



#### **IST 719 Jon Kaplan and Tyler Marsh**

## Data Story and Audience

Nintendo is one of the world's most beloved and respected brands. For over 30 years, it has built its reputation on wholesome fun and nostalgia with cherished characters and stories in its games. In this poster, analysis was done on a video game sales and ratings dataset (1980-2016) with a focus on Nintendo in order to figure out the key attributes for Nintendo's continued success and sustainability in an ever-changing and increasingly

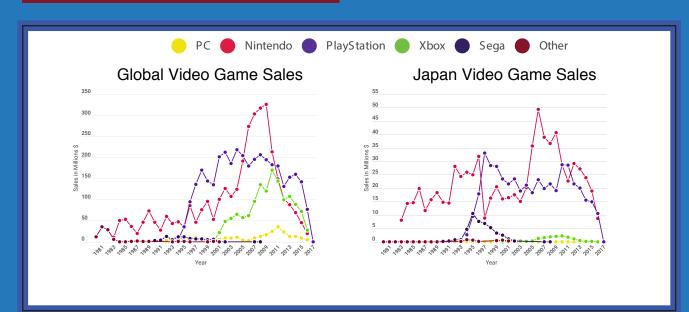
competitive video game industry. The dataset had 9935 rows and 16 columns. The audience for this poster is the general public and video game fans. For data cleaning, "Platform" factors were condensed into PC, Other, Xbox, Play Station, and Nintendo. Observations with AO, RP, K-A, "" were removed from data set. Subsets were made for each graph. We ommited NA values in calculations.

How does Nintendo's global sales compare to other

What are the majority of Nintendo's ESRB ratings? What genres does Nintendo target? What are Nintendo's most popular games? What are some of the key attributes of Nintendo games that make them stand out?

#### Global Sales

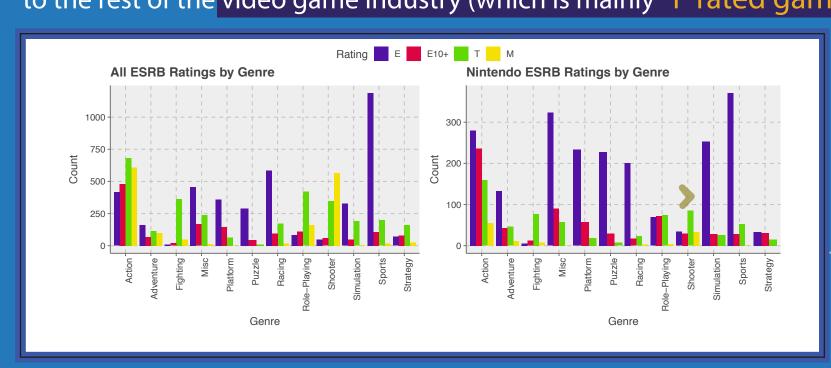
Nintendo has success selling games on its consoles and handhelds, the latter market comprising of all handheld sales.



Nintendo has 59% of all video game sales in Japan

### 'E' ESRB Ratings

Nintendo has an overwhelming amount of 'E' rated games, opening up their catalogue to a wider audience compared to the rest of the video game industry (which is mainly 'T' rated games)



Nintendo

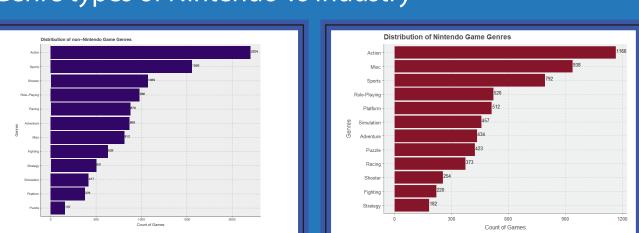
VS

Industry

Global Sales of Platformer Genre by Console

#### **Notable Games**





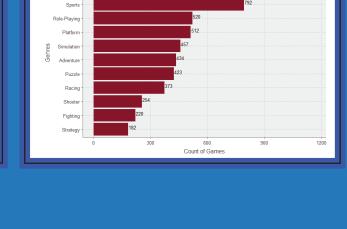
Long-Running Franchises

Nintendo carries many console-exclusive franchises that are testament to the longevity of Nintendo and its ability to stay

relevant in any decade by keeping their franchises fresh. (115 games, 1985 - present)

(27 games, 1986 - present)

(36 games, 1996 - present)



554.51 global sales

82.47 global sales

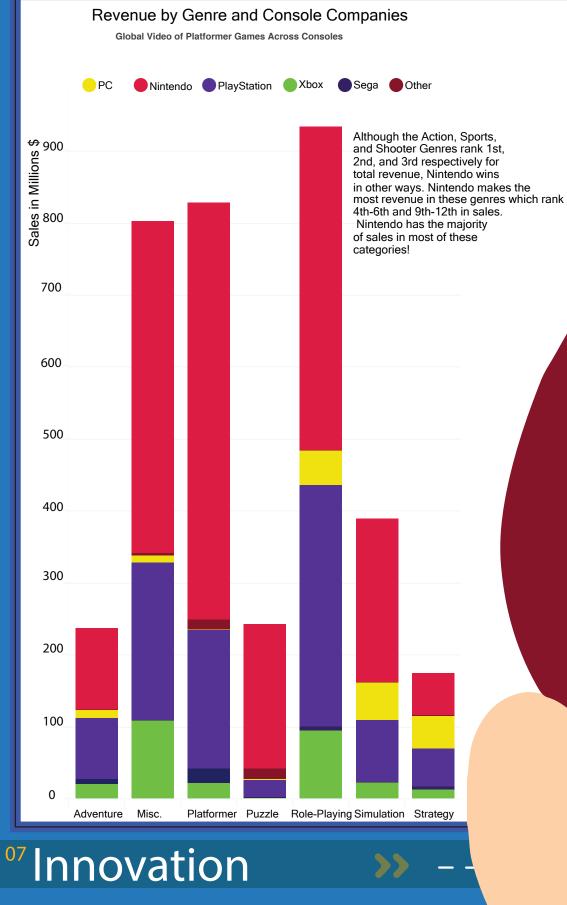
209.42 global sales

22225

Together, these three franchises represent % of all video game sales in history



are in genres such as **Shooter**, **Action**, and **Sports** 



Targeting Niche Genres

such as Simulation, Puzzle, RPG, and Platformer

This is in contrast to the rest of the industry where the top-sellers



Global Sales of Platformers **Platformer Sales** 

Nintendo Platformer Marketshare

Nintendo has the largest amount of Platformer games and global sales for that genre across all consoles. Part of the reason for the large amount of Platformer games

has to do with Nintendo's popularity with mobile gaming and handhelds. The Platformer genre is a genre well-

suited towards mobile gaming due to its short bursts of fun and lower- level graphics complexity compared to

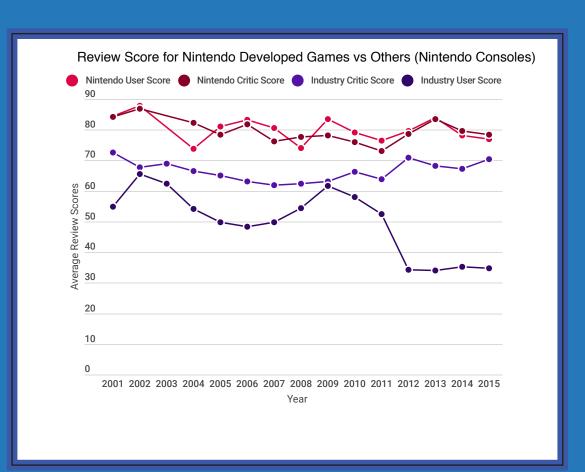
### Critical Acclaim

Genre: Platformer

Genre: Action

Genre: RPG

Nintendo's average critic score is 80.47 as developer and 76.27 as publisher, both higher than the 70.26 overall average critic score for all games.

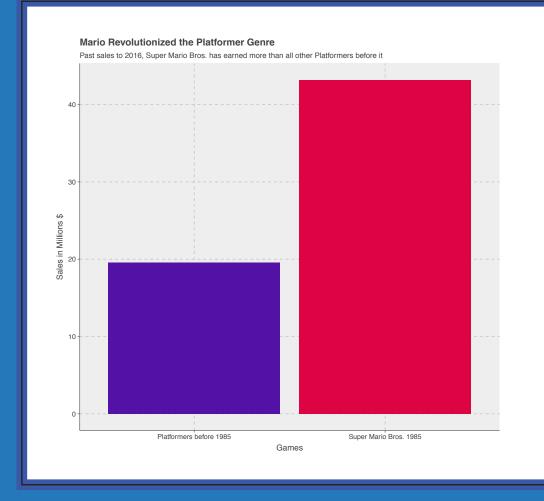


Nintendo games have the pattern of having a higher average user score compared to the critic score, likely due to the devoted fanbases and high quality standard for their games due to many of them being developed by Nintendo itself.

One way is through its creative and imaginative game design

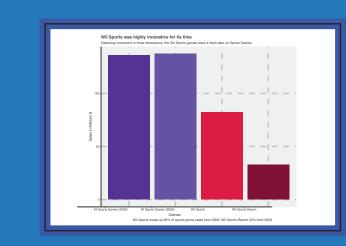
Nintendo is a leading innovator in the industry

in games such as Super Mario Bros (1985)



Nintendo also is a innovator with its hardware and consoles

Wii Sports (2006) remains one of its greatest successes and made exercise fun for all



# Conclusion

Nintendo's story is a story of niches. For its global sales, it holds a niche in the Japanese market. For the handheld market, Nintendo dominates as well.

The majority of Nintendo games are 'E' rated, allowing Nintendo to have a wider audience and appeal to as many people as possible.

Nintendo's most popular game are made up of games from their long-running franchise series, niche genres like Platformer, Puzzle, RPG, and Simulation, and innovative games that sometimes change the entire industry.

Nintendo's strategy of targeting these niche genres brings them a lot of success, especially in the domain of Platformers, where Mario games are dominant.

Through its continued innovation in game design and hardware, Nintendo is a trendsetter in the video game industry and one of the most respected brands in the world for the foreseeable future.

#### REFERENCES:

**DATA SOURCE:** 

Kaggle | Video Game Sales