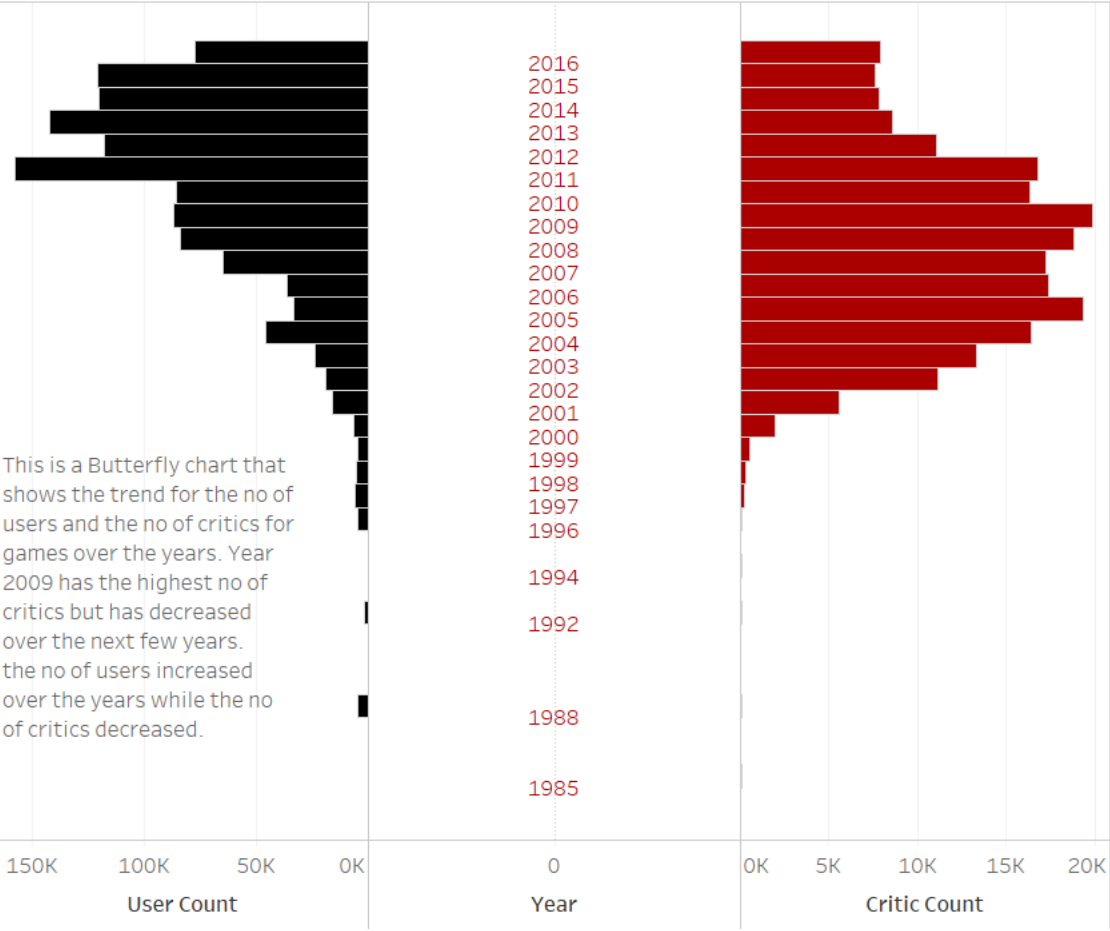


Visualization of Video Game Sales data in Tableau

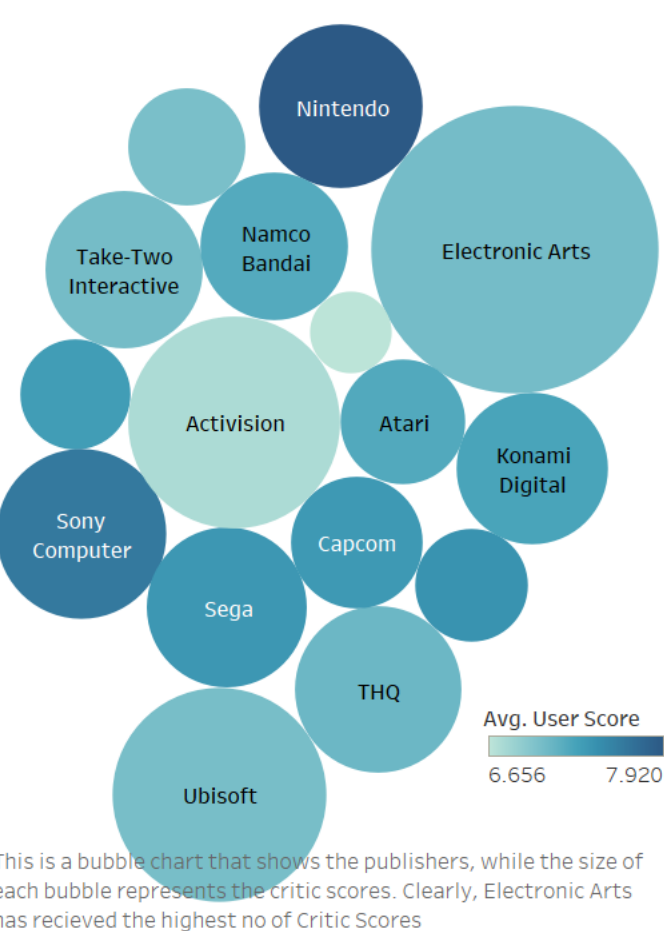
Sreya Pedamalla

Analysis of User Counts and User Scores

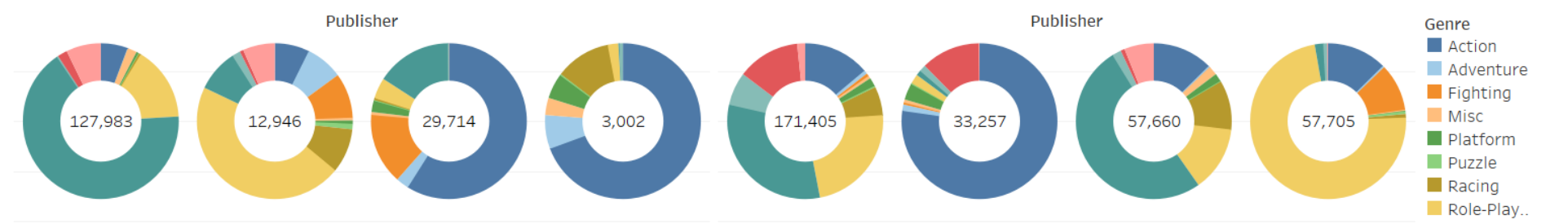
Trends in User Counts/Critic Counts over the years



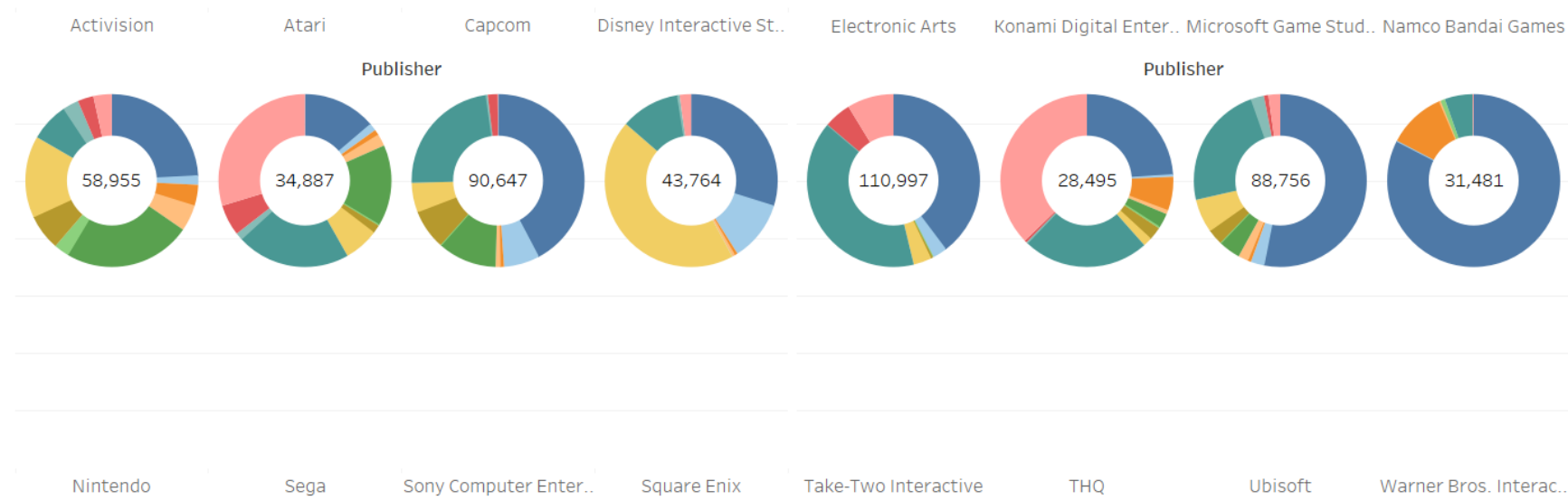
Publishers Vs User Scores



Market Ownership of Publishers:

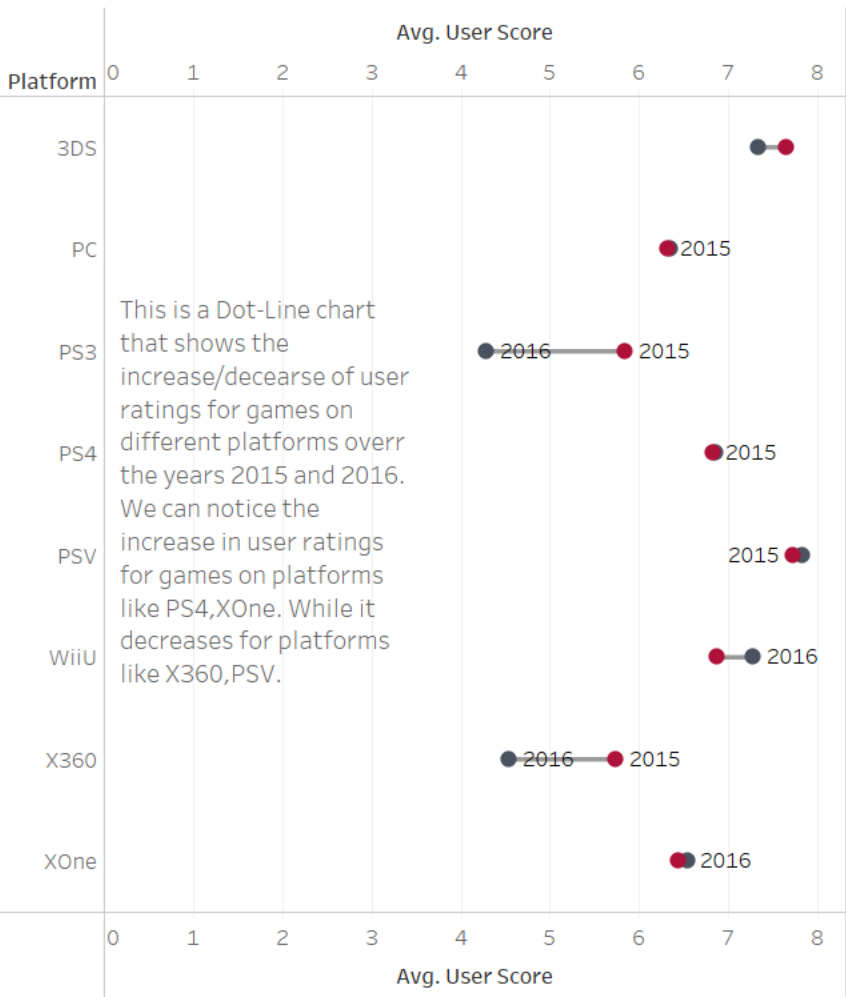


This is a Donut chart that shows us the percentage of different genres of games each publisher owns.
This chart clearly shows us which genre of games the publisher has the most users for.
Warner Bros. have the most users for action genre games.
Electronic Arts has highest number of users.

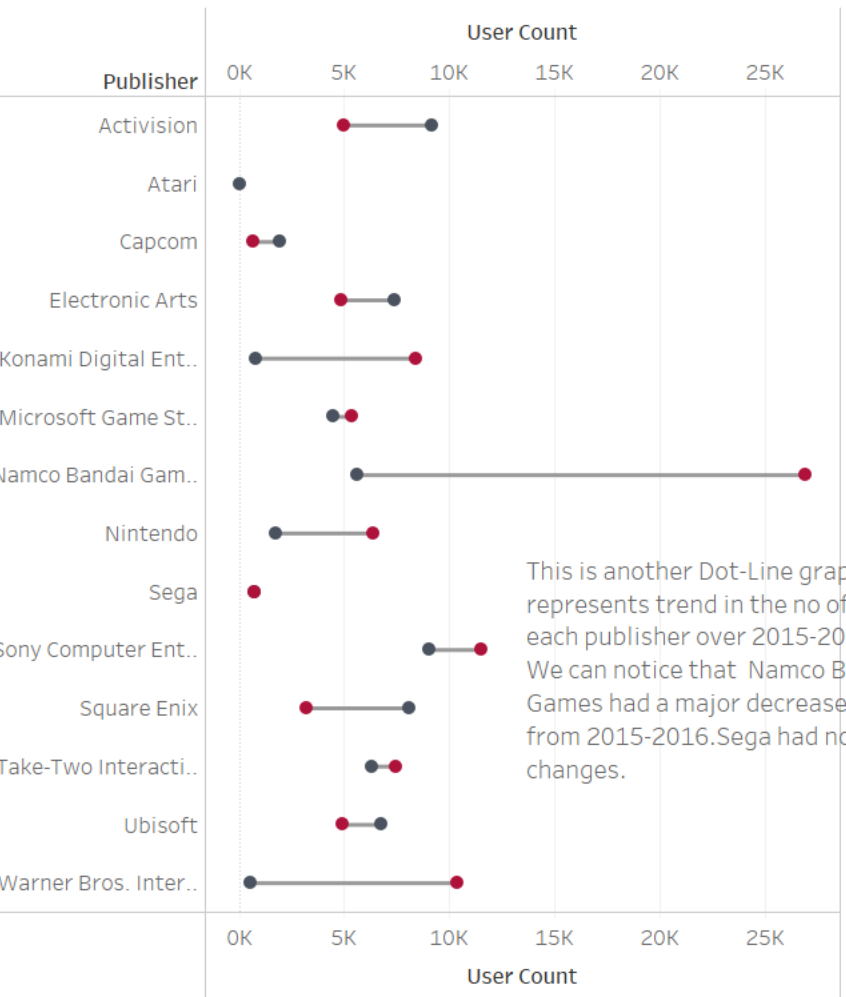


Yearly trends in User Scores and User Counts

Trends in User Scores

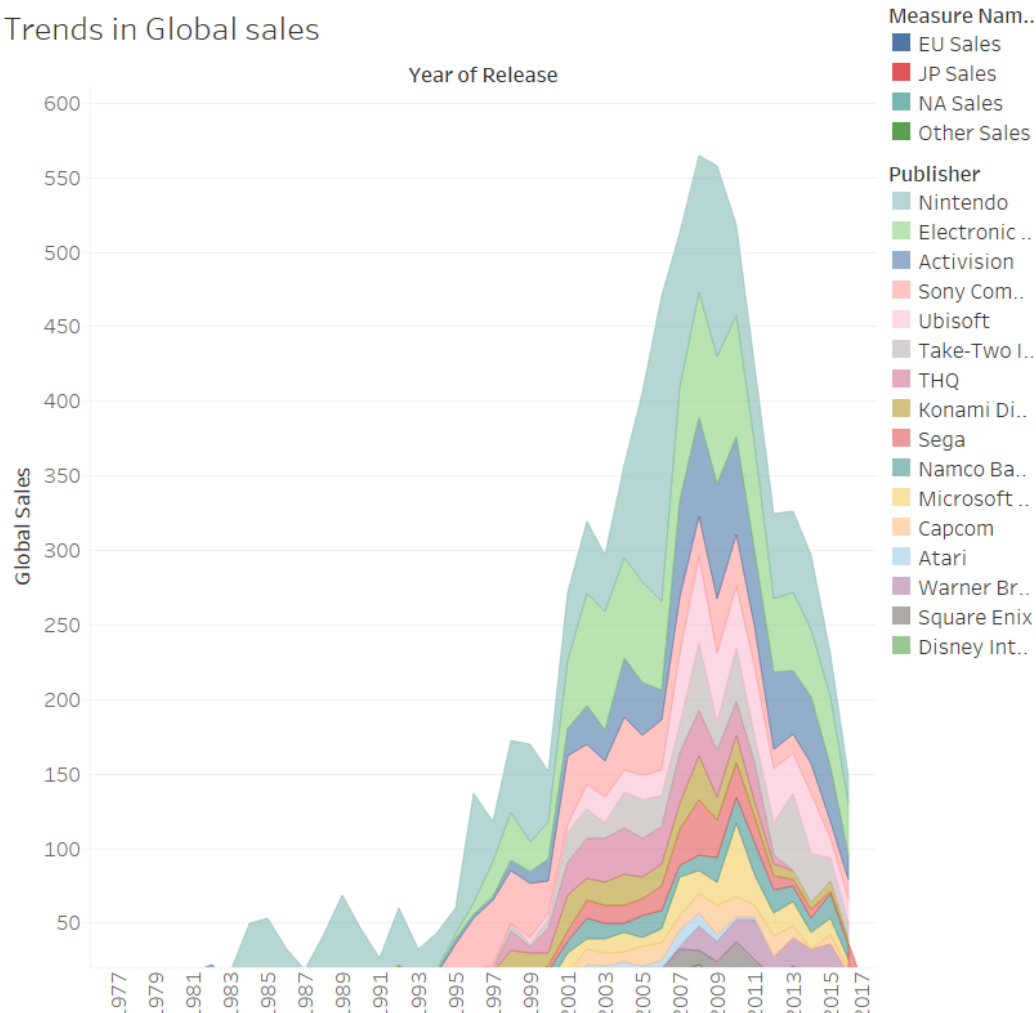
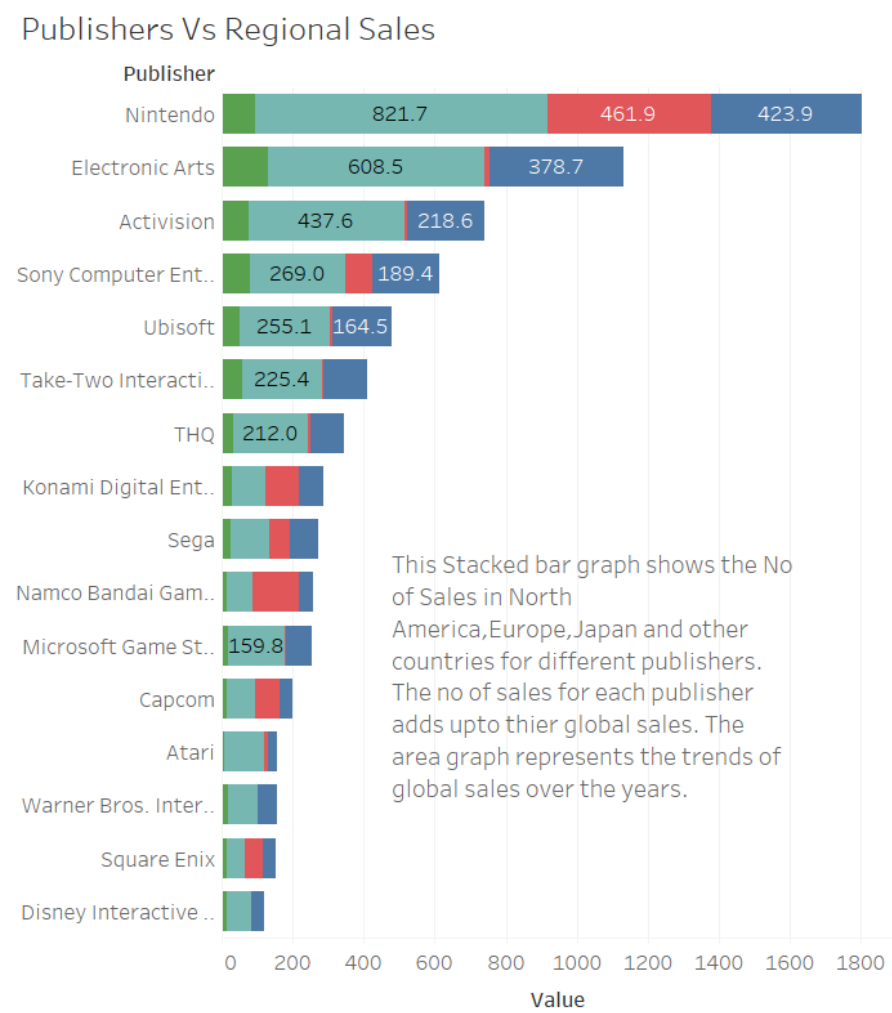


Trends in User Counts



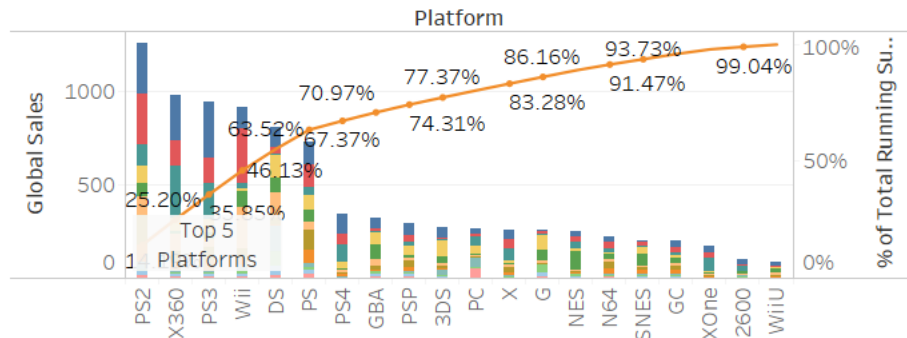
Year of Year ..
2015 2016

Regional and Global Sales for popular 16 publishers

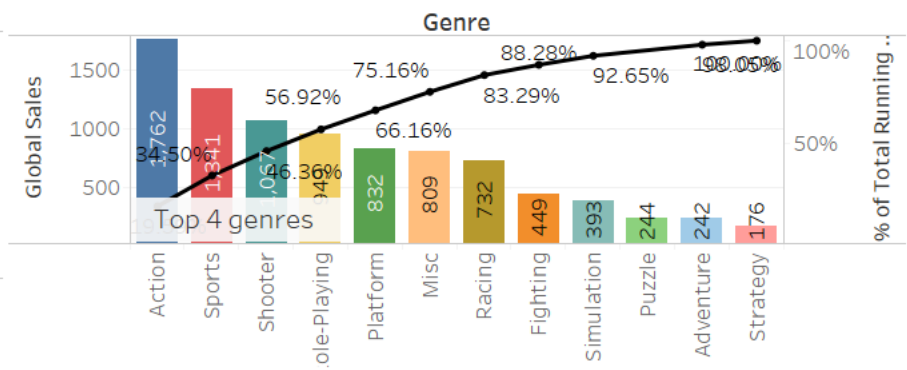


Genre & Platform Analysis:

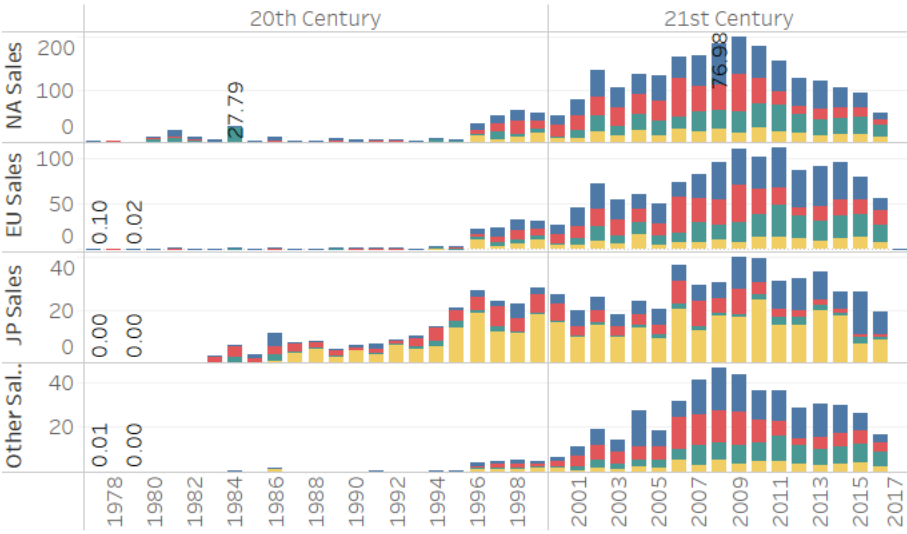
Pareto Chart for Platforms



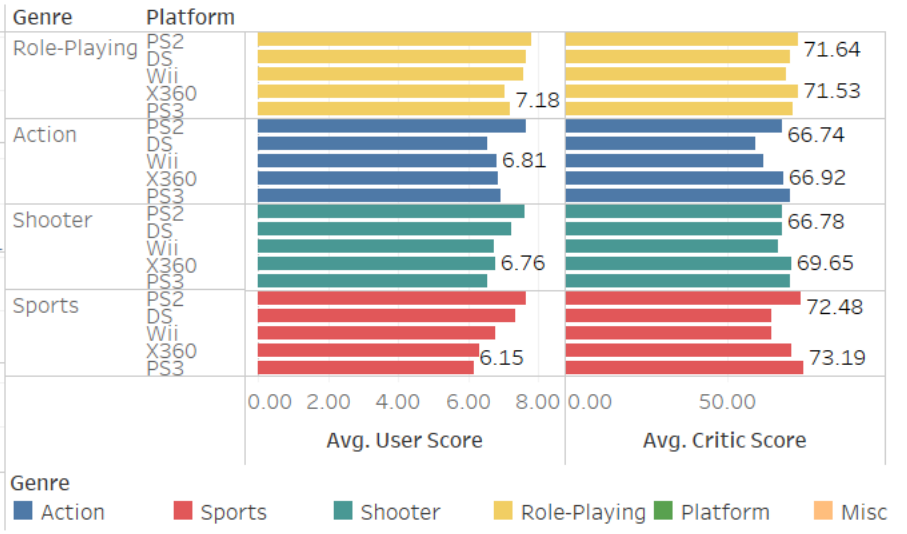
Pareto Chart for Genres



Trend of sales in different regions for top 4 genres

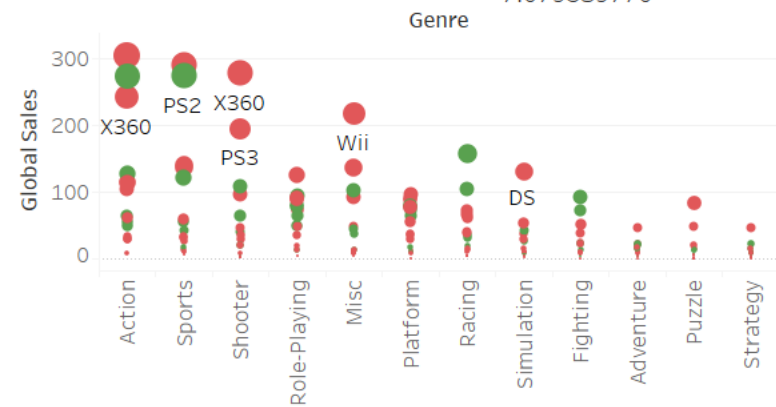


User Ratings for Top Genres played in Top Platforms

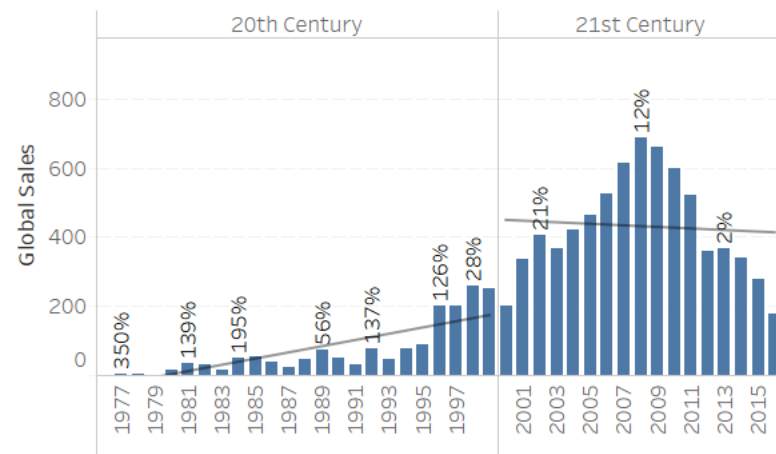


Global Sales Analysis:

Comparison of User Ratings & Sales for Genres & Platforms
Rating Threshold 7.079539770



Trend of Global Sales as per century



Heatmap of Global Sales for Genres over the years 1976-2016

Year of..	Genre											
	Action	Adven..	Fighti..	Misc	Platfo..	Puzzle	Racing	Role..	Shoot..	Simul..	Sports	Strat..
1976						0.4						
1977	1.7						0.3					
1978						0.6			2.5		0.2	
1979	0.3											
1980	0.8	1.3	0.8	2.7			0.3		8.1		1.0	
1981	14.8				6.9	2.2	0.5		10.0	0.5	0.8	
1982	6.5		0.5	0.9	5.0	10.0	1.6		3.8		1.1	
1983	3.1	0.4		2.1	6.9	0.8			0.5		3.2	
1984	1.9			1.5	0.7	3.1	6.0		31.1		6.2	
1985	3.5		1.1		43.2	3.2			1.0	0.0	2.0	
1986	13.7				9.4		2.0	2.5	3.9		5.6	
1987	1.1	4.4	5.4		1.7			4.7	0.7		3.7	
1988	1.8				27.7	5.6	2.1	5.9	0.5	0.0	3.6	
1989	4.6			1.3	20.7	37.8		2.2	1.2		5.7	
1990	6.4				23.0	6.0	6.3	4.5		1.1	2.1	
1991	6.8	2.2	0.4	0.1	7.6	3.2	1.1	3.3	2.0	2.1	2.4	0.9
1992	4.0	12.3	15.3	4.9	13.4	4.8	9.0	6.9	0.3	2.1	3.0	0.4
1993	1.8	0.1	8.8	0.3	18.7	3.2	0.4	5.6	3.1	0.2	3.2	0.8
1994	1.6	3.7	8.5	2.9	28.7	1.5	2.2	7.1	8.3	2.7	8.4	3.6
1995	3.6	0.7	14.9	6.4	16.7	2.7	6.1	14.3	4.2	4.2	8.0	6.5
1996	20.6	4.2	18.1	10.7	28.2	3.9	28.2	44.0	6.9	11.3	17.5	5.6
1997	27.6	5.0	11.8	5.7	22.9	5.9	31.9	21.8	22.2	9.7	30.2	7.7
1998	39.4	9.1	31.7	12.0	29.9	6.3	27.9	28.1	9.8	7.1	43.3	13.5
1999	29.0	7.6	14.3	20.7	20.8	1.4	37.3	49.1	12.3	11.4	30.3	18.5
2000	34.1	3.0	20.2	15.5	16.1	3.8	20.3	29.0	6.8	3.4	41.2	8.5
2001	59.6	11.7	18.1	16.7	39.3	8.0	55.8	22.1	24.8	20.0	52.0	7.6
2002	89.1	11.1	25.2	16.7	46.3	5.4	32.4	46.4	49.3	10.8	67.8	5.6
2003	68.0	2.2	23.9	23.8	42.9	2.6	52.2	30.4	27.2	21.2	65.4	8.1
2004	76.6	8.7	17.6	31.3	47.3	9.2	47.8	54.0	47.5	10.8	64.1	7.2
2005	86.6	8.5	22.7	61.1	23.6	20.4	56.1	28.5	42.3	48.9	60.4	5.3
2006	66.7	11.4	22.8	67.4	50.0	10.9	34.0	58.1	40.6	21.9	137.7	4.3
2007	106.3	24.2	17.5	96.9	35.1	23.8	38.9	43.5	70.8	48.5	97.9	9.4
2008	143.7	25.0	35.2	89.5	35.2	15.4	70.2	59.9	59.3	46.2	96.5	12.2
2009	137.9	20.7	32.0	76.2	40.7	19.9	33.7	47.5	69.9	33.9	137.8	12.5
2010	116.8	16.4	14.8	96.5	31.1	11.5	34.7	69.8	79.5	22.1	93.1	14.4
2011	124.2	15.8	22.4	55.3	27.8	5.1	36.9	53.4	98.6	15.4	56.5	9.1
2012	119.6	5.8	9.3	22.3	18.6	1.8	13.8	47.1	71.9	13.9	30.5	3.4
2013	123.9	6.2	7.1	25.9	25.0	1.0	12.4	45.1	62.2	8.8	41.5	6.1
2014	99.6	6.0	16.0	24.6	9.0	1.6	17.0	46.5	65.8	5.8	45.4	1.1
2015	75.7	8.8	8.2	12.4	6.3	0.8	8.4	39.2	69.1	5.9	41.5	2.0
2016	38.7	5.3	5.0	4.7	5.4	0.0	3.9	29.0	49.4	2.6	30.4	1.6

Conclusion:

We analyzed global Video Game Sales dataset to create insightful charts and dashboards. Although, there weren't Critic and Users scores for every game, the dataset was considerably clean and consistent.

Insights drawn:

- Global sales figures although increased in 21st century, the overall growth is declining.
- Good sales figures for a platform does not necessarily mean good user ratings.
- User Ratings were used more after 2009, also more users participated after 2009.
- Top Publisher is Nintendo, Top Genre is Action, Top Platform is PS2, highest rated platform is DS.
- EA has highest number of users and Warner Brothers is biggest owner of Action genre.
- Role-playing genre is most popular in Japan with highest sales there and Namco Bandai Games is best publisher for the genre.