

TRENDS IN GAMING

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THE PROBLEM

From Game development to selling the video games themselves, game developers, vendors, and marketers all have to predict what games to either create, push and or stock up on in order to get the best sales possible.

Game Developers:

- What game genre sells best where?
- What platform is more popular.?
- What will help improve sales?

Game Vendors:

- What genre is popular in their location?
- What platform is more popular there?

Game Marketers:

- Where to advertise what genre?
- Where to advertise what platform?



To Conclude, the aim of this project is to help these target personas increase sales and become more efficient.

THE DATASET

VGSALES.CSV

- Has 11 Columns:
 - Rank (just an index)
 - Name (name of game)
 - Platform (what device game is played on)
 - Year (what year the game was released)
 - Genre (Type of game)
 - Publisher (Game Company)
 - NA_Sales (North American Sales)
 - EU_Sales (European Sales)
 - JP_Sales (Sales in Japan)
 - Other_Sales (Sales in other locations)
 - Global_Sales (Global Sales)
- 16.6k rows

THE GOAL:

- To predict the sales trends in types of games and platforms in North America, Europe and Japan in order to then apply the results to help game developers, vendors, and marketers effectively push products.

ADDITIONAL AIMS:

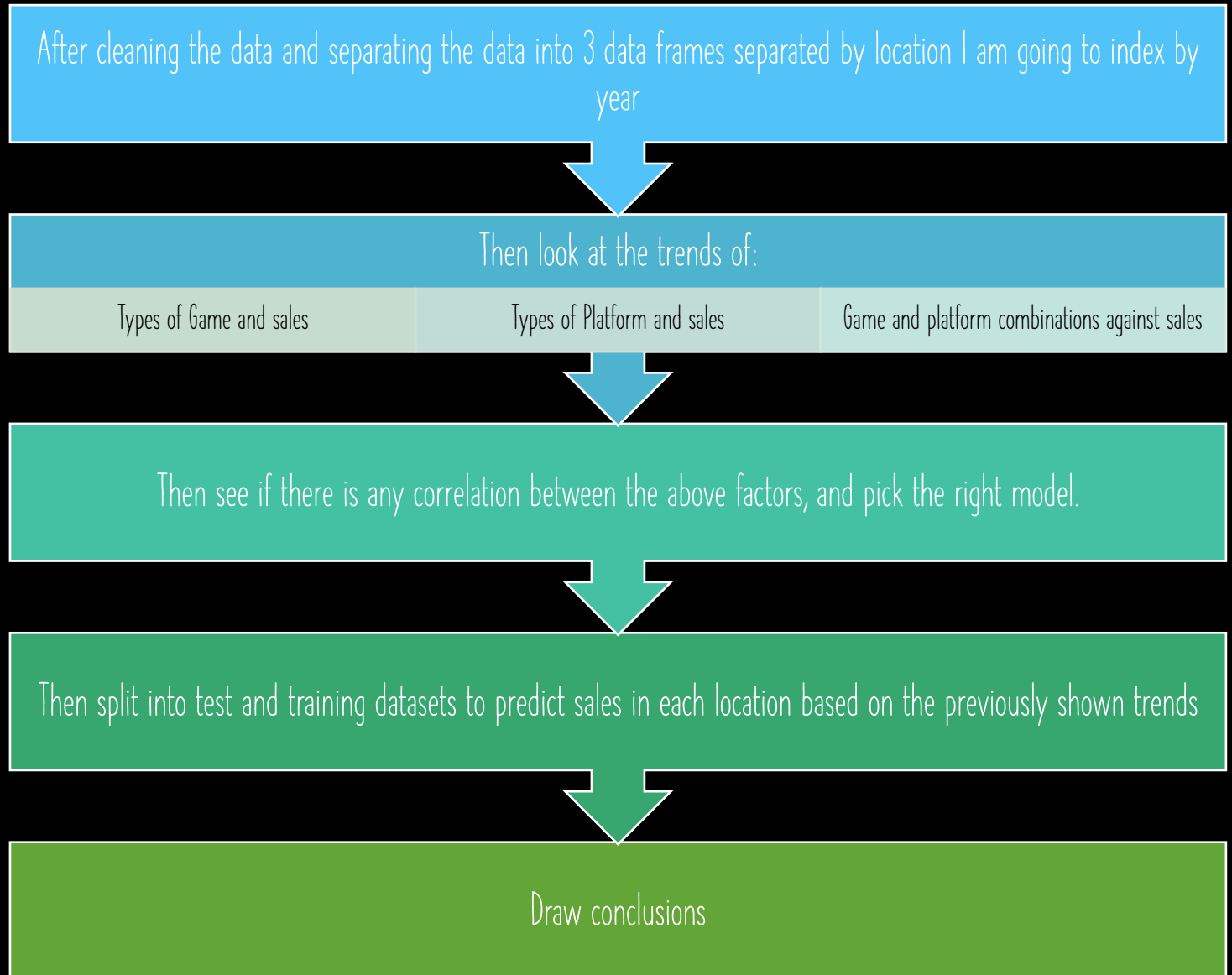
How does the type of game or platform affect sales trends in NA, EU, and JP?

- How do the trends vary from location to location?
- What does this mean for developers/vendors/marketers?

What game or platform is predicted to do the best in each location?

- Is there a game and platform combination that is predicted to sell really well?
- Is there any sales trends that are the same across all 3 locations?

THE PLAN:



DESIRED OUTCOMES:

- It is expected that we find that there is a correlation between game genre or platform and sales
- There should be a pattern over time in the trend of sales for a genre of game or type of platform

