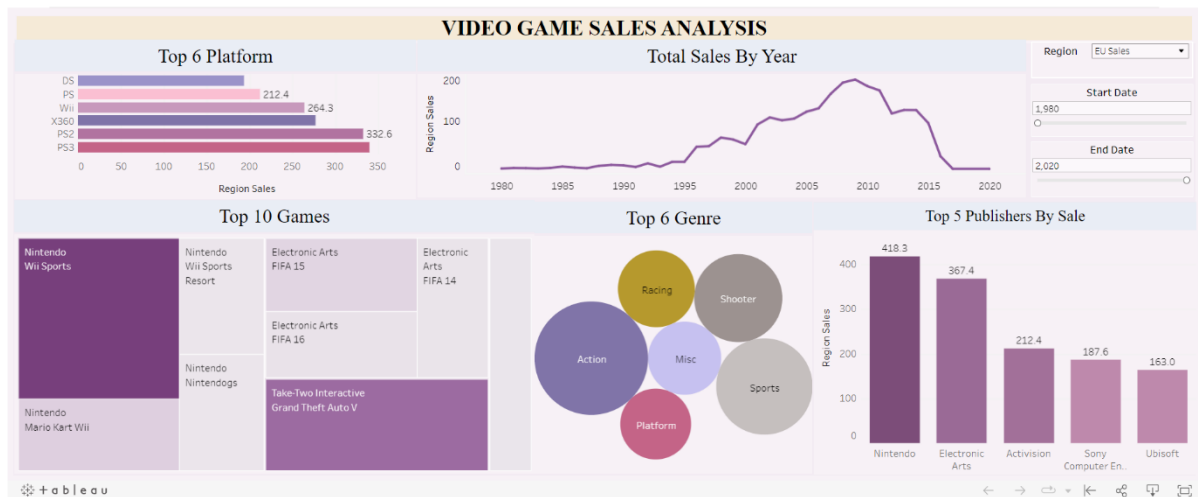
Rank	Name	Platform	Year	Genre	Publisher	NA_Sales	EU_Sales	JP_Sales	Other_Sales	Global_Sales
1	Wii Sports	Wii	2006	Sports	Nintendo	41.49	29.02	3.77	8.46	82.74
2	Super Mario Bros.	NES	1985	Platform	Nintendo	29.08	3.58	6.81	0.77	40.24
3	Mario Kart Wii	Wii	2008	Racing	Nintendo	15.85	12.88	3.79	3.31	35.82
4	Wii Sports Resort	Wii	2009	Sports	Nintendo	15.75	11.01	3.28	2.96	33.00
5	Pokemon Red/Pokemon Blue	GB	1996	Role-Playing	Nintendo	11.27	8.89	10.22	1.00	31.37
6	Tetris	GB	1989	Puzzle	Nintendo	23.20	2.26	4.22	0.58	30.26
7	New Super Mario Bros.	DS	2006	Platform	Nintendo	11.38	9.23	6.50	2.90	30.01
8	Wii Play	Wii	2006	Misc	Nintendo	14.03	9.20	2.93	2.85	29.02
9	New Super Mario Bros. Wii	Wii	2009	Platform	Nintendo	14.59	7.06	4.70	2.26	28.62
10	Duck Hunt	NES	1984	Shooter	Nintendo	26.93	0.63	0.28	0.47	28.31

Methodology

After cleaning the dataset in Excel, it was imported into Tableau. In Tableau, a variety of visualizations were generated to uncover key patterns and insights. Charts were employed to analyze top platforms, total sales by year, leading games, prevalent genres, and top publishers by sales, offering a comprehensive exploration of the dataset

Results

A dashboard was developed, employing charts to examine top platforms, total yearly sales, leading games, prevalent genres, and top publishers by sales. This approach facilitates a comprehensive exploration of the dataset, providing valuable insights.



The link to the dashboard;

https://public.tableau.com/app/profile/roni.mathew/viz/VideoGameSalesAnalysis_17015848014080/Video_Game_Sales_Analysis

Conclusion

Upon reviewing the dashboard, it becomes evident that action, sports, shooter, and racing are among the top genres of the games. Notably, Nintendo and Electronics emerge as the top publishers based on total sales.