

DATA ANALYTIC POWERED BY TABLEAU

PROJECT TITTLE

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



SUBMITTED BY

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

1. INTRODUCTION



1.1 Overview

The project “Uncovering the gaming industry’s hidden gems: A comprehensive analysis of video game sales focus on identifying games that may have been overlooked or underappreciated by the gaming community, despite their potential for success.

1.2 Purpose



The purpose of the project is to identify and analyse video games that have achieved significant sales success despite not been widely known or popular. The project aims to uncover the factors that contributed to the success of these hidden gems. By analysing sales data for video games across various platforms, the project seeks to identify platforms and trends that can be used to inform the development and marketing of future games

2. PROBLEM DEFINITION AND DESIGN THINKING

2.1 Empathy Map



Build empathy

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



2.2 IDEATION AND BRAINSTORMING MAP

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions or your team can workshop their imagination and start shaping concepts when you're not sitting in the same room.

- 1. Brainstorm ideas
- 2. Share & collaborate
- 3. A template to use

Before you collaborate

A little bit of preparation goes a long way. Ask the people that you need to work with to prepare ideas in advance.

- 1. Brainstorming
- 2. Brainstorming
- 3. Brainstorming
- 4. Brainstorming

Define your problem statement

What problem are you trying to solve? Frame your problem in a way that is clear and concise. This will be the focus of your brainstorming.

1. Brainstorming

Brainstorm

Write down any ideas that come to mind that address your problem statement.

1. Brainstorming

Round 1	Round 2	Round 3	Round 4
1. Brainstorming	1. Brainstorming	1. Brainstorming	1. Brainstorming
2. Brainstorming	2. Brainstorming	2. Brainstorming	2. Brainstorming
3. Brainstorming	3. Brainstorming	3. Brainstorming	3. Brainstorming
4. Brainstorming	4. Brainstorming	4. Brainstorming	4. Brainstorming
5. Brainstorming	5. Brainstorming	5. Brainstorming	5. Brainstorming
6. Brainstorming	6. Brainstorming	6. Brainstorming	6. Brainstorming
7. Brainstorming	7. Brainstorming	7. Brainstorming	7. Brainstorming
8. Brainstorming	8. Brainstorming	8. Brainstorming	8. Brainstorming
9. Brainstorming	9. Brainstorming	9. Brainstorming	9. Brainstorming
10. Brainstorming	10. Brainstorming	10. Brainstorming	10. Brainstorming

Group ideas

Take time during your session to cluster similar or related ideas as you go. Once all ideas have been placed, group most similar concepts into clusters. It's better to have a few clusters, than to have a lot of ideas that are not related.

1. Brainstorming

Prioritize

You have a list of ideas. Now it's time to prioritize. Use the template to rank ideas based on their importance and feasibility. This will help you to focus on the most important ideas.

1. Brainstorming

After you collaborate

You can export the results as an image or PDF. You can also share the results with your team.

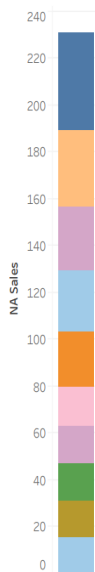
1. Brainstorming

3. RESULT

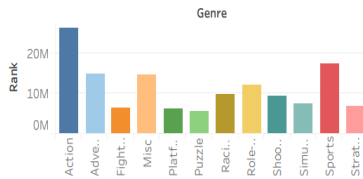
DASHBOARD

Video Game Sales Dashboard

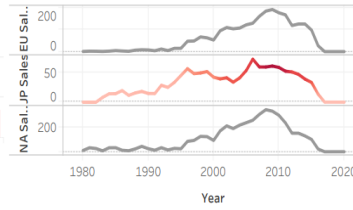
Top 10
NA's
selling vg



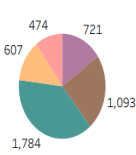
Genre with Ranks



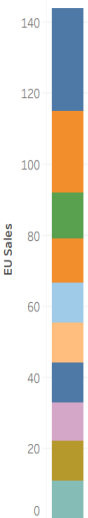
Sales in EU-NA-JP regions



Top 5 Publishers



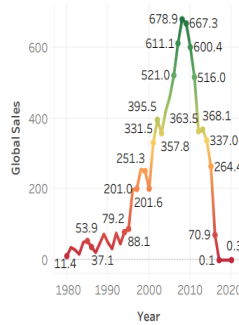
Top 10
EU
selling
Vg



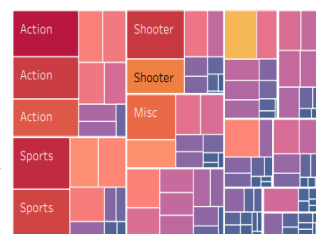
Top 10 Japan selling video games



Total Sales



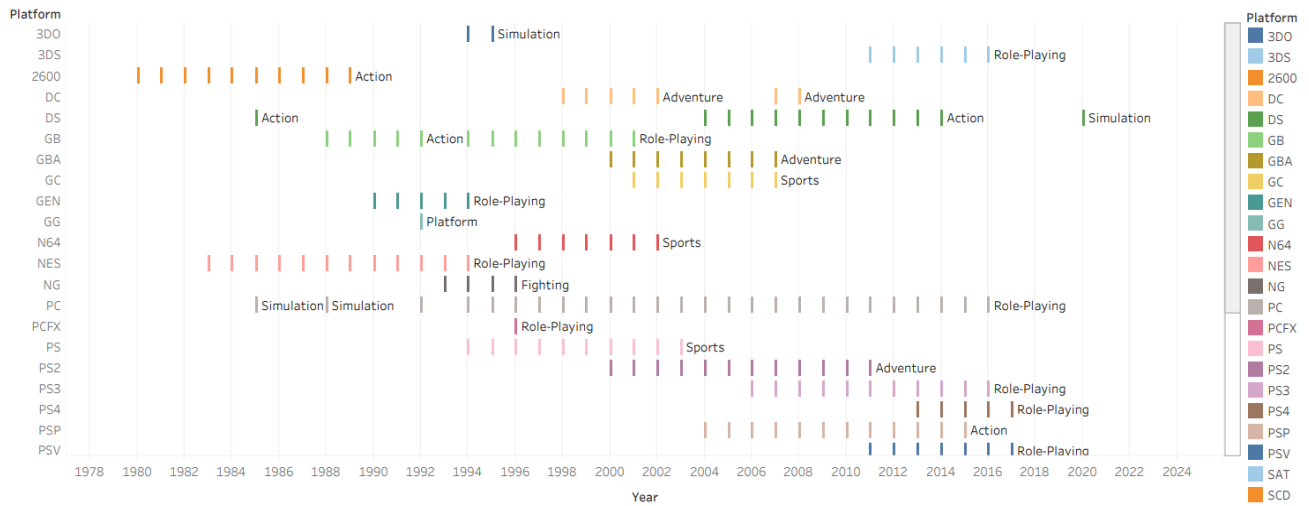
Best 10 selling genre on platforms



STORY

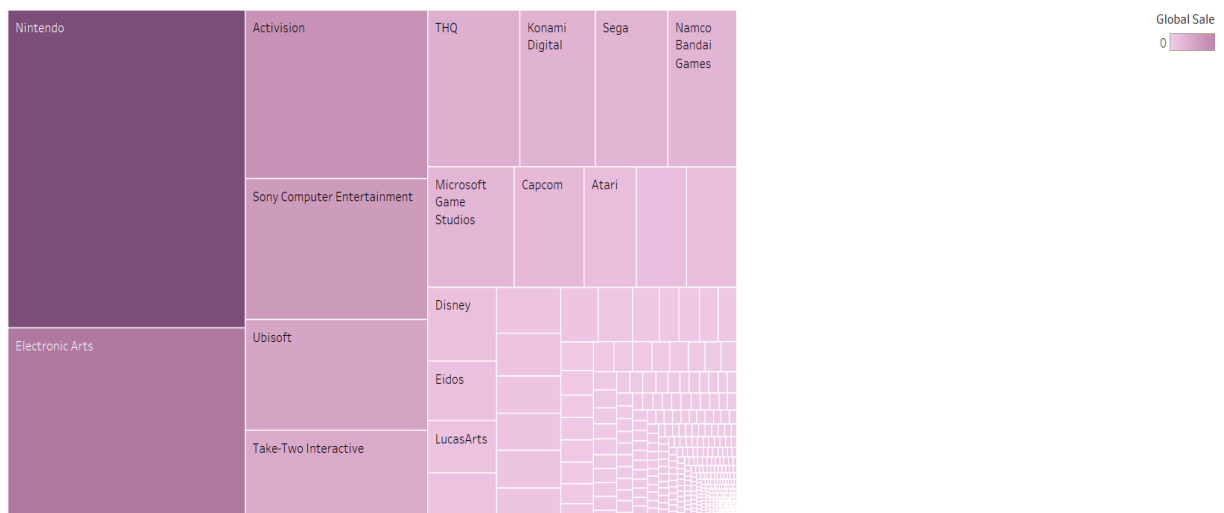
Video Games Sales Story

Publishers vs Platforms: This is a gantt chart. This sho...	Sales based on publishers: This is a treechart. This shows ..	Sales per genre: This bubble chart shows that gamers are fond ..	Sales Regionally: This bar chart represent the number of units sold i...	Overall Sales: This lines represent the global sales in year. The year..
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Video Games Sales Story

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Video Games Sales Story

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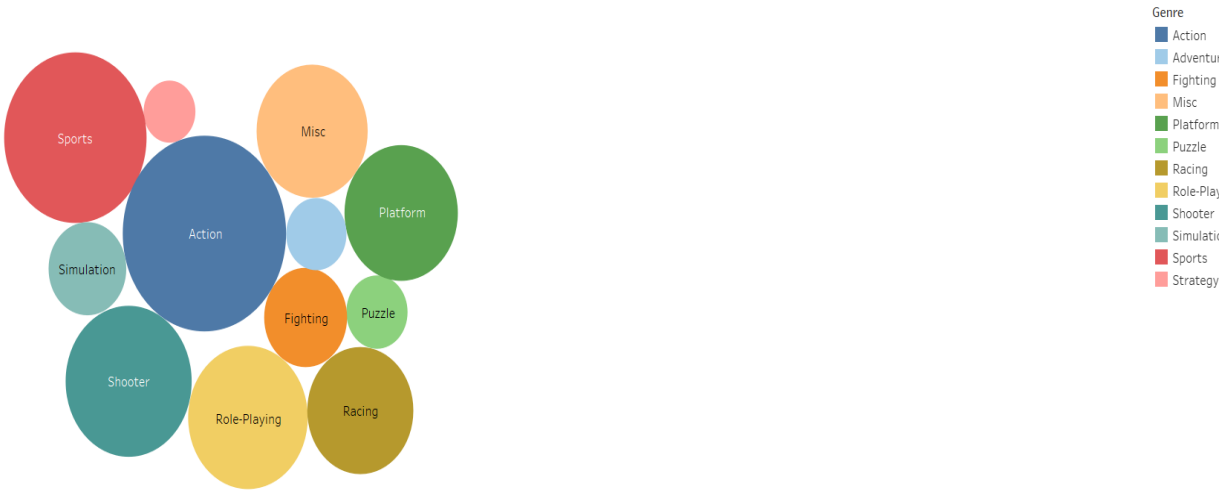
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Video Games Sales Story

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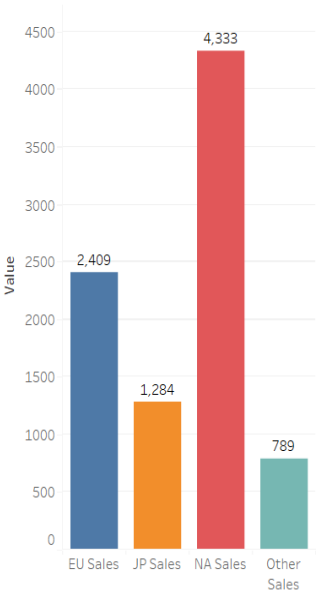
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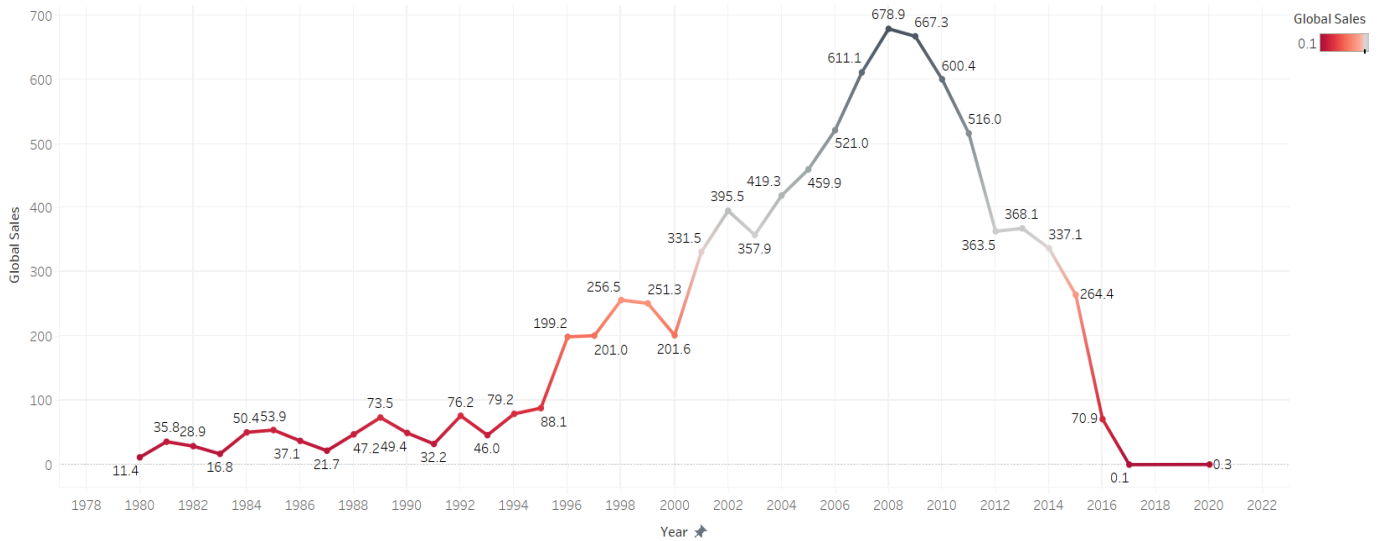
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Video Games Sales Story

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WEB INTEGRATION

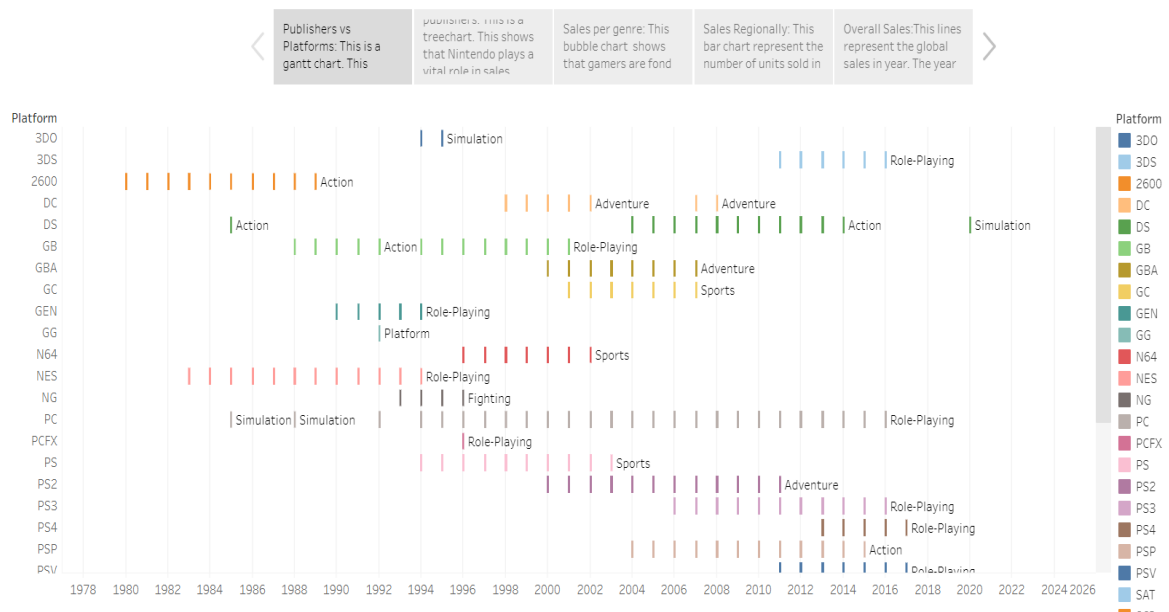
VIDEO GAMES SALES ANALYSIS.

Home Prologue Challenge Charts **Dashboard** Story Conclusion



Stories of 5 charts

Video Games Sales Story



4. ADVANTAGES

- *Identification of hidden gems*
- *Insights into Market Trends*
- *Better Understanding of Consumer Behaviour*
- *Competitive Analysis*

DISADVANTAGES

- *Limited Data Availability*
- *Difficulty in Comparing Games*
- *Lack of Context*
- *Time-Consuming*

5. APPLICATIONS

Game Developers: Our analysis can benefit the game developers by identifying the factors that contribute to the success of a game beyond critical acclaim.

Publishers: Publishers can use our analysis to identify promising Games that may have been overlooked by other publishers. This can help them to build their portfolio and find new revenue streams

Gamers: Gamers can benefit from our analysis by discovering new games

Investors: Our analysis helps the investor to identify promising game developers and publishers that have the potential to succeed in the competitive gaming industry.



6. CONCLUSION



The project “Uncovering Gaming Industry’s Hidden Gems: A Comprehensive Analysis of Hidden Gems” helped to identify market trends. It reveals about the gaming interest of gamers all over the world and what type of genre they are mostly interested

7. FUTURE SCOPE

User Behaviour Analysis – Understanding user behaviour is critical to identifying hidden gems in the gaming industry. By analysing data such as playtime, reviews and social media engagement helps to understand what makes the game successful

Social Media Analysis – Analysing the social media conversations and engagement can provide insights into the popularity of a game and can help to identify hidden gems.

