

NAAN MUDHALVAN DATA ANALYTICS WITH TABLEAU

UNCOVERING THE GAMING INDUSTRY'S HIDDEN GEMS: A COMPREHENSIVE ANALYSIS OF VIDEO GAME SALES

A PROJECT REPORT

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1. INTRODUCTION

1.1 OVERVIEW

Video gaming industry is a part of entertainment industry. In fact, gaming industry is bigger than film & music industry. In the analysis, we were collecting the data from more than 16500 games. This data set contains a list of games with sales greater than 100,000 copies. And it consists 11 columns for each game. It has a sales data since 1980 to 2020. It contains data for NA, EU and Japan regions by genre with platform by publishers.

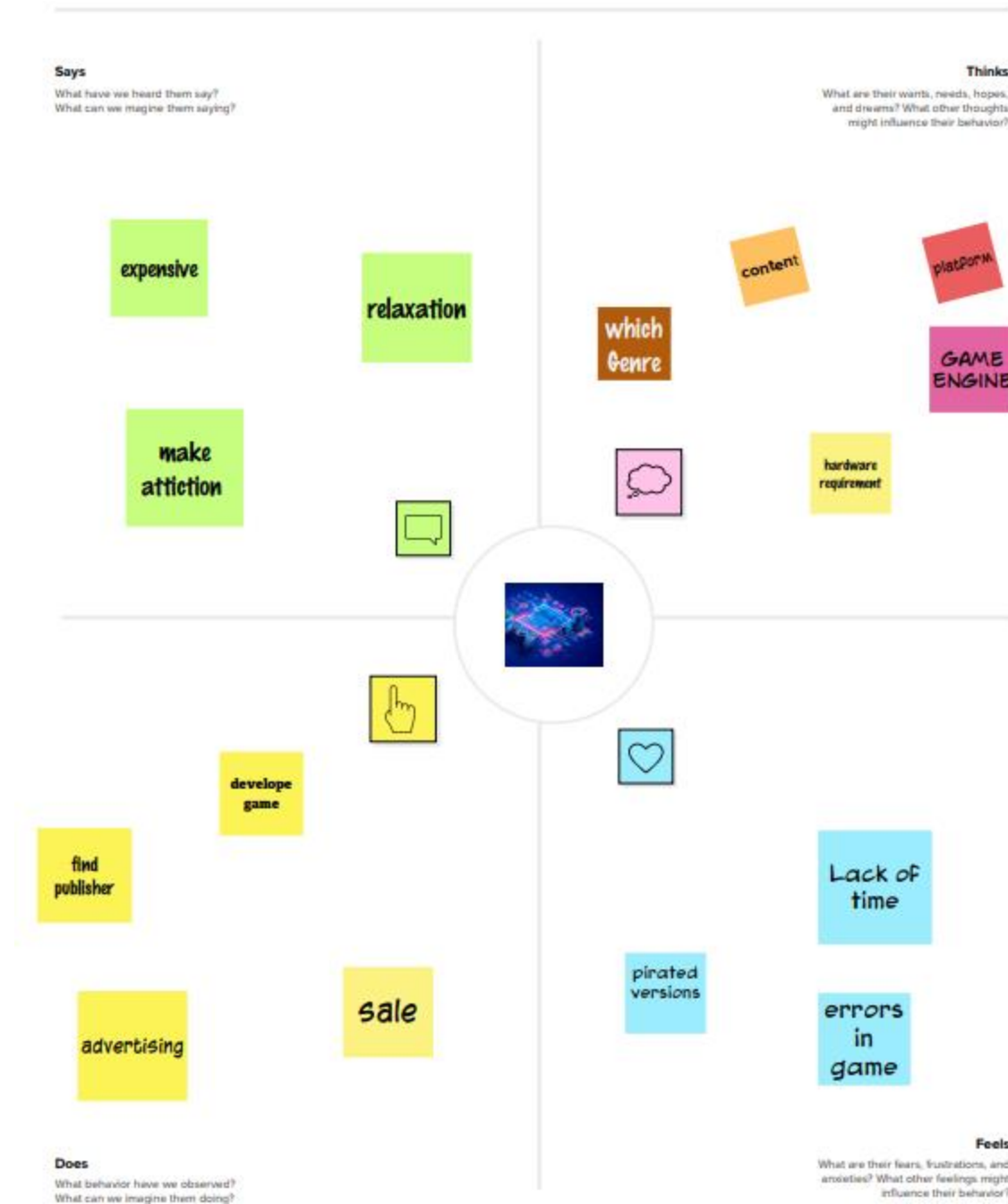
1.2 PURPOSE

There are many external factors to make creating an ecosystem of gaming industry. The gaming ecosystem contains game developers, publishers, hardware & software developers, streaming Service and community supports. The multi-platform supports for gamers will improve the sales of video games.

Analysis of this data will helps to identify the best gaming segment and the target region to achieve to maximum profits. We will attempt to predict the total sums of games sold using different type of genre as the variables.

2. PROBLEM DEFINITION AND DESIGN THINKING

2.1 EMPATHY MAP

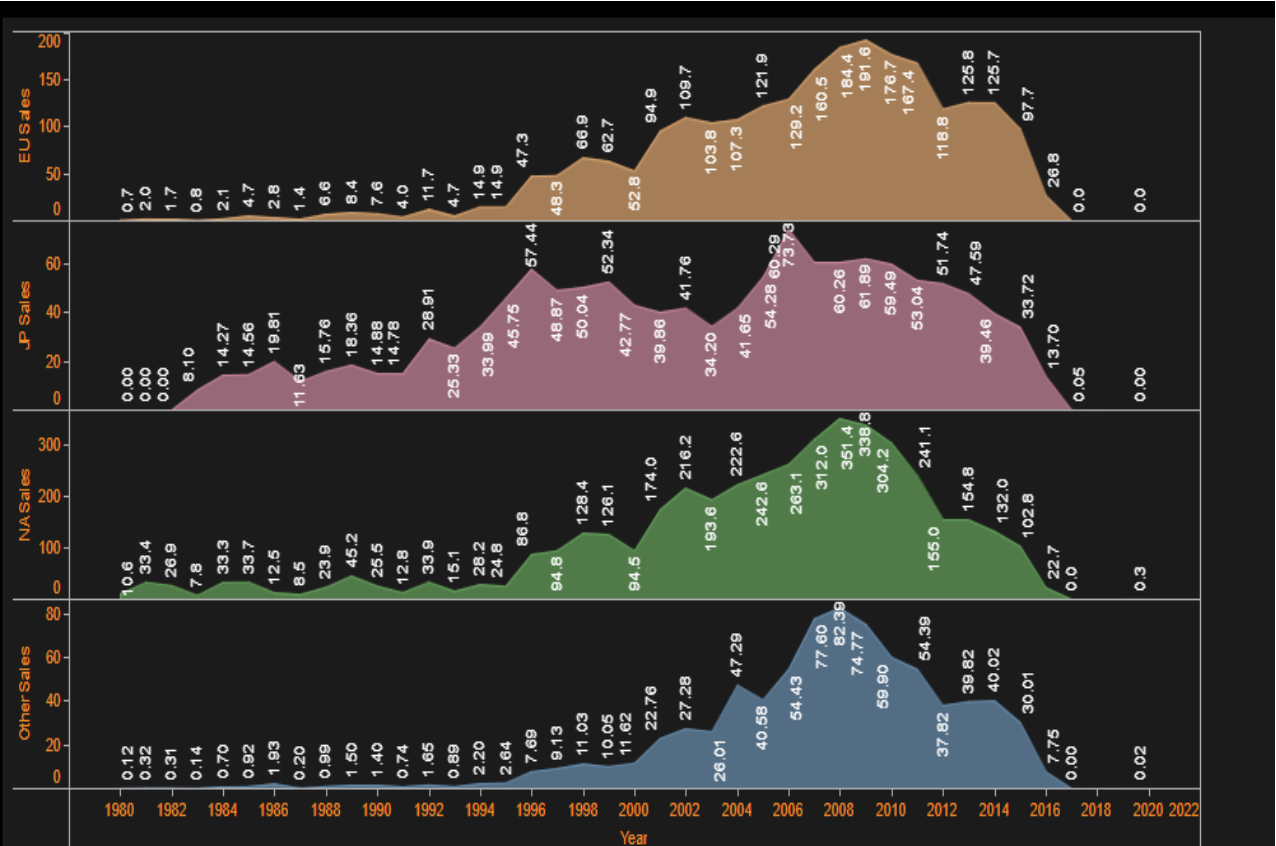


2.2 IDEATION AND BRAINSTORMING MAP

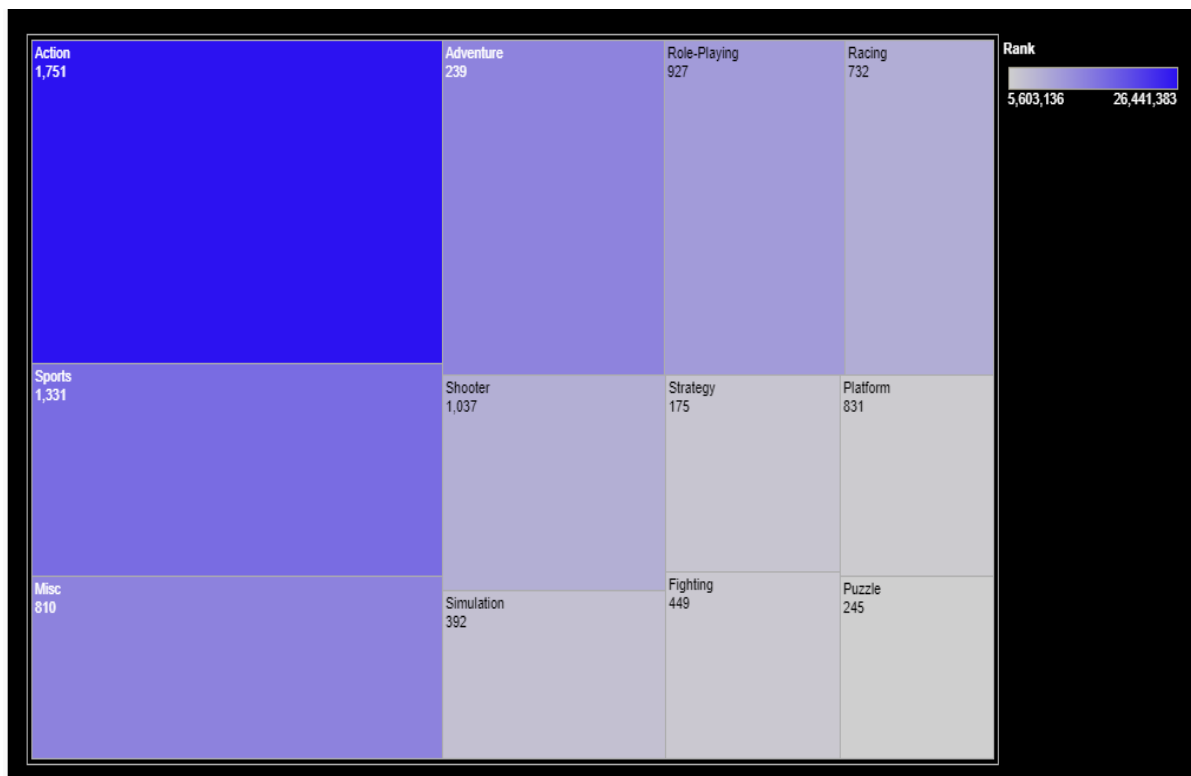


3. RESULT

3.1 SALES IN DIFFERENT REGION ANALYSIS

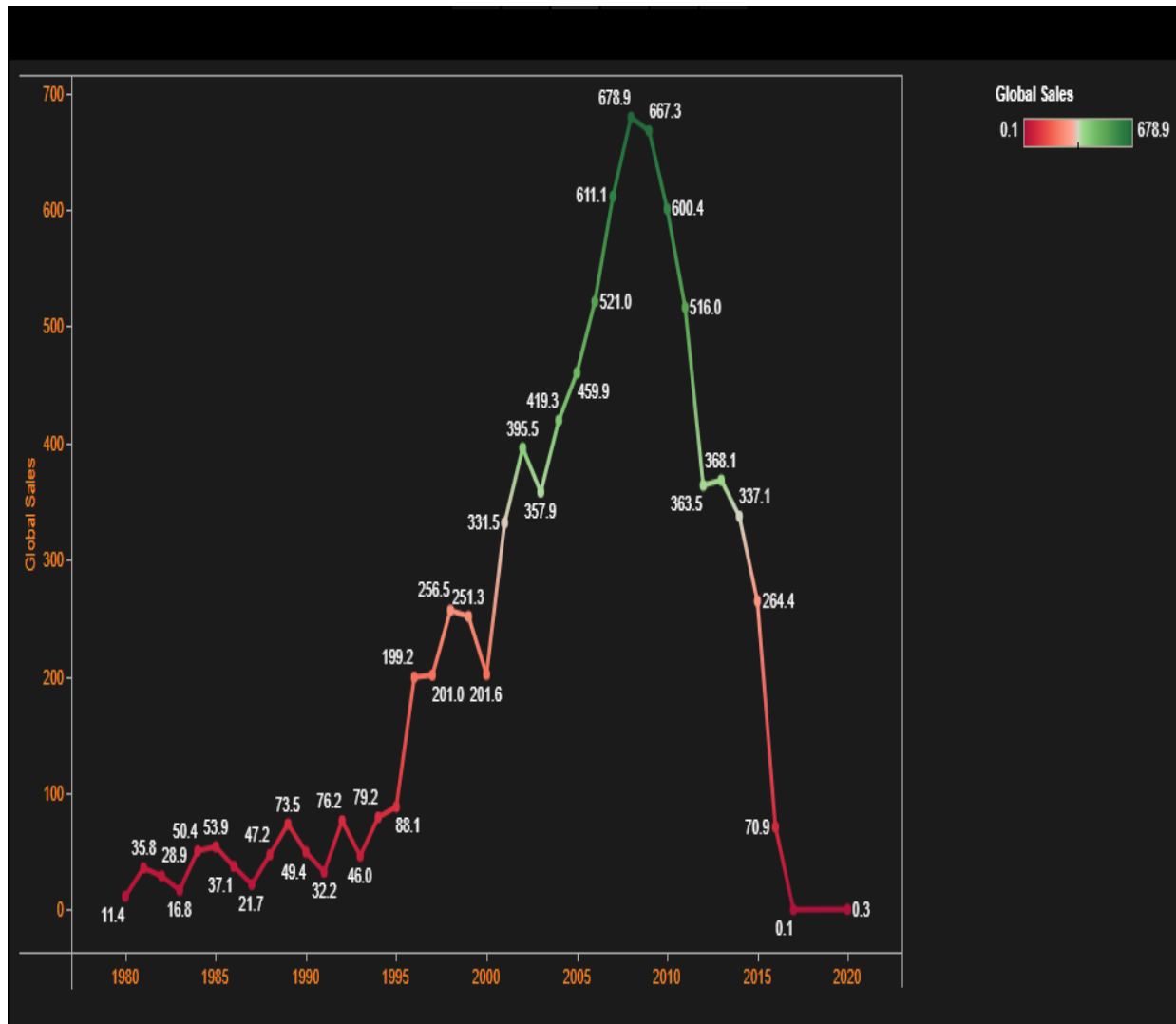


3.2 GENRE WITH RANK ANALYSIS



The above chart indicates that ,action genre got first place .that means most of the people loves action genre games. And the seconds place is got sports genre .

3.3 TOTAL SALES ANALYSIS

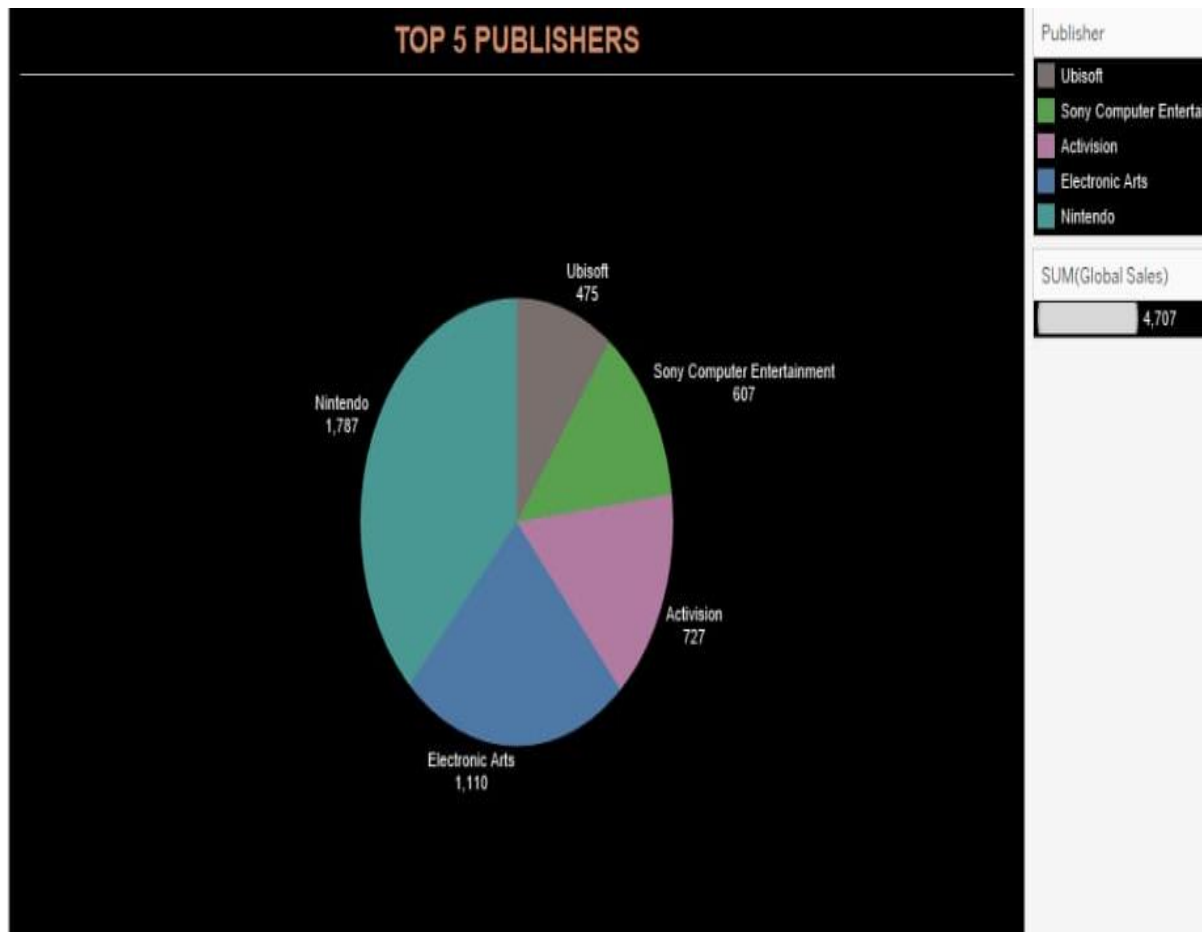


Green color indicates an increase in sales and it decreases indicates in red color

Early 2k the sales of video games were starting increase globally.

It reached 678.9, and it almost peaked during the year 2008.

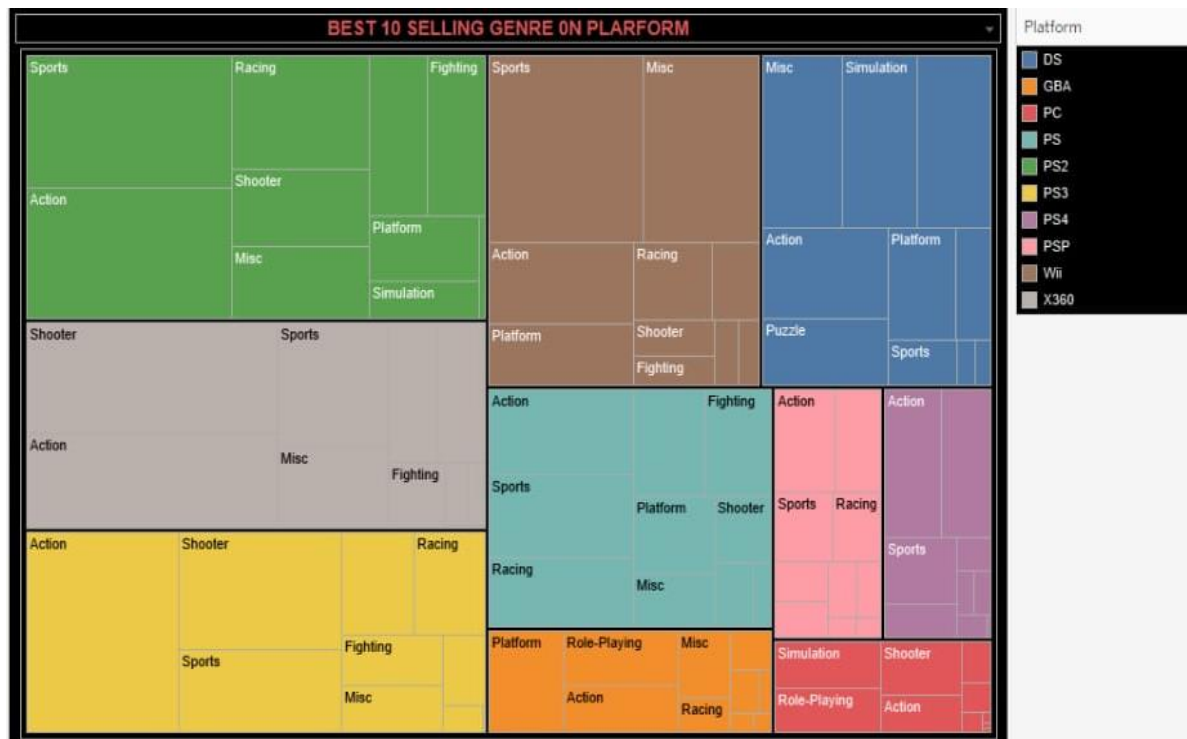
3.4 TOP 5 PUBLISHERS ANALYSIS



There are many publishers in the video game industry. In that, the top 5 publishers are Nintendo, Electronic Arts, Activision, Sony Computer Entertainment, and Ubisoft. Most of the games published by Nintendo.

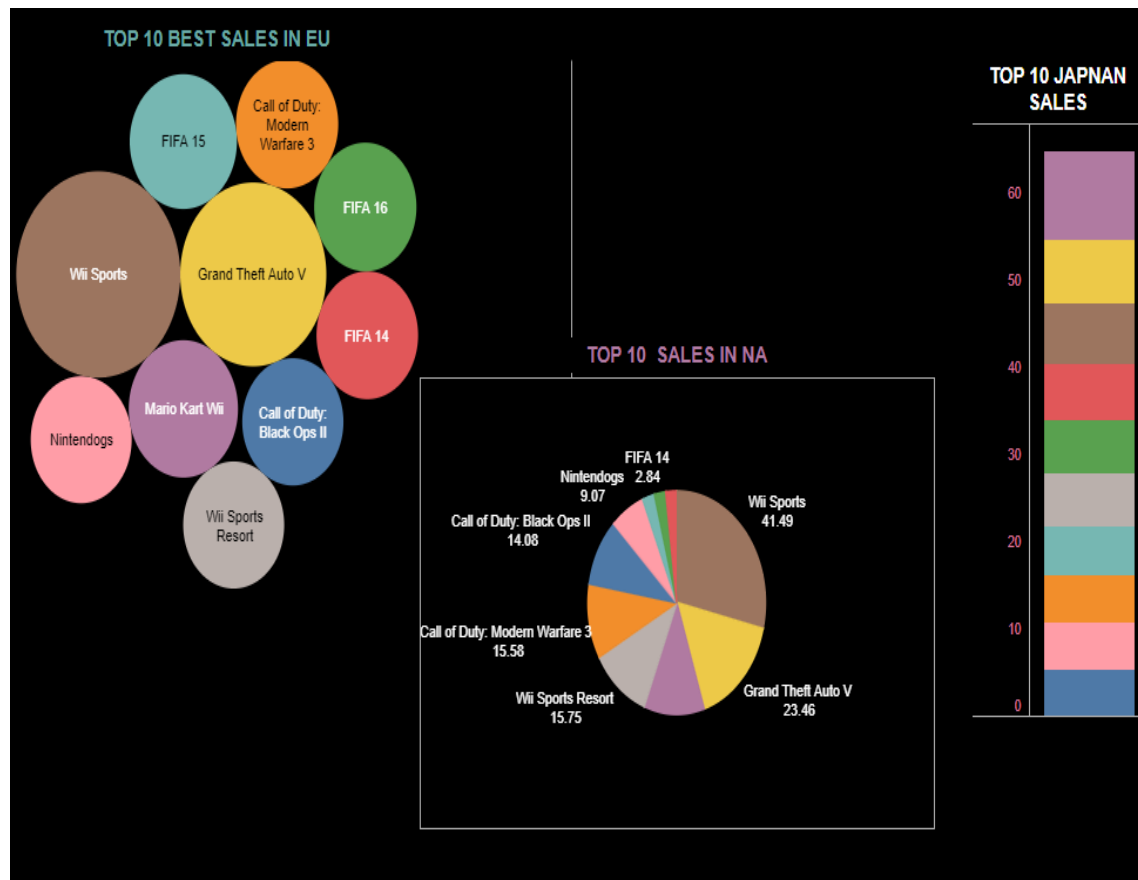
Nintendo and Electronic Arts are more abundant than others.

3.5 BEST 10 SELLING GENRES ON PLATFORM ANALYSIS



This tree map shows that ps2 platform got first place. Action, sports and shooter genre games are got first three place by each platform. That means most of the people like to play action, sports and shooter games.

3.6 TOP 10 SELLING VIDEO GAMES BY REGION



This chart indicates, the top 10 sold games by regional .





Wii sports have get first place in Europe and north America in highest.

The best selling games of Europe and north America similar to one to another.




Pokemon red and blue in highest sales in japan.

4. ADVANTAGES & DISADVANTAGES

4.1 Advantages

-  Maximum Coverage Of The Audience
-  Better Experience to customer
-  Strong Social Support
-  Easy To Access Everywhere

4.2 Disadvantages

-  Weak UX
-  Poor Performance That Can Throughout By Consumer
-  Lack Of 3D Support And Graphics

5. CONCLUSION

By the above data , video game sales reached peak on 2008. Na sales is dominates other regions, that indicates most of NA people are game lover .Most of the peoples like to play action, shooter and sports genre. Ps2 is the best selling platform. Wii sports is high sold game in NA and EU regions.

Nintendo and electronic arts are more abundant than others publisher.

6. APPLICATIONS

Consoles purpose-built entertainment systems that are designed for playing games, which include popular examples such as sony playstation, Microsoft Xbox and Nintendo switch. Multi-platform marketing creates an improved, seamless experience for your store through different marketing channels and sales channels.

7. FUTURE SCOPE

Gaming has emerged as the future of entertainment due to its immersive nature, technological advancement, interactivity, social experiences, diverse content , accessibility, professionalization

through esports, and the convergence of entertainment industries. As technology advances, games become a completely immersive experience. Imagine fully encompassing make-believe worlds that you control with your mind and body. Advances in technology and the rapid growth of the esports gaming community will help shape the future of gaming.

8. APPENDIX

Source code link:

<https://github.com/Tamilkumaran21/UNCOVERING-THE-GAMING-INDUSTRY-S-HIDDEN-GEMS-A-COMPREHENSIVE-ANALYSIS-OF-VIDEO-GAME-SALES>

Demo link:

<https://drive.google.com/file/d/1X85Pw3x4zF3hR5b5fQX1P6GLbH3tkvZ7/view>

