

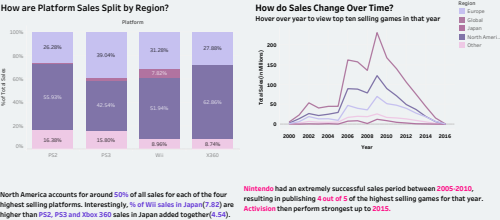
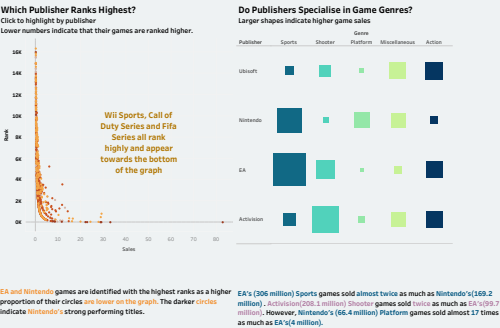
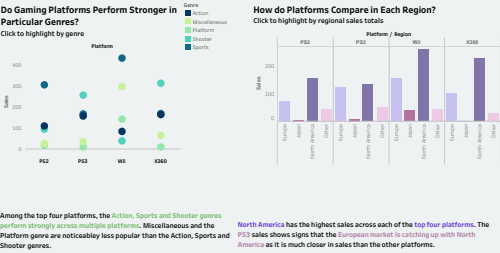
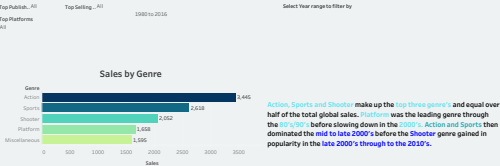
How are Video Games Sold Around the World?

Introduction

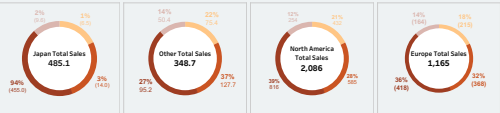
Since the first video games were created in the 1950's, the video game industry evolved rapidly as technology also progressed. Currently, there are millions of video games in existence played worldwide. This visualization will analyse games on the four most successful platforms that existed between t...



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



How do Publisher Sales Differ Between Regions?
Click to highlight by publisher



EA and Nintendo perform strongly in all regions. However, EA games do not sell very well in Japan. Nintendo dominate the Japanese market with 94% of total sales. Customers in Europe and North America have similar buying patterns as the % of total sales for each publisher are almost identical in the two regions.

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.