Steam Game Sales Analysis: A Data-Driven Approach to Understanding Market Trends

# Introduction (*Heading 1*)

# Video game sales have become a significant metric in analyzing market trends, consumer behavior, and industry growth. With the rise of digital distribution platforms such as Steam, vast amounts of data related to game sales, user reviews, and player engagement are now available for analysis. Understanding this data can provide valuable insights into factors that contribute to a game's commercial success, including genre popularity, pricing strategies, and developer reputation.

1. This project aims to design and implement a structured relational database to store and analyze

Steam game sales data. The database will facilitate efficient data retrieval and querying to identify trends in game popularity, revenue distribution, and user engagement patterns. By leveraging SQL-based queries, key performance indicators such as top-selling games, revenue fluctuations over time, and the correlation between user reviews and sales will be explored.

1. The proposed database will include tables for games, publishers, sales records, and user reviews, ensuring a comprehensive representation of the available data. The system will support advanced queries to generate reports on market performance, aiding game developers, publishers, and analysts in making data-driven decisions.