

Uncovering The Gaming Industry's Hidden Gems: A Comprehensive Analysis Of Video Game Sales Mathematics

INTRODUCTION:

A Video game also known as a computer game, is an electronic game that can be interacted with using an input device, such as controller, keyboard and joystick.

Overview:

The history of video game began in the 1950's and 1960's as computer scientist began computer designing simple games simulations on mini computers and main frames.

Video games encourages team work and co-operation when played with others.

Purpose:

The video game industry encompasses the development, marketing and monetization of video

games. The industry encompasses dozens of job disciplines and thousands of jobs worldwide.

Video games improves powers of concentration, creativity, memory, languages and team work.

Problem definition and design thinking :

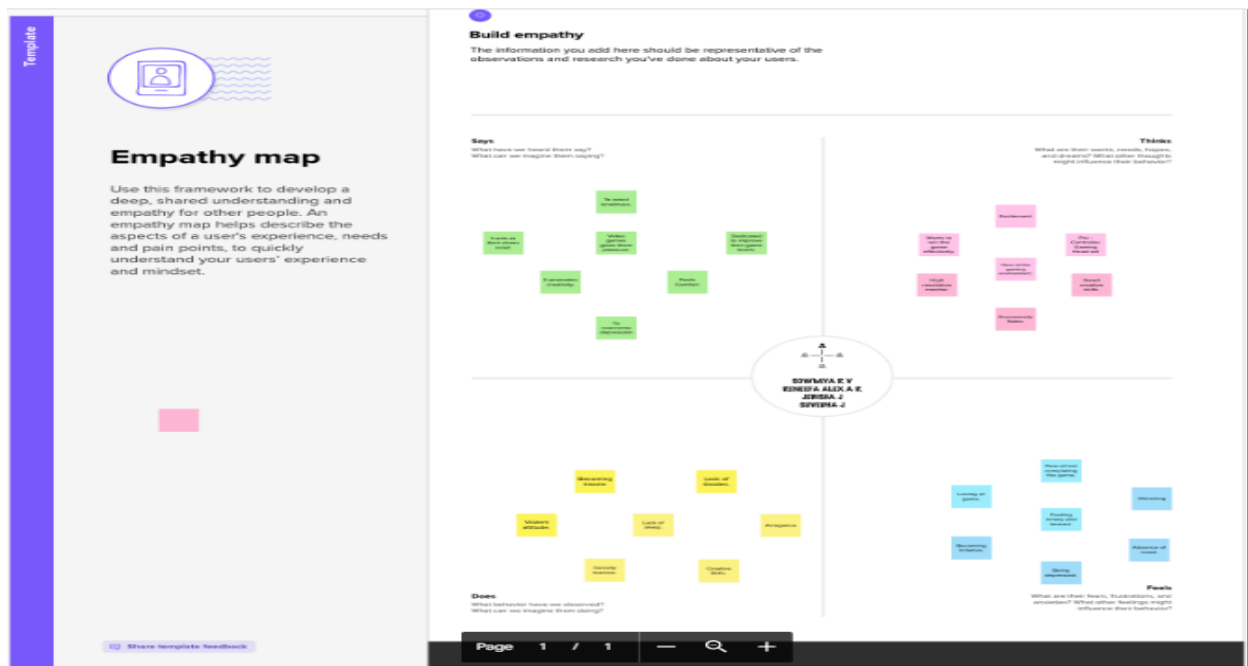
EMPATHY MAP

An empathy map helps you to identify with a customer's thoughts, feelings and behaviors. Product teams often use empathy mapping to improve the user experience.

An empathy map is a collaborative visualization used to articulate what we know about a particular type of user.

This ability to see things from another person's perspective and empathize with another's emotions plays an important role in our social lives.

Empathy allows us to understand others and ,quite often, compels us to take action to relieve another person's suffering.



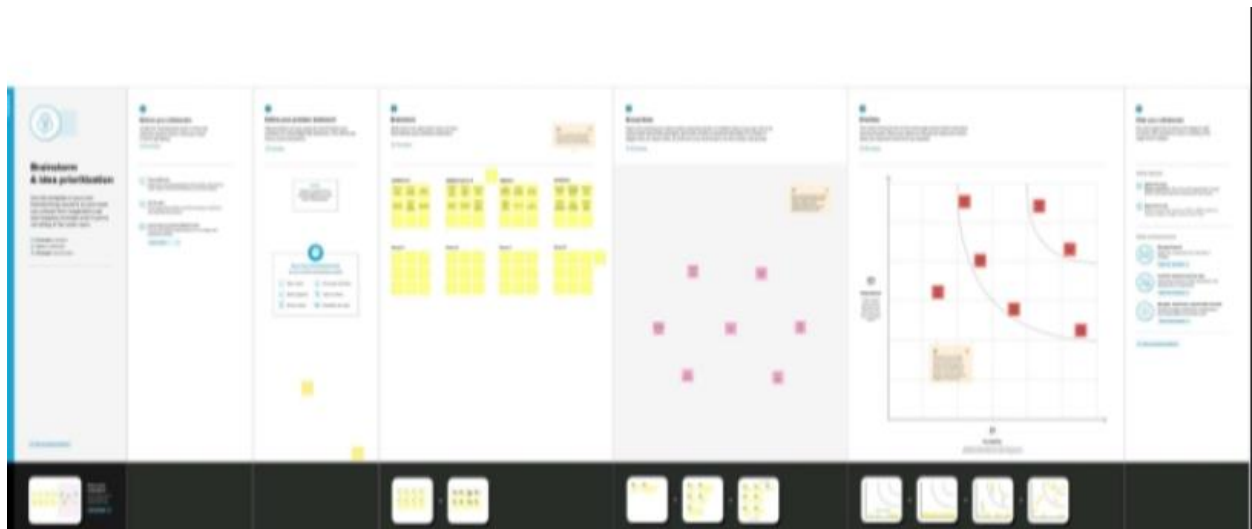
BRAINSTORMING

Brainstorming is the method design teams use to generate ideas to solve clearly defined designed problems.

It is the method of generating ideas and sharing knowledge to solve a particular commercial or technical problems, in which participants are encourage to think without interruption.

Brainstorming is the most frequently practiced form of ideation.

Participants generate various ideas or solutions, they begin discussing and narrowing them down to the best options.



Result:

PUBLISHER VS PLATFORM - This is a Gantt chart which shows the games published on platform since 1980. The highest games are being published on platforms like PS2,PS3,PS4,GB and PC. It is clearly shows that games in action genre are the highest sold and the most favorite games among the gamers.

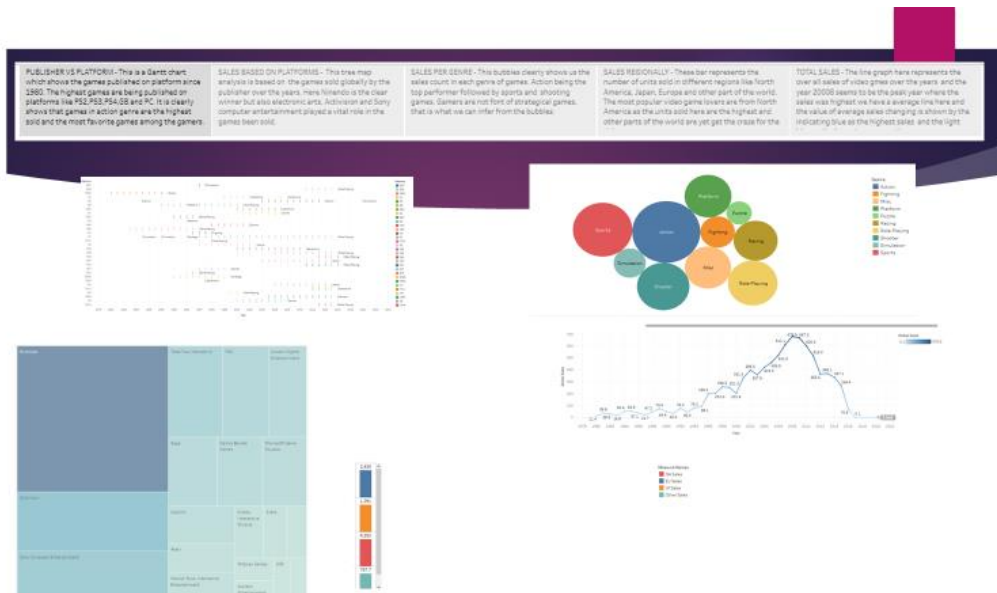
SALES BASED ON PLATFORMS - This tree map analysis is based on the games sold globally by the publisher over the years. Here Nintendo is the clear winner but also electronic arts, Activision and Story computer entertainment played a vital role in the games been sold.

SALES PER GENRE - This bubbles clearly shows us the sales count in each genre of games. Action being the top performer followed by sports and shooting games. Gamers are not fond of strategical games, that is what we can infer from the bubbles.

SALES REGIONALLY - These bar represents the number of units sold in different regions like North America, Japan, Europe and other part of the world. The most popular video game lovers are from North America as the units sold here are the highest and other parts of the world are yet get the craze for the video games.

TOTAL SALES - The line graph here represents the over all sales of video gmes over the years and the year 20008 seems to be the peak year where the sales was highest

we have a average line here and the value of average sales changing is shown by the indicating blue as the highest sales and the light blue as the lowest score over the year. video games.



Advantages and disadvantages:

Advantages:

1. Video games can be used to help improve test scores, teach life and job skills, improve brain function and encourage physical exercise.
2. Provides entertainment and social interaction to other players across the globe.
3. Kids learn to improve team work skills.
4. Moderate use of games such as candy crush, angry birds and limbo among others can improve mood by

decreasing negative affect and promoting enjoyment, a flow state and motivation.

5. With respect to anxiety moderate use of games such as mind light, max and the magic maker and Rayman among others can significantly decrease anxiety.

Disadvantages:

1. Sitting on a couch or staring at a computer screen for hour requires very little physical effort and burns limited calories. So, the equation is simple; if children spent most of the time playing video games, they will not get enough exercise and run a higher risk of becoming over weight.
2. Can be addictive, distracting and consume a significant amount of time.
3. Can cause depression, social anxiety, lack of motivation, poor emotional regulation.
4. Video games are addictive if you keep playing them without any break.

APPLICATIONS:

Video games can be applied in the field of technology and helps to improve test score, teach life and job skills, improve brain function and encourage physical exercise.

Social skills can be develop with the help of video games.

Video games can be a great way to stimulate your mind and improve our mental health.

It provides a way to relax after work, connect with others and excel with at an activity.

Video games also keep us interested with puzzles and mini games and engage due to their attention in detail.

Conclusions:

Our team project “ Uncovering the Gaming industry’s hidden gems : A Comprehensive analysis of video game sales mathematics”. We done our task empathy map and brainstorm. For further process we had taken MySQL to upload the data set and had taken the data set from the project manual and we had uploaded it in MySQL workbench . Then we taken tableau public and we connected MySQL with tableau public . With this we

completed all our sheets and we received a video game sale dashboard. Finally we got the video game sales story the outcome of the project.

Thus we conclude that video game sale seems to be peak in the year 2008. The most of the game lovers are from North America as the unit sold here are the highest than the other countries.

Future scopes:

The future of the video game industry looks dazzling. Consumer demand is growing, technology advancing quickly and new monetization models are taking off. Game based learning strategies enhance students engagement by encouraging a more active learning process and reducing stress levels.

It improves problem solving skills and logics.

The future of gaming looks bright, with the emergence of new technologies such as virtual reality and the increased prevalence of mobile gaming.

Gaming industry estimates predict that the number of online gaming users India is poised grow from 481 Mn in 2022 to over 657 Mn by 2025. `

- i. Video game enhance improved powers of concentration, creativity, memory, language and team work.
- ii. Video games can make it easier to learn educational condense and develop cognitive skills.