

VG Sales Analysis report

By Sanabu Washizuka

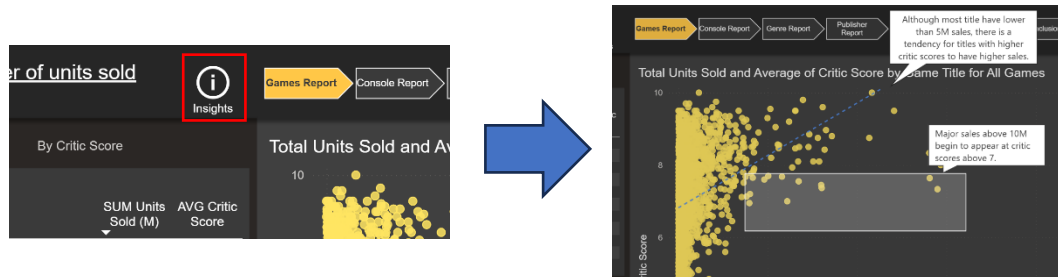
v1.0

A report investigating possible effects of critic scores on video game unit sales.

Technical Features

Suggested Insights

Insights button available when relevant insights are present on the report page.



Alternate chart buttons

Buttons to alternate between related charts on the same page.

e.g. Change the metric to review from Units Sold to Critic Score



Report

Scenario

Scenario



Summary

Analysis for possible correlation between critic review scores and total units sold.

Questions

- Does a higher critic score for a video game correlate with its number of units sold?
- This company, Tri Games, has an average critic score of 6.5 across its games. How is this company performing against its competitors in terms of critic scores and sales?

Solution

Review correlations between critic score and sales across the following fields:

- Game titles
- Console
- Genre
- Publisher
- Developer

Provide a special slice of data which contains a preselected set of publishers that are similar in genre, business scope and target audience as Tri Games.

Data sources

VGChartz (<https://www.vgchartz.com/>)

<https://www.kaggle.com/datasets/asaniczka/video-game-sales-2024>

Data considerations/limitations:

1. No continuous update of data necessary for the purpose of this report
2. Only holds records of physical sales (excludes online digital sales, PC, PSN, XBL, VC)
3. Data is retrieved in irregular intervals
 - a. The source data is extracted from news publications and self-issued financial reports. These publications vary in release timing.

Background

Message from Tri Games CEO:

With higher costs for production of printed goods, we need to ensure a higher sell through rate for physical copies of our future games. There continues to be a sizeable gap between the minimum order quantities from our manufacturers and our numbers for units sold, which will only widen in the future as digital sales become the norm.

Can we increase our sell through by investing in research on what makes a game likeable to users and increasing critic review scores issued on our games?

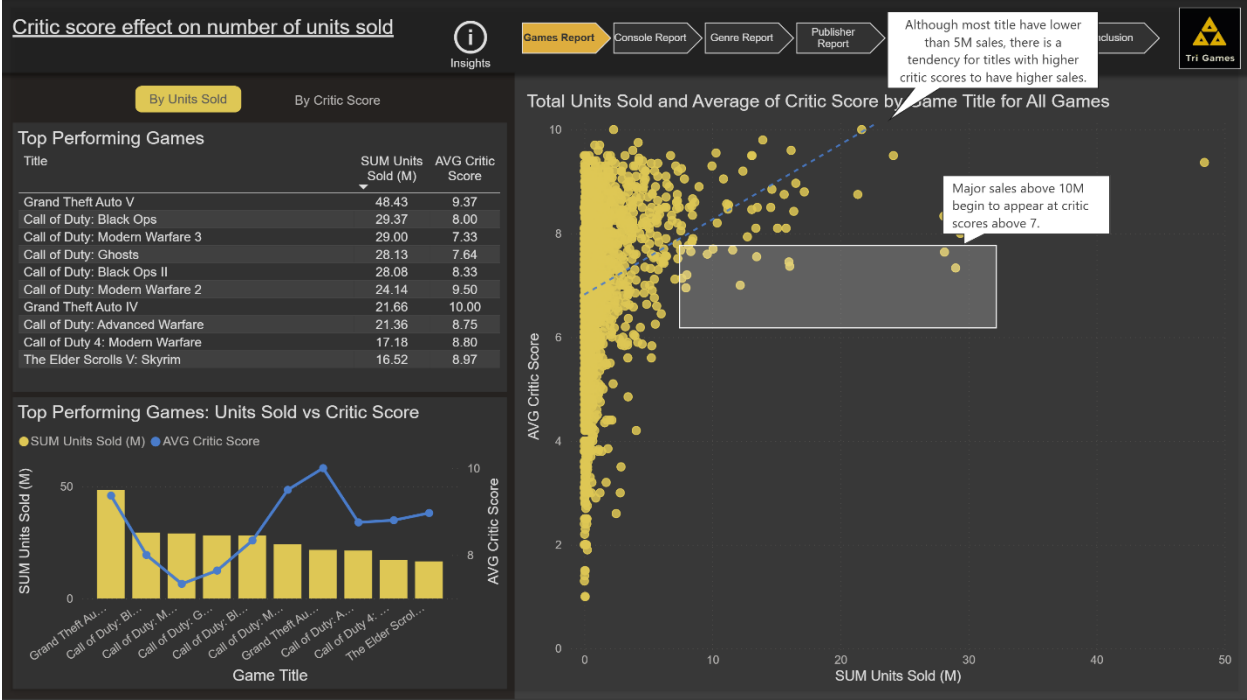
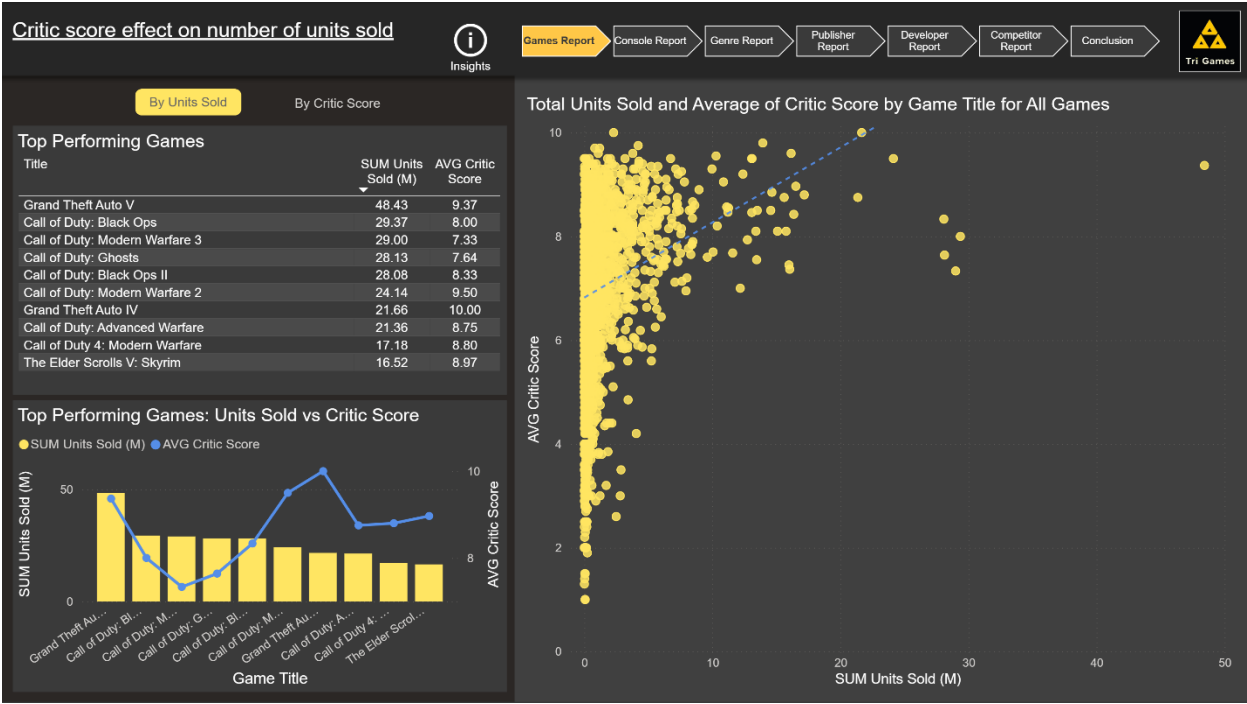
Also, how are we doing in these aspects against our competitors? Is there any competitor who shows this correlation or performs significantly better than others?



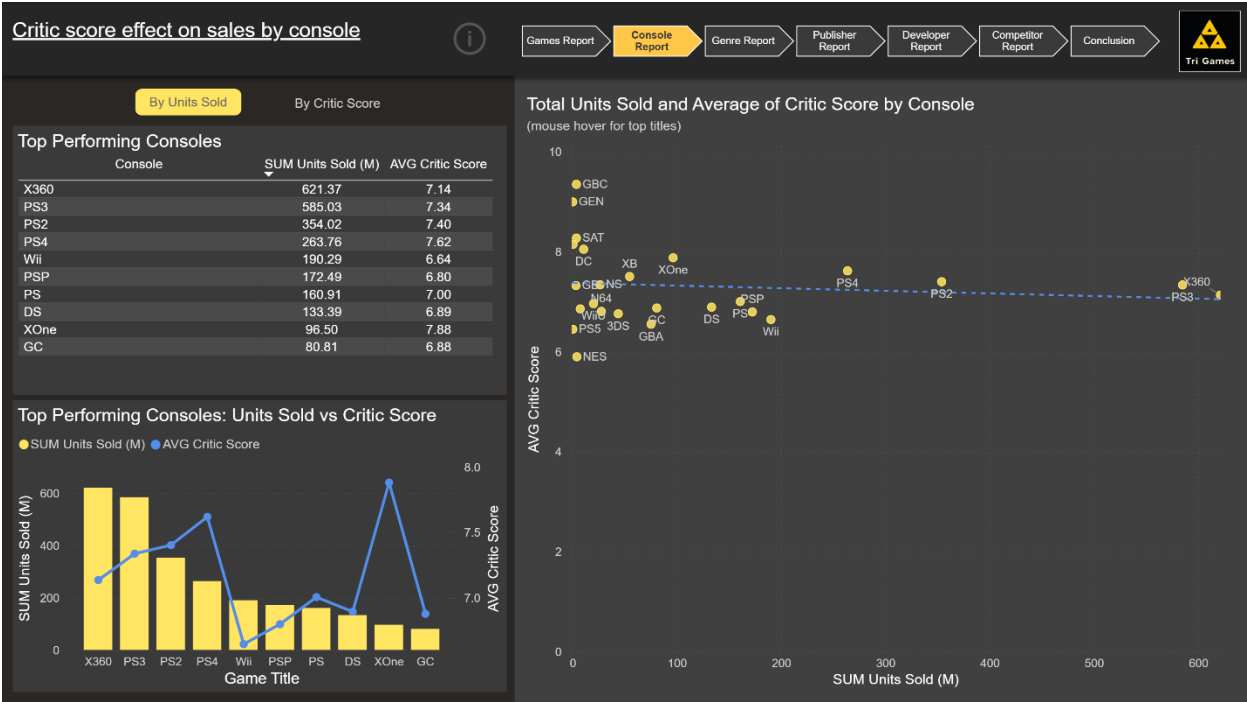
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To report →

Critic score and number of units sold



Critic score and sales by console

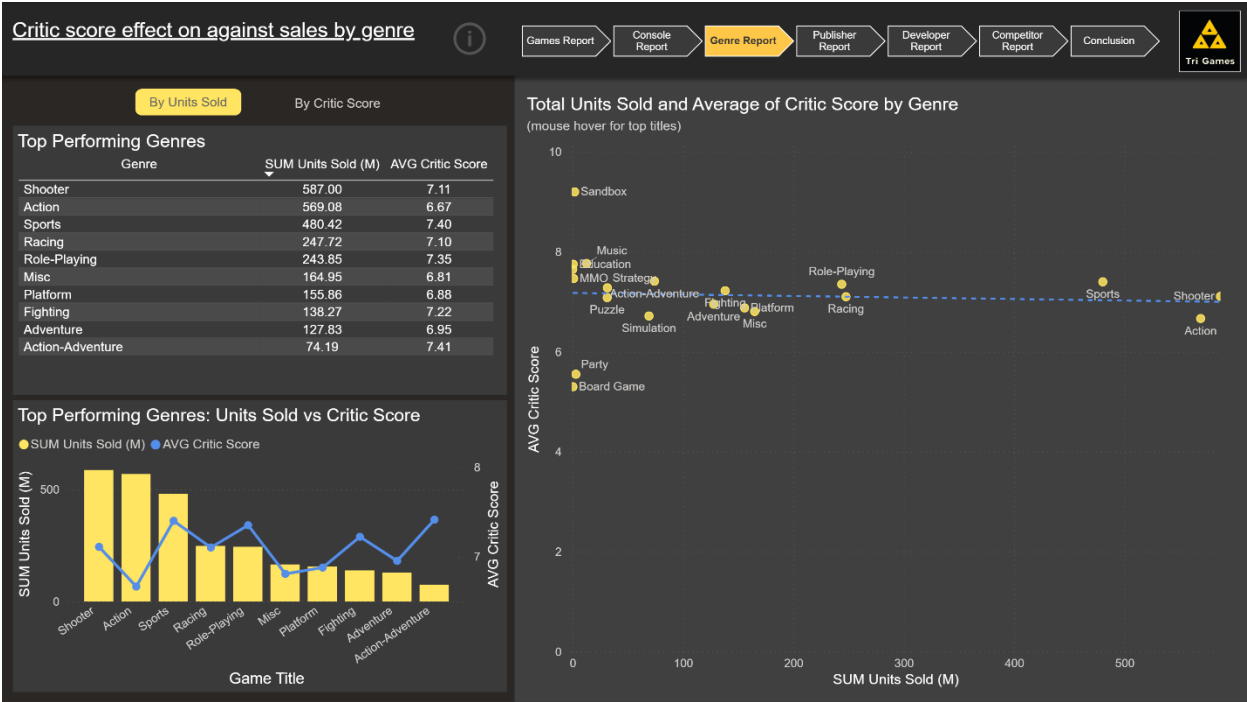


Total Units Sold and Average of Critic Score by Console

(mouse hover for top titles)

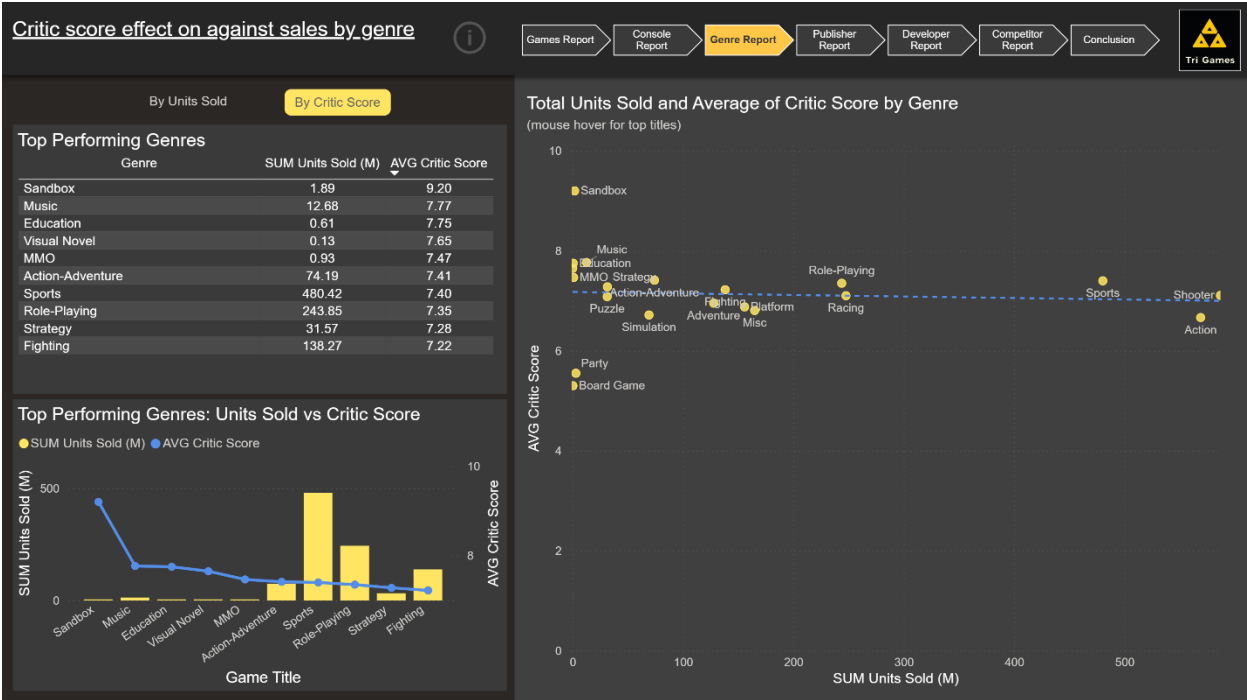
Console	SUM Units Sold (M)	AVG Critic Score
NES	~10	~6.5
PS5	~10	~6.8
PS3	~10	~7.0
DS	~10	~7.0
Wii	~10	~7.0
PS4	~10	~7.0
XOne	~10	~7.0
PS2	~10	~7.0
PS	~10	~7.0
DS	~10	~7.0
PS3	~10	~7.0
PS4	~10	~7.0
X360	~10	~7.0
PS3	~10	~7.0
PS4	~10	~7.0
X360	~10	~7.0

Critic score and sales by genre



Total Units Sold and Average of Critic Score by Genre

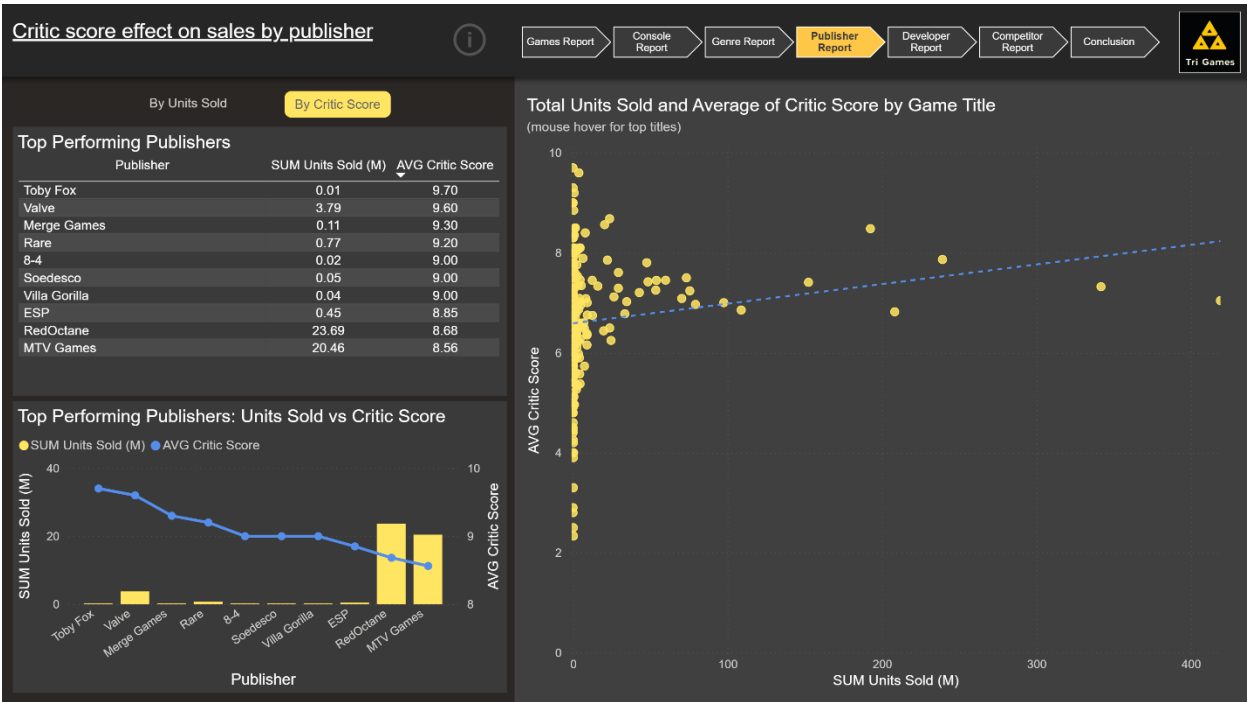
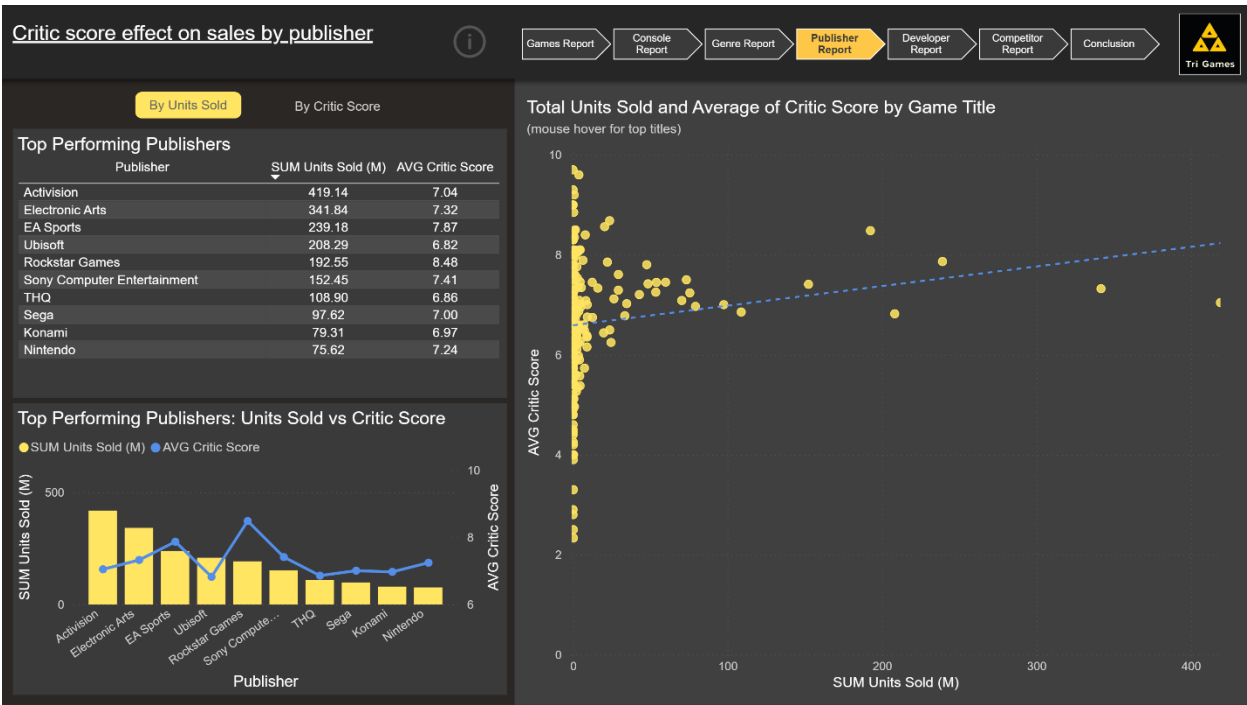
(mouse hover for top titles)



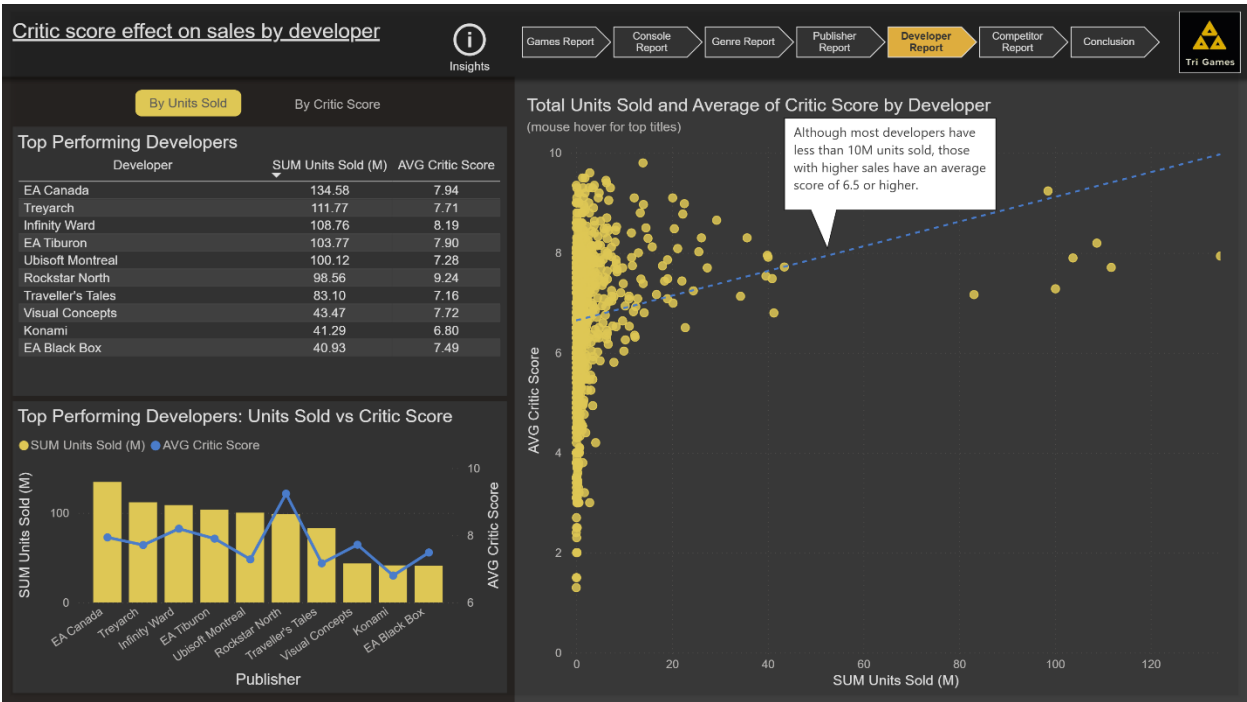
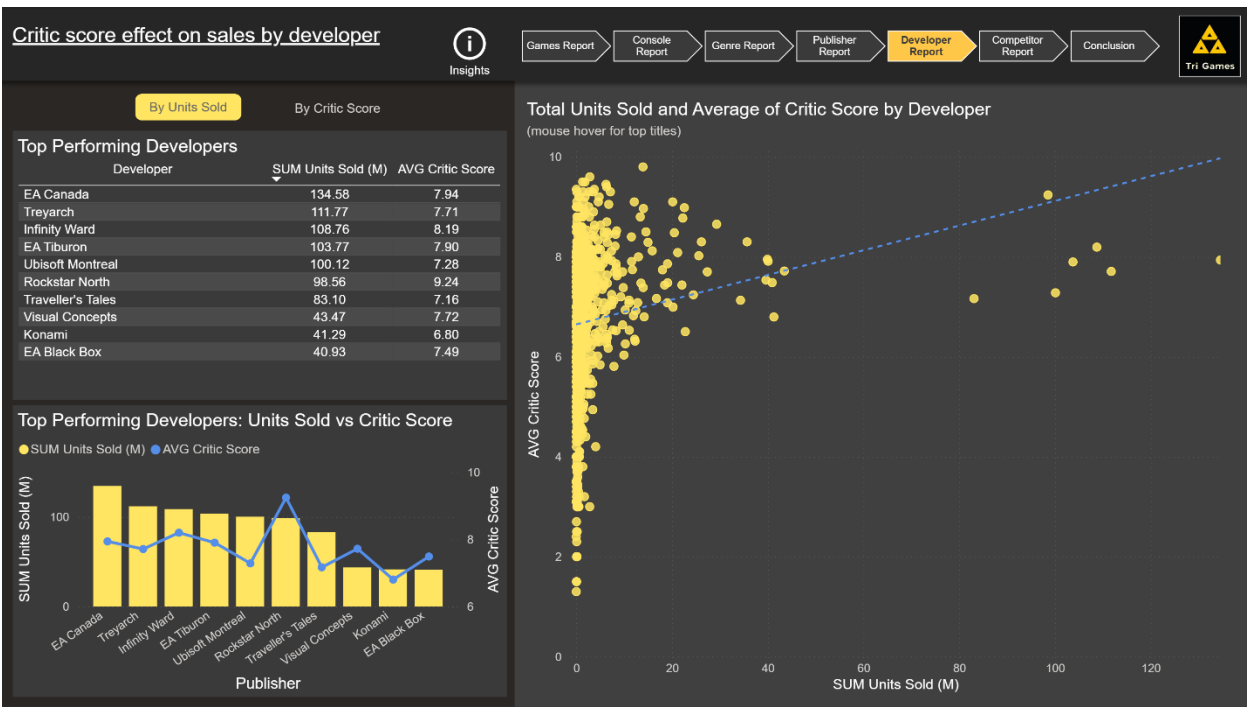
Total Units Sold and Average of Critic Score by Genre

(mouse hover for top titles)

Critic score and sales by publisher

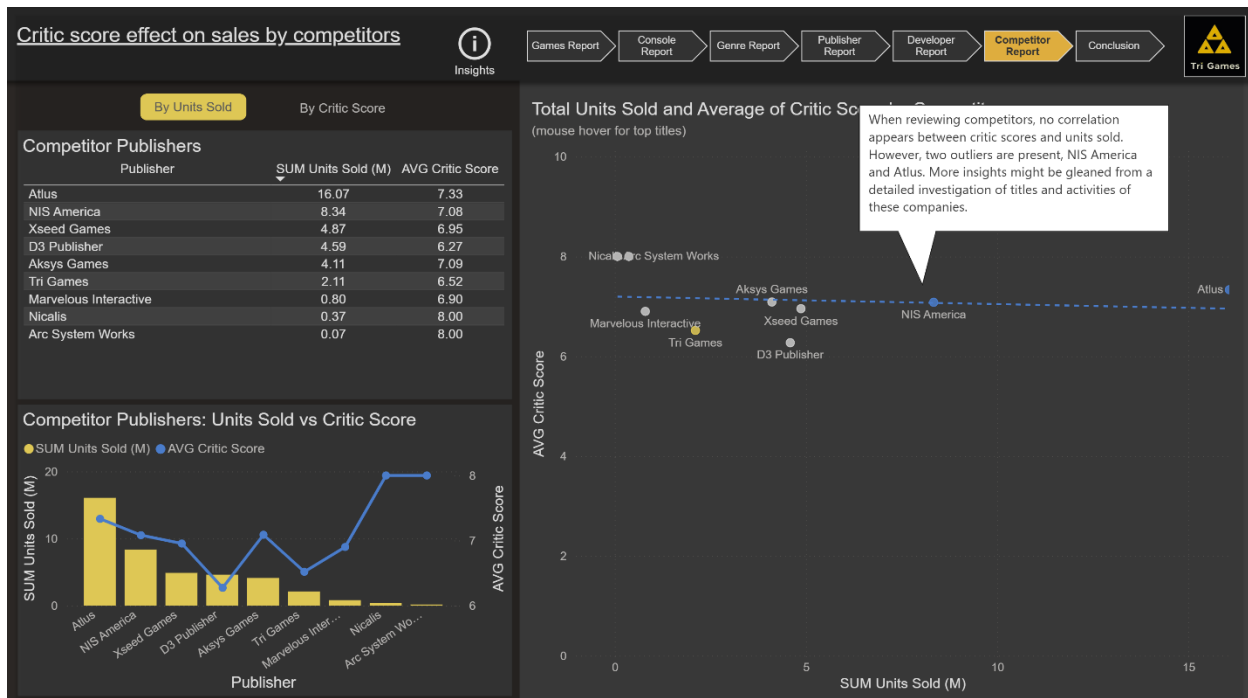


Critic score and sales by developer



Competitor slice

A review on correlation between critic scores and units sold between competitors of similar market share and game genres. Investigating competitors performing exceptionally well may provide further insights.



Conclusion

Conclusion

Games Report

Console
Report

Genre Report

Publisher
Report

Developer
Report

Competitor
Report

Conclusion



Analysis Conclusions

Although critic scores are not a strong indicator of higher sales numbers, higher scores seem necessary if a sales target is 10M or higher for a title.

- No strong correlation exists between critic scores and units sold.
- Almost no correlations exist across consoles, genres or publishers.
- However, titles with more than 10M in total sales tend to have critic scores above 7.

Possible courses of action:

Increase average critic score from 6.5 to 7

Conduct sentiment analysis on what users discuss most in reviews for both this company's titles and high sales titles

Research what properties of a game are attributed to higher sales

Possible research directions:

- Are major sales only attributed to established series that users are already looking forward to new releases of?
- Do marketing efforts increase exposure to a game? Or are all potential buyers made aware at announcement?
- Do development staff members who have a public following contribute to sales?

Credits

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Images:

Designed by macrovector / Freepik

