Experiment Lab Report

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Abstract

Nintendo is a successful company. However, many people have told me that some of the Nintendo Switch games are not as good as some of the previous games. Many websites were used to answer are Nintendo Switch video game sales correlate to the reviews people give on games. I used Wikipedia to find a list of the most sold Switch games, then used Google Sheets to clean the data, next used Rawgraphs to organize the data given, and used Metacritic to research reviews on a few games that I discovered had low sale and compared them to the higher sales.

Introduction

Nintendo is one of the most popular video game companies in the world and has been a company that has created games for kids and adults that many people still play to this day. Some of the most known franchises that Nintendo has made are Mario, Legend of Zelda, and Pokémon. Many of these franchises are games that have been many people's childhood and bring love to these games. Nintendo Directs have been shown to get many people excited about their favorite franchise and new games getting announced. With the Nintendo Switch being one of the most popular consoles we can expect many new and exciting games in the near future. While many people still play and buy these Nintendo games, I have heard people say that Nintendo's games are getting too easy or do not appeal to the audience like they used to (Chirag Pattni, https://www.nintendoenthusiast.com/). Some of these people include strangers I have talked to, friends, my family, and people on the internet. Without a doubt, many Nintendo games do very well in sales, but do games sales not correlate with the reviews that consumers give to the games? Sales are not the only factor that makes a game good. If sales are the only factor, then the lesser sold franchises like Xenoblade Chronicles, Metroid, and even Fire Emblem all should have been discontinued due to the other franchises I mentioned having way higher numbers in terms of sales. This would also conclude that these franchise should not get sequels, however all of these games are getting sequels or have a sequel. Xenoblade is getting a third game, Metroid has Metroid Dread and Fire Emblem is getting a new game called Fire Emblem Three Hopes. From these facts I can hypothesize that game sales do not correlate to the reviews.

Method

To make this research clean, understandable, and as accurate as possible I had to use three websites Wikipedia, Google Sheets, Rawgraphs, and Metacritic. The website that I used to get the data of the most sold Nintendo Switch games was Wikipedia.

Figure # 1:

WIKIPEDIA
The Free Encyclopedia

Main page
Contents
Current events
Random article
About Wikipedia
Contact us
Donate

Contribute
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Community portal
Recent changes
Upload file

Tools
What links here
Related changes
Special pages
Permanent link
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List of best-selling Nintendo Switch video games

From Wikipedia, the free encyclopedia

This is a dynamic list and may never be able to satisfy particular standards for completeness. You can help by adding missing items with reliable sources.

This is a list of video games for the Nintendo Switch video game console that have sold or shipped at least one million copies. As Nintendo shares the sales of their video games every quarter while most other publishers do not share sales figures per console, this list consists mostly of Nintendo-published titles.

Nintendo Switch, a hybrid home console and handheld device, launched worldwide on March 3, 2017. By the end of 2017, it had outsold the lifetime sales of Wii U, its home console predecessor.[1] In September 2019, Nintendo launched the Nintendo Switch Lite, a handheld-only version of the system. By the end of 2020, total Nintendo Switch family units had outsold the lifetime sales of the Nintendo 3DS, its handheld console predecessor, by selling nearly 80 million units.[2] As of December 31, 2021, the Nintendo Switch has sold nearly 104 million consoles.[3]

Sales of Nintendo Switch software have been driven by new releases and consistent evergreen sales of older titles. *Super Mario Odyssey* was the best-selling game of 2017 at 9 million units.[1] *Super Smash Bros. Ultimate* was the best-selling game of 2018 at 12 million units.[4] *Pokémon Sword* and *Shield* were the best-selling games of 2019 at 16 million combined units.[5] *Animal Crossing: New Horizons* was the best-selling game of 2020 at 31 million units. *Pokémon Brilliant Diamond and Shining Pearl* were the best-selling games of 2021 at nearly 14 million combined units. Despite these figures, *Mario Kart 8 Deluxe* has been the overall best-selling Nintendo Switch title since the end of 2018.[6]

By December 31, 2021, 766.41 million total copies of games had been sold for the Switch.[7][a]

Video games
Platforms [show]
Genres [show]
Lists [show]
Development [show]
v · t · e

List [edit]

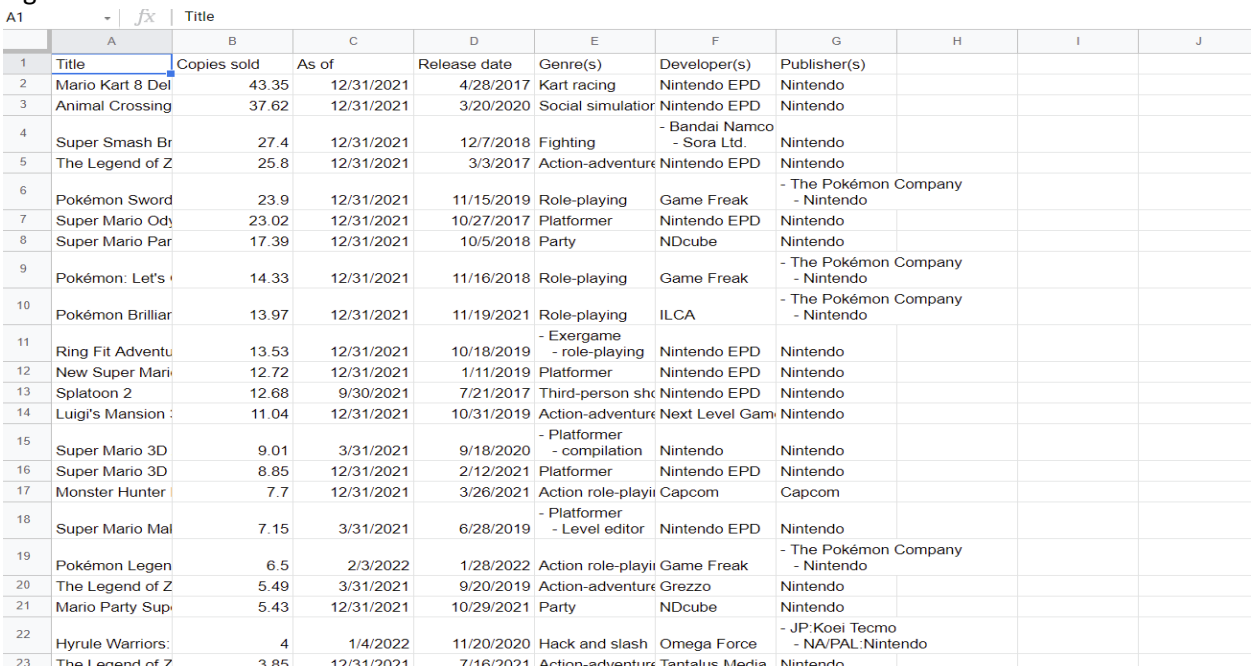
List of best-selling Nintendo Switch video games

No.	Title	Copies sold	As of	Release date[b]	Genre(s)	Developer(s)	Publisher(s)
1	*Mario Kart 8 Deluxe*	43.35 million[8]	December 31, 2021	April 28, 2017	Kart racing	Nintendo EPD	Nintendo
2	*Animal Crossing: New Horizons*	37.62 million[8]	December 31, 2021	March 20, 2020	Social simulation	Nintendo EPD	Nintendo
3	*Super Smash Bros. Ultimate*	27.40 million[8]	December 31, 2021	December 7, 2018	Fighting	Bandai Namco Studios · Sora Ltd.	Nintendo
4	*The Legend of Zelda: Breath of the Wild*	25.80 million[8]	December 31, 2021	March 3, 2017	Action-adventure	Nintendo EPD	Nintendo
5	*Pokémon Sword* and *Shield*	23.90 million[8]	December 31, 2021	November 15, 2019	Role-playing	Game Freak	The Pokémon Company · Nintendo
6	*Super Mario Odyssey*	23.02 million[8]	December 31, 2021	October 27, 2017	Platformer	Nintendo EPD	Nintendo
7	*Super Mario Party*	17.39 million[8]	December 31, 2021	October 5, 2018	Party	NDcube	Nintendo

Wikipedia is an exceptionally reliable website that gives us consistent data as it shows where it got its references from and when it was updated, this helps give accurate and consistent information.

Google Sheets is the next website I used to get the table from Wikipedia and clean it.

Figure # 2:



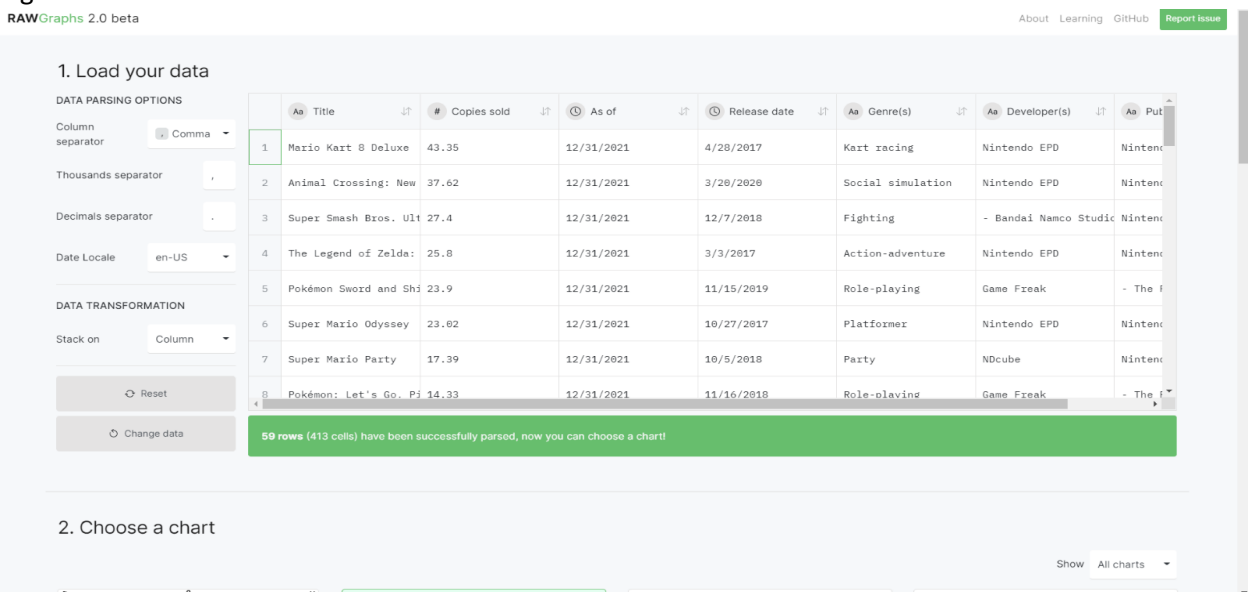
A1 | fx | Title

	A	B	C	D	E	F	G	H	I	J
1	Title	Copies sold	As of	Release date	Genre(s)	Developer(s)	Publisher(s)			
2	Mario Kart 8 Del	43.35	12/31/2021	4/28/2017	Kart racing	Nintendo EPD	Nintendo			
3	Animal Crossing	37.62	12/31/2021	3/20/2020	Social simulation	Nintendo EPD	Nintendo			
4	Super Smash Br	27.4	12/31/2021	12/7/2018	Fighting	- Bandai Namco - Sora Ltd.	Nintendo			
5	The Legend of Z	25.8	12/31/2021	3/3/2017	Action-adventure	Nintendo EPD	Nintendo			
6	Pokémon Sword	23.9	12/31/2021	11/15/2019	Role-playing	Game Freak	- The Pokémon Company - Nintendo			
7	Super Mario Ody	23.02	12/31/2021	10/27/2017	Platformer	Nintendo EPD	Nintendo			
8	Super Mario Par	17.39	12/31/2021	10/5/2018	Party	NDcube	Nintendo			
9	Pokémon: Let's	14.33	12/31/2021	11/16/2018	Role-playing	Game Freak	- The Pokémon Company - Nintendo			
10	Pokémon Brilliar	13.97	12/31/2021	11/19/2021	Role-playing	ILCA	- The Pokémon Company - Nintendo			
11	Ring Fit Adventu	13.53	12/31/2021	10/18/2019	- Exergame - role-playing	Nintendo EPD	Nintendo			
12	New Super Mari	12.72	12/31/2021	1/11/2019	Platformer	Nintendo EPD	Nintendo			
13	Splatoon 2	12.68	9/30/2021	7/21/2017	Third-person sho	Nintendo EPD	Nintendo			
14	Luigi's Mansion	11.04	12/31/2021	10/31/2019	Action-adventure	Next Level Gam	Nintendo			
15	Super Mario 3D	9.01	3/31/2021	9/18/2020	- Platformer - compilation	Nintendo	Nintendo			
16	Super Mario 3D	8.85	12/31/2021	2/12/2021	Platformer	Nintendo EPD	Nintendo			
17	Monster Hunter	7.7	12/31/2021	3/26/2021	Action role-playi	Capcom	Capcom			
18	Super Mario Mal	7.15	3/31/2021	6/28/2019	- Platformer - Level editor	Nintendo EPD	Nintendo			
19	Pokémon Legen	6.5	2/3/2022	1/28/2022	Action role-playi	Game Freak	- The Pokémon Company - Nintendo			
20	The Legend of Z	5.49	3/31/2021	9/20/2019	Action-adventure	Grezzo	Nintendo			
21	Mario Party Sup	5.43	12/31/2021	10/29/2021	Party	NDcube	Nintendo			
22	Hyrule Warriors:	4	1/4/2022	11/20/2020	Hack and slash	Omega Force	- JP:Koei Tecmo - NA/PAL:Nintendo			
23	The Legend of Z	3.85	12/31/2021	7/16/2021	Action-adventure	Tantalus Media	Nintendo			

In order to produce clean and accurate data from the table involved me cleaning it as all of the dates were in words instead of number, the names of the games had random asterisks that made the graph messy. sales were in words instead of numbers, and the sales had footnotes in the graph that I needed to get rid of to produce clean data.

A website I used to place my data from Googles Sheets to create the graph and is a website called Rawgraphs which is used to create accurate data.

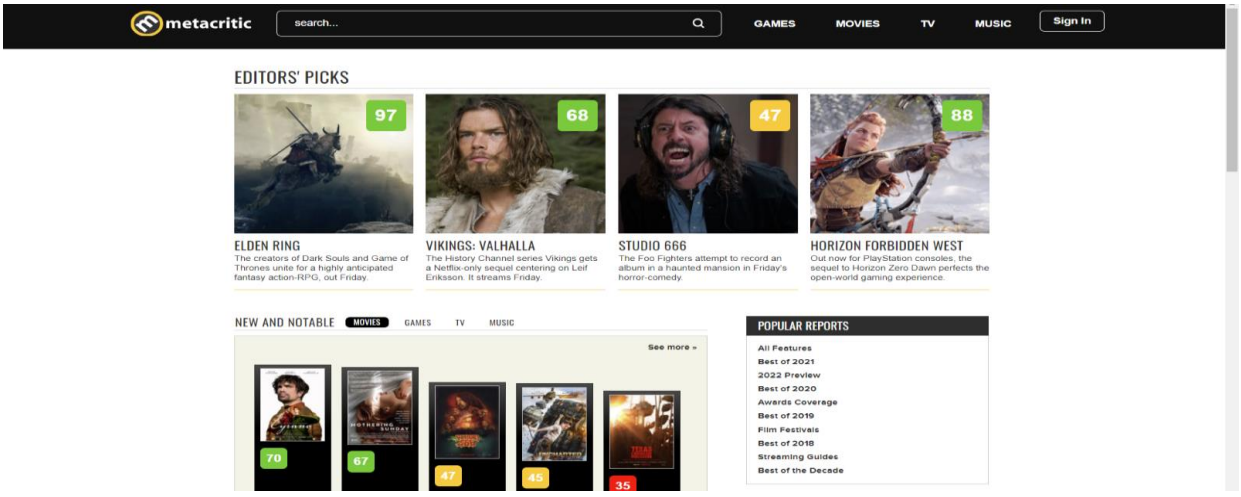
Figure # 3:



This website was able to help me get the picture of the graph and helped organize it to get clean and understandable data, it helped me organize the Nintendo Switch games that had the most sales to the games that had the least number of sales, when it was announce to when it was released as well as the companies who made the games. Rawgraphs helped also gave it colour to show which title of game that are mentioned.

This website helped me with organizing my theory, this website was called Metacritic. Metacritic is used to find ratings on anything you can look at reviews for all kinds of video games of different consoles and companies, movies and TV shows from different channels, and all kinds of music.

Figure # 4:



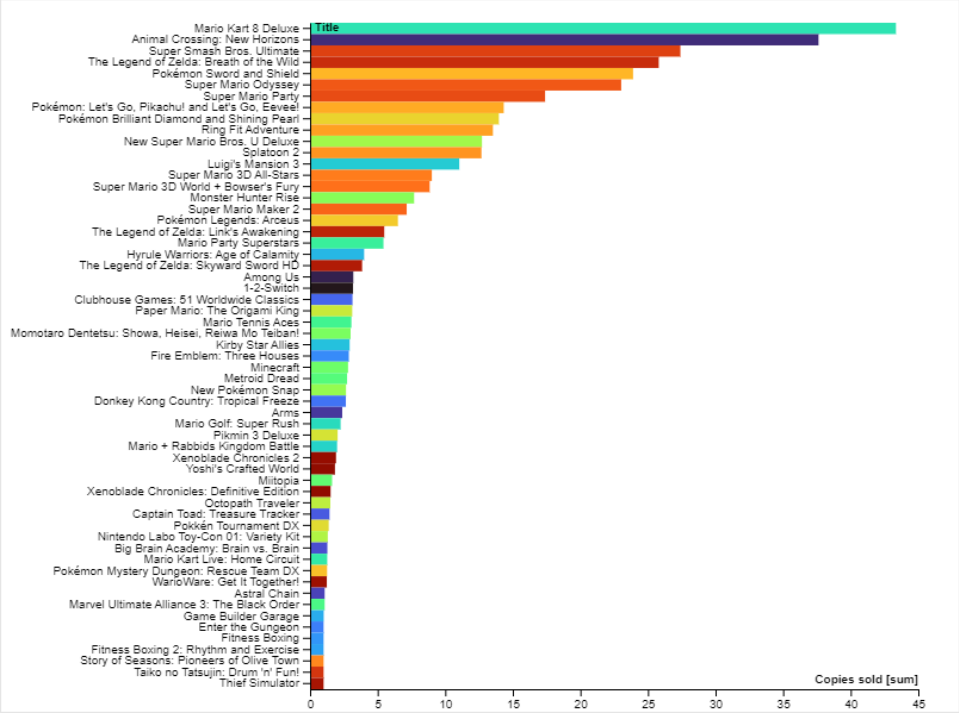
How I used the website was I picked games from the bottom or the middle of the table and compared them with some of the popular franchises and most sold games. The only two popular franchises I compared are Legend of Zelda and Mario.

These websites and this research is what I used to organize and makes the experiment as accurate as possible. If researchers want to push these questions further or do their own research, then these websites must be used in order to produce accurate data.

Results

Through research I have conducted there is proof has been show that Nintendo games and reviews do not correlate with each other. Legend of Zelda Breath of the wild is one of the most popular Nintendo games, but Mario Kart 8 Deluxe has more sales.

Figure # 5:



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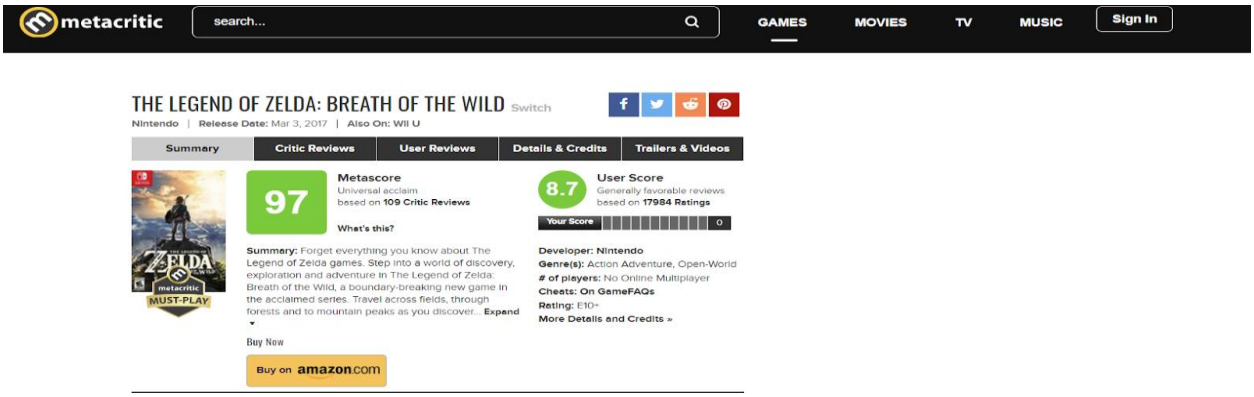

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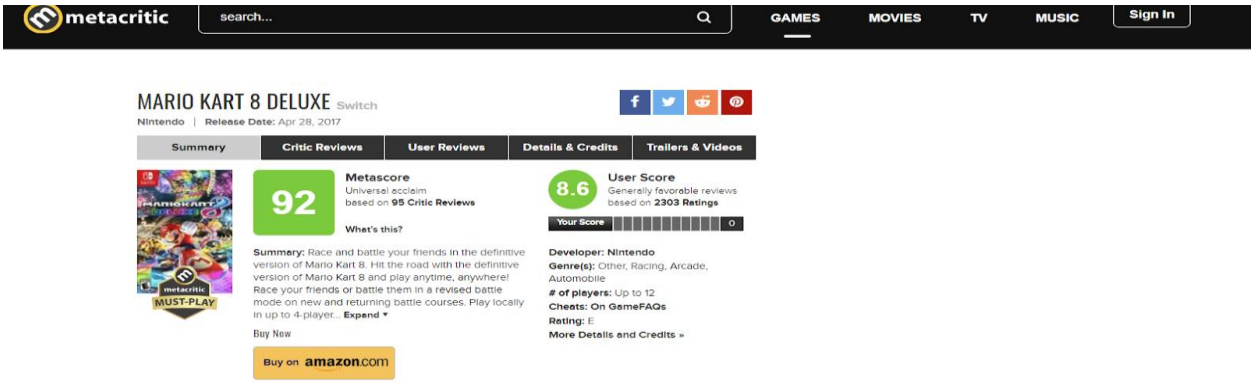
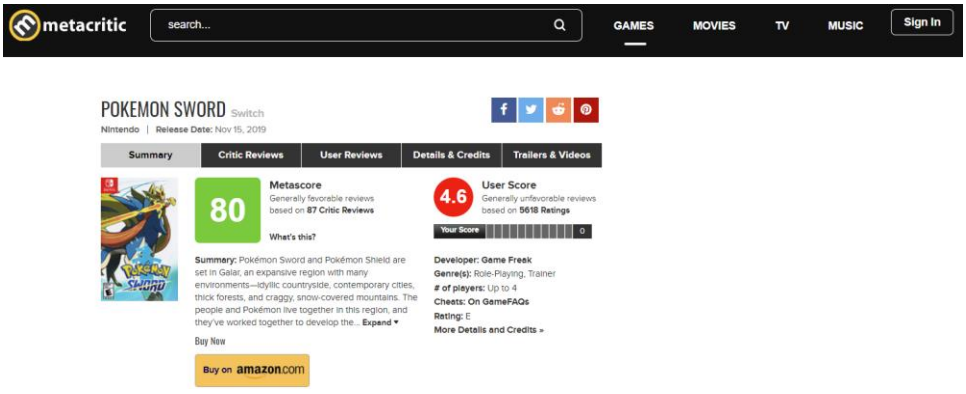


Both games franchise are extremely popular, you can see in the graph above that Mario Kart has higher sales than Breath of the Wild (Metacritic.com, Metacritic, Metacritic). However, in these pictures from Metacritic you can clearly see more people prefer Breath of the Wild than Mario Kart.

Pokémon is the most popular franchise in the world, Pokémon Sword and Shield is the fifth highest game in terms of sales for the Nintendo company. However, Pokémon Sword and Shield have a lower rating than Xenoblade Chronicles Definitive Edition. in Metacritic Xenoblade Chronicles is rated an 89 while Both Pokémon Sword and Shield is rated an 80.

Figure # 9:



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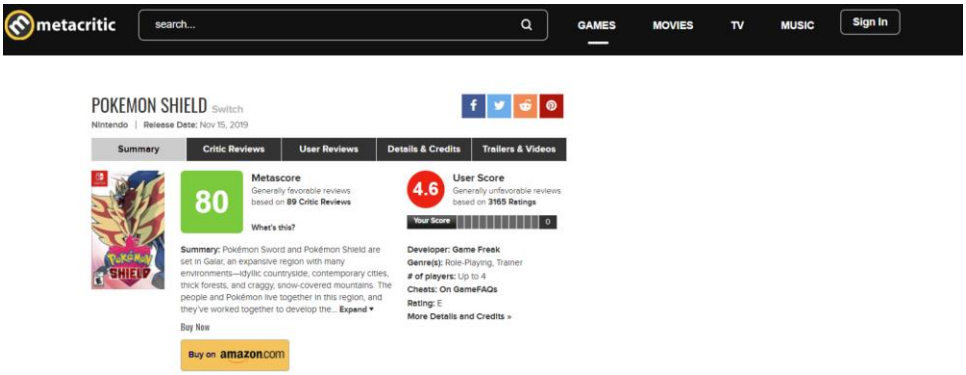

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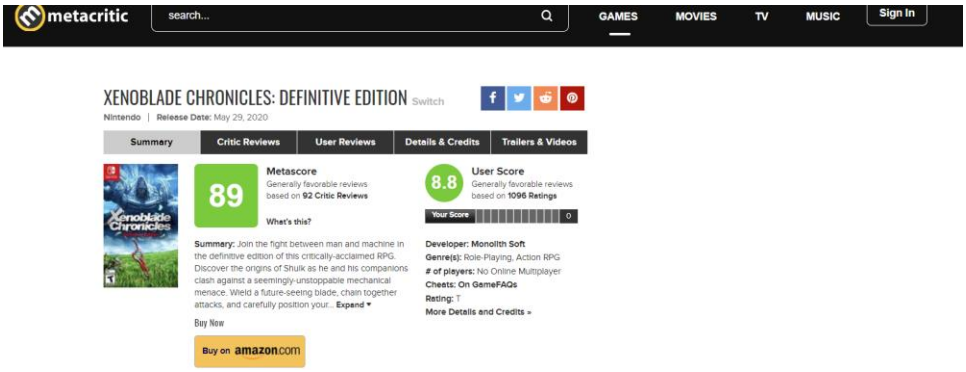
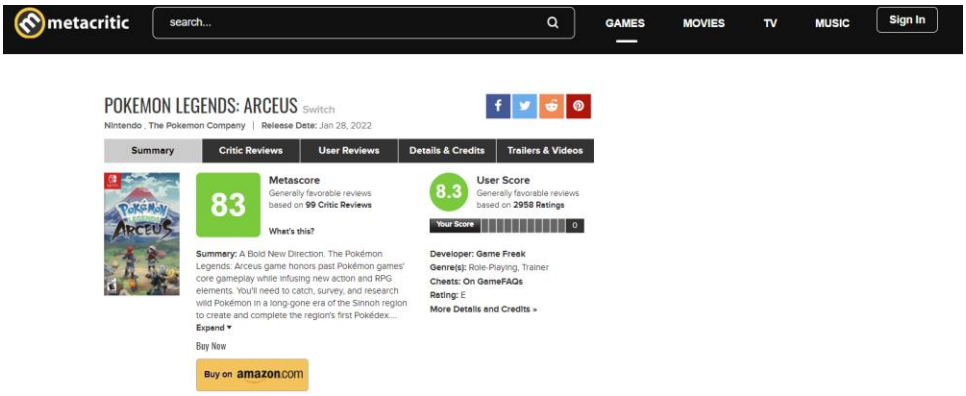


As stated before both Pokémon Sword and Shield is the fifth highest sold game by Nintendo selling 23.9 million copies while Xenoblade Chronicles sold 1.52 million copies(Metacritic.com, Metacritic, Metacritic). This is proof that even a game that many people have not played or heard of can still have the potential to be as good or even better than a main franchise.

Astral Chain is a game that is not heard of by a lot of people, Pokémon Legends Arceus is a game that many people have heard of. If you look at the graph Pokémon Legends Arceus has exceedingly more sales than Astral Chain, but the biggest surprise is that on Metacritic Astral Chain is rated higher than Pokémon Legends Arceus.

Figure # 12:



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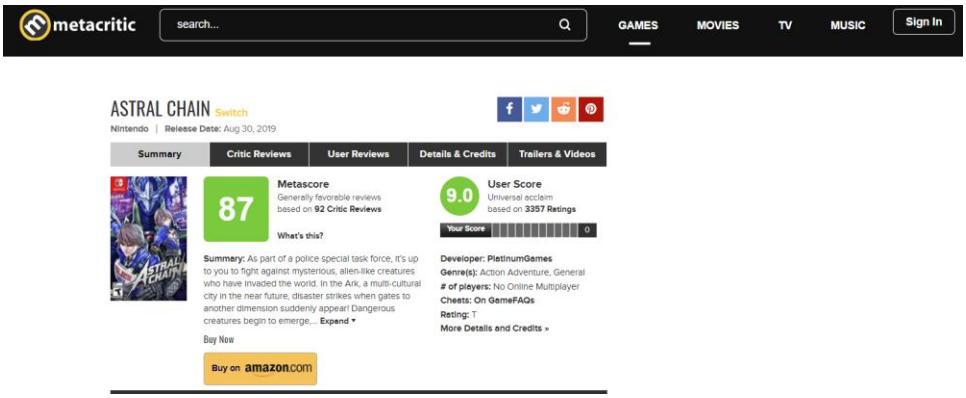

Pokémon Legends Arceus sold 6.5 million copies while Astral Chain sold 1.08 million copies (Metacritic.com, Metacritic, Metacritic). Astral Chain is a new game while Pokémon is a franchise that has been going on for a long time, yet this graph and these images show that a brand-new game can still be good and potentially better than some of the most popular franchise.

This research has proved that game sales do not correlate with the reviews and that sales aren't the only factor that makes a good video game.

Discussion

A video game company's goal is to make sure their products sell well to their respective target audience. The biggest piece of information I have learned is that a lot of underrated and new games can still compete with the biggest and most popular franchises in the world. Games like Astral Chain and Xenoblade Chronicles Definitive Edition having a better review than all the Pokémon games on the Nintendo Switch proves this point. While this research proves that Nintendo Switch games sales do not correlate with reviews, it is still a factor of what makes a video game good. This still does not explain the number of people or critics that gave the

reviews. If more people bought Pokémon Legends Arcues then this could impact the number of positive reviews while less people played Astral Chain and Xenoblade Chronicles Definitive Edition then there is less to impact it positive review score. This factor could be about the massive fanbase Pokémon has over Xenoblade Chronicles and Astral Chain. A step that this research could take is the marketing strategy used to sell these Nintendo games. If games like Astral Chain have some of the worst rated sales but one of the best reviews, then a new marketing strategy should be implemented to make these games more popular to their consumers. This could also be the attention that the game receives when it is first announced. If a new game is only announced once, then this also could affect the sales as many people might have forgotten about it or even skip accidently the reveal. Even though Nintendo Switch video game sales are not the only factor that makes a video game good and successful, then big question is what makes these Nintendo Switch games popular and successful? Is it just a specific marketing strategy they use to give attention to other games or is there some other factor that is unknown? Even though there are many unanswered questions if we take the time to research the issue on underrated game sales then this could implement not just a better sale on video games but on all products.

References

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