

# How Gaming Tastes Differ Across Regions

## Data Column Used

- Genre
- JP\_sales
- NA\_Sales

## What I Found:

When comparing regional sales by genre, I noticed a striking trend: **Japan prefers Role Playing games**, while **North America leans heavily toward Shooter and Sports games**.

## Why It's Interesting:

Most game developers aim for a global audience, but these numbers suggest that regional preferences are still strong. For example:

- *Role Playing* games earned over **30% of their global sales from Japan**, despite having lower popularity in North America.
- *Shooters*, on the other hand, made nearly **80% of their revenue in North America and Europe**, with almost no traction in Japan.

This isn't just cultural it impacts how companies plan game releases, marketing, and localization strategies

## Visual:



## **Summary:**

### **1. Platform Performance**

- PlayStation 2 (PS2) consistently dominated global sales, especially between 2001 and 2005, making it the most commercially successful platform in the dataset.
- Wii and Xbox 360 also showed strong sales peaks around 2008-2010, indicating high consumer interest in motion control and online features during that period.

### **2. Genre**

- Trends Action, Sports, and Shooter genres were the top performers globally, particularly in North America and Europe.
- Role Playing Games (RPGs) performed significantly better in Japan, indicating strong regional genre preferences.

### **4. Regional Revenue**

- North America (NA) and Europe (EU) contributed the most to global sales, while Japan (JP), although smaller, had distinct taste and market behavior. Games that performed well across NA and EU simultaneously generally achieved higher global success.

### **5. Top Publishers**

- A few dominant publishers like Nintendo, Electronic Arts, and Activision had significantly higher cumulative sales.
- Publishers that diversified across platforms and genres saw broader global success.