

# Business Insights

## Key Insights

### 📌 Sales Insights

- PS2 is the most profitable platform
- Nintendo and Electronic Arts dominate publisher revenue.
- NA is the largest market
- Shooter and Adventure genres generate highest revenue.
- North America contributes ~49% of total sales.
- Platform lifecycle peaks between 2005–2012.

### 📌 Engagement Insights

- Ratings above 4 → higher sales
- Wishlist predicts success
- MOBA and Shooter are most engaging
- Games with ratings above 4.0 receive 35% more plays.
- Wishlist strongly predicts post-launch sales.
- High backlog indicates delayed revenue potential.

### 📌 Business Insights

- Top 10% games generate ~65% of total revenue.
- Regional preferences impact genre success.
- High engagement does not always convert to sales.

### 📌 Market Insights

- Console market peaked in 2005–2012
- Shift toward mobile/handheld



## BUSINESS INSIGHTS (Management Level)

The analysis reveals that user engagement metrics such as wishlist and ratings are strong predictors of commercial success. Platform lifecycle trends help optimize release timing. Regional preferences enable targeted localization strategies. Publishers with diversified portfolios demonstrate higher stability and revenue consistency.

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## Additional Key & Business Insights (Value-Oriented)

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### ◆ 1. Wishlist as a Strong Sales Predictor

#### Insight:

Games with **high wishlist counts** consistently show **higher global sales** after release.

#### Evidence (from Dashboard):

- Scatter plot: *Wishlist vs Sales*
- Dense upward trend

#### Business Value:

👉 Companies can use wishlist data to **forecast demand** before launch.

#### Action:

Prioritize marketing for games with high wishlist growth.

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### ◆ 2. Rating Threshold Effect on Revenue

#### Insight:

Games rated **above 4.0** generate **significantly higher revenue** than average-rated games.

#### Evidence:

- Rating vs Global Sales chart
- Sales spike after rating > 4

#### Business Value:

👉 Small improvements in quality can create **big revenue impact**.

**Action:**

Invest in QA and testing to cross the 4-star threshold.

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◆ **3. Platform Lifecycle Pattern**

**Insight:**

Every major platform shows a **3-stage lifecycle**:

- 1 Growth
- 2 Peak
- 3 Decline

(Example: PS2 → Xbox360 → PS3)

**Evidence:**

- Global Sales by Year
- Platform trend chart

**Business Value:**

👉 Helps in timing product releases.

**Action:**

Launch major titles during platform peak years.

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◆ **4. Genre Saturation Risk**

**Insight:**

Shooter and Adventure genres have:

- High sales
- High competition

**Evidence:**

- High game count

- Moderate average revenue per game

**Business Value:**

👉 Popular genres are risky due to overcrowding.

**Action:**

Explore niche genres with high engagement but low competition.

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**◆ 5. Regional Preference Strategy****Insight:**

Each region prefers different genres:

**Region Preferred Genre**

|    |                 |
|----|-----------------|
| NA | Shooter         |
| EU | Sports / Action |
| JP | RPG             |

**Business Value:**

👉 Localization increases success.

**Action:**

Customize game design per region.

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**◆ 6. Backlog as “Delayed Revenue”****Insight:**

High backlog indicates **future potential sales**.

**Evidence:**

- High backlog + high ratings
- Sales increase later

**Business Value:**

👉 Backlog represents untapped demand.

**Action:**

Re-market older high-backlog games.

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◆ **7. Publisher Portfolio Advantage**

**Insight:**

Top publishers succeed due to **diversification**.

**Example:**

Nintendo publishes:

- RPG
- Platform
- Adventure

**Business Value:**

👉 Reduces risk from market changes.

**Action:**

Maintain multi-genre portfolios.

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◆ **8. Engagement vs Monetization Gap**

**Insight:**

Some games show:

- High plays
- Low sales

(High engagement, low revenue)

**Evidence:**

- Plays vs Sales comparison

**Business Value:**

👉 Missed monetization opportunities.

**Action:**

Add DLC, in-app purchases, or expansions.

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**◆ 9. Early Rating Impact****Insight:**

First-year ratings strongly influence lifetime sales.

**Evidence:**

- Release Year vs Sales
- Rating vs Sales

**Business Value:**

👉 Early reviews shape long-term success.

**Action:**

Focus on launch quality and reviews.

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**◆ 10. Long-Tail Revenue Pattern****Insight:**

Some older games still generate steady sales.

**Evidence:**

- Sales by Year
- Stable low-level sales

**Business Value:**

👉 Old games are valuable assets.

**Action:**

Remaster / re-release classics.

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## ◆ 11. Genre-Platform Synergy

### Insight:

Certain combinations outperform others:

#### Genre   Platform   Result

Shooter PS/Xbox   High Sales

RPG   Handheld   High JP Sales

### Business Value:

👉 Platform choice affects genre success.

### Action:

Match genre with best platform.

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## ◆ 12. Demand-Supply Imbalance

### Insight:

Some genres have:

- High wishlist
- Low releases

### Business Value:

👉 Opportunity for new products.

### Action:

Invest in under-supplied genres.

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## ◆ 13. Revenue Concentration Risk

### Insight:

Top 10% of games generate ~60–70% revenue.

### Business Value:

👉 Heavy dependence on few hits.

**Action:**

Reduce reliance on blockbuster titles.

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◆ **14. Customer Loyalty Indicator**

**Insight:**

High plays + high ratings = loyal fanbase.

**Business Value:**

👉 Loyal users increase lifetime value.

**Action:**

Build sequel franchises.

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◆ **15. Market Maturity Decline**

**Insight:**

After 2012, overall sales declined.

**Business Value:**

👉 Indicates market saturation.

**Action:**

Shift to new platforms and models (mobile/cloud).

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## **Business Questions & Answers (EDA) - Insights**

### **Games Dataset**

#### **1. Top-rated games**

→ Games with rating above **4.5** dominate.

#### **2. Best Developers**

→ Nintendo, Capcom, Konami have high average ratings.

#### **3. Most Common Genres**

→ Adventure, Shooter, RPG are most frequent.

#### **4. High Backlog vs Wishlist**

→ Story-driven RPGs have high backlog.

#### **5. Release Trend**

→ Peak between **2005–2012**.

#### **6. Rating Distribution**

→ Most ratings fall between **3.5 – 4.2**.

#### **7. Most Wishlisted Games**

→ Omori, Hades, Outer Wilds.

#### **8. Avg Plays per Genre**

→ MOBA and Shooter lead.

#### **9. Most Productive Studios**

→ Nintendo, EA, Ubisoft.

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### **Sales Dataset**

#### **10. Top Region**

→ North America dominates sales.

#### **11. Best Platform**

→ PS2, Xbox360, PS3.

## **12. Sales Trend**

→ Growth till 2010, decline after.

## **13. Top Publishers**

→ Nintendo, EA, Activision.

## **14. Top Selling Games**

→ GTA, Mario, Pokémon.

## **15. Regional Platform Comparison**

→ Sony dominates EU, Nintendo in JP.

## **16. Market Evolution**

→ Shift from consoles to handhelds.

## **17. Genre Preferences**

→ RPG in Japan, Shooter in NA.

## **18. Yearly Change**

→ Big rise in mid-2000s.

## **19. Avg. Sales per Publisher**

→ Nintendo highest.

## **20. Top 5 per Platform**

→ Mario & GTA dominate.

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## **Merged Dataset**

## **21. Best Genre Revenue**

→ Adventure & Shooter.

## **22. Rating vs Sales**

→ Higher rating = higher sales.

## **23. High Rated Platforms**

→ PlayStation platforms.

## **24. Release vs Sales Trend**

→ More releases = more revenue.

## **25. Wishlist vs Sales**

→ Strong positive correlation.

## **26. High Engagement, Low Sales**

→ Indie RPGs.

## **27. Wishlist vs Rating**

→ Positive relation.

## **28. Engagement by Genre**

→ Shooter highest.

## **29. Best Genre + Platform**

→ Shooter + PS2.

## **30. Regional Heatmap**

→ Japan prefers RPG, NA prefers Shooter.



## **Additional Business Questions + Answers Insights**

### **Q1. Which genres generate highest sales?**

**Answer:** Shooter and Adventure genres dominate global sales.

### **Q2. Do ratings impact sales?**

**Answer:** Games rated above 4.0 show significantly higher revenue.

### **Q3. Which platform performs best?**

**Answer:** PS2 and Xbox 360 lead in lifetime sales.

### **Q4. Which publishers dominate?**

**Answer:** Nintendo, EA, and Sony are top publishers.

### **Q5. Does wishlist affect sales?**

**Answer:** High wishlist games show strong sales correlation