PROJECT REPORT

SMARTBRIDGE
Let's Bridge the Gap

Smart Internz

TEAM ID:NM2023TMID10559

UNCOVERING THE GAMING INDUSTRY'S HIDDEN

Gems: A Comprehensive Analysis of video Game Sales

INTRODUCTION:

The gaming industry in India is undergoing a tremendous boom with regards to future growth and overall market potential. Gaming industry, in the modern tech world we live in, is one of the most significant, creative, and inventive industries.

Based on its effect on social, technological, and entertainment advancements, it is considered one of the most exciting industries in the world.

With the advent of the online gaming industry as a major competitor in supplying entertainment to the masses, the word "Entertainment Industry" is no longer reserved in the sense of the movie industry or its different branches.

very advent of gaming industry, more specifically the video-game industry or electronic-game industry, in India, dates back to the early 2000s with the introduction of console and PC games in India. It was an era where video games were frowned upon and seen only as a means for entertainment for children.

The gaming industry in India was valued at around 62 billion Indian rupees in 2019 and is projected to rise to more than 250 billion rupees by 2024. The number of new job openings in the gaming industry in the country is a strong indication of the sector's constant evolution. By 2022, it is projected that the industry will employ over 40 thousand people.

Game can be recognized as a kind of service that provides game players with different experiences. With the continuous development of the game industry, more and more intertiescapillary knowledge and theories are being used.

OBJECTIVES:

The objectives of the research paper are as follows

- To examine the evolution of gaming in India
- To analyse the future growth prospects of gaming industry in India.

- To analyse the state of gaming industry in India
- To find out the perceptions of people towards gaming.

LIMITATIONS:

No research study can be flawless because all research studies have some limitations. This work is no exception. It, too, has drawbacks. The following are only a few of them: -

- This study is mainly based on secondary data which had already been processed and was in the public domain. Henceforth, reliability of conclusion of the study will depend upon the correctness of secondary data.
- One of the major limitations of this study is the lack of availability of ample information owing to the fact that the industry is comparatively new in India.
- The sample size for conducting study on primary data is small and limited. This was due to time constraints.
- Consumer behavior is continually evolving, and the market environment is also extremely unpredictable. As a consequence, what is right today may no longer be correct tomorrow. As a result, this research may become redundant in the future.

PRESENT STATE OF GAMING:

The present state of gaming in India has been discussed in the upcoming subheads. The focus of this section is to describe the average gamer demographics and choices, different gaming devices, the current government regulations relating to gaming in India, the Indian gaming companies, and the general perception of people towards gaming in India

INDIAN GAMING COMPANIES:

Local companies' roles are changing from service providers to end-to-end game developers as a result of the growth of extensive local expertise and the influx of new funds.

This trend is expected to continue in the future, with businesses creating enhanced content that is tailored to the needs of local markets. These games with local themes and languages are projected to have a positive effect on consumption habits in the near future.

Some of the domestic gaming companies include Nazara Technologies Ltd., Ju ego Studio, Play Simple, Hammer play Studios, Mobi2fun Mobile Entertainment among many others. Now, we shall discuss about the first Indian gaming company to go public, i.e. Nazara Technologies Ltd.

Product Portfolio:

1) Kiddopia is a subscription-based app that is COPPA certified by KidSAFE and caters mainly to children aged two to six years.The app uses gamification to provide subscribers with an interactive, self-directed learning experience on a variety of topics.

2) Sportskeeda is a sports and esports news website that was created in 2009, and Nazara bought a majority stake in the company in 2019 for $10 million. Sportskeeda is India's largest eSports news and information website.

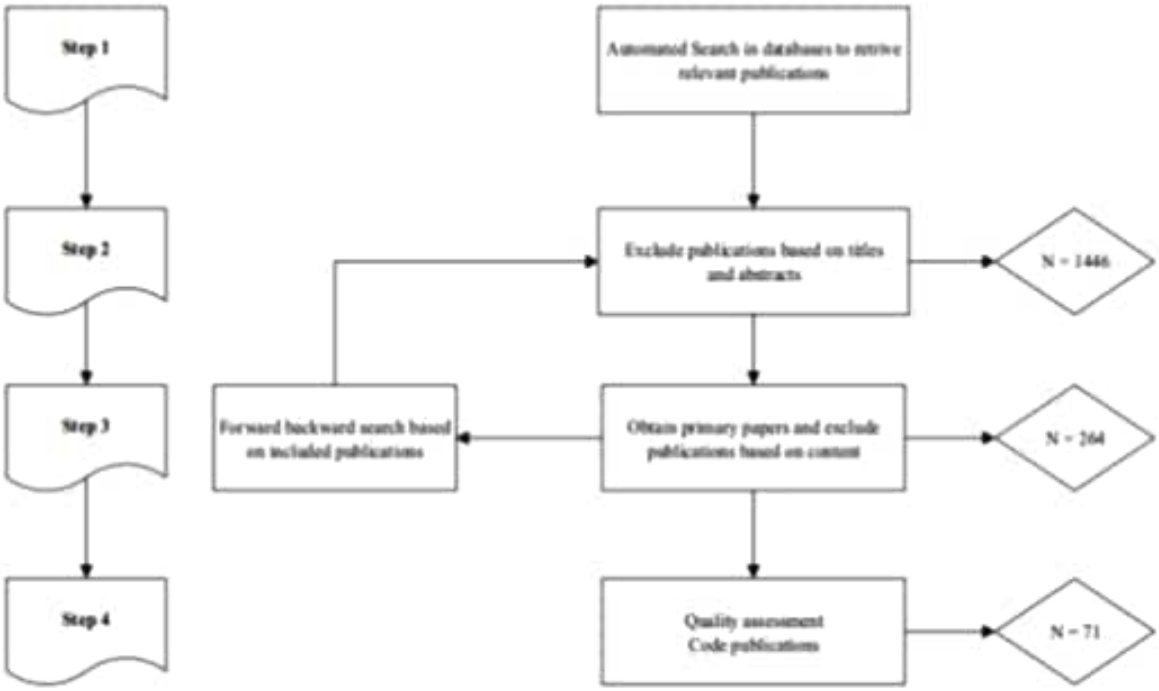
3) Nodwin Gaming collaborates with multinational publishers and partners such as ESL (formerly known as Electronic Sports League), Valve, Krafton, Tencent, Riot, and Blizzard to develop content and tournaments.

4) The company's freemium mobile gaming services include free-to-play sports simulation games and children's games, such as cricket, carrom, table tennis, and bowling-themed games. Their cricket gaming series, World Cricket Championship, is the largest mobile-based cricket simulation title, and WCC 3, the third version of this franchise, has been released in calendar year 2020.

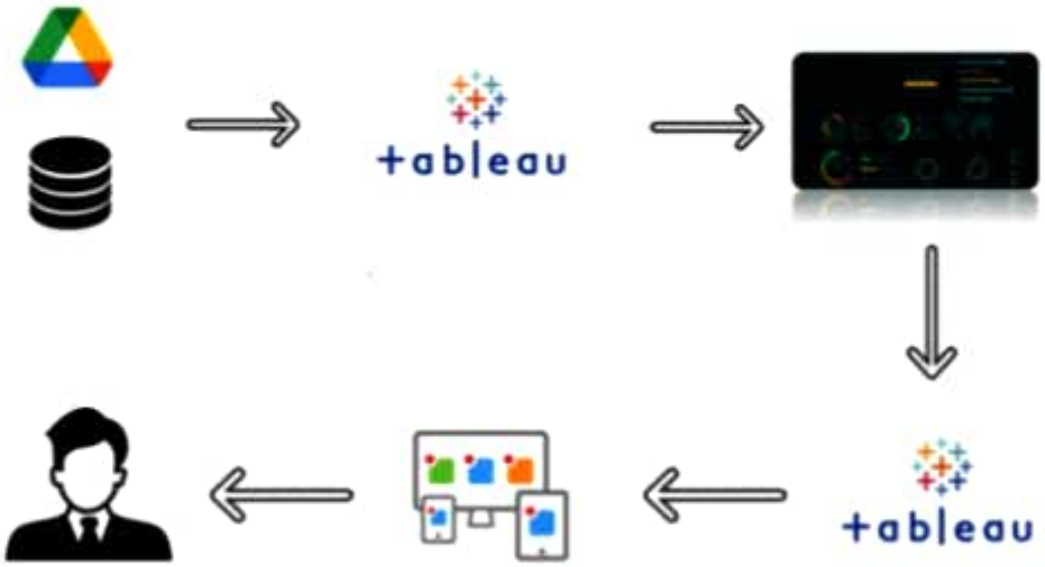
5) Chhota Bheem games are also licensed by Nazara. Chhota Bheem Jungle Run and Chhota Bheem Speed Racing are two famous games

PROBLEM DEFINITION AND DESIGN THINKING:

EMPATHY MAP:



Technical Architecture:



The data source of this project contains a list of video games with sales greater than 100,000 copies. It was generated by a scrape of vgchartz.com.

Fields include

1. Rank - Ranking of overall sales

2. Name - The games name

3. Platform - Platform of the games release (i.e. PC, PS4, etc.)

4. Year - Year of the game's release

5. Genre - Genre of the game

6. Publisher - Publisher of the game

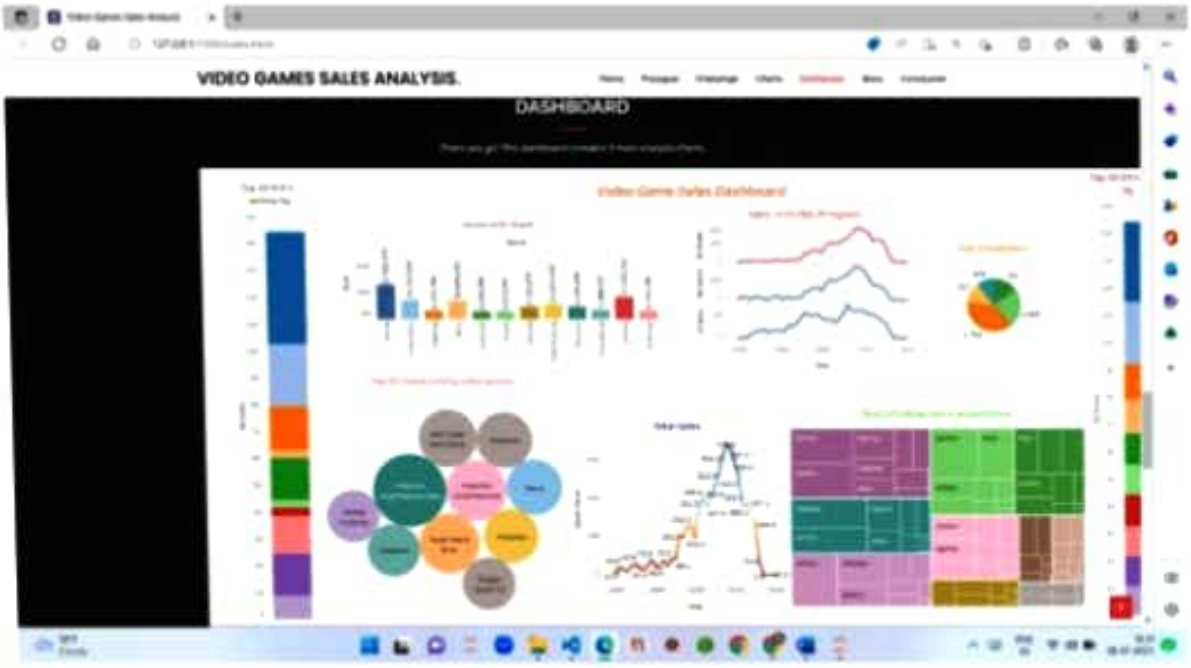
7. NA_ Sales - Sales in North America (in millions)

8. EU _Sales - Sales in Europe (in millions)

9. JP_ Sales - Sales in Japan (in millions

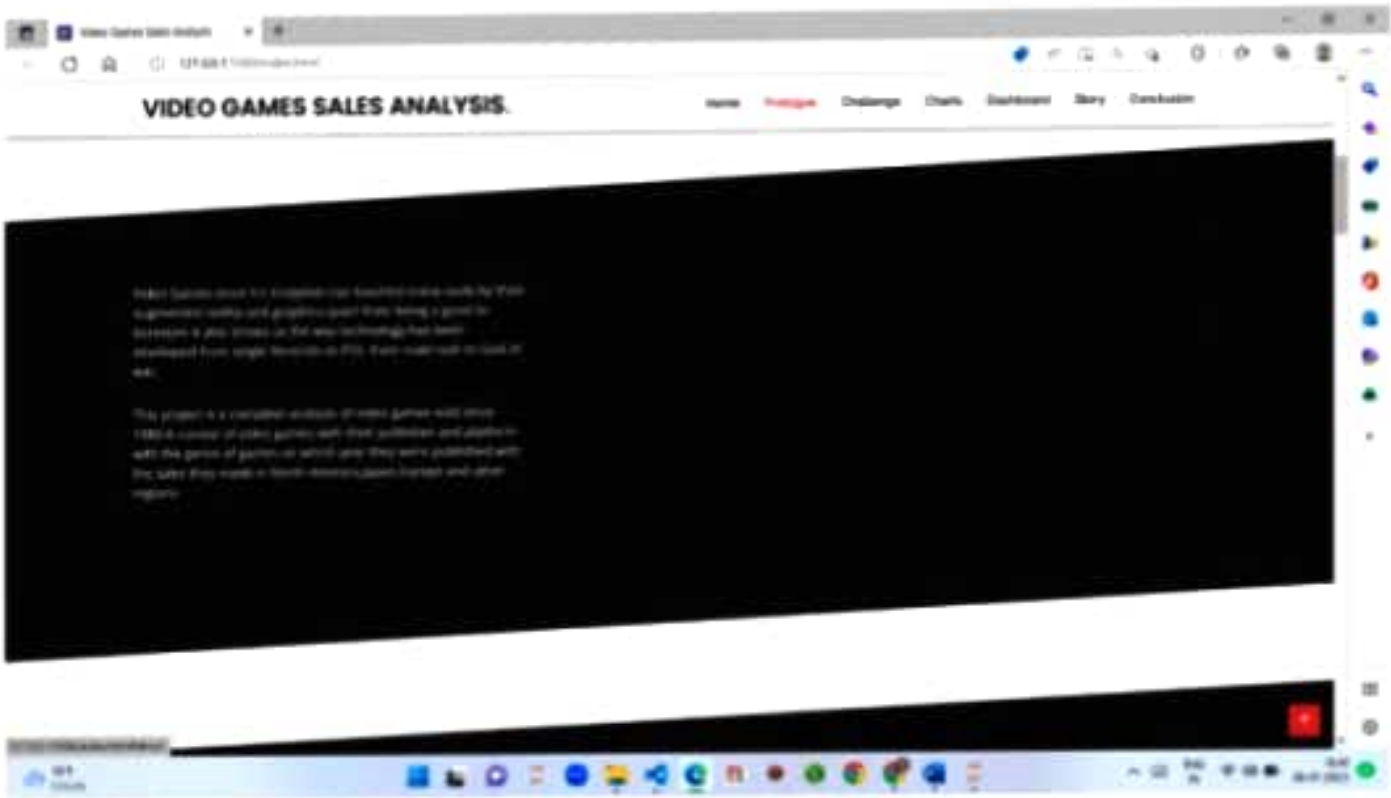
10. Other_ Sales - Sales in the rest of the world (in millions)

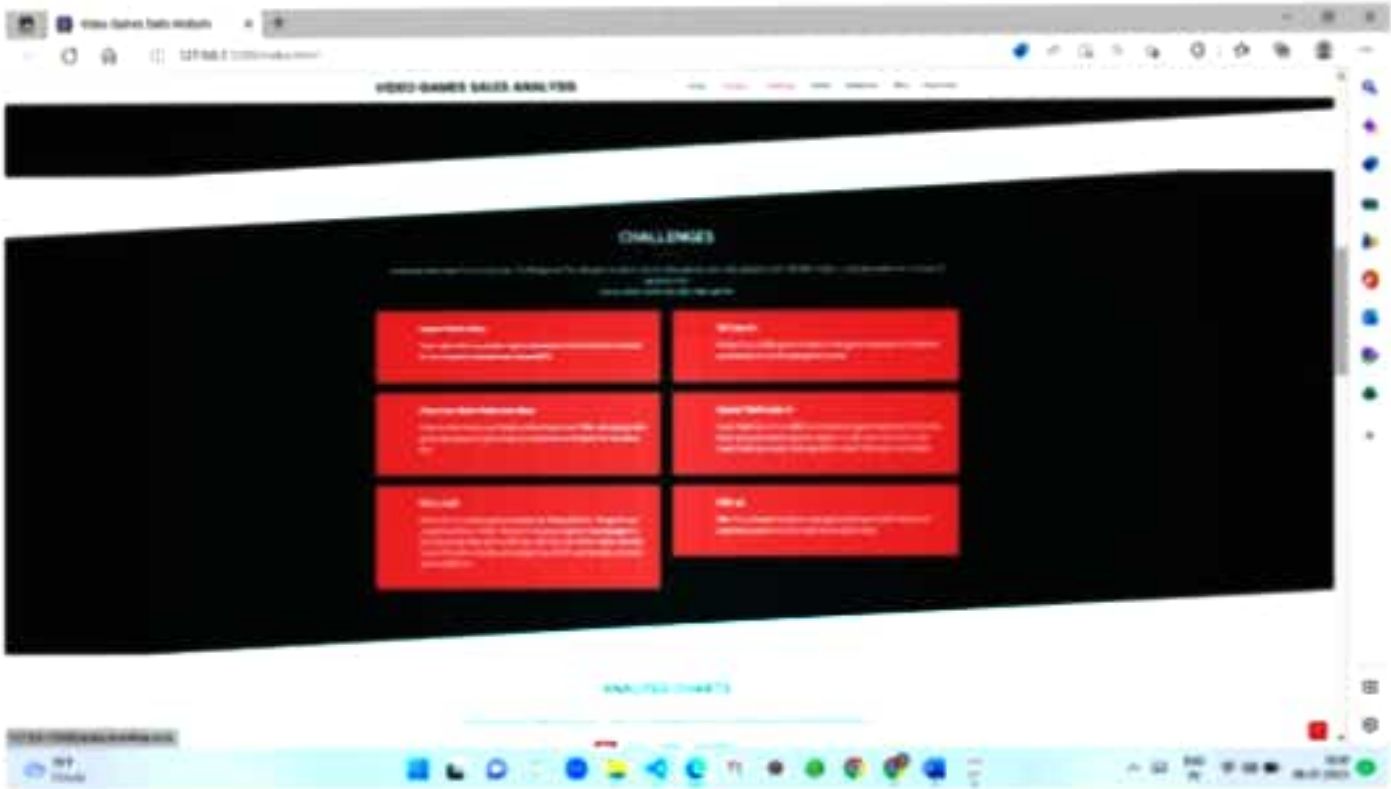
RESPONSIVE AND DESIGN OF DASHBOARD:

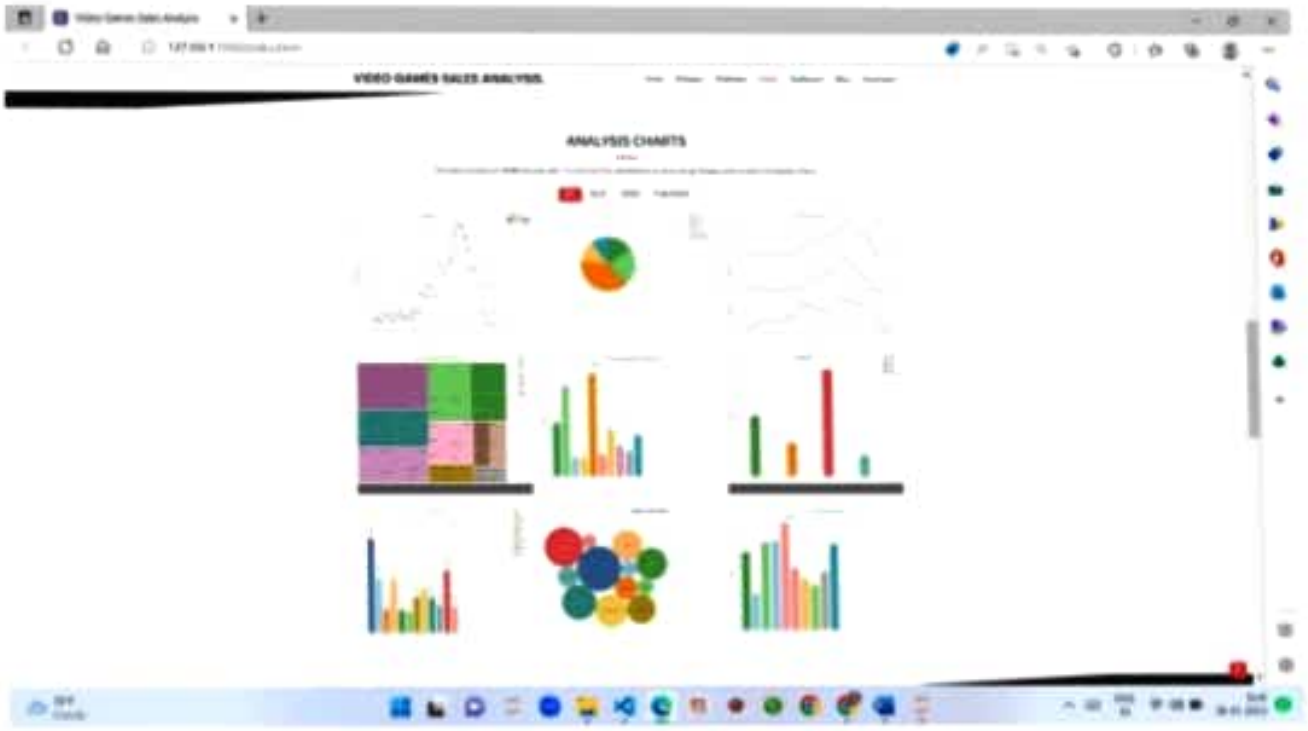


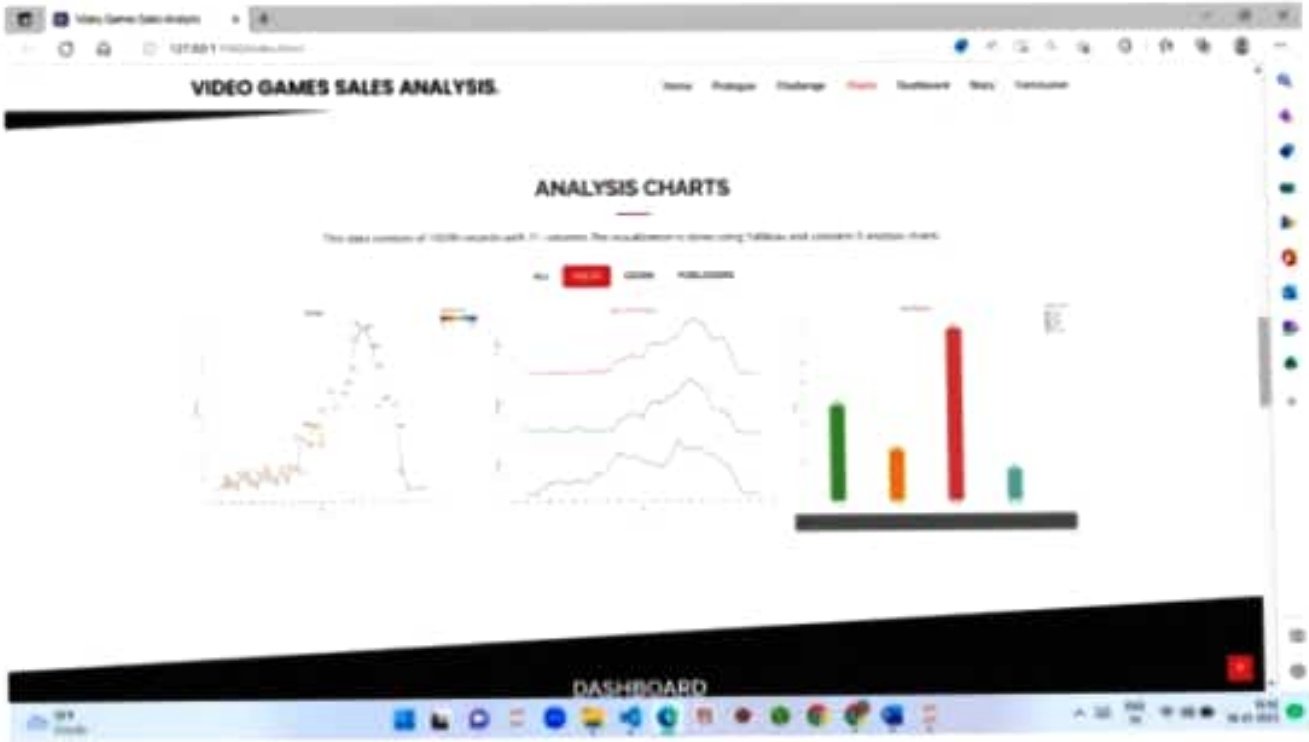
UTILIZATION OF DATA FILTERS:

WEB INTEGRATION:


VIDEO GAMES SALES ANALYSIS.
Home
Prologue
Challenge
Charts
Dashboard
Story
Conclusion


CHALLENGES


VIDEO GAMES SALES ANALYSIS
ANALYSIS CHARTS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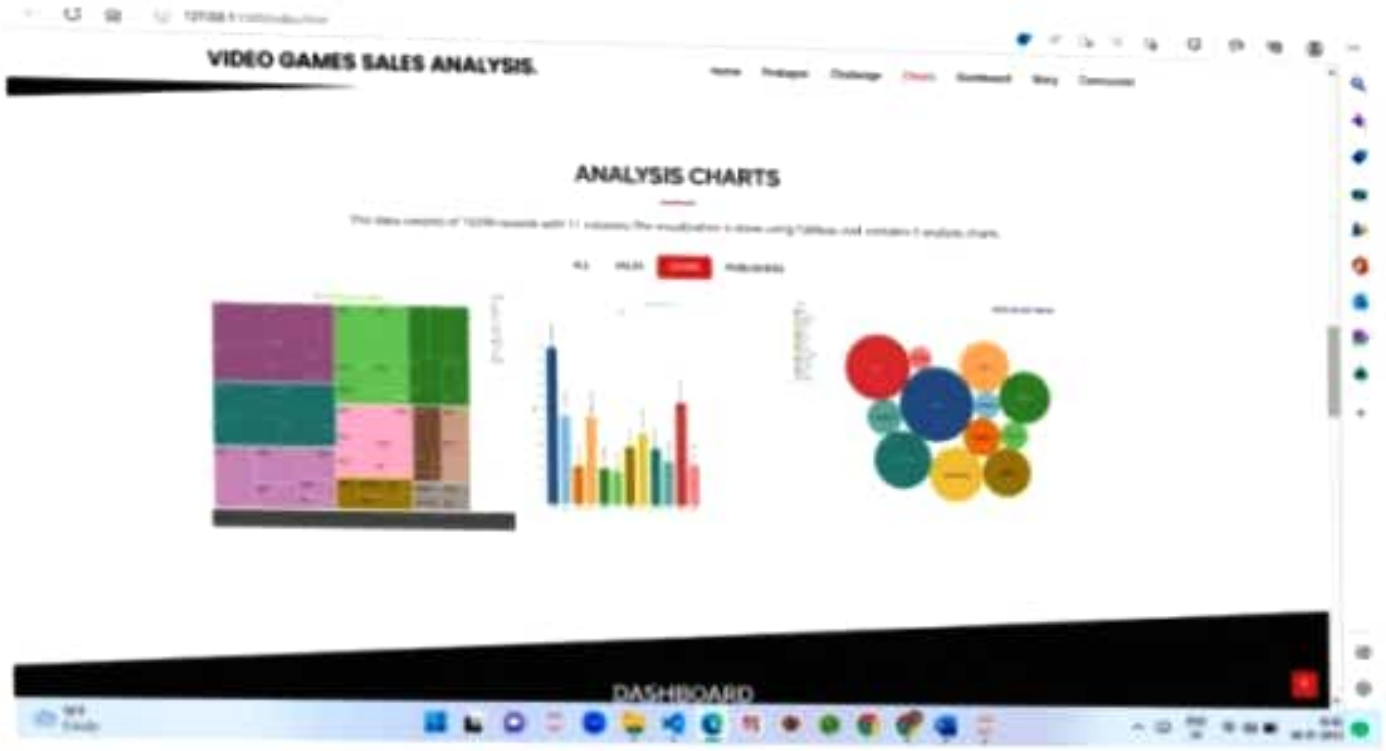
ANALYSIS CHARTS
DASHBOARD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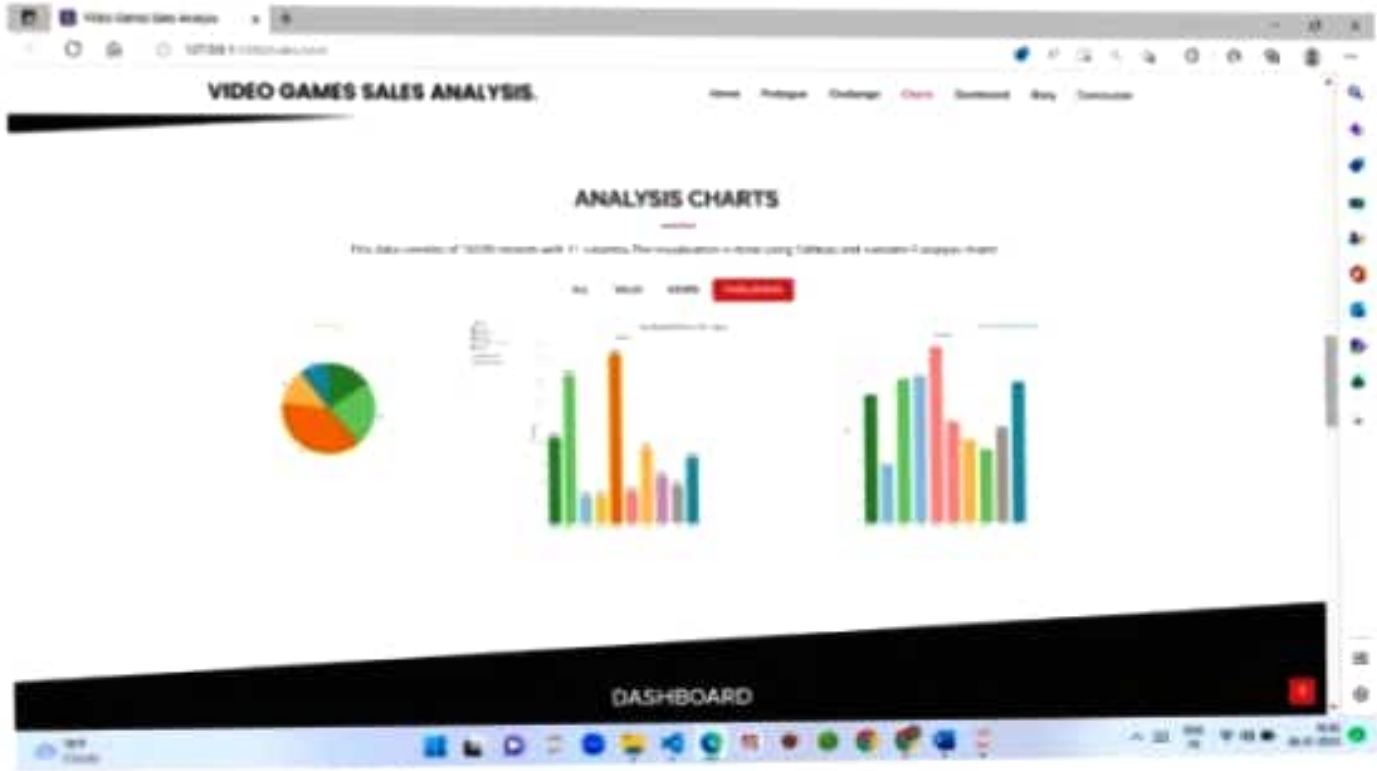
ANALYSIS CHARTS
DASHBOARD


VIDEO GAMES SALES ANALYSIS.
ANALYSIS CHARTS
DASHBOARD

Story 1

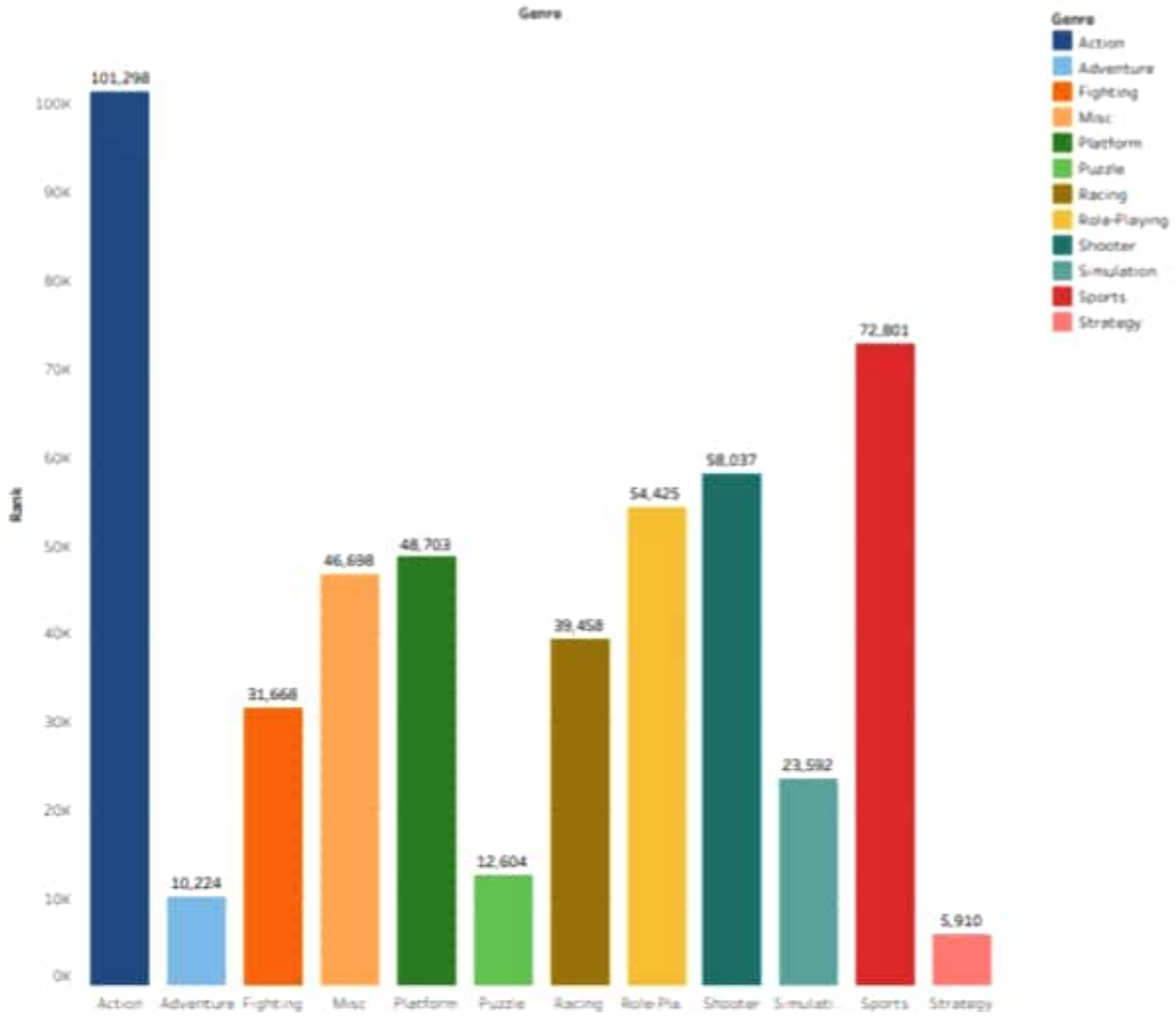
PUBLISHER VS PLATFORM - this is a...

SALES BASED ON PLATFORMS-This tree...

SALES PER GENRE-This bubbles clearly show...

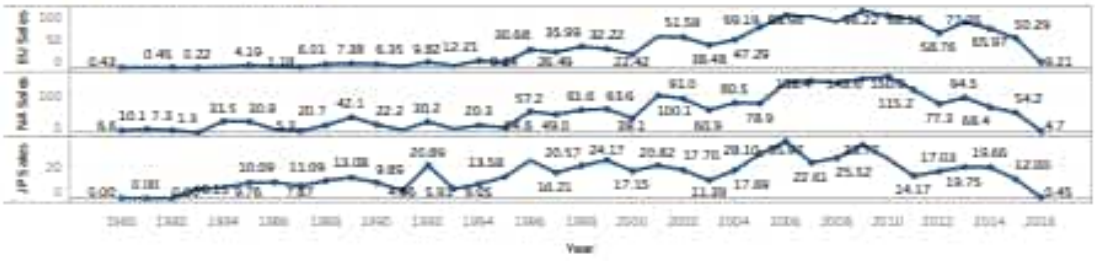
SALES REGIONALLY-These b...

TOTAL SALES-The linegraph here repres...

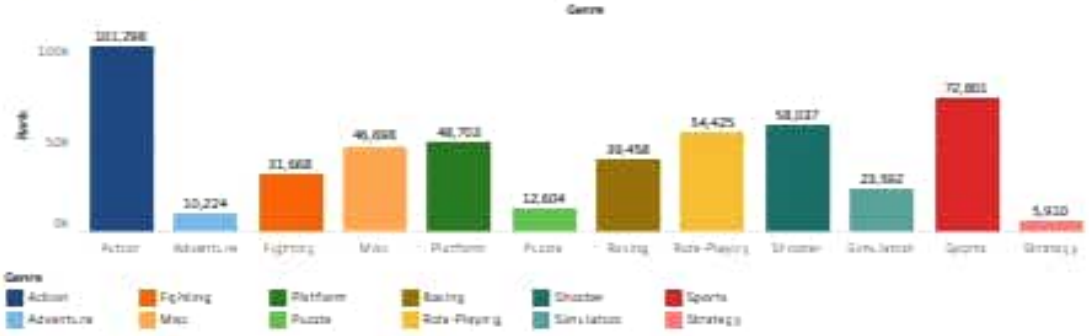


Top 10 EU sales analysis

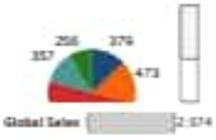
sales in different region analysis



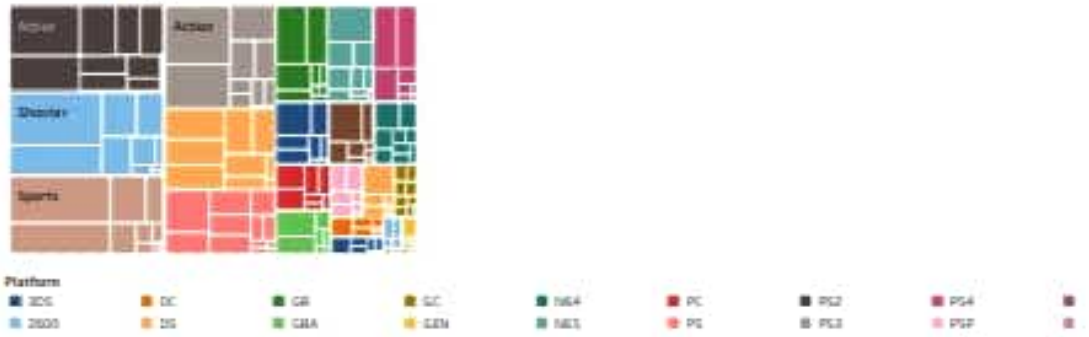
genre with rank analysis



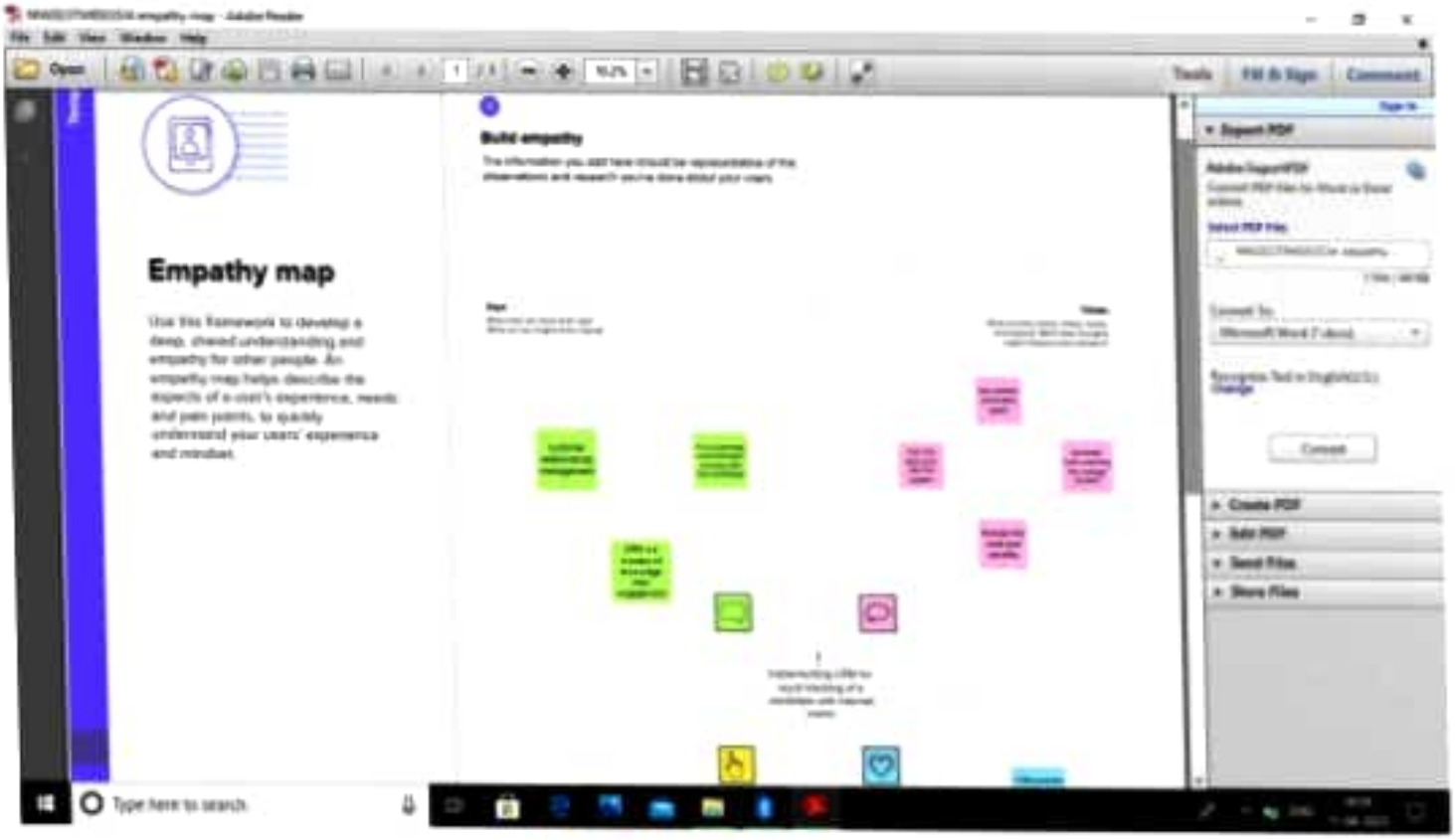
Top 5 publishers analyss

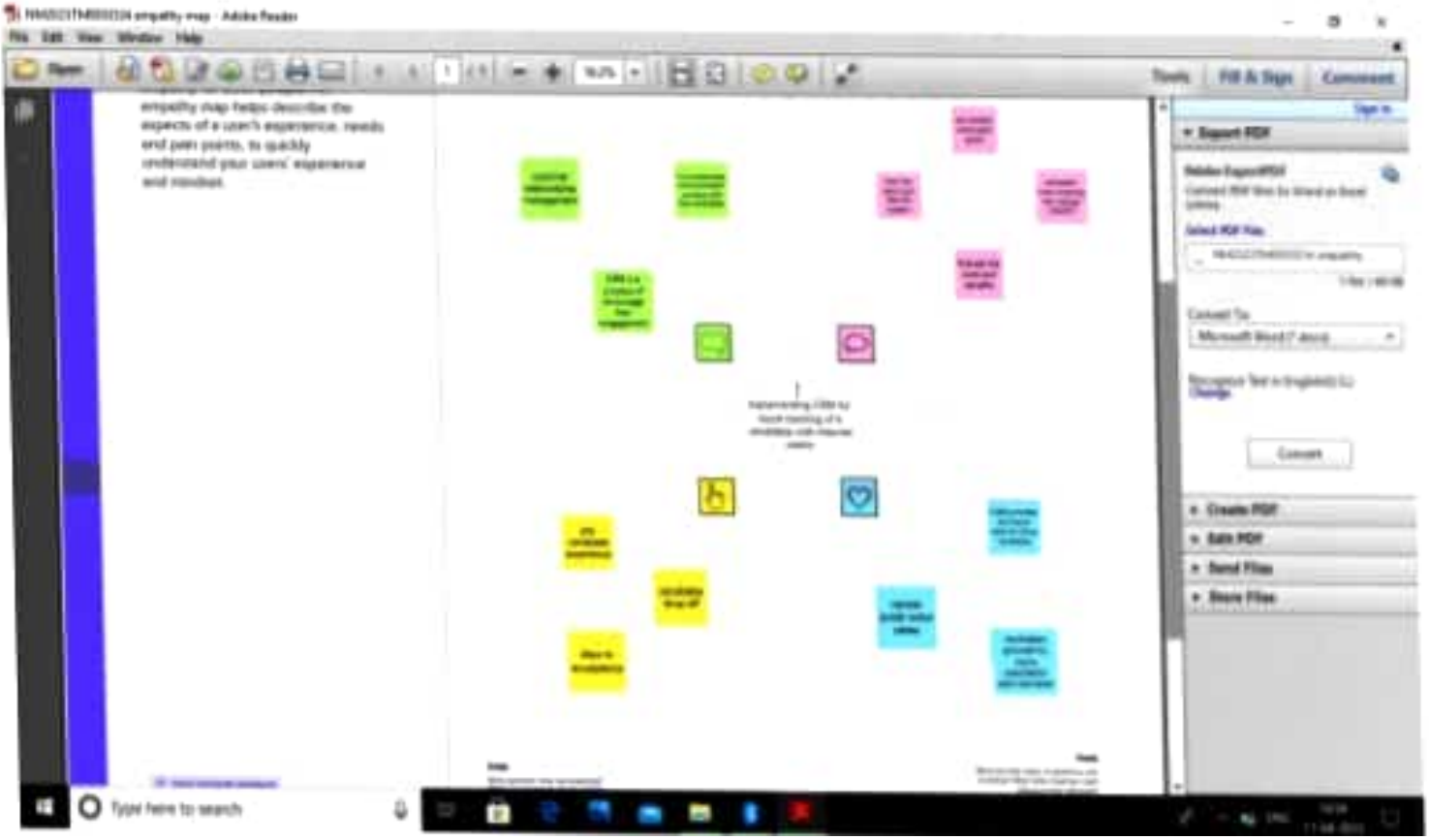


Best 10 selling genres on platform

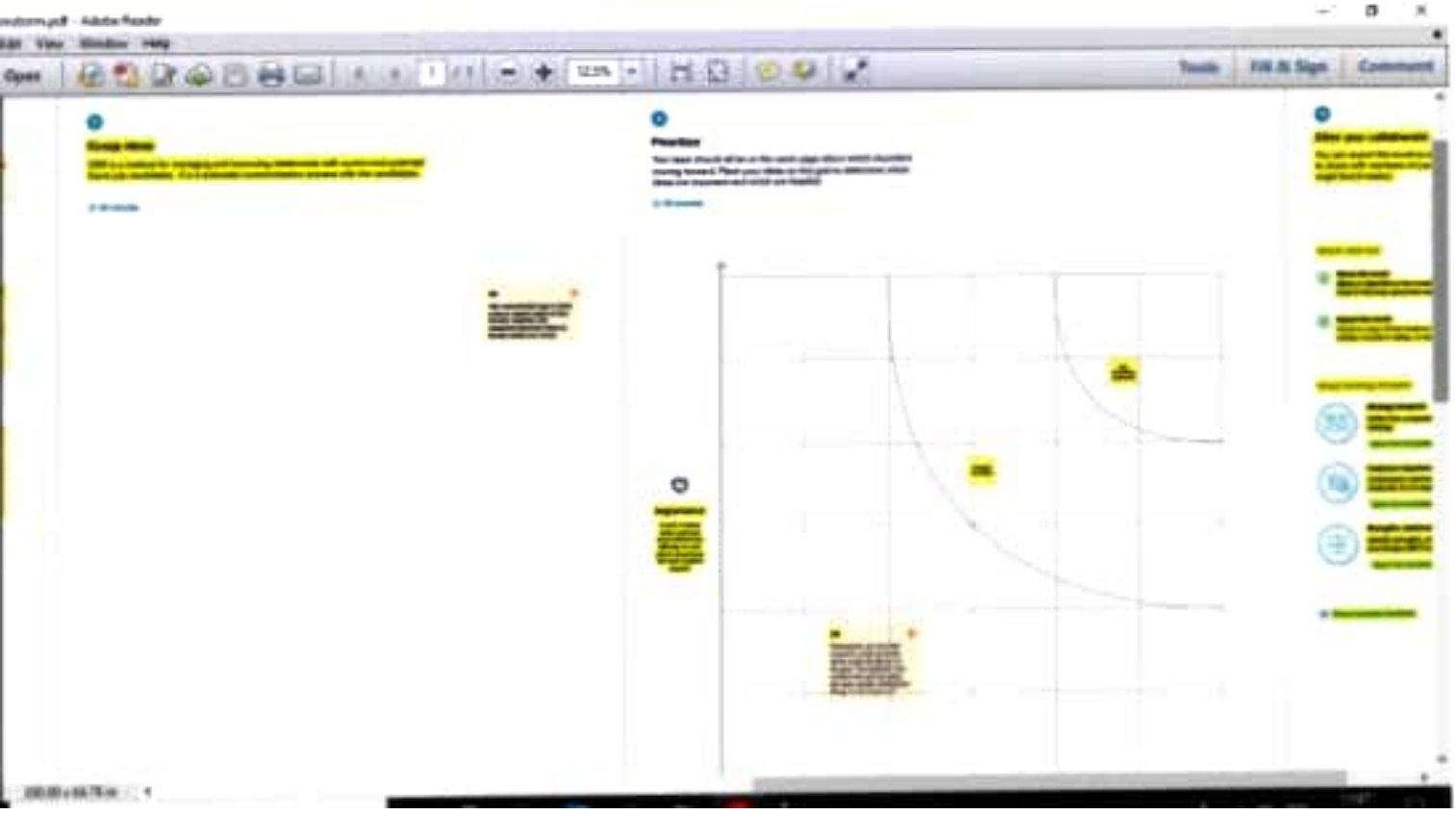


Sheet 10


Empathy map
Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.
Build empathy
Open
Tools
Fill & Sign
Comment
Export PDF
Create PDF
Edit PDF
Send Files
Store Files
Convert
Type here to search


empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.
Open
Tools
Fill & Sign
Comment
Export PDF
Create PDF
Edit PDF
Send Files
Store Files
Convert
Type here to search

Ideation & Brainstroming Map



Team Head Profile Public URL:
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2)Team member:https://prod-apnortheast-a.online.tableau.com/#/site/swethas1yh/home
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ADVANTAGES AND DISADVANTAGES:

The researched articles that were found revealed a vast amount of information pertaining to video game usage with the education of nursing students. Upon further examination, specifically looking for the advantages of using games, the following list was developed based upon the main themes of the articles presented.

- Errors are not harmful to patients
- Simulated training leads to clinical improvement
- Video games allow for specific designs and patient interactions specific to a specialized skillset This author will delve further into the explanation of these advantages in relation to the research that presented the concepts of utilizing video games in nursing education.

Errors are not harmful to patients: Medical errors are a very serious problem within the United States of America's healthcare system. Overall medical errors that involve all types of errors including physician, nurse and unlicensed professional errors account for over 130,000 patient deaths a year [2]. Specifically, pertaining to nursing, the majority of nursing errors are related to medication errors. It was deducted within a research study performed in 2009 that in upwards of 65% of nursing errors were related to medication errors [3]. These errors range from the occurrence of minor issues such as increased discomfort to more serious consequences such as allergic reactions and increased length of stay. There is, estimated to be, over $70 million a year of increased healthcare costs associated with medication errors alone

APPLICATIONS

Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. The goal is simple: Improve business relationships. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability.

CRM can analyze data and generate reports whenever required. There are mainly three types of CRM applications – Operational, Analytical and Collaborative to perform all these activities.

Web CRM applications are excellent as an add-on service to your desktop application. As such, you will certainly use them when you can not use your own computer or phone. At the same time, they can be used in companies where most employees work with Outlook, but some of them prefer .

FUTURE SCOPE

With the help of a CRM system, companies solve sales problems, increase the productivity of employees, and regularly monitor important financial indicators. According to EPCGroup's analytics, CRMs exploded in 2022, achieving an 11.6% CAGR from 2022 to 2027.

Customers will become a company's best sales reps through superior products and services as well as customer-oriented messaging. The future of CRM is more than just the future of Customer Relationship Management software. It is really the future of business.

Report Overview. The global customer relationship management market size was valued at USD 58.82 billion in 2022 and is expected to expand at a significant compound annual growth rate CAGR of 13.9% from 2023 to 2030.