

# **Project Report Template**

## **Uncovering the Gaming Industry's Hidden Gems: A Comprehensive Analysis of Video Game Sales**

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# INTRODUCTION

## 1.1 Overview

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

Video game sales analysis is the process of collecting and analyzing data about sales of video games in order to understand market trends and consumer behaviour. 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 analysis typically involves collecting data from kaggle sources. 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 analysed using tableau. The results of the analysis can be used to identify trends and patterns in the market, and to make informed decisions about the development and marketing of video games. Video games 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 innovations.

Analysing sales data from more than 16,500 games. This data set contains a list of video games with sales greater than 100,000 copies.

## **Purpose of gaming:**

**Video games offer a safe place to improve your skill and get better at something. Some video games have a high skill cap-high level of difficulty to become masterful. However, those same games also help beginners get involved by giving them positive reinforcement for the little good things they do.**



## Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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### Build empathy

The information you add here should be representative of the observations and research you've done about your users.

#### Says

What have we heard them say?  
What can we imagine them saying?

Video games are a multibillion-dollar industry (and growing), with countless playing styles, genres and platforms.

But industry veterans Jerry Prochazka and Rob Thomson observed that some of their most loyal and lucrative customers were leaving, so they set out on a mission to understand why, and to create a tribe of gamers looking for something new.

While some people see video games as a means of living out fantasy, the truth is who we are in the virtual world largely reflects who we are in the real one

If you've ever wondered whether you could make a real contribution to the world but aren't sure you have any really meaningful talents, perhaps you should look at how you play computer games

Given that these characteristics often stay in the area of game play and aren't put to use in the real world, there is a clear need to make people more aware that games have this revelatory power.

To do that, they surveyed 7500 adult gamers and turned to Avalanche Insights to make sense of their rich open-ended customer feedback.

Management's interests are closely aligned with shareholders as insiders own about 30% of the business.

Industry leader in mobile strategy games, one of the largest growing game categories, and has maintained leading game for over four and a half years

Free cash flow has a compounded annual growth rate of 80% over the past 5 years, with a lot of cash and no debt on the balance sheet.

Distribution, whether through retail or digital channels. Distribution typically includes manufacturing and duplication of game media and packaging for retail games.

Game development, representing programmers, designers, and artists, and their leadership, with support of middleware and other development tools.

Hardware platform manufacturers, which can own and place limitations for content on the platform they have made, charging license fees to developers or publishers.

#### Does

What behavior have we observed?  
What can we imagine them doing?

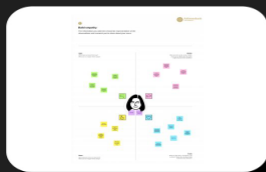
#### Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

#### Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

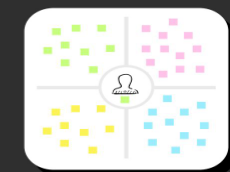
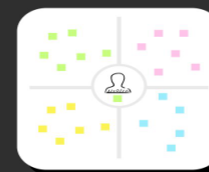
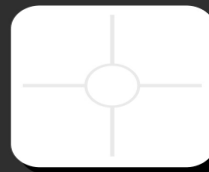
### Analysis of Video Game Sales



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### **Advantage:**

On the positive side, they can teach knowledge and improve physical and mental skills. The down side is they can be aggressive and make you spend too much time with them.

### **Disadvantage:**

Today it is difficult to find a house that does not have any other console or computer. Both adults and young people spend several hours a day playing, either through the media named above or by other devices such as mobile or tablets.

# **Gaming applications in education and training**

- ❖ The availability of handheld devices and dedicated games consoles, as well as high levels of interaction and instantaneous feedback, make computer games a natural platform for delivering education and training.
- ❖ Gaming is playing an increasing role in schools, as teachers deliver lessons such as mathematics and science in a format that holds their students' interests.
- ❖ Games can provide instant feedback, typically via scores, allowing students and teachers to gauge how well they understand the topic. Levels of difficulty can be used to engage learners of all abilities and games can be used to provide small amounts of information at the relevant stages in the player's progress.

# Conclusion:

The video game industry is a multifaceted industry, collecting a number of different talents and skills that ultimately produce a product for public consumption.

This industry is heavily rooted in the knowledge of computer and technology related material. From this research, the video game industry also includes talented individuals in business and from the audio and visual arts. Since this industry has a diverse workforce, this research has shown communication when working in a teamwork environment is important to be successful in the video game business. Also self-learning, the ability to teach yourself new and innovative technologies is important to solve complex problems within the Industry

# **FUTURE SCOPE:**

There is a very wide and bright future in game design in India. Students can earn up to 3 Lakh to 5 Lakh PA. Due to less PC penetration, the game industry did not grow the way industry grow in the world. Nasscom estimates that India's gaming industry will reach approx 1 billion. Gaming is now a bigger industry than movies and sports combined. Revenue for gaming reached \$184 billion in 2022, and the number of gamers is expected to grow to 3.6 billion by 2025. It's not just kids either: 38 percent of gamers are between the ages of 18 and 34 years, and 16 percent are older than 55.