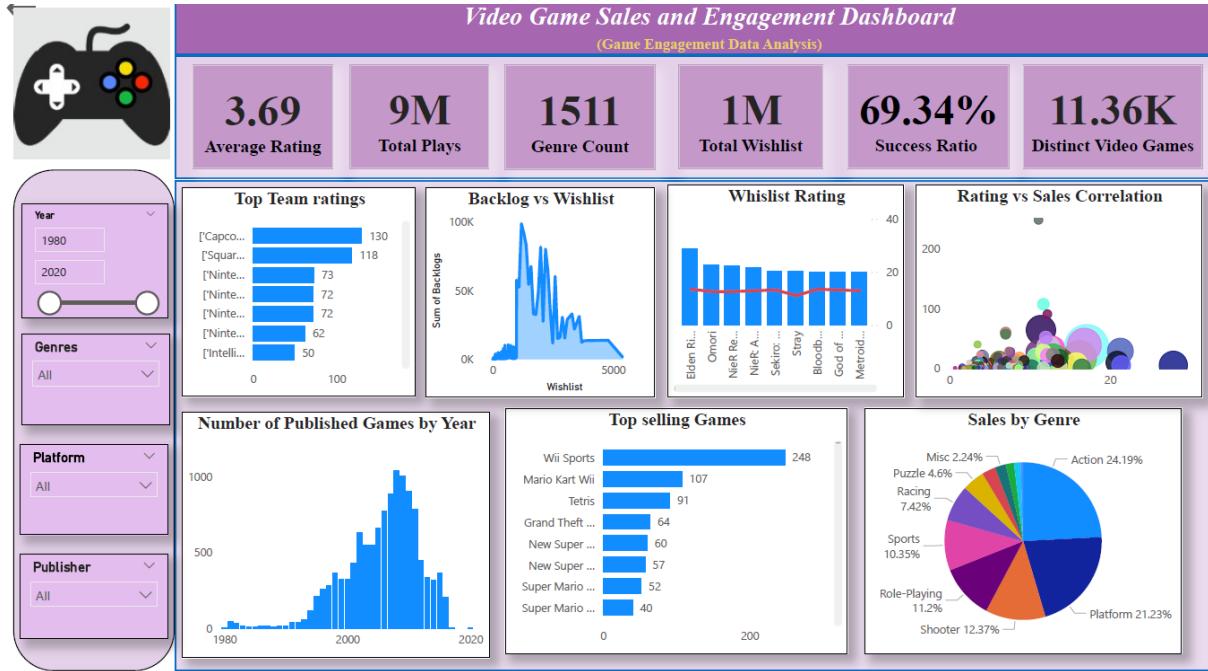


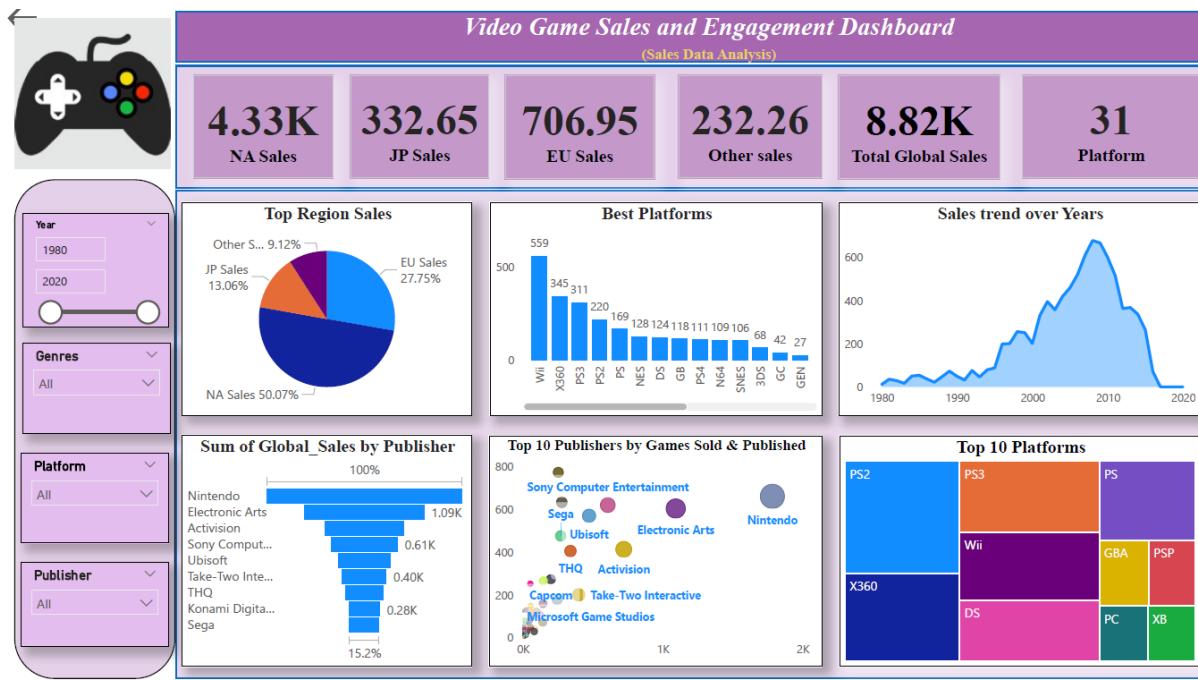
# VIDEO GAME SALES & ENGAGEMENT ANALYSIS --- EDA Business Insights

## Section 1: Game Metadata & Engagement



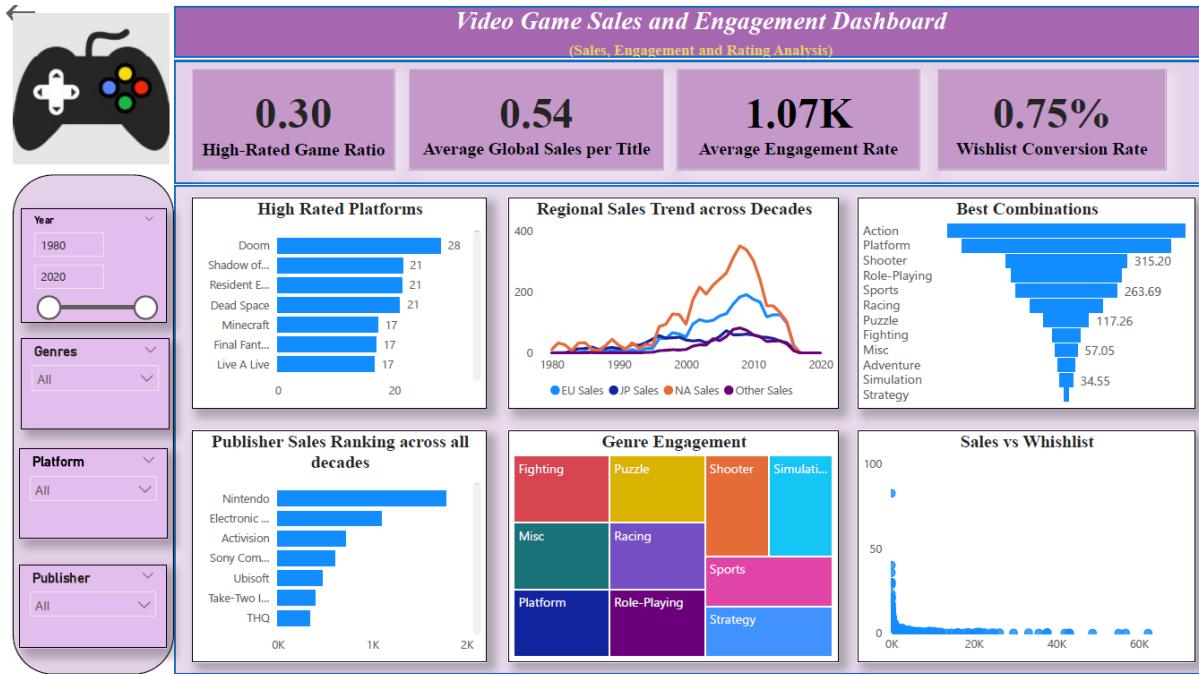
#	Question	Answer	Supporting Chart
1	Top-rated games by user reviews?	Elden Ring, Omori, and NieR Replicant.	Wishlist Rating (Bar Chart)
2	Teams with highest average ratings?	Capcom (130) and Square Enix (118).	Top Team ratings (Bar Chart)
3	Most common genres in the dataset?	Action (24.19%) and Platform (21.23%).	Sales by Genre (Donut Chart)
4	Highest backlog vs. wishlist?	Many games reach up to 100K backlog with 5K wishlists	Backlog vs Wishlist (Scatter Plot)
5	Game release trends across years?	Peaked dramatically between 2008–2010.	Number of Published Games by Year (Area)
6	Distribution of user ratings?	The average rating is 3.69 across 11.36K games.	Average Rating (KPI Card)
7	Top 10 most wishlisted games?	Elden Ring, Omori, and NieR Replicant	Wishlist Rating (Bar Chart)
8	Average number of plays per genre?	Total plays are 9 million, led by Action/Platform.	Total Plays (KPI Card)
9	Most productive/impactful studios?	Nintendo, Activision, and Take-Two.	Top 10 Publishers by Games Sold (Bar)
10	Total distinct games analyzed?	There are 11.36K distinct video games.	Distinct Video Games (KPI Card)

## Section 2: Sales Data Analysis



#	Question	Answer	Supporting Chart
11	Region with most game sales?	North America (NA) at 50.07% (\$4.33K).	Top Region Sales (Donut Chart)
12	Best-selling platforms?	Wii (559), X360 (345), and PS3 (311).	Best Platforms (Bar Chart)
13	Trend of sales over years?	Peaked sharply between 2008 and 2010.	Sales trend over Years (Line Chart)
14	Top publishers by sales?	Nintendo (15.2% share) and Electronic Arts.	Sum of Global_Sales by Publisher (Tree)
15	Top 10 best-sellers globally?	Wii Sports (248) and Mario Kart Wii (107).	Top selling Games (Bar Chart)
16	Regional sales comparison?	NA Sales dominate EU and JP across platforms.	Top Region Sales (Donut Chart)
17	Market evolution by platform?	Transitioned to PS2, X360, and Wii dominance.	Top 10 Platforms (Treemap)
18	Regional genre preferences?	Role-Playing is significantly preferred in Japan.	JP Sales (KPI Card)
19	Yearly sales change per region?	Synchronized peaks in NA, EU, and others (2008).	Sales trend over Years (Line Chart)
20	Average sales per publisher?	Nintendo has the highest ranking across decades.	Publisher Sales Ranking (Bar Chart)
21	Top 5 sellers per platform?	Wii Sports and Mario Kart lead for the Wii.	Top selling Games (Bar Chart)

### Section 3: Merged Engagement & Sales Insights



#	Question	Answer	Supporting Chart
22	Genres with most global sales?	Action (\$315.20M) and Platform (\$263.69M).	Best Combinations (Bar Chart)
23	User rating effect on sales?	Positive correlation; average sales/title is \$0.54M.	Rating vs Sales Correlation (Scatter)
24	High-rated game platforms?	Doom, Resident Evil, and Dead Space.	High Rated Platforms (Bar Chart)
25	Releases vs. Sales trend?	Sales for all regions peaked in the late 2000s.	Regional Sales Trend across Decades
26	Do wishlists lead to sales?	Yes; 0.75% Wishlist Conversion Rate.	Wishlist Conversion Rate (KPI Card)
27	High engagement/low sales?	Puzzle and Strategy show this trend.	Genre Engagement (Tree Map)
28	Wishlist/Backlog vs. Rating?	69.34% Success Ratio suggests a correlation.	Success Ratio (KPI Card)
29	User engagement by genre?	Role-Playing and Shooter show high engagement.	Genre Engagement (Tree Map)
30	Best Genre + Platform combos?	Action and Platform genres on Wii/PlayStation.	Best Combinations (Bar Chart)
31	Regional sales ranking?	Nintendo dominates sales in all analyzed decades.	Publisher Sales Ranking (Bar Chart)