CHRIS MURPHY

VIDEO GAMES SALES DATA CHALLENGE

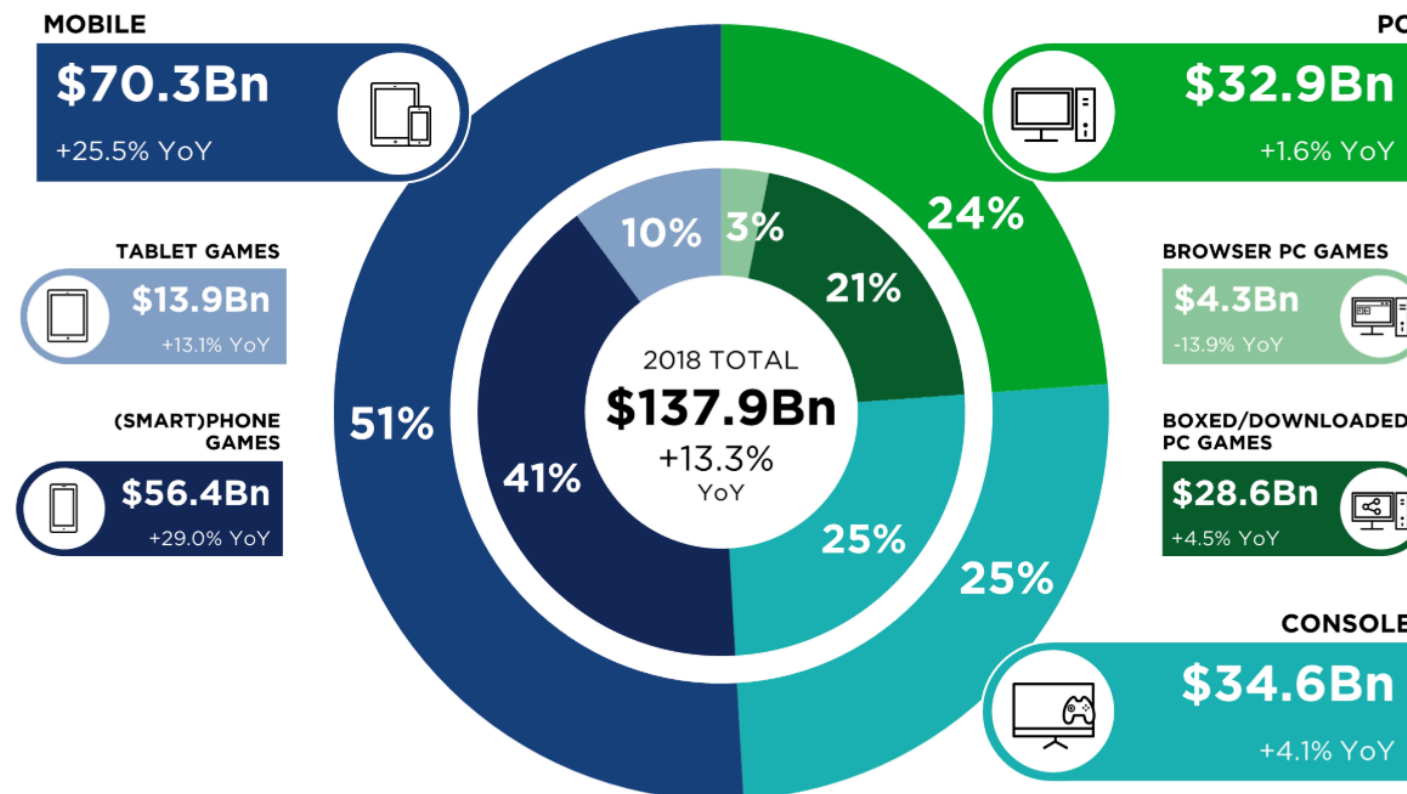# THE VIDEO GAME INDUSTRY IS BOOMING

VIDEO GAMES SALES CHALLENGE

▸ Given a list of 16,598 video games w/ at least 100k copies sold

Rank	Name	Platform	Year	Genre	Publisher	NA_Sales	EU_Sales	JP_Sales	Other_Sales	Global_Sales
1	Wii Sports	Wii	2006.0	Sports	Nintendo	41.49	29.02	3.77	8.46	82.74
2	Super Mario Bros.	NES	1985.0	Platform	Nintendo	29.08	3.58	6.81	0.77	40.24
3	Mario Kart Wii	Wii	2008.0	Racing	Nintendo	15.85	12.88	3.79	3.31	35.82
4	Wii Sports Resort	Wii	2009.0	Sports	Nintendo	15.75	11.01	3.28	2.96	33.00
5	Pokemon Red/Pokemon Blue	GB	1996.0	Role-Playing	Nintendo	11.27	8.89	10.22	1.00	31.37

▸ What are the major differences between the North American, European, and Japanese markets?

▸ What video game genres are trending in each market?

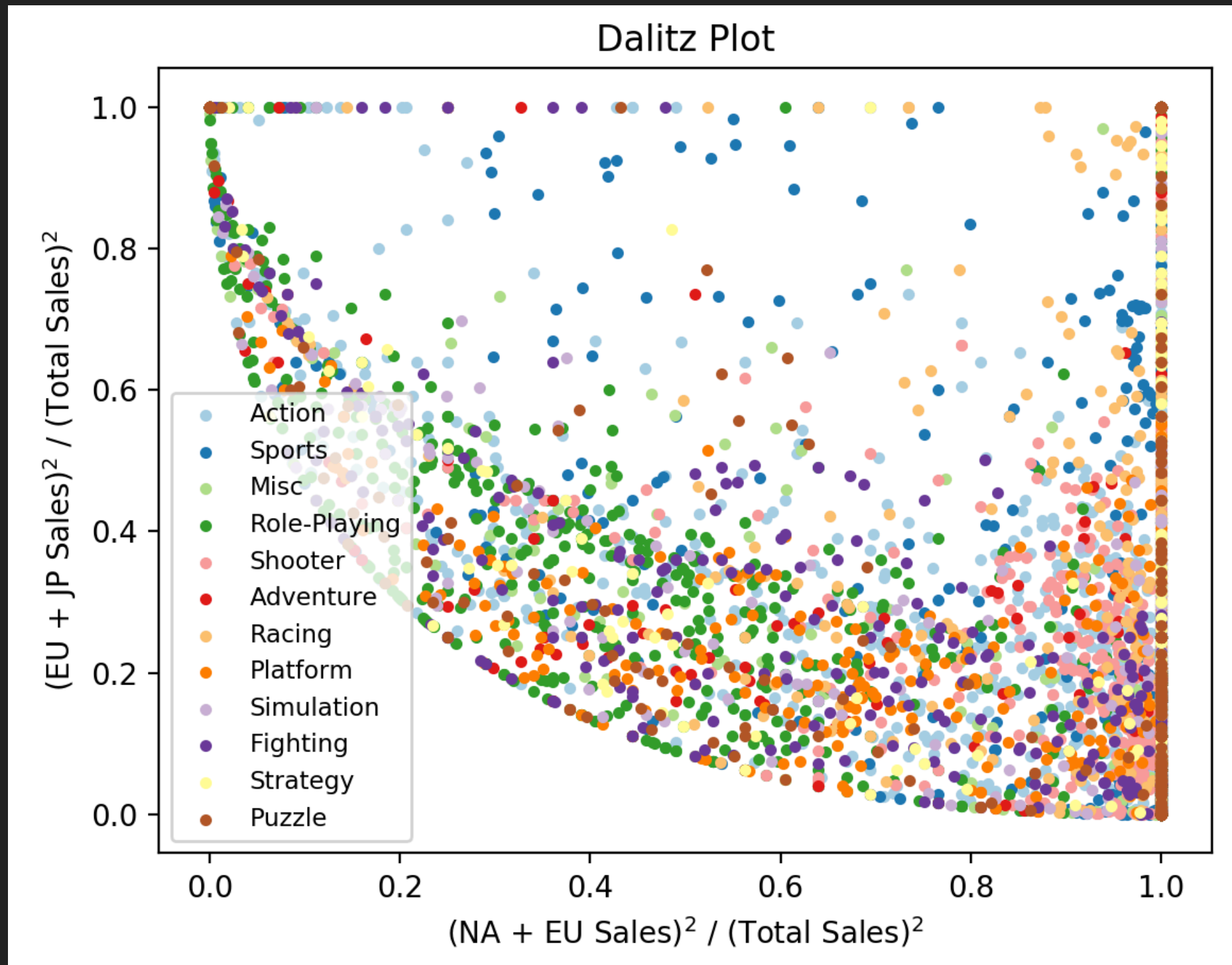▸ What features about a video game are most indicative of its success?

DIFFERENCES BETWEEN THE MAJOR MARKETS

▸ Market sizes

  ▸ North American: 4.4B units sold

  ▸ European: 2.4B units sold

  ▸ Japanese: 1.3B units sold

▸ Nintendo dominates the Japanese market

  ▸ 125 games w/ > 1M units sold

  ▸ next highest publisher, Sony, only has 16

VIDEO GAME GENRE TRENDS
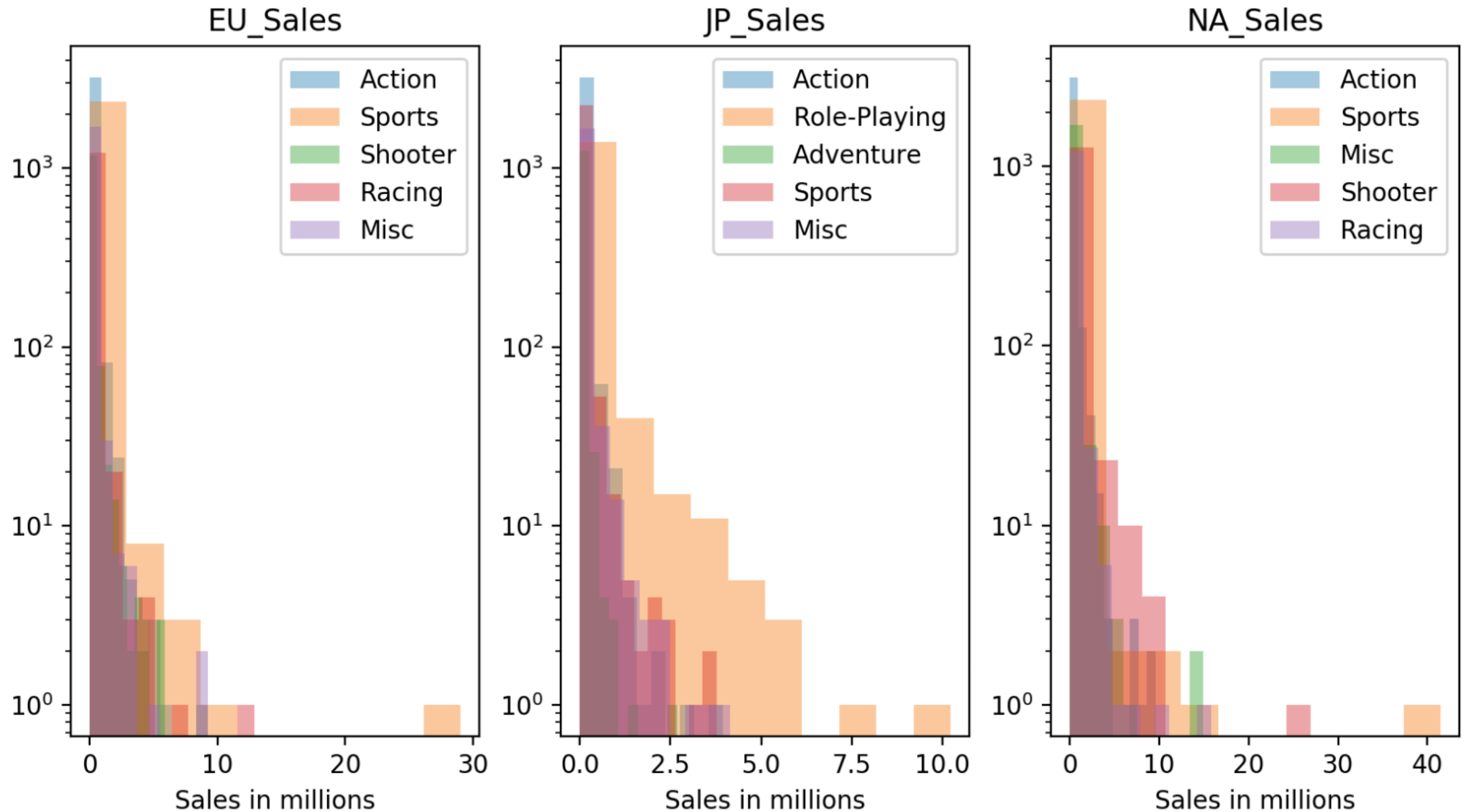
VIDEO GAME GENRE TRENDS

FUTURE DIRECTIONS

▸ What features of a video game are most indicative of its success?

  ▸ Sales data highly correlated (Rank anti-correlated)

  ▸ Use Random Forest – good for determining feature importance

  ▸ Other features categorical – need an encoder

THANK YOU!

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