

# PROJECT REPORT TEMPLATE

uncovering the gaming industry 's hidden gems  
;The comprehensive analysis of video games  
sales



## I. INTRODUCTION

### I.1 Overview

video games sales is about consolidating all information regarding the video game industry, including sales figures from around the world, analysis from game industry experts, and market trends. In addition, vgsales is intended to discuss the game industry through the eyes of a gamer and the perennial game arguments that exist in message board and blogs. Here are a few things vgsales seeks to cover:

\* Weekly and monthly console sales figures from around the world



(U.S., Japan, Europe, and others)

- \* Periodic sales data for video games
- \* Comparison of the different consoles expectations
- \* Sales trends in video games
- \* Video game sales charts and graphs
- \* Analyst forecasts and predictions
- \* Analysis of game developer's financial reports including revenues and profits
- \* Video game culture, including rumors and controversies

## 1.2 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.

The video game industry has grown from niche to mainstream. As of July 2018, video games generated US\$134.9 billion annually in global sales. In the US, the industry earned about \$9.5 billion in 2007, \$11.7 billion in 2008, and US\$25.1 billion in 2010, according to the ESA annual report.

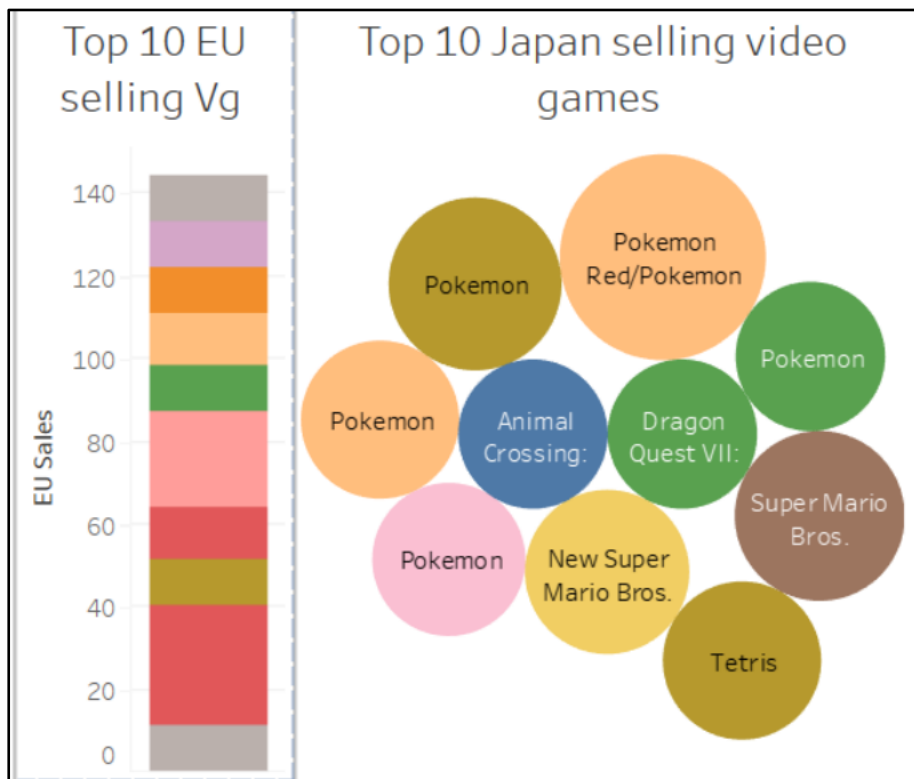
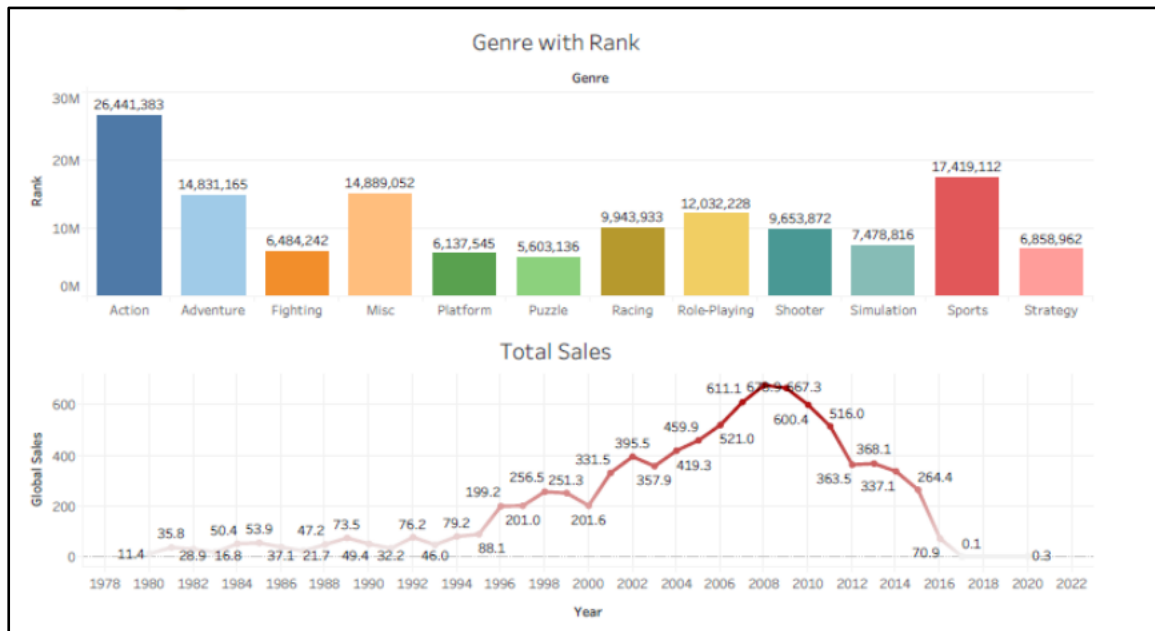
## Problem Definition & Design Thinking :

### 2.1 Empathy Map :



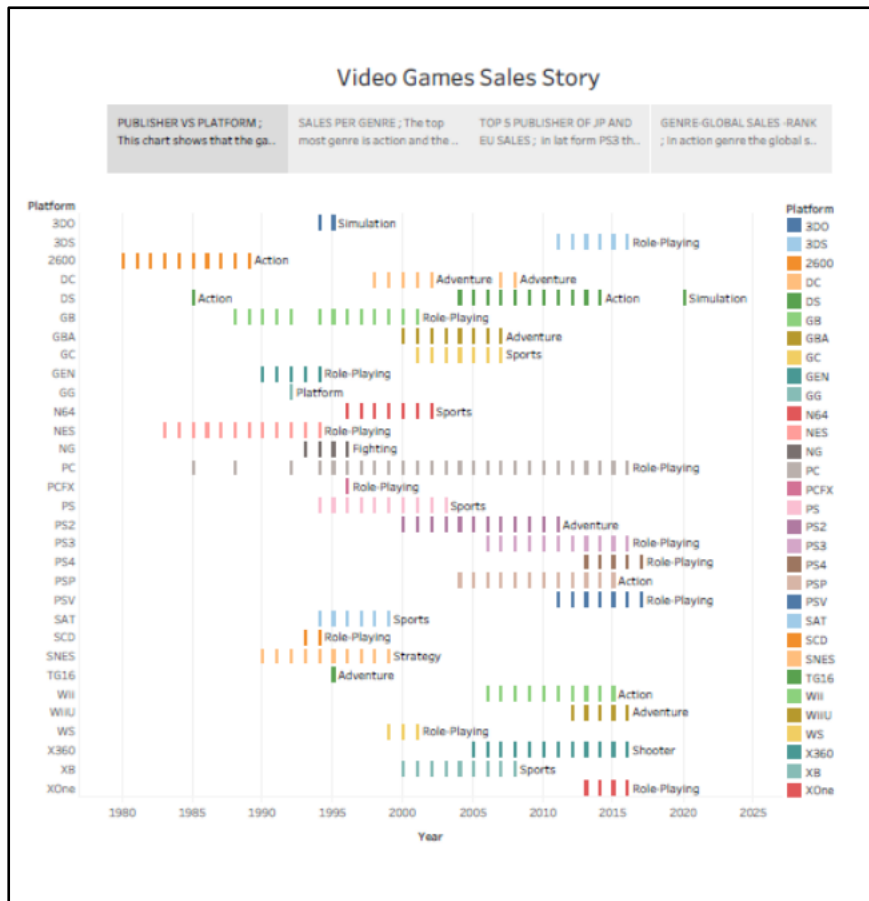


## DASHBOARD:



## STORY:





## WEBPAGE:

Presento Bootstrap Template - 1x

File | D:/web%20page/index.html

## VIDEO GAMES SALES ANALYSIS..

Home
Prologue
Challenge
Charts
Dashboard
Story
Conclusion

# A Tableau Presentation

We are team of talented designers making websites with Bootstrap

Get Started



Edit with WPS Office

# ADVANTAGES AND DISADVANTAGES:

## \* ADVANTAGES:

**Extremely high engagement:** Engagement is one of the most important marketing metrics, as it allows us to understand to what extent users are involved with your brand. While most apps hold users an average of less than 1 minute, a game manages to hold them, on average, between 3 and 10 minutes- which means much more time attached to your brand and subsequently more retention of it.

**High quality content.** Im sure you already know that content is the most important component of digital media and that theres nothing that users value most. This content is not necessarily textual or audiovisual; games are high-quality and highly valued content by users- particularly if the audience is younger and more technologically oriented.

**Interactive Brand Storytelling.** Before we explain the importance of Brand Storytelling; it turns out that a good game can be Storytelling, one in which the user is not a passive participant, but an active part of the story to be told. In other words, the benefits of Storytelling are multiplied exponentially because they allow the user to engage directly with your brand.

**Better message retention.** This is a consequence of a great game, created specifically thinking about its message; the already mentioned case of Chipotle is a quintessential example, since the game conveys the message so well that the brand was completely linked to the notion of sustainability. If you're trying to convey a strong and unforgettable message, a game is an effective way to do so.

**Loyalty through entertainment.** Dont neglect the fun factor- thanks to it, you can turn curious people into costumers, and costumers into fans. Games, by nature, generate immense loyalty and even create communities around them; now, just imagine the impact of



a game based on your brand. Suddenly, you have a legion of highly faithful followers, not only to your game, but especially to your brand.

## DISADVANTAGES :

**Extremely addictive** – Video games have become increasingly popular over the years, but there are some disadvantages to playing them. One of the most common is dopamine addiction. Dopamine is a neurotransmitter that is responsible for pleasure and reward. When someone plays video games, their brain releases dopamine in response. This can lead to a dependency on video games, which can be problematic if it's taken to an extreme. People who are addicted to games typically require even more dopamine release when gaming to feel satisfied. Hence, such addicts will feel other activities to be uninteresting and understimulating. This can lead to an unhealthy obsession with video games that takes over people's lives. They spend all their time playing, neglecting other aspects of their lives, and even socializing less.

**Affects motivation** – Video games can have a negative impact on motivation. They can make people less interested in activities that are unrelated to the game, such as schoolwork or exercise. Additionally, video games can increase stress levels and lead to problems such as depression and addiction.

**Affects Emotions** – Video games can have a lot of advantages, but they can also have some disadvantages. One disadvantage is that video games can affect emotions in a negative way. For example, it's possible to become addicted to video games and lose focus on reality. This can lead to problems in real life, like not taking care of your health or relationships.

**Can cause Repetitive Stress Injuries** – Video games can be a lot of fun, but they can also cause repetitive stress injuries (RSI). Playing video games for too long can cause your hands, wrists, and shoulders to hurt. This happens





because the video game requires you to use your hands in a particular way for extended periods of time. If you have RSI, you may find it difficult to do normal activities like working on a computer or grasping things.

## APPLICATION:

This study uses a unique dataset of video game title to estimate the effect of dependent variable that used to empirical the lifetime unit sales of games released in the US in September 2010, which are collected from online database maintained by VGChartz.com. RapidMiner Studio Basic is use as a tool to run the experiment. RapidMiner Studio Basic is a code-free environment for designing advanced analytic processes with machine learning, data mining, text mining, predictive analytics and business analytics

### A. Data Pre-Processing

Data pre-processing technique that has been used in this experiment is normalization. Normalization technique is generally used to rescale the attribute values in the dataset. Other than normalization, data cleaning and data integration are also use in order to remove noise, correct the inconsistencies and merge two different data sets respectively

### B. Data Transformation

For our work, cross-validation technique is used to estimate the statistical performance of the learning operator and to estimate the accurate of model performance in training and testing phase.

### C. Operators Parameters





Based on the dataset, suitable operators are chosen in order to produce the result and to fix error occurs during the experiment, the parameter of the operators used in this work.

#### D. Assessment Criteria

The results of each technique, which are Naïve Bayes, Decision Tree, K-NN and Random Forest were classified into three parameters which are accuracy, recall and precision. Assessments criteria accuracy is calculated by taking the percentage of correct predictions over the total number of examples, while the weighted recall is the result of an average of recall of every class. The weighted precision on the other hand, is calculated by taking the average of precision of every class.

## CONCLUSION;

The sheets are made using the tableau worksheet under the heading of video games sales

1. Sales in different region Analysis
2. Genre with rank Analysis
3. Total Sales Analysis
4. Top 5 publishers Analysis
5. Best 10 selling genres on platform Analysis
6. Top 10 EU selling video games Analysis
7. Top 10 Japan selling video games Analysis
8. Top 10 NA selling video games



Video games sales are a form of media that is often associated with negative health consequences. However, when games are played in moderation and with mindfulness, they are a viable source of stress relief as well as a catalyst for mental health improvement and development of social skills.

## FUTURE SCOPE :

Gaming is now a bigger industry than movies and sports combined. Revenue for gaming reached \$184 billion in 2022, and the number of gamers is expected to grow to 3.6 billion by 2025. It's not just kids either: 38 percent of gamers are between the ages of 18 and 34 years, and 16 percent are older than 55.

Game Designing is one of the most upcoming Courses for students who wanted to make a Game Designer Career in India in animation. The gaming industry is rapidly growing at a pace of 50% per annum. There is a very wide and bright future in game design in India. Students can earn up to 3 Lakh to 5 Lakh PA.

Different gaming studios offer different types of designations to game designers, like team leader, designing expert, designing managers etc. Once skilled enough, you can work as a freelancer too.

## APPENDIX:

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