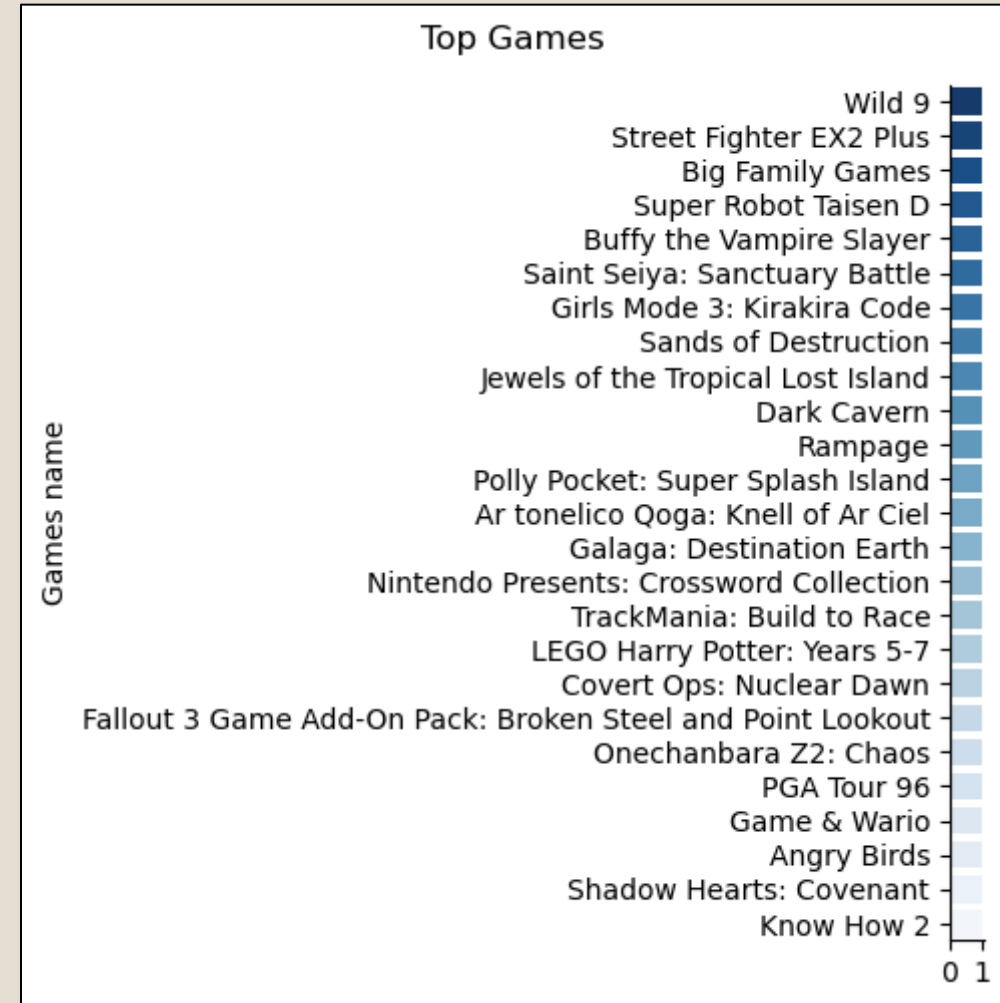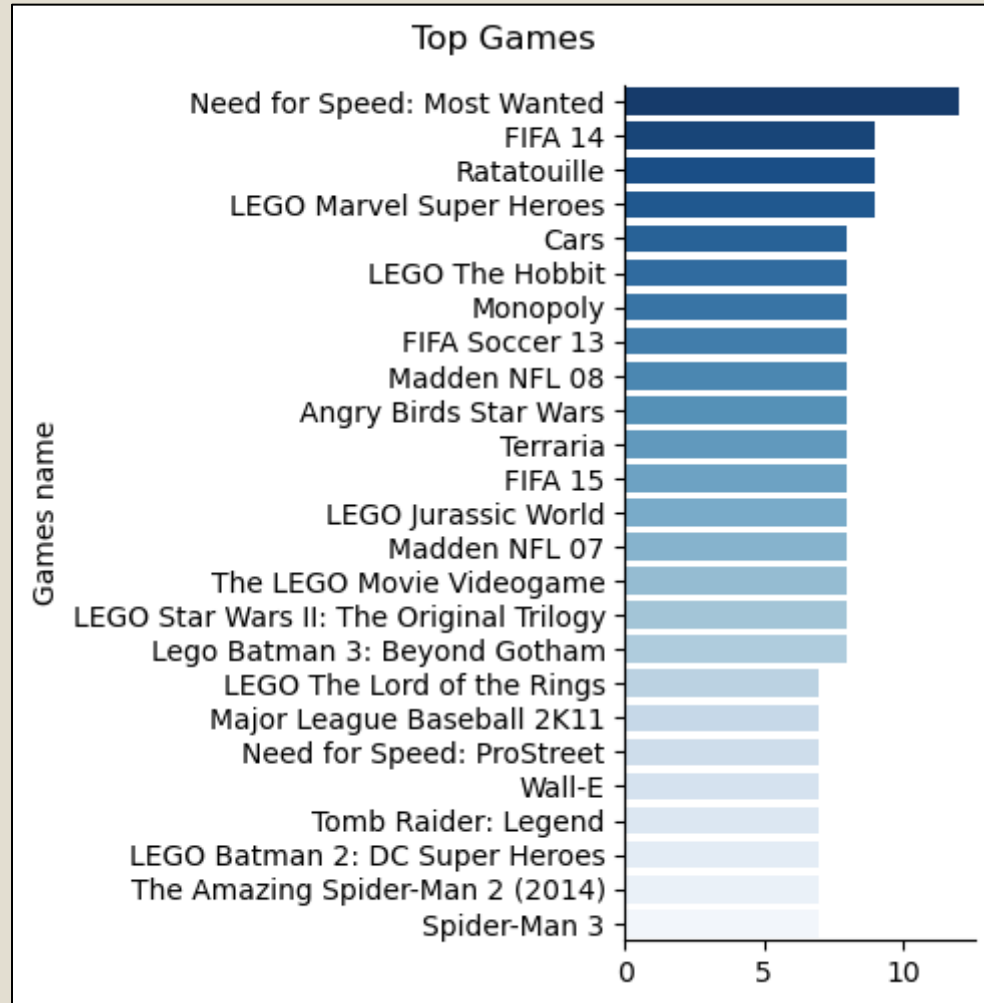# SALES ANALYSIS OF ONLINE GAMES
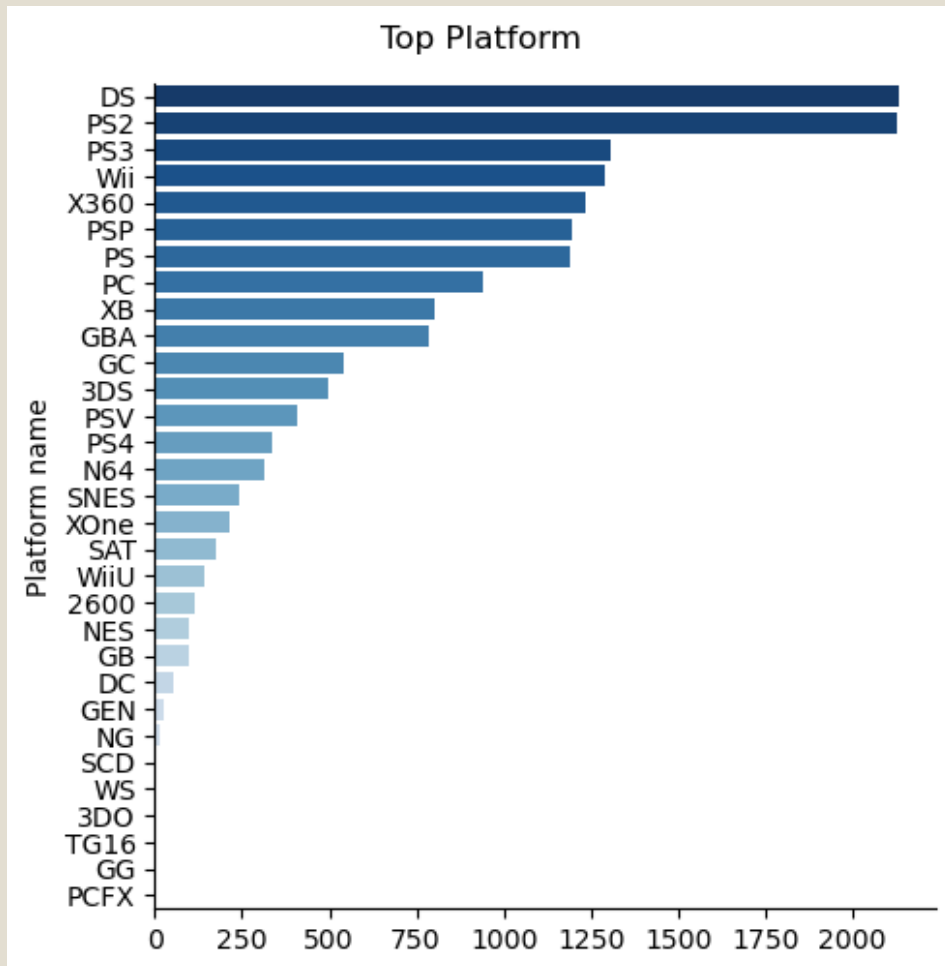
Univariate analysis - Name

top 25 games sold

Bottom 25 games sold

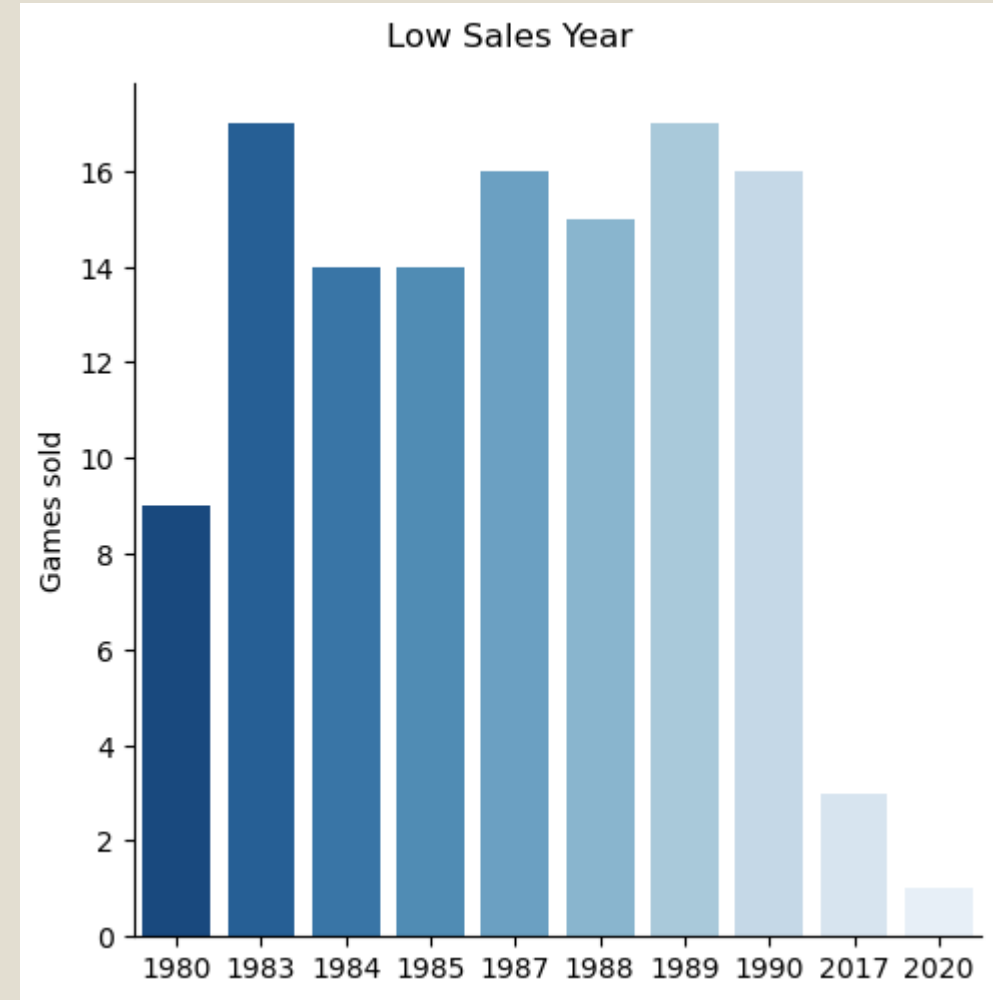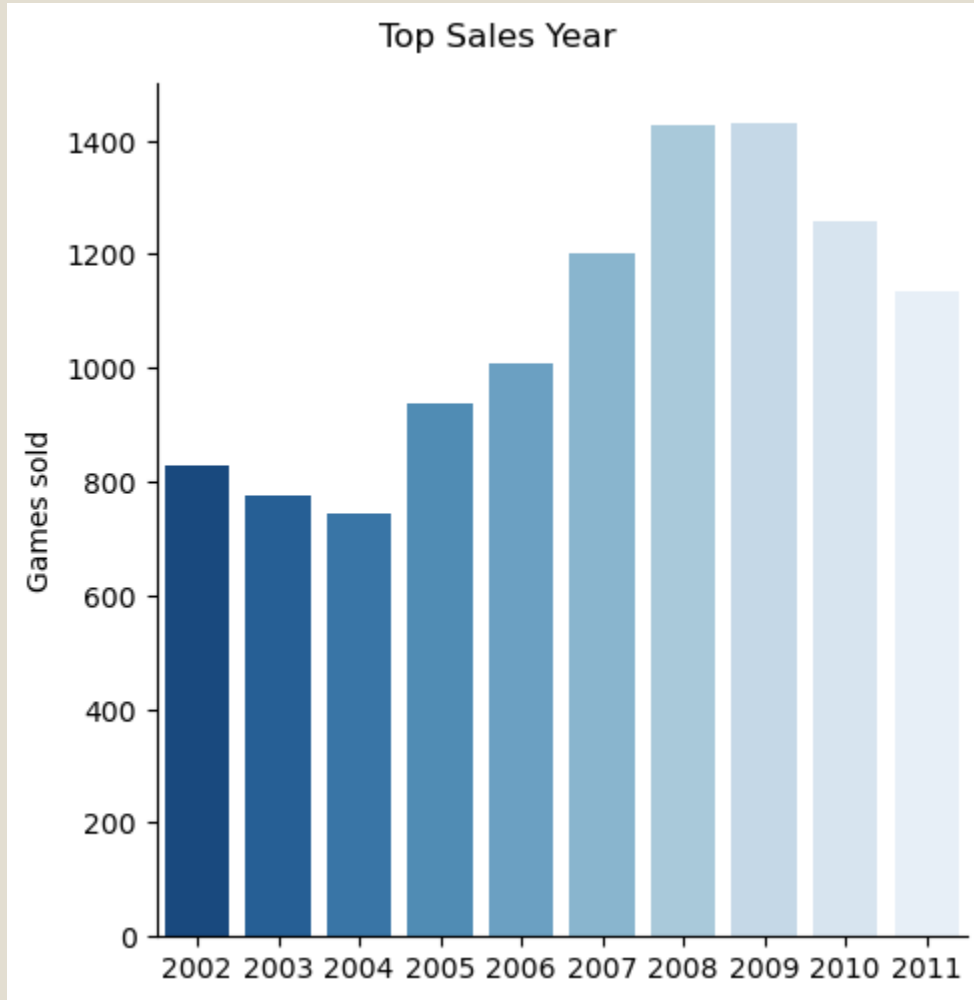# Univariate analysis - Platform

Top Platform

Insight:-
Most games are sold on platforms as below
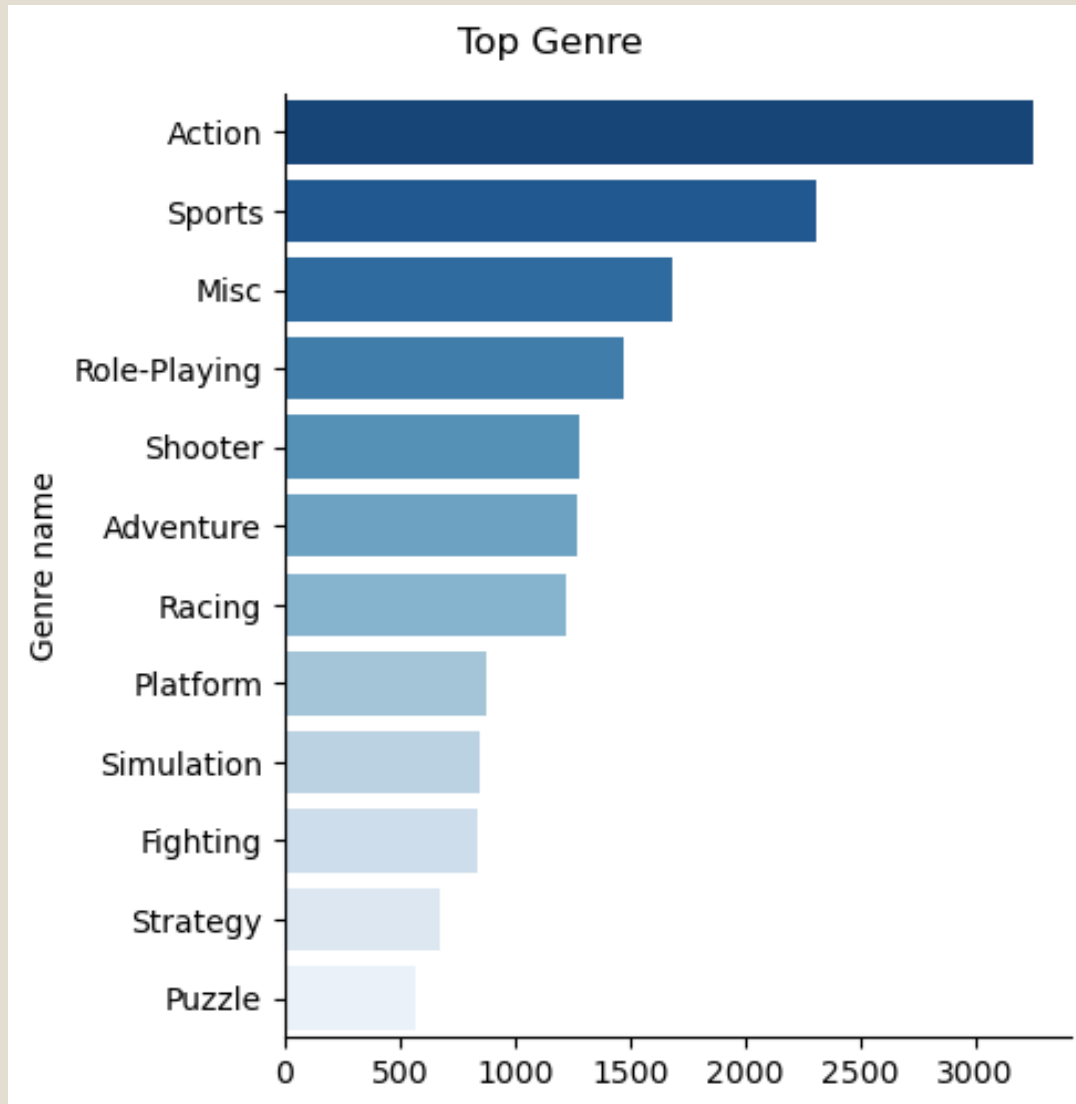- DS
- PS2
- Wii
- X360P
- PSP
- PS
- PC

Univariate analysis - Year

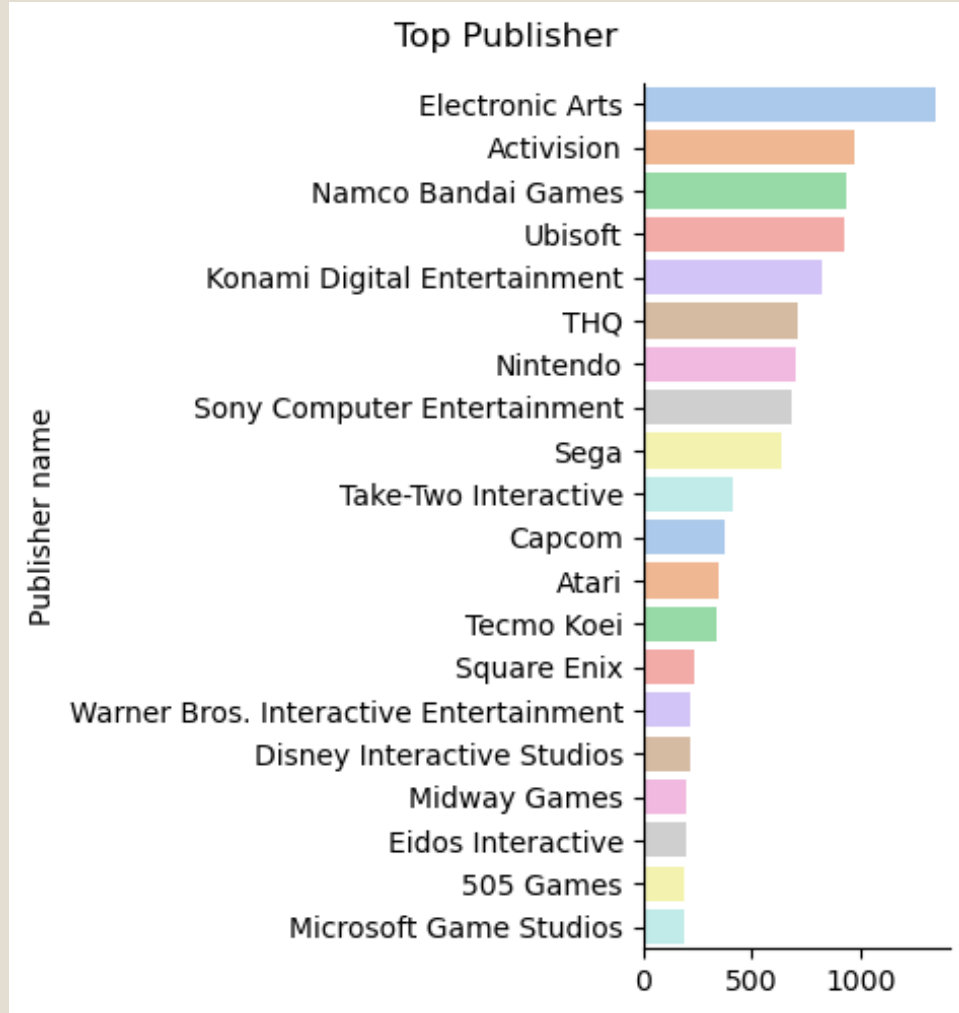Highest sale year =2009 ,   Lowest sale year= 2020

Univariate analysis - Genre

Top Genre

Insight:

Action and Sports are top selling Genre games

Puzzle and Strategy are lowest selling Genre games

Univariate analysis - Publisher

Top Publisher

Insight:

Electronic arts and Activision are top selling Genre games

Microsoft Game studio is lowest selling Genre games

Univariate analysis – Sales columns

NA_Sales

count	16291.000000
mean	0.265647
std	0.822432
min	0.000000
25%	0.000000
50%	0.080000
75%	0.240000
max	41.490000

EU_Sales

count	16291.000000
mean	0.147731
std	0.509303
min	0.000000
25%	0.000000
50%	0.020000
75%	0.110000
max	29.020000

JP_Sales

count	16291.000000
mean	0.078833
std	0.311879
min	0.000000
25%	0.000000
50%	0.000000
75%	0.040000
max	10.220000

Global_Sales

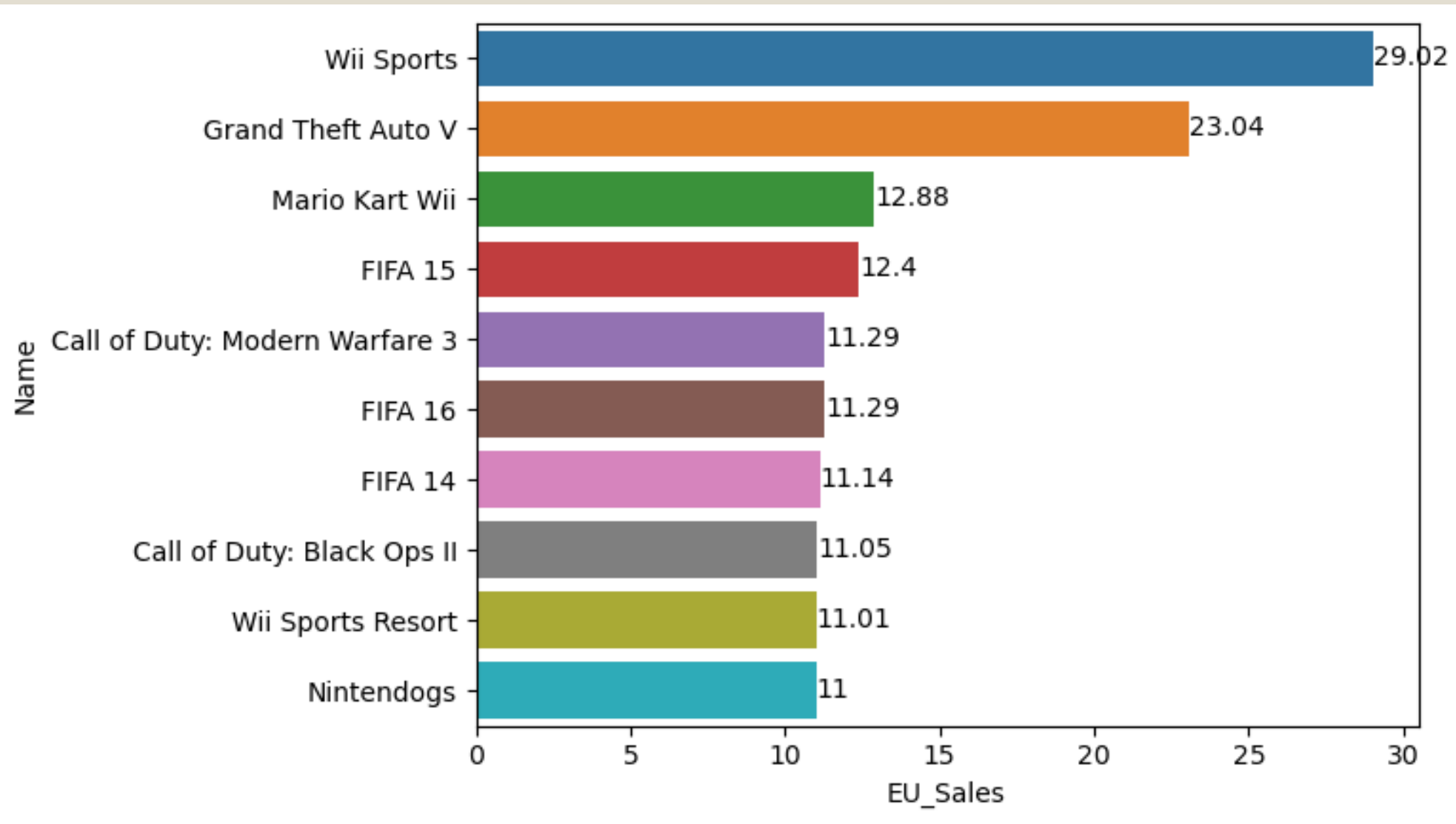|	
count	16291.000000
mean	0.540910
std	1.567345
min	0.010000
25%	0.060000
50%	0.170000
75%	0.480000
max	82.740000

Insight:

75% sales made in all are less than 1% of maximum sales value.
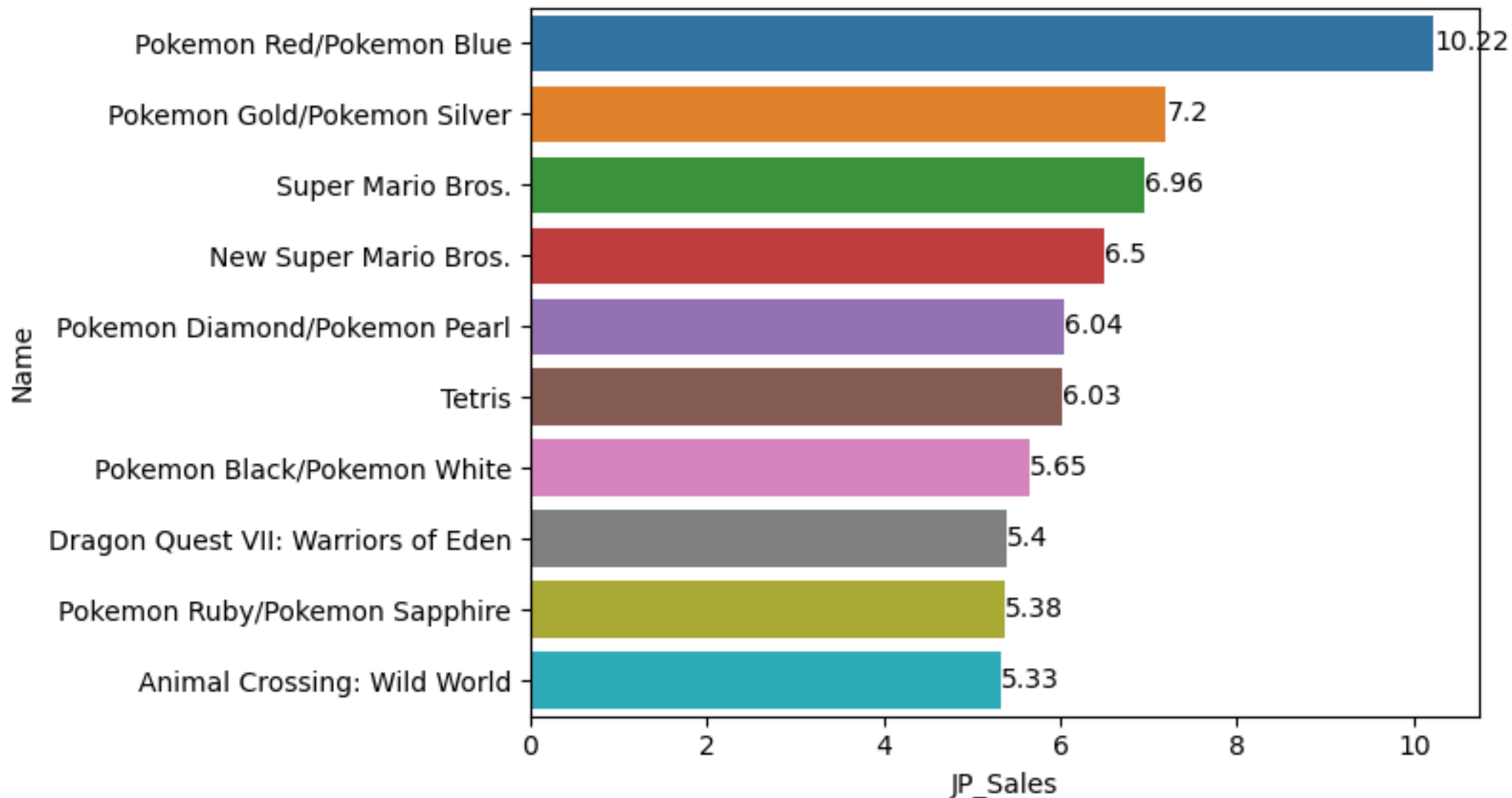
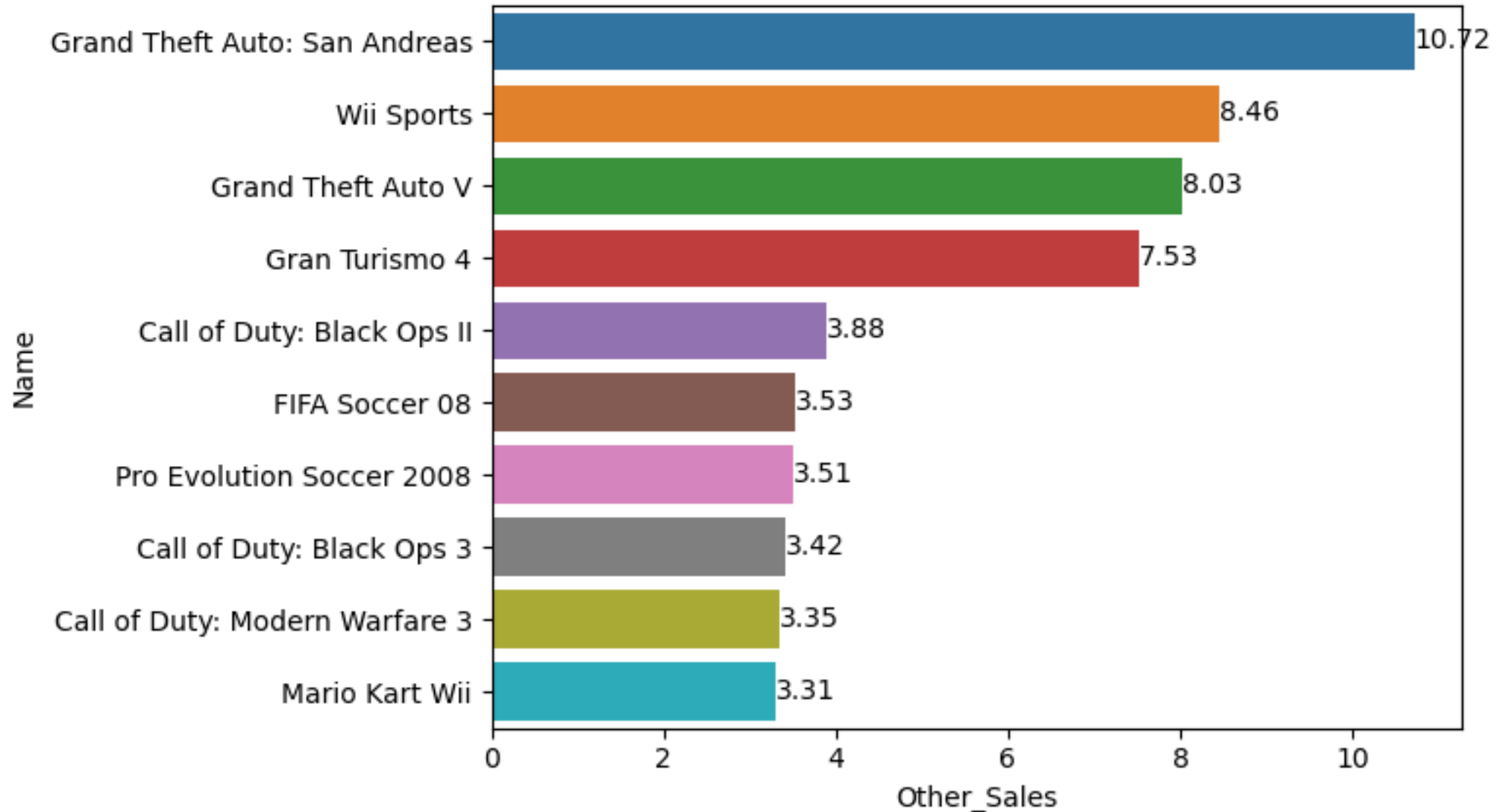Bivariate analysis – Game vs Top NA_Sales
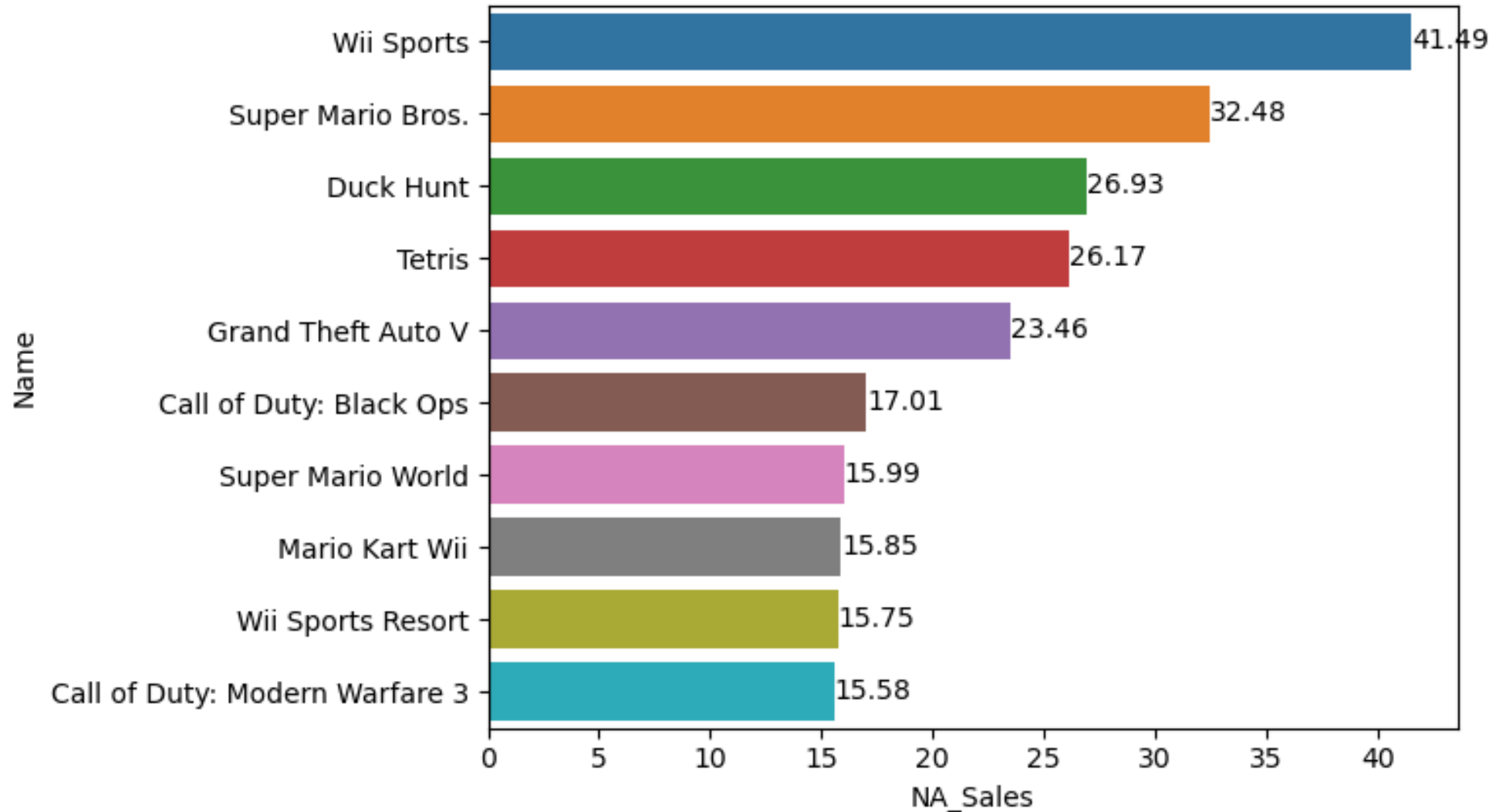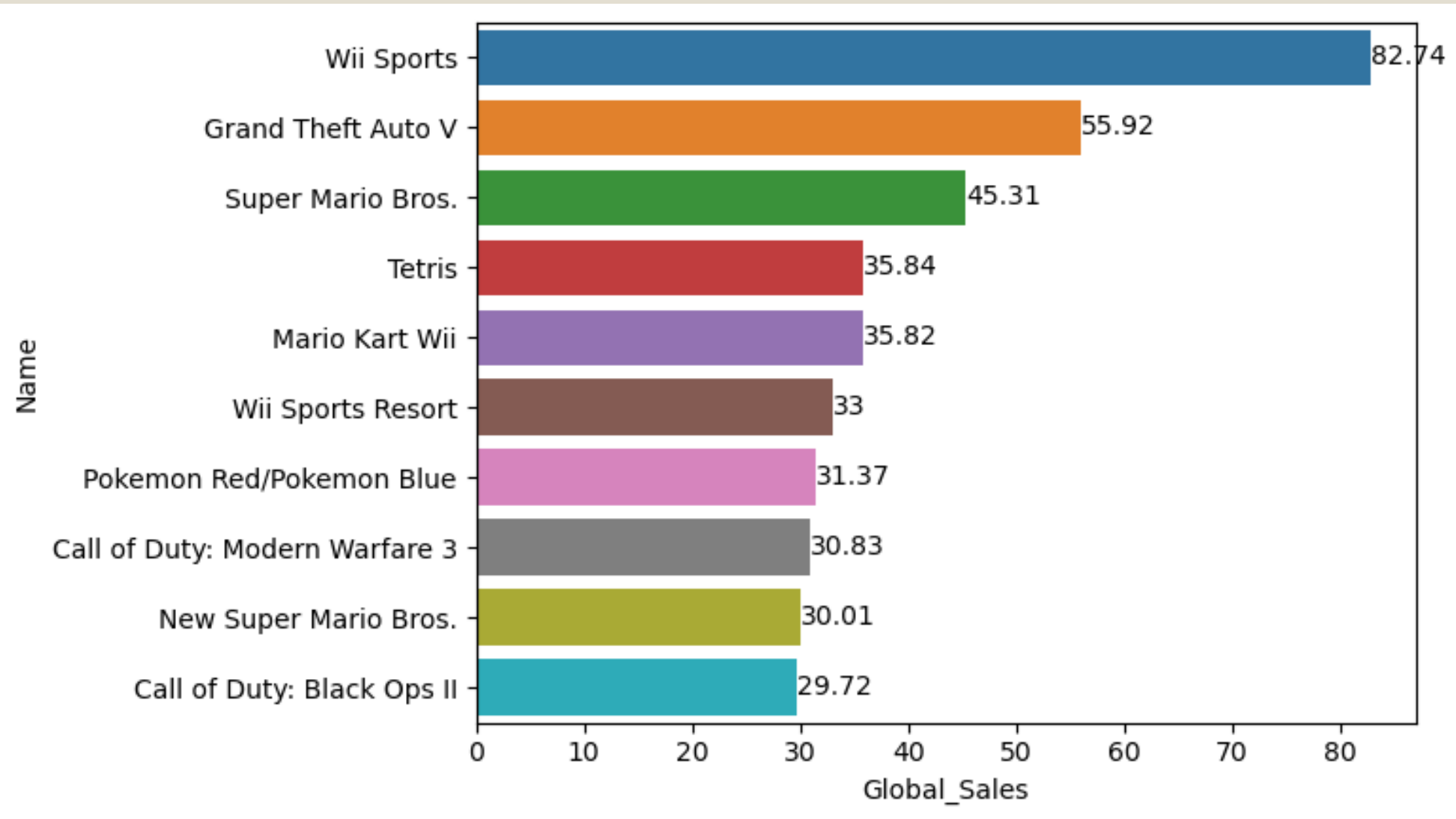
Bivariate analysis – Game vs Top EU_Sales

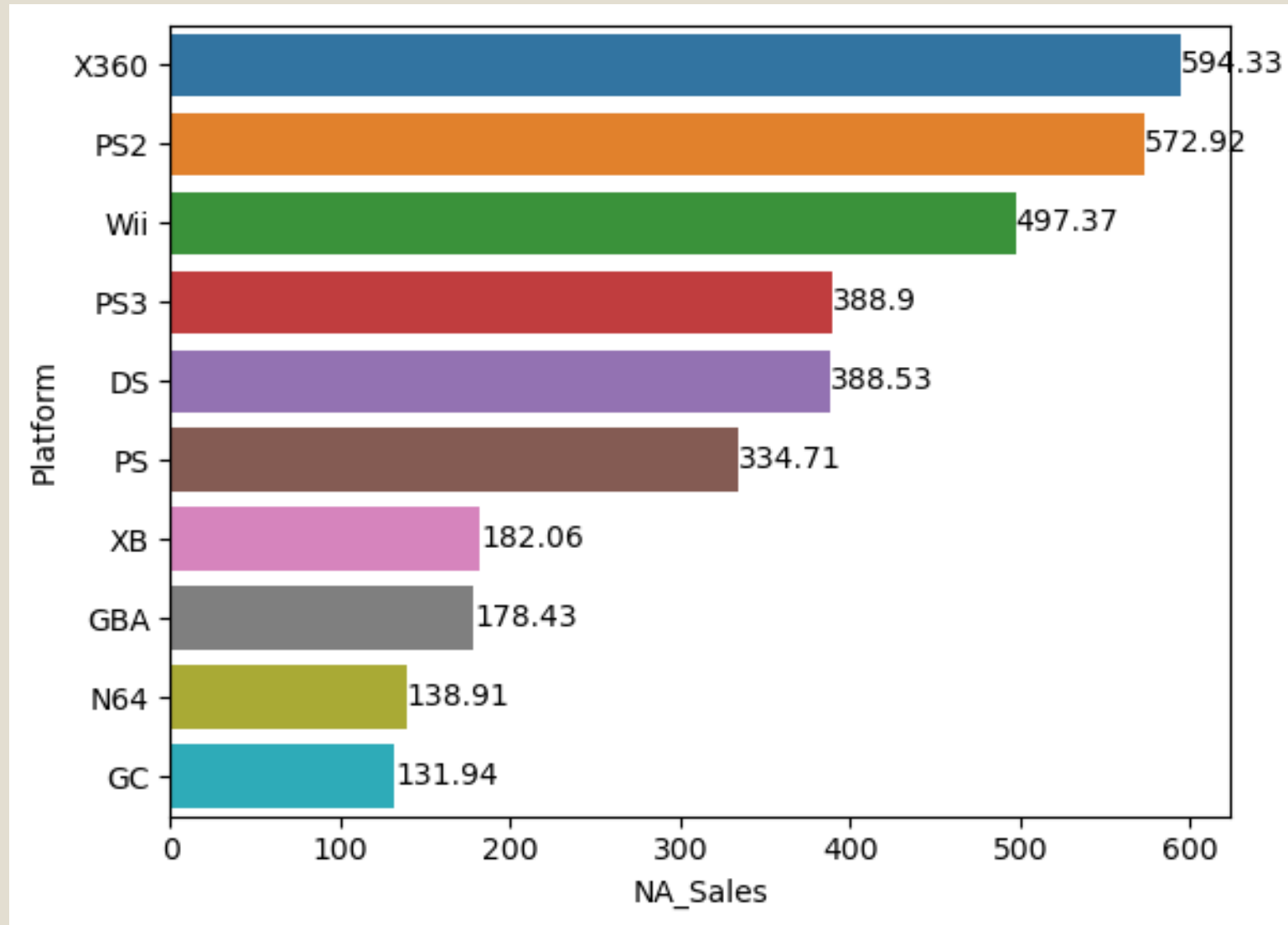# Bivariate analysis – Game vs Top JP_Sales

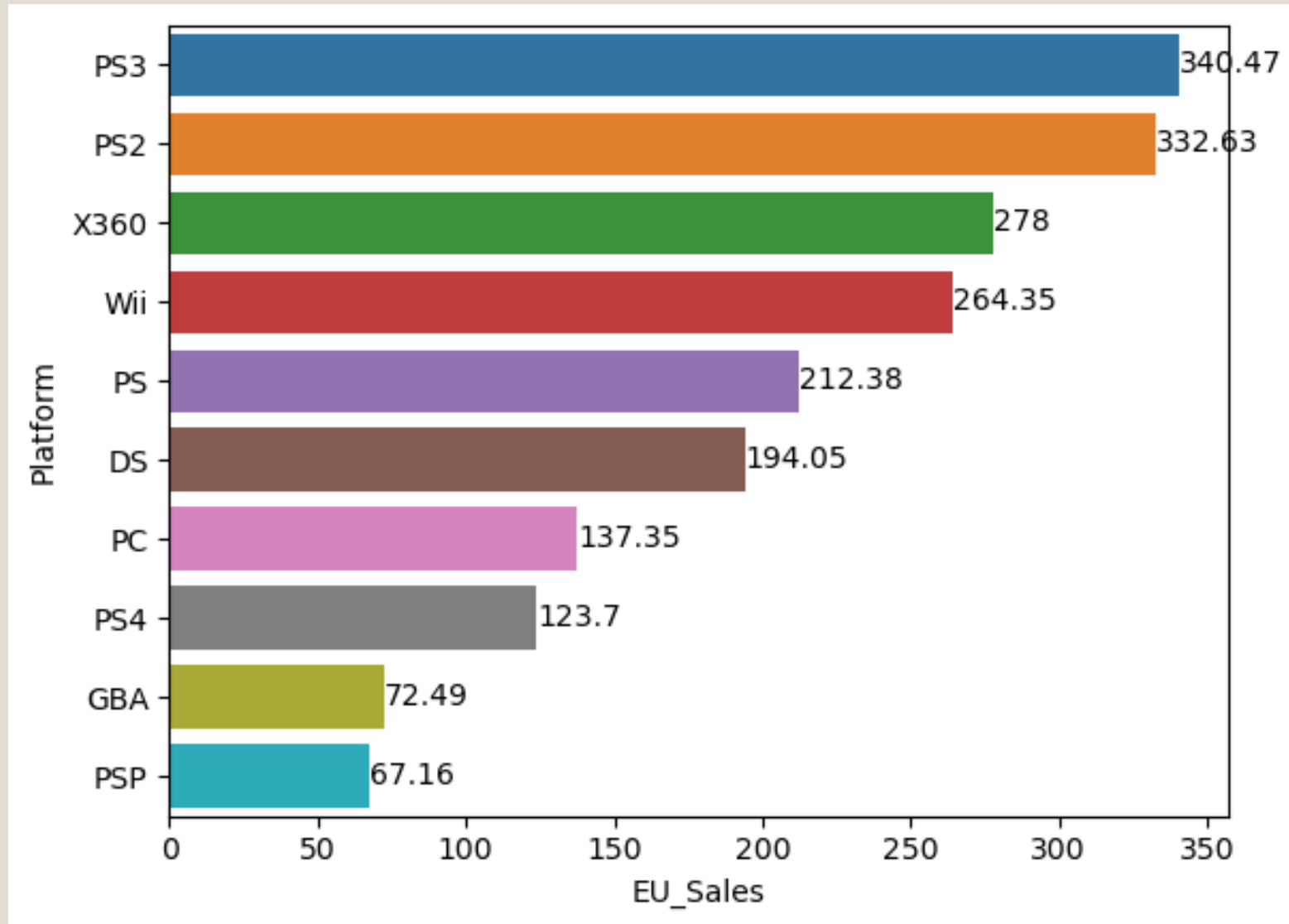# Bivariate analysis – Game vs Top JP_Sales

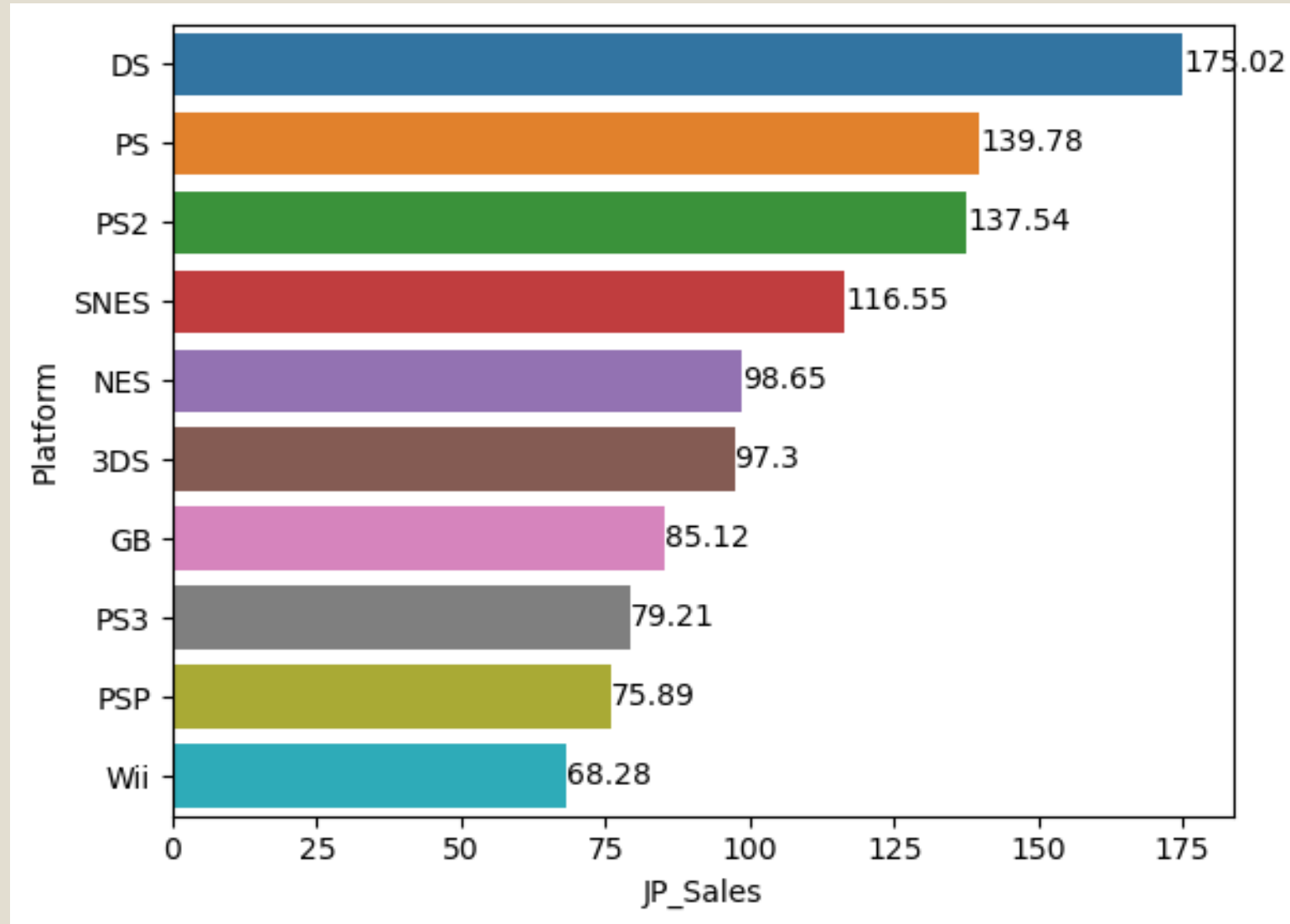# Bivariate analysis – Game vs Top GLobal_Sales
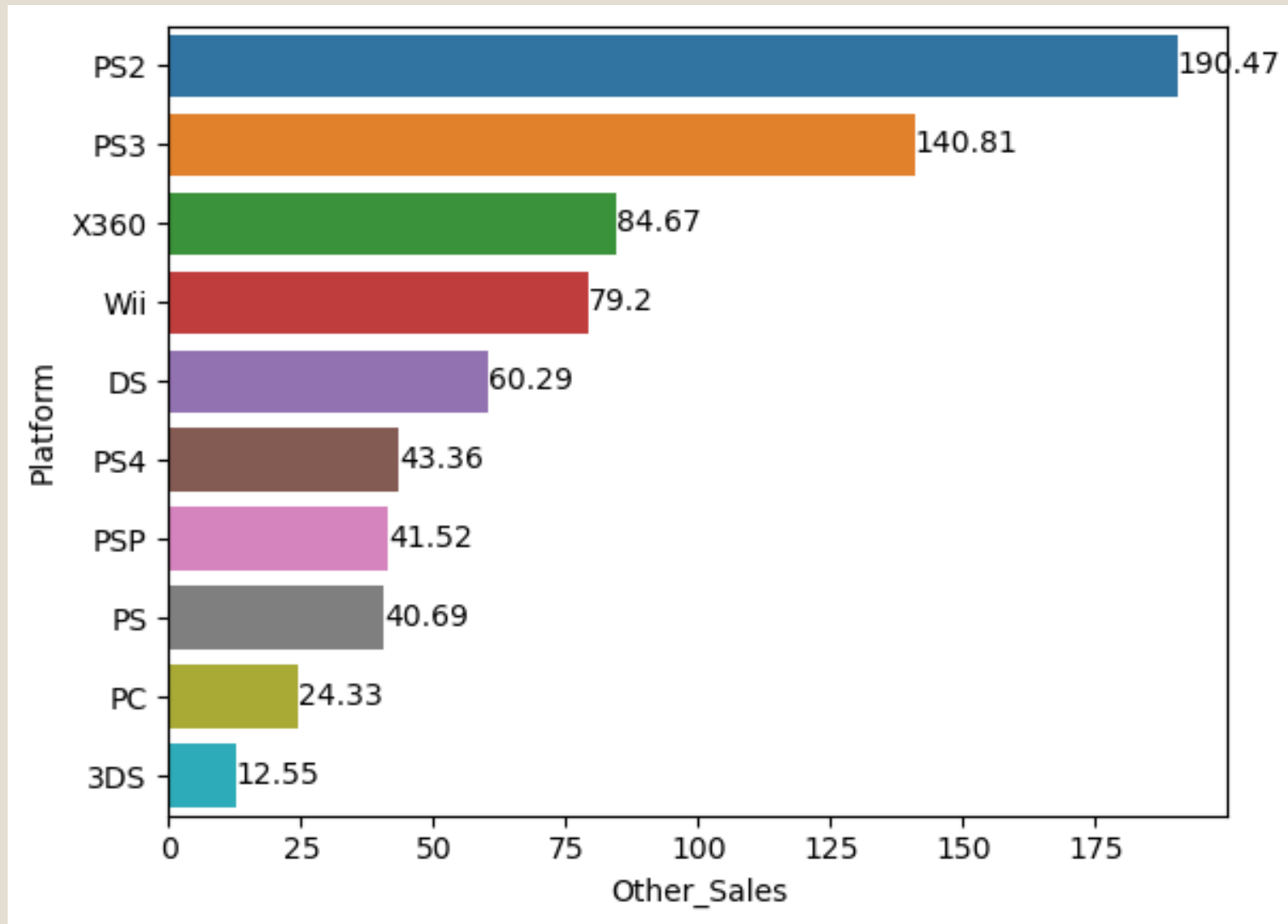
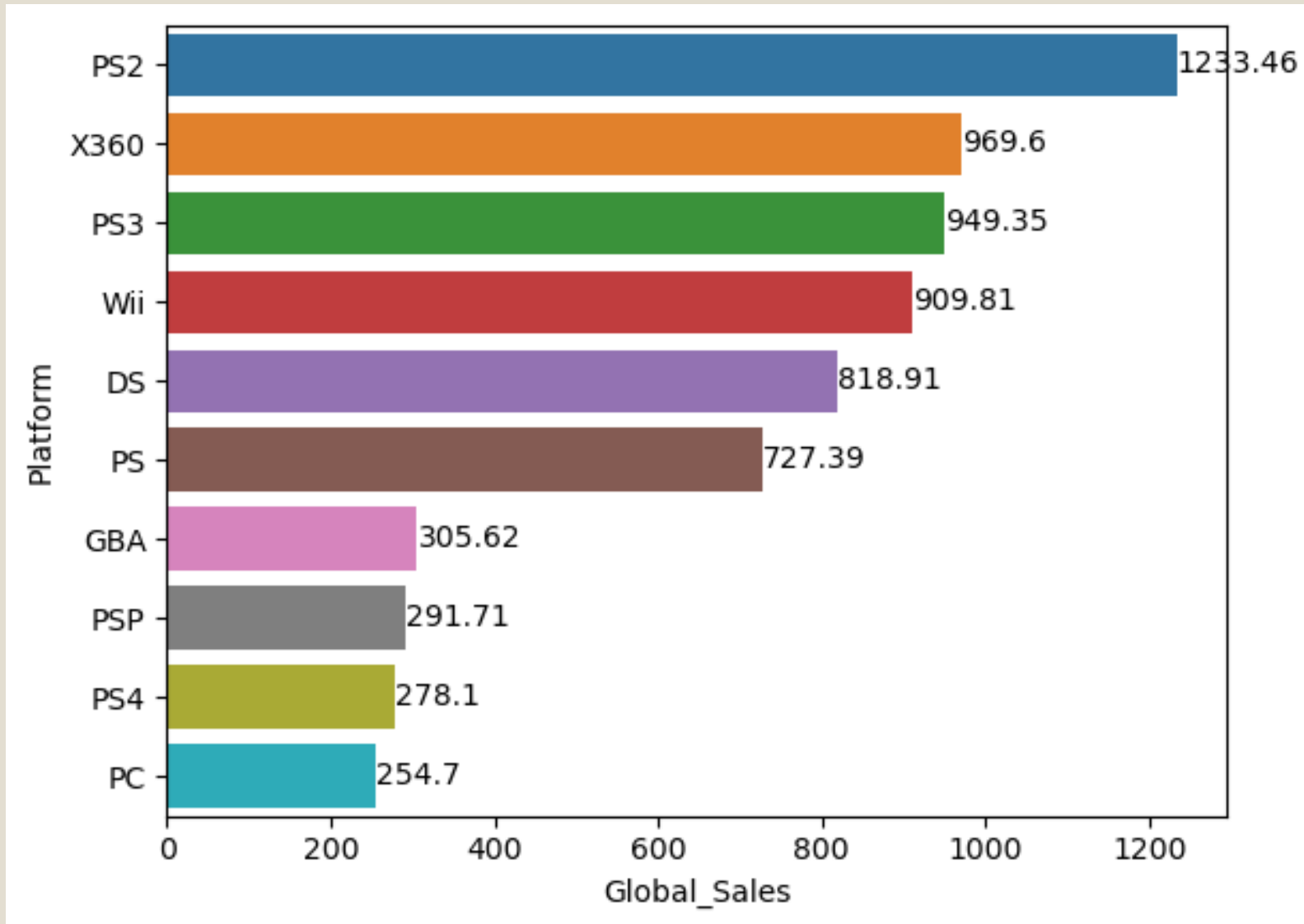# Bivariate analysis – Platform vs Top NA_Sales

Bivariate analysis –Platform vs Top EU_Sales

Bivariate analysis –Platform vs Top JP_Sales

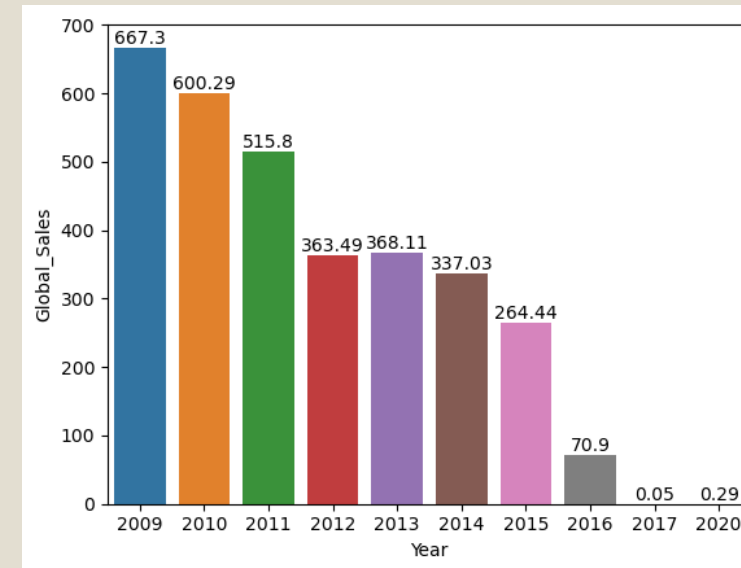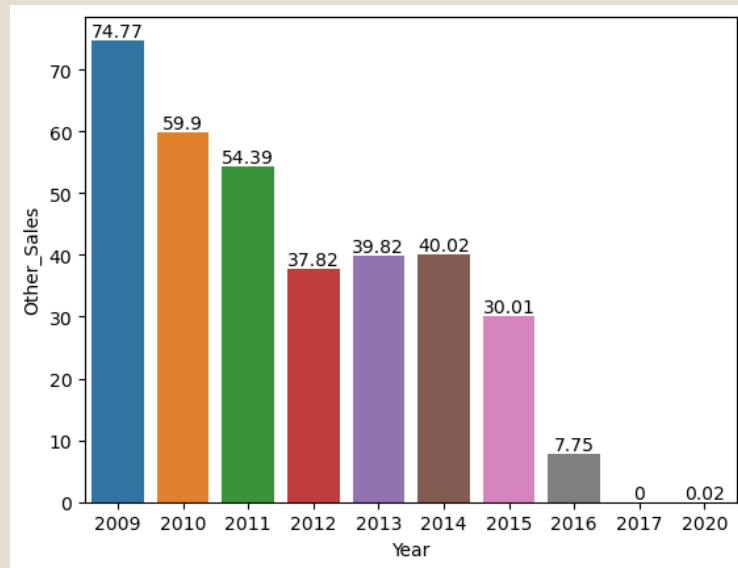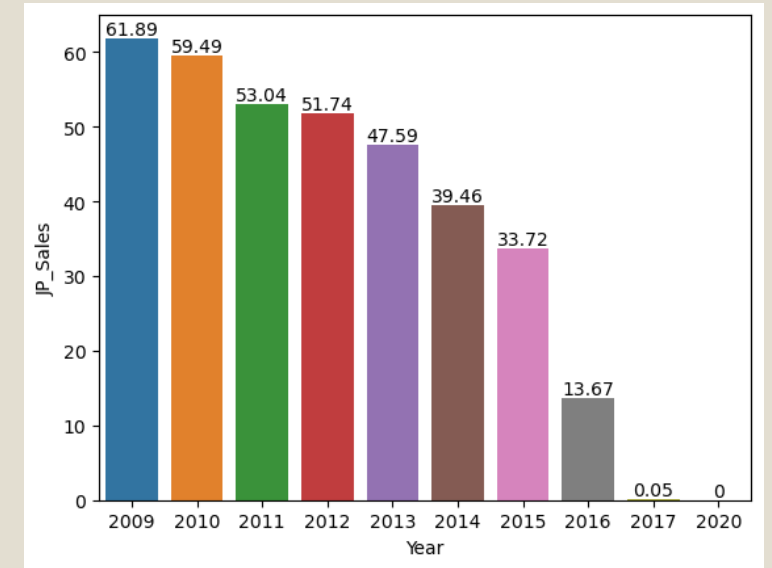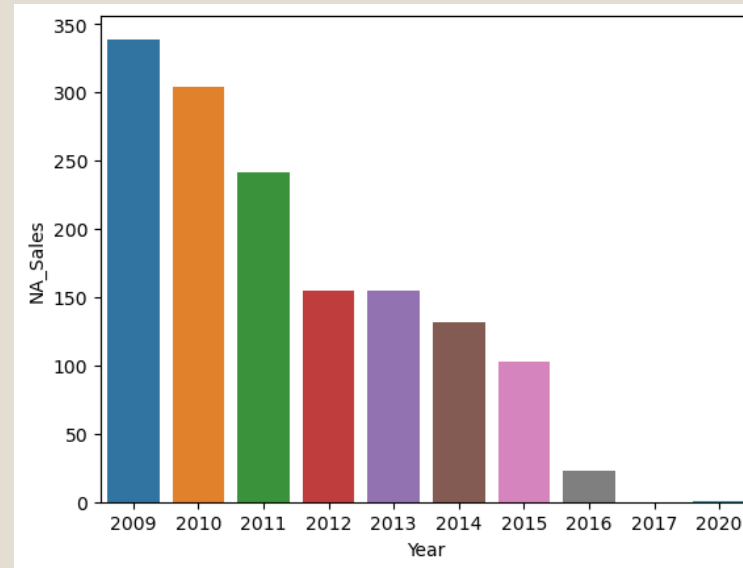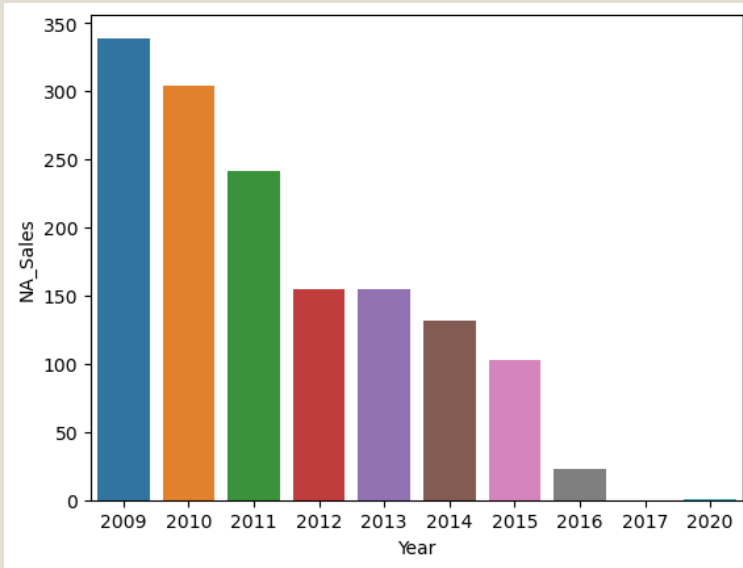# Bivariate analysis –Platform vs Top Other_Sales

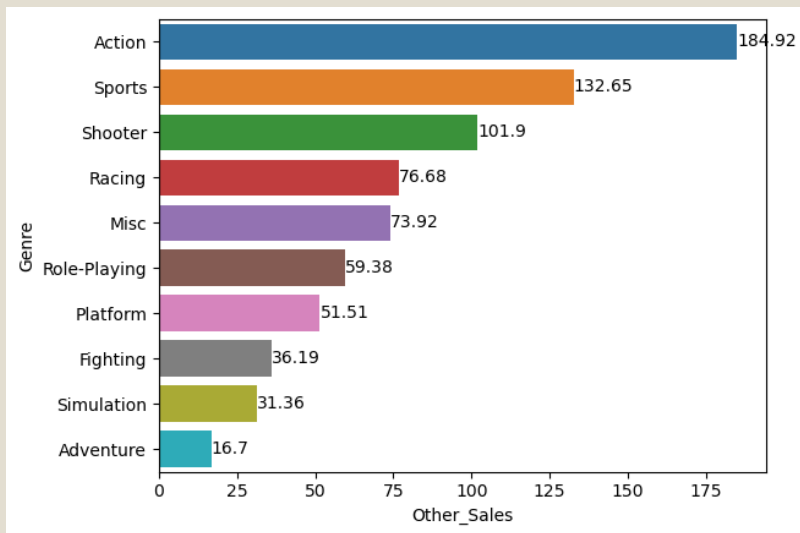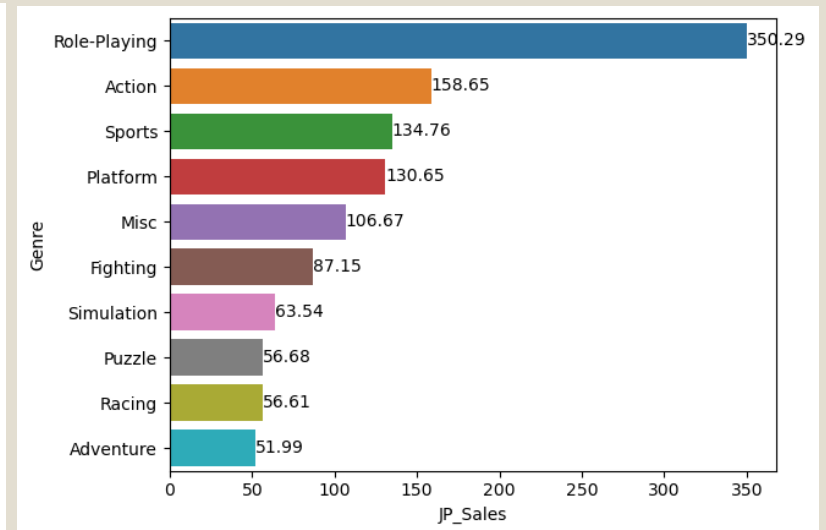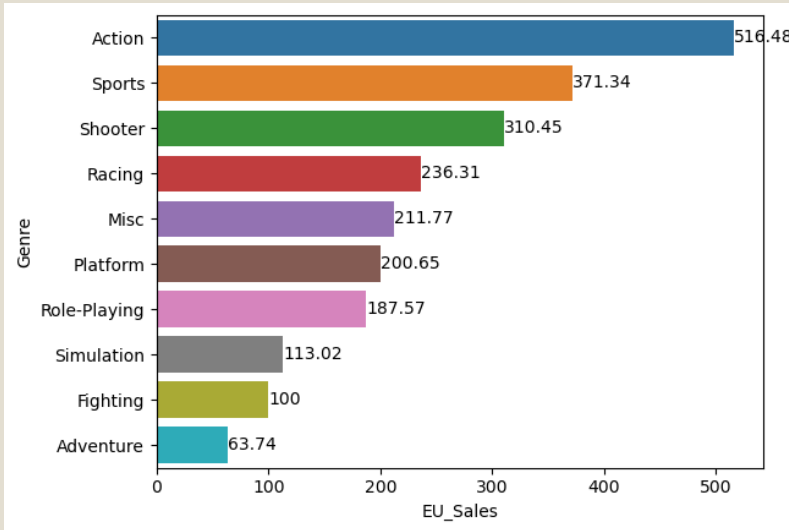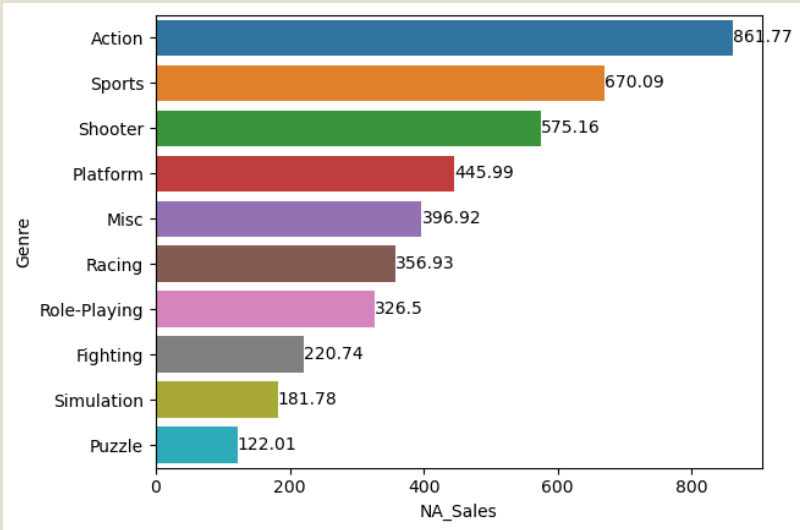# Bivariate analysis –Platform vs Top Global_Sales

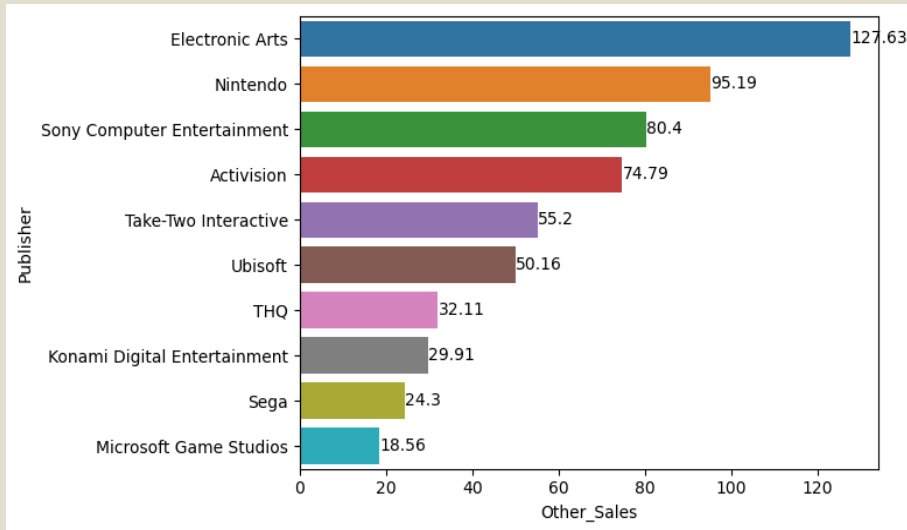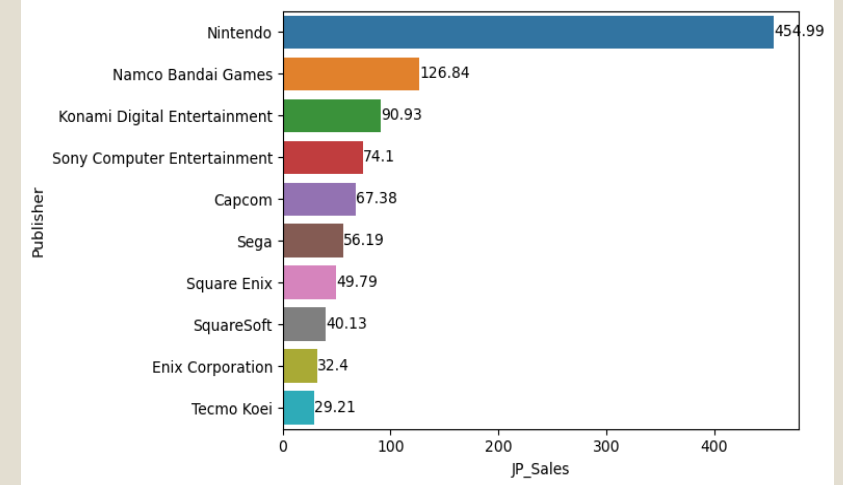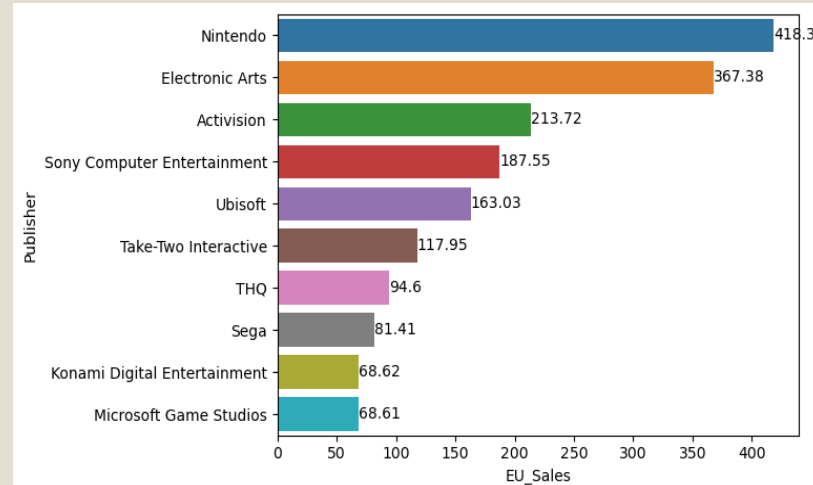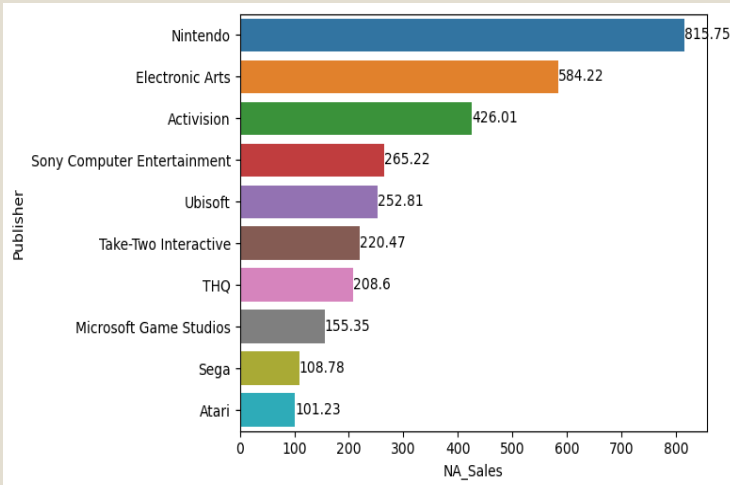Bivariate analysis –last 10 Year vs Regional_Sales

Bivariate analysis –Genre vs top-10 Regional_Sales
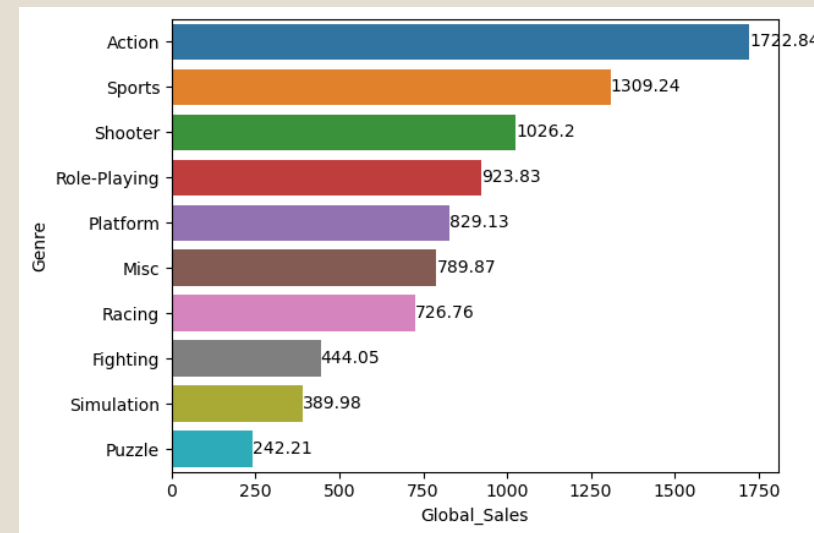
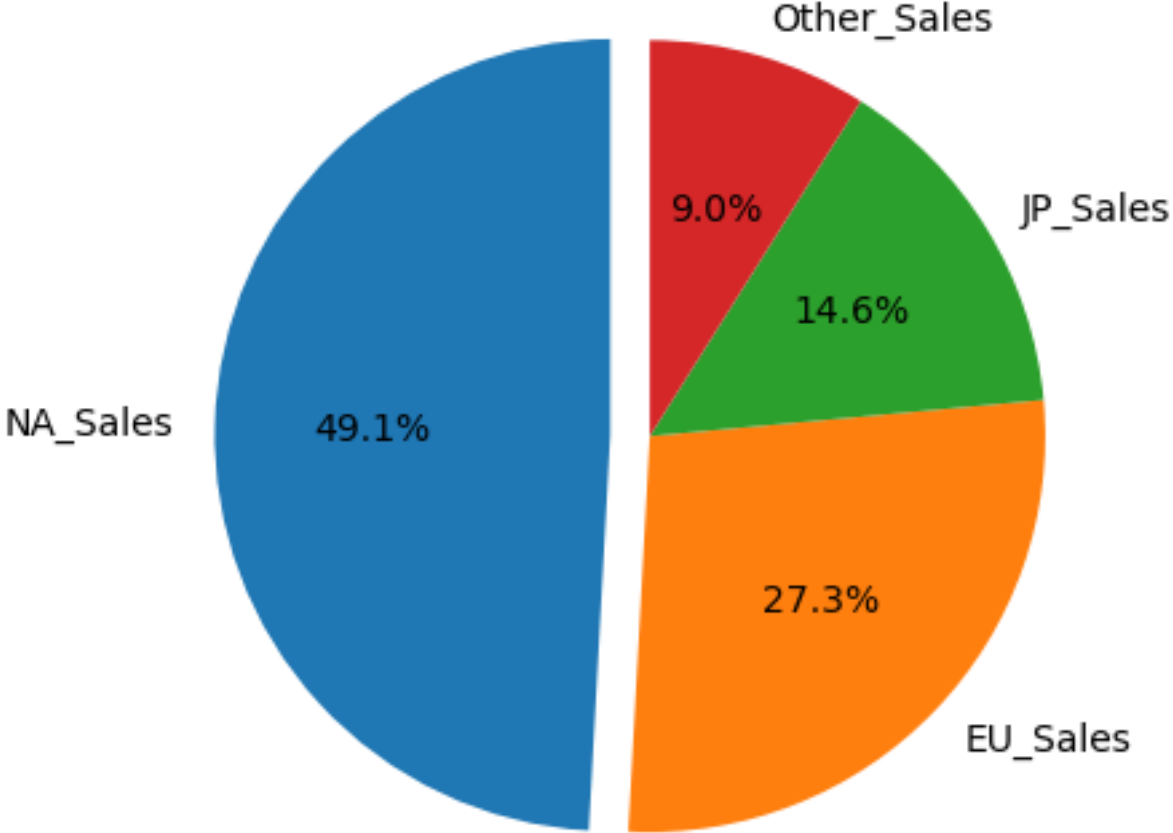# Bivariate analysis –Publisher vs top-10 Regional_Sales
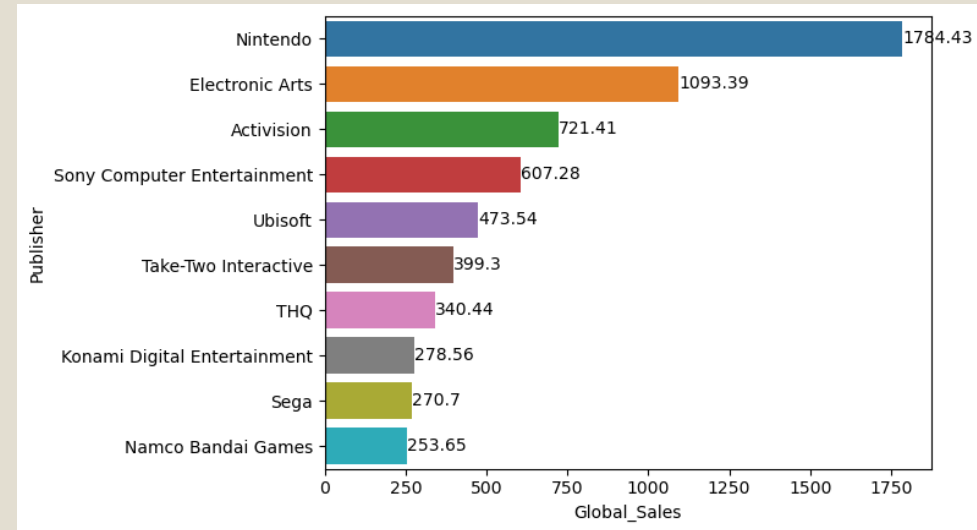
Global sales correlation with regional sales

	Global_Sales
NA_Sales	0.941269
EU_Sales	0.903264
JP_Sales	0.612774
Other_Sales	0.747964
Global_Sales	1.000000

Global sales correlation with regional sales

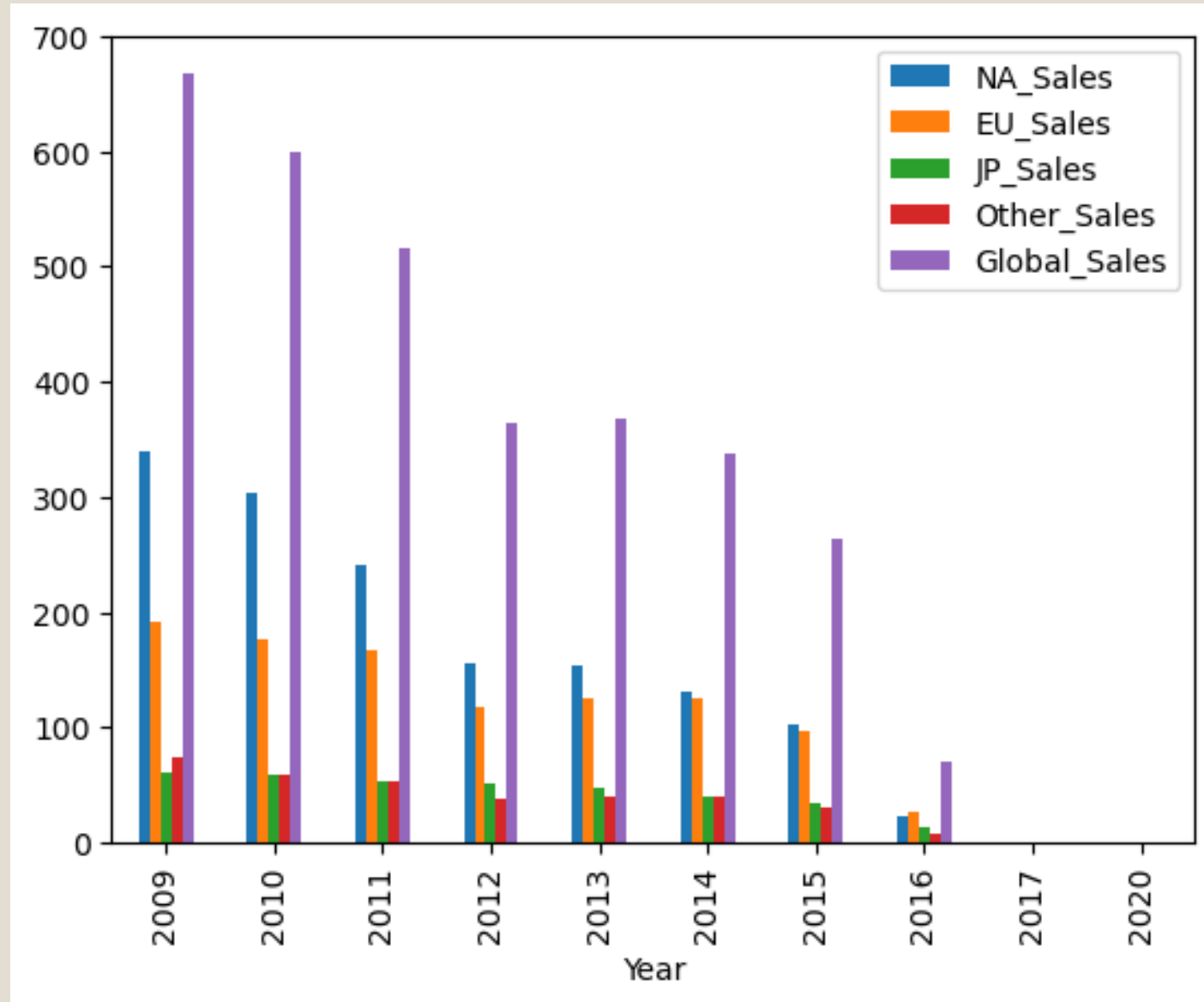|	Global_Sales
NA_Sales	0.941269
EU_Sales	0.903264
JP_Sales	0.612774
Other_Sales	0.747964
Global_Sales	1.000000

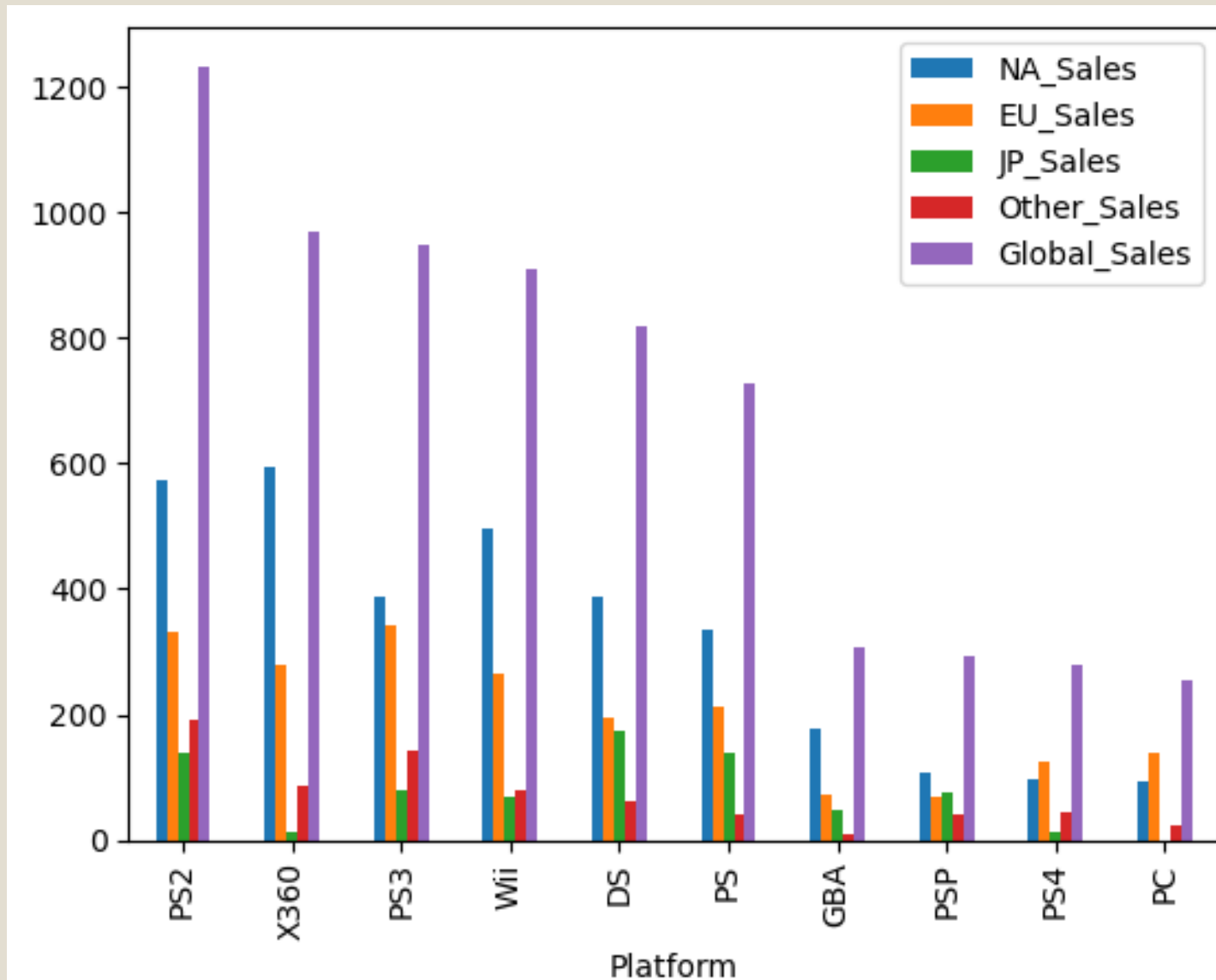# Top selling global game's region wise analysis
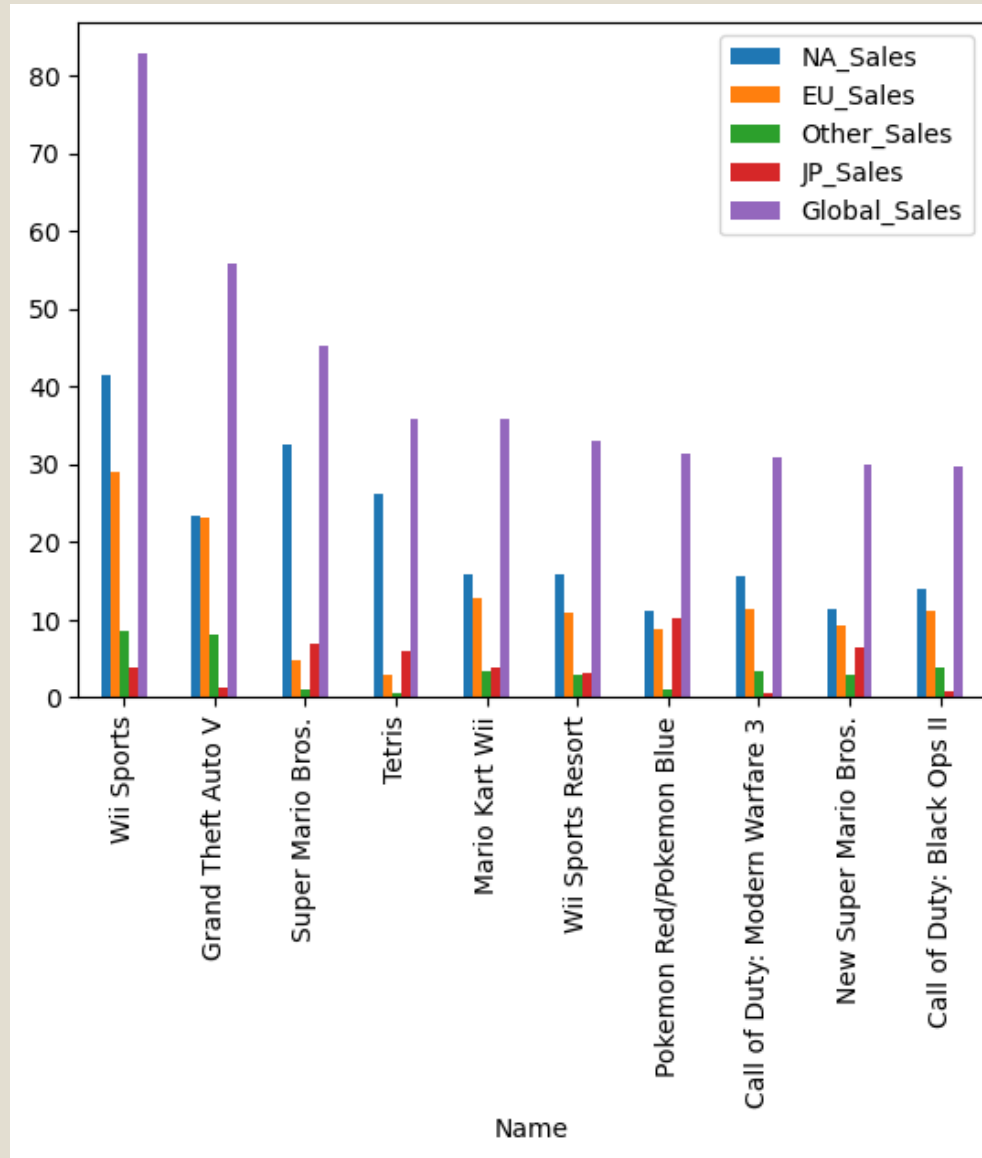
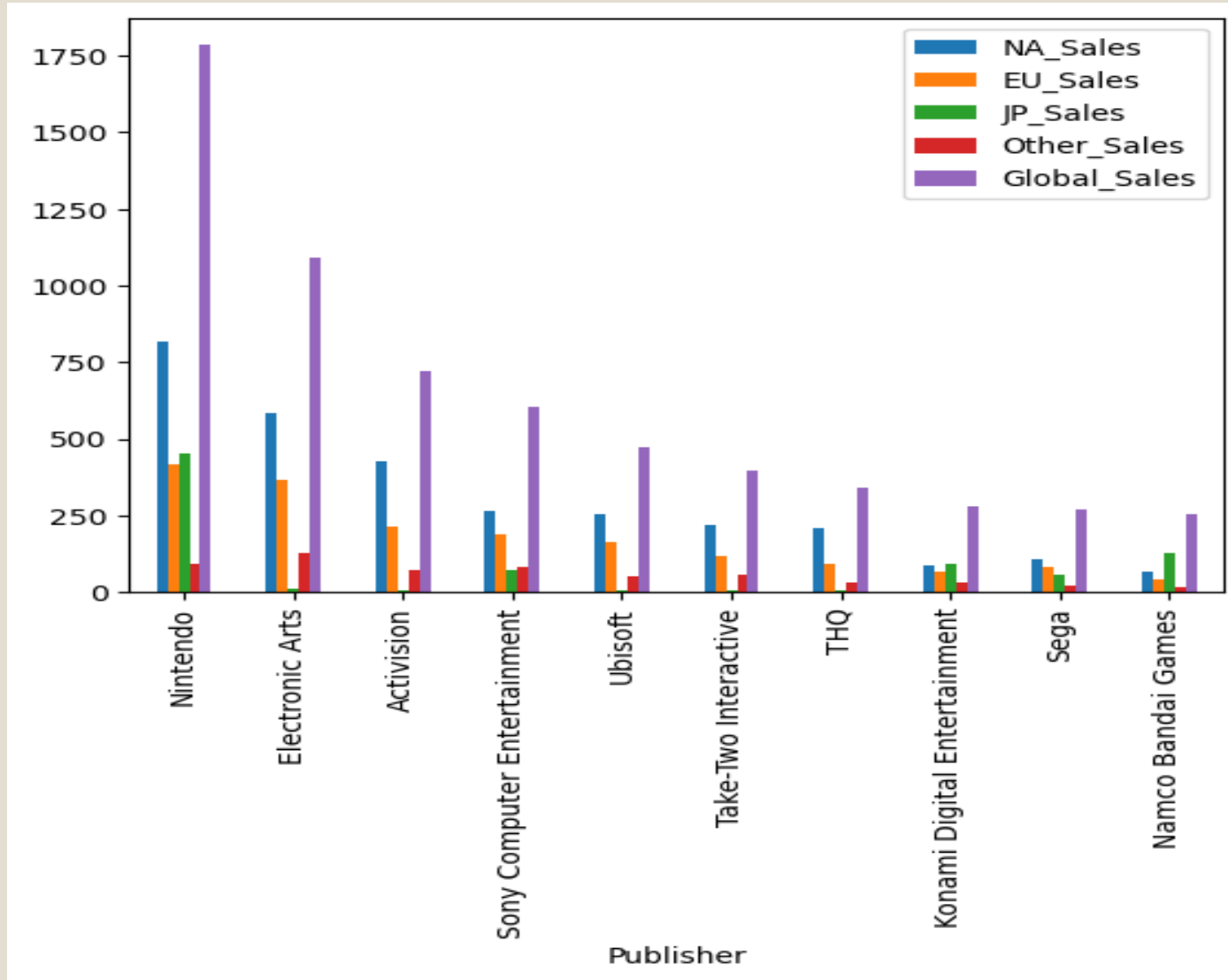# Top selling games' genre and region wise analysis
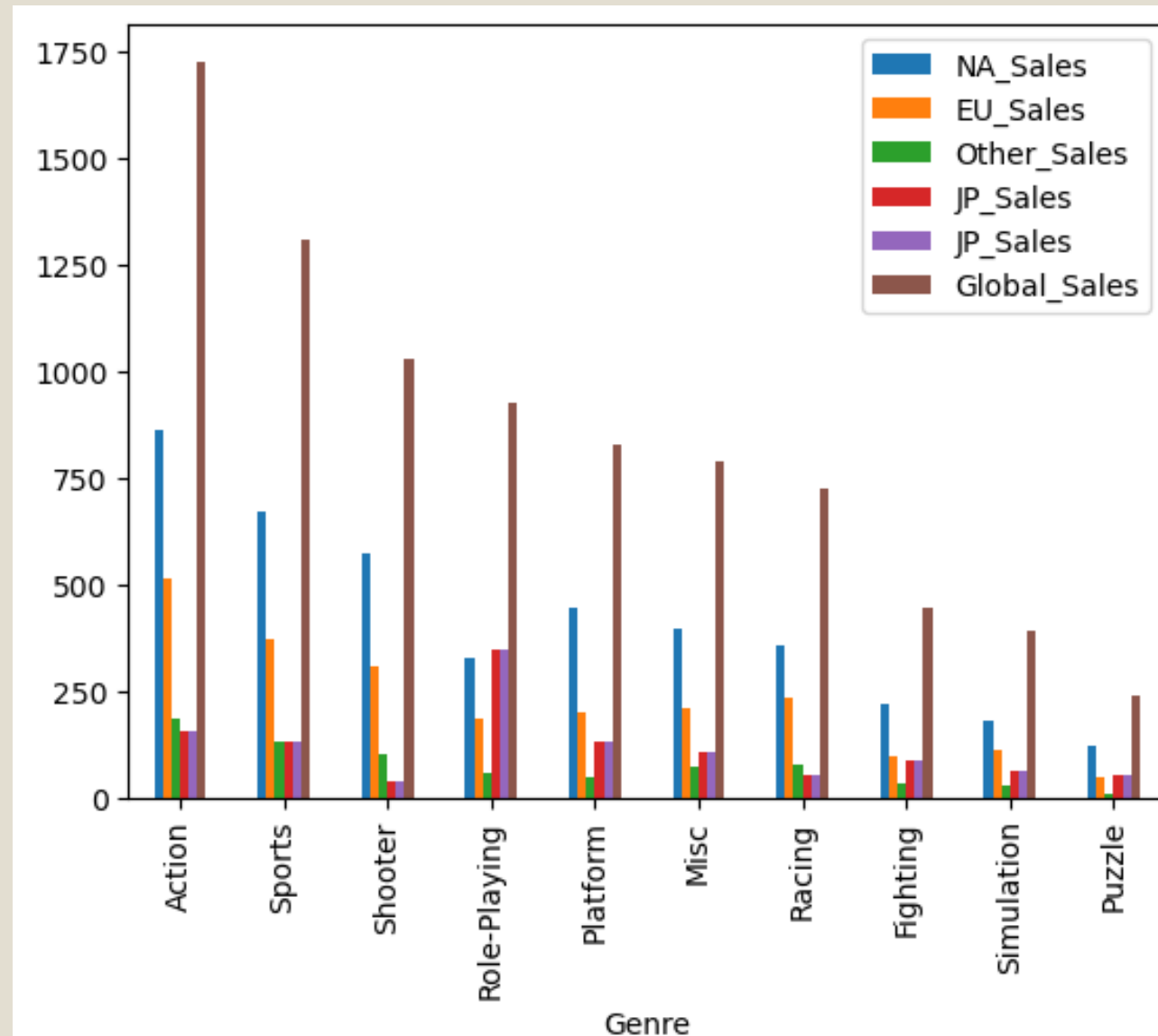
Top selling game's Year & region wise analysis
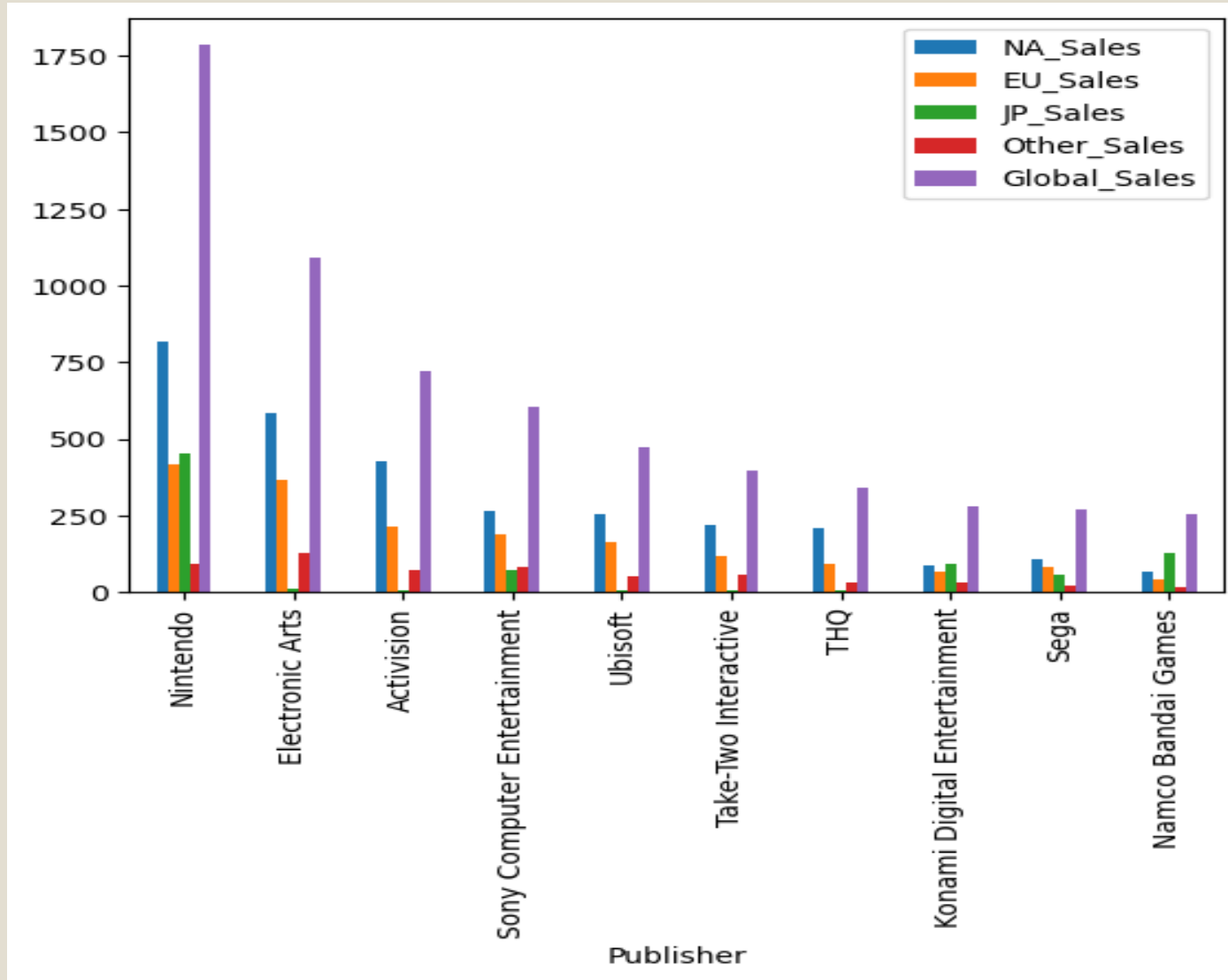
Top selling game's Platform & Region wise analysis

Top selling game's Publisher & Region wise analysis

Top selling game's Publisher & Region wise analysis

Insights

◦ > North American region is major contributor in Global sales

◦ > North America, Europe, Other have similar trend in Sales

◦ > Japan has difference in sales trend

◦ > Top selling genres are Action, Sport, Shooter, Role play

◦ > In Japan Role_play games are on top

◦ > As per result sales is decreasing yearly

◦ > Top selling game Platform are PS2, X360, PS3

◦ > Top games are published by Nintendo, Electronic Arts, Activision

◦ > To get most sale we need Games in action category, for PS2, X360