

How are Video Games Sold Around the World?

Introduction

Since the first video games were created in the 1950's, the video game industry evolved rapidly as technology also progressed. Currently, there are millions of video games in existence played worldwide. This visualization will analyse games on the four most successful platforms that existed between t...

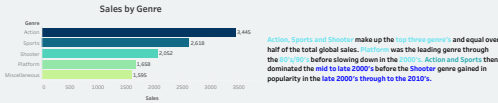


- Key Questions
- Which video game genre is the most popular?
 - Do gaming platforms perform stronger in particular genres?
 - Which platform is the most successful?
 - Which publisher ranks highest?
 - How do publisher/platform sales differ between regions?

Please Use the Filters to View the Results You're Most Interested in.
Filters are applied to the entire dashboard.

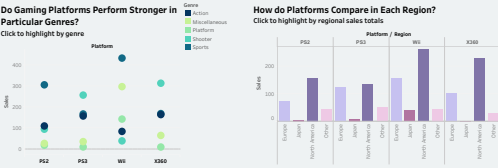
Top Publisher: All Top Selling: All 1980 to 2016 Select Year range to filter by

Top Platforms: All



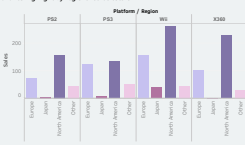
Do Gaming Platforms Perform Stronger in Particular Genres?

Click to highlight by genre



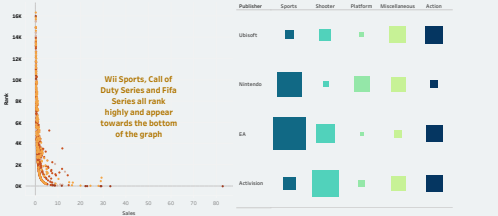
How do Platforms Compare in Each Region?

Click to highlight by regional sales totals



Which Publisher Ranks Highest?

Click to highlight by publisher
Lower numbers indicate that their games are ranked higher.



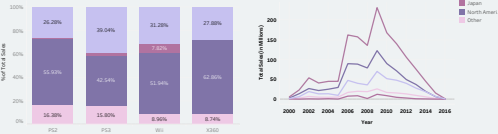
Do Publishers Specialise in Game Genres?

Larger shapes indicate higher game sales



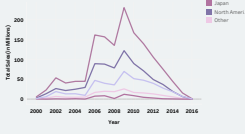
How are Platform Sales Split by Region?

Click to highlight by region



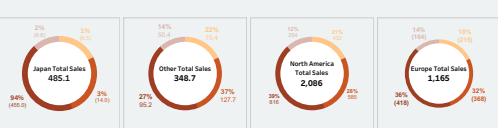
How do Sales Change Over Time?

Hover over year to view top ten selling games in that year



How do Publisher Sales Differ Between Regions?

Click to highlight by publisher



Conclusion

Nintendo and EA account for over 50% of video game sales around the world. Overall, EA has sold more games but Nintendo has more games in the top ten positions in the rankings. Activision begins to become significantly more successful in the 2010's. The highest selling genre is Action by a considerable distance and accounts for 19.53% of the global sales. However, the Shooter genre is growing in popularity. The Action and Shooter genres would be the ones to target when developing new games. The priority for marketing should still be North America when advertising new games as the region accounts for approximately 50% of video game sales.