

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

## 1. INTRODUCTION

### 1.1 OVERVIEW

Video game sales analysis is the process of collecting and analyzing data about the sales of video games in order to understand market trends and consumer behavior.

### 1.2 PURPOSE

The result of this analysis can be used to identify trends and patterns in the market and to make informed decisions about the development and marketing of video games.

## 2. Problem definition & design thinking

### 2.1 Empathy map

**Empathy map**

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

**Build empathy**

The information you add here should be representative of the observations and research you've done about your users.

**Says**  
What have we heard them say?  
What can we imagine them saying?

**Thinks**  
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Understand market trends

Analyze data about sales of video games

Examine user

Maybe useful for future generations

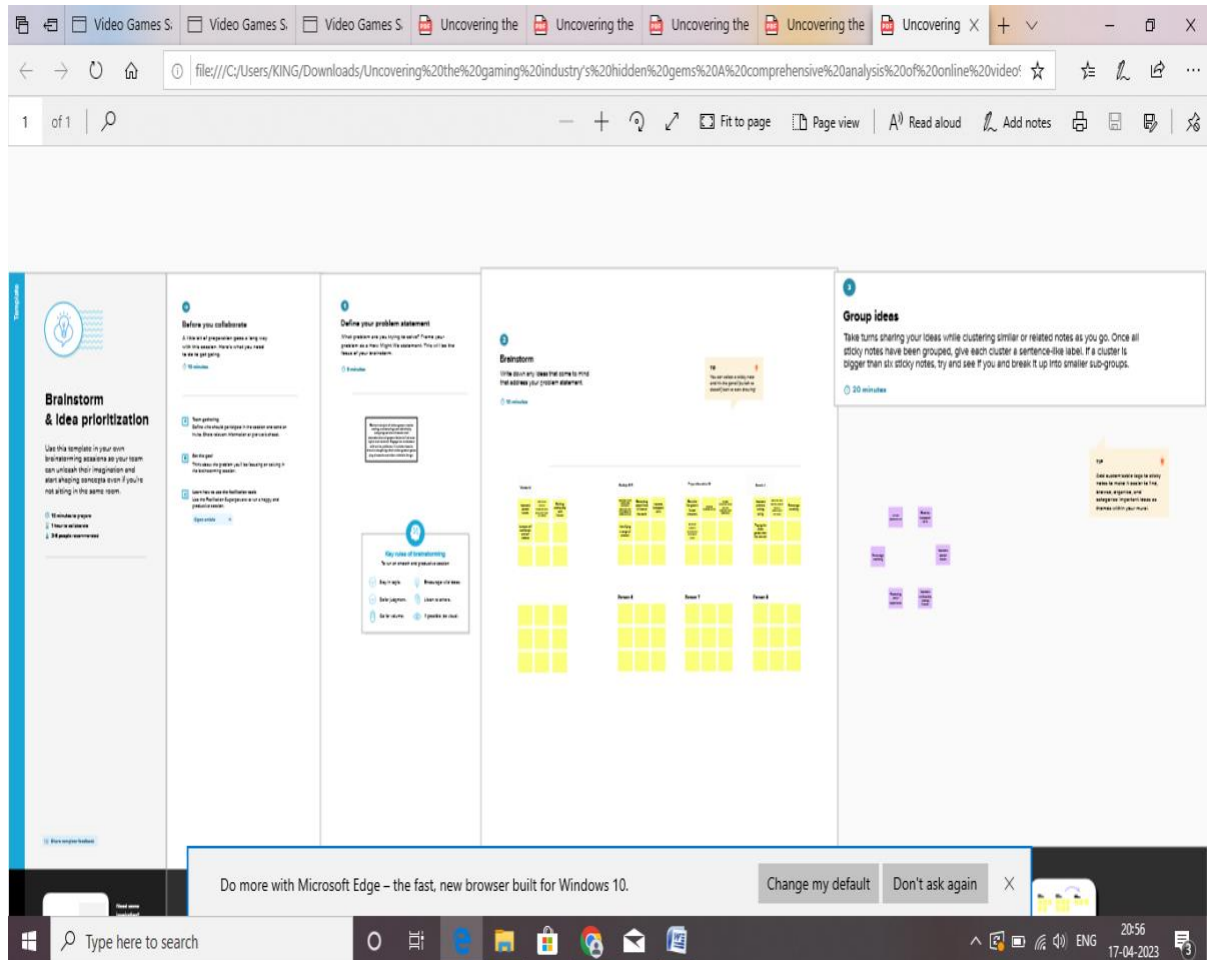
Safe?

Direct relief

Maybe increase in all areas

Do more with Microsoft Edge – the fast, new browser built for Windows 10. Change my default Don't ask again X

## 2.2 Ideation and Brainstorming Map



### 3 RESULT

Game analytics is the form of behavioral analytics that deals with the video games. Game analytics involve using quantitative measures, metrics and tools that can be used to track events that occurs over the course of game , with the goal of capturing such data for statistical analysis.

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## VIDEO GAMES SALES ANALYSIS.

- Home
- Prologue
- Challenge
- Charts
- Dashboard
- Story
- Conclusion

### A Tableau Presentation

[Get Started](#)

Video Games since its inception has touched many souls by their augmented reality and graphics, apart from being a good to boredom it also shows us the way technology has been developed from single Nintendo to PS5, from road rash to God of war.

This project is a complete analysis of video games sold since 1980. It consists of video games with their publisher and platform with the genre of games on which year they were published with the sales they made in North America, Japan, Europe and other regions.

### Challenges

Analysing sales data from more than 16,500 games. This dataset contains a list of video games with sales greater than 100,000 copies. It was generated by a scrape of vgchartz.com.

Let us check some top sale video games

[Super Mario Bros](#)

Super Mario Bros is a platform game developed and published by Nintendo for the Nintendo Entertainment System (NES).

[Wii Sports](#)

Wii Sports is a 2006 sports simulation video game developed and published by Nintendo for the Wii video game console.

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## STORY

Video games dashboard (1). Videogames dashboard (1). Videogames story (1).px x + v

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Fit to page Page view Read aloud Add notes

### Video Games Sales Story

**PUBLISHER VS PLATFORM** - This is a Gantt chart which shows the games published on every platform since 1980. The highest games are being published on platforms like PS2, PS3...

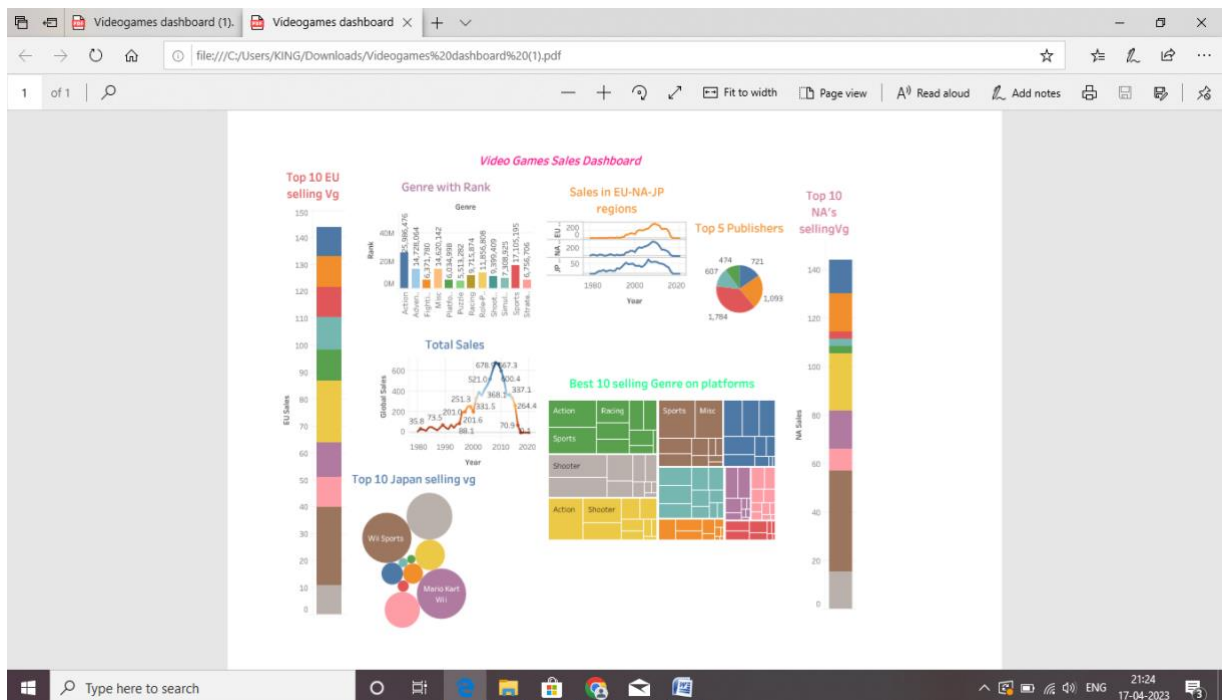
**SALES BASED ON PLATFORMS** - This tree map analysis based on the games sold globally by the publisher over the years. Here Nintendo is the clear winner but also electronic arts, Ac...

**SALES PER GENRE** - This bubble clearly shows us the sales count in each genre of games. Action being the top performer f...

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# DASHBOARD



## 4 ADVANTAGES & DISADVANTAGES

Video games can be used to help improve test scores, teach life and job skills, improve brain function, and encourage physical exercise. Because video game addiction can negatively impact social and physical health, parents should be aware of the symptoms.

## 5 APPLICATIONS

The combination and concentration and neurotransmitter surges when playing games helps to strengthen neural circuits, giving the brain a real workout.

## 6 CONCLUSION

Video games 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.

## **7 APPENDIX**

<https://drive.google.com/file/d/1aT7Xl9yH7C0dV-5oTxKJRybQBkO19Ncf/view?usp=sharing>