

UNCOVERING THE GAMING INDUSTRY'S HIDDEN GEMS:

TEAM SIZE: 3

TEAM MEMBERS:

LEADER: VISHWA M

MEMBERS: SRIRAM A, PRANESH K

INTRODUCTION:

From this project, we are learnt that how to operate the tableau software and analyzing the performance & efficiency A video game, also known as a computer game, is an electronic game can be used for competition and for computer learning. The gaming industry in India is undergoing a tremendous boom with regards to future growth and over-all market potential.

Gaming industry, in the modern tech world we live in, is one of the most significant, creative and invention industries. Based on its effect on social technical and entertainment advanced, it is considered one of the exciting industries in the world.

Purpose Of the Project

The video game industry encompasses **the development, marketing, and monetization of video games.** The industry encompasses dozens of jobs disciplines and thousands of jobs worldwide.

Define: problem

Activity 1: Specify the business problem.

The industry graphited with varied headers ranging from worsening macroeconomic conditions a post pandemic, softening in demand ongoing supply issues changes in the mobile privacy framework and a significantly increased legal and regulatory focus.

Activity 2: Business requirements.

Business requirements for analysing video game sales would include data on the sales of specific video games, information on the gaming industry, and data on consumer demographics and purchasing habits. This information can be used to identify trends and make informed decisions on marketing and development. strategies for future video game releases. Additionally, it's also important to have information on platform sales, region, and competition in the market.

Activity 3: Literature Survey (Student Will Write)

Video Game Industry Analysis: Insights and Forecast- by Research and Markets (2016) This report provides a comprehensive analysis of the global video game industry.

Video Game Industry: Current Trends and Future Opportunities by PwC (2019) - This report analyses the current state of the global video game industry, including market size and growth, revenue streams, and consumer demographics. It also explores future opportunities for the industry, such as the potential for virtual reality and mobile gaming.

Global Video Game Market: Size, Trends & Forecasts (2018-2022) by Daedal Research (2018) - This report provides a detailed analysis of the global video game market, including market size and growth, segmentation by platform, and regional trends. It also includes market forecasts for the next five years.

Video Game Sales by Platform: A Comparative Analysis by New Zoo (2017) – This report compares the sales of video games across different platforms, including consoles, PC, and mobile. It also includes data on the top-selling games for each platform and analyses trends in the industry.

Activity 4: Social or Business Impact.

Social Impact:

Increased social interaction and connection through online multiplayer gaming.

Increased awareness and representation of diverse groups in the gaming industry.

Increased accessibility to gaming through mobile and online platforms.
Increased use of gaming as a form of therapy or rehabilitation.

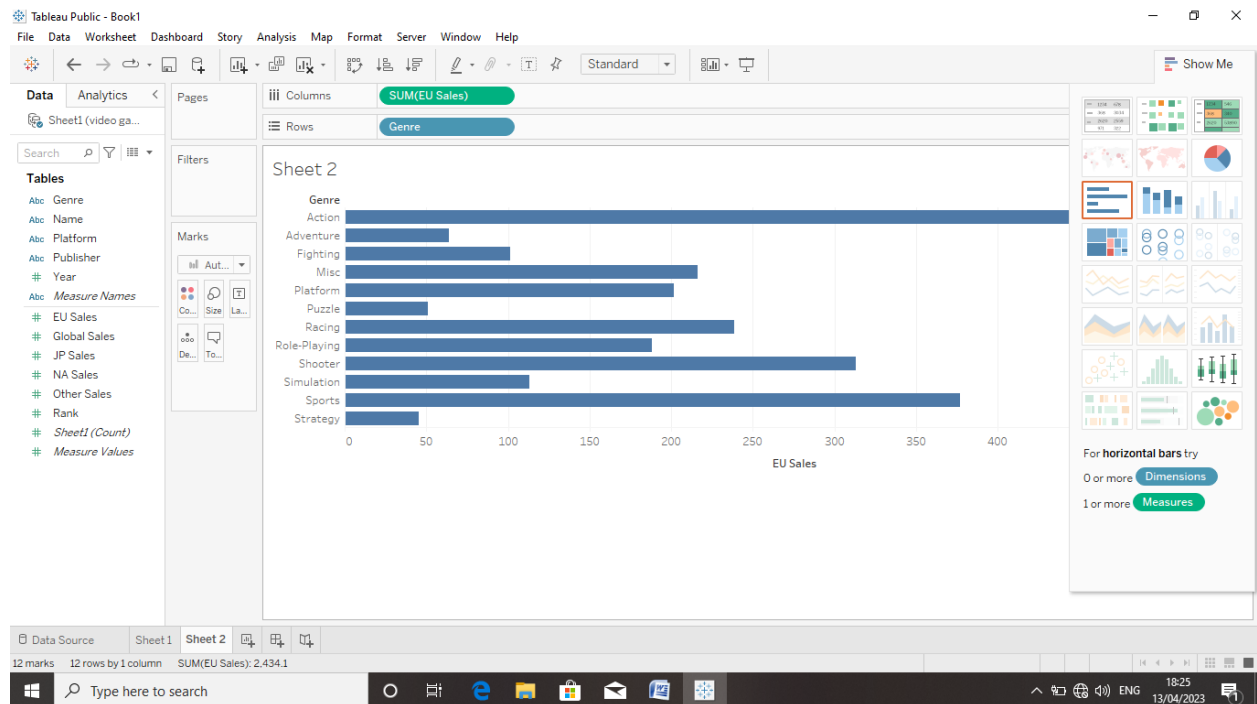
Business Impact:

Increased revenue for the gaming industry. Increased competition among game developers and publishers. Increased investment in research and development for new technologies and platforms. Increased use of data analytics to track player behaviour and improve game design. Increased use of microtransactions and in-game purchases for additional revenue streams.

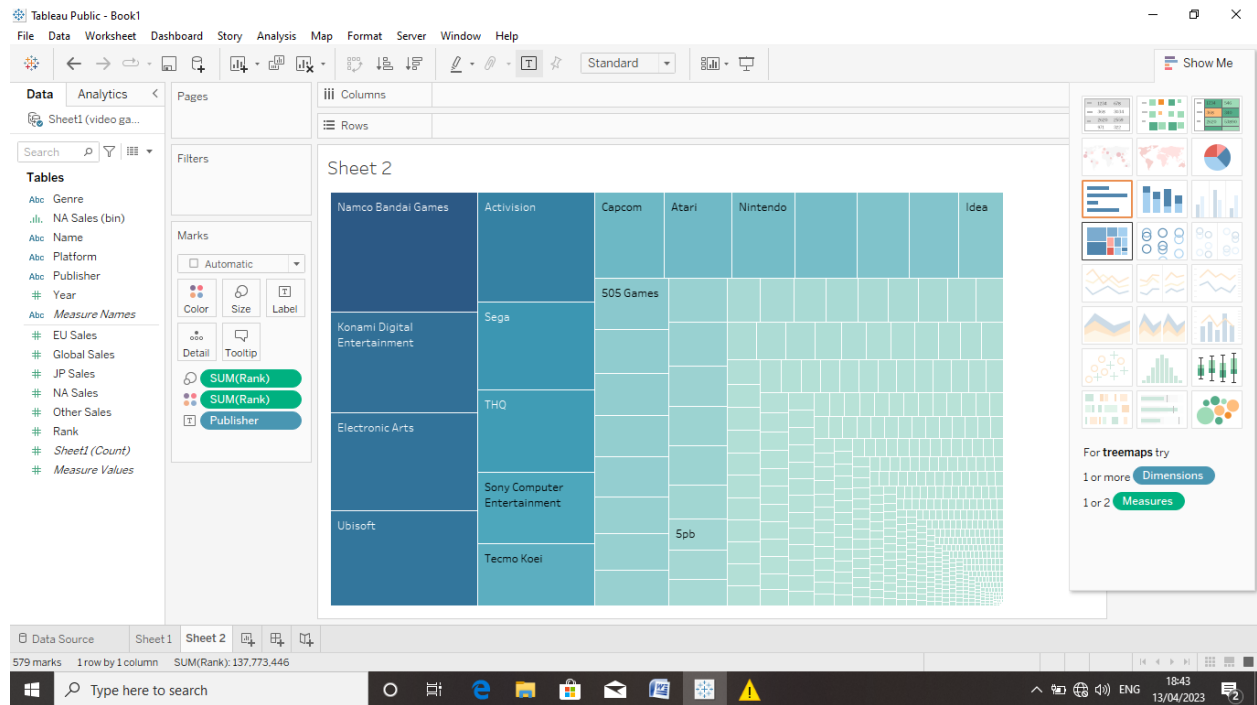
A Comprehensive Analysis of Video Game Sales

Comparison Chart

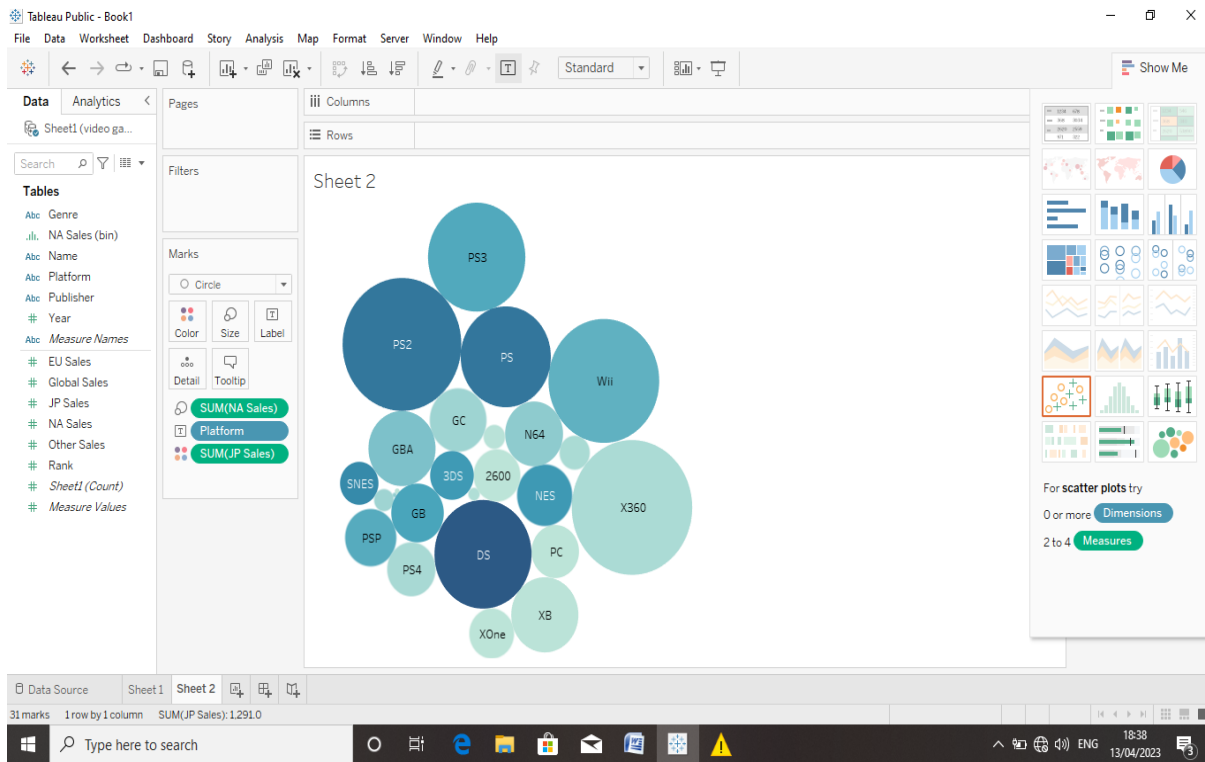
Genre and EU Sales:



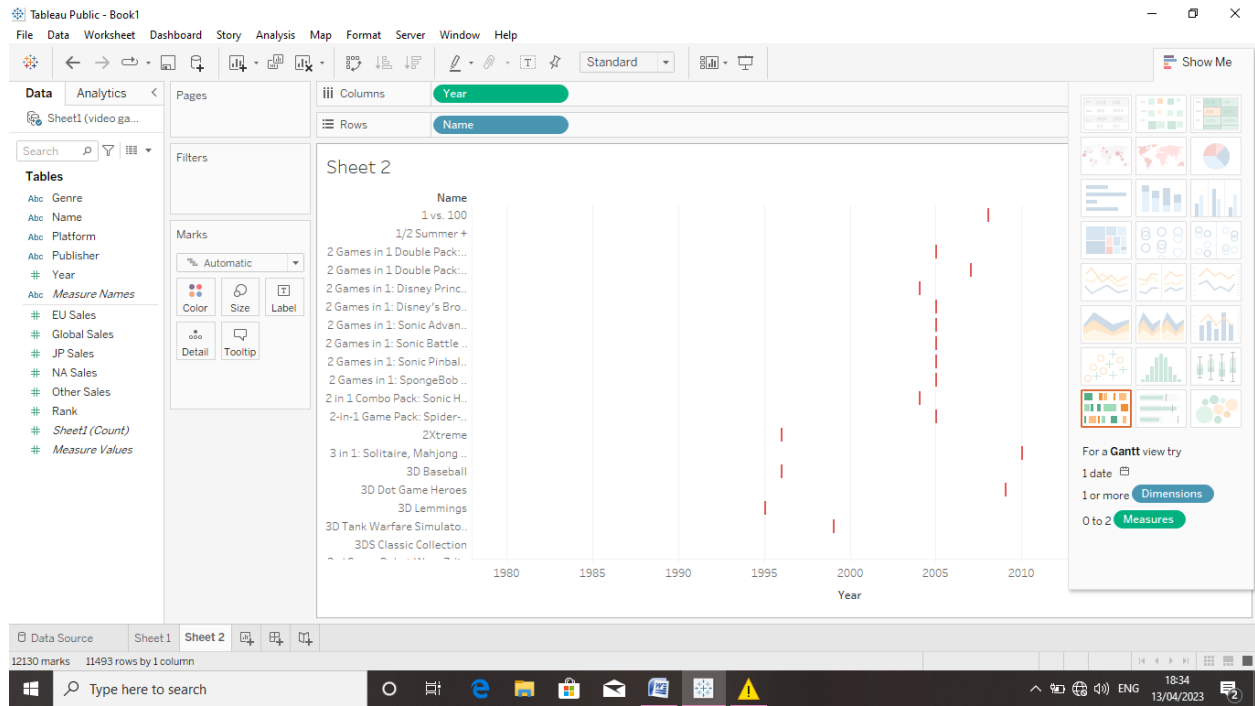
Publisher and Rank:



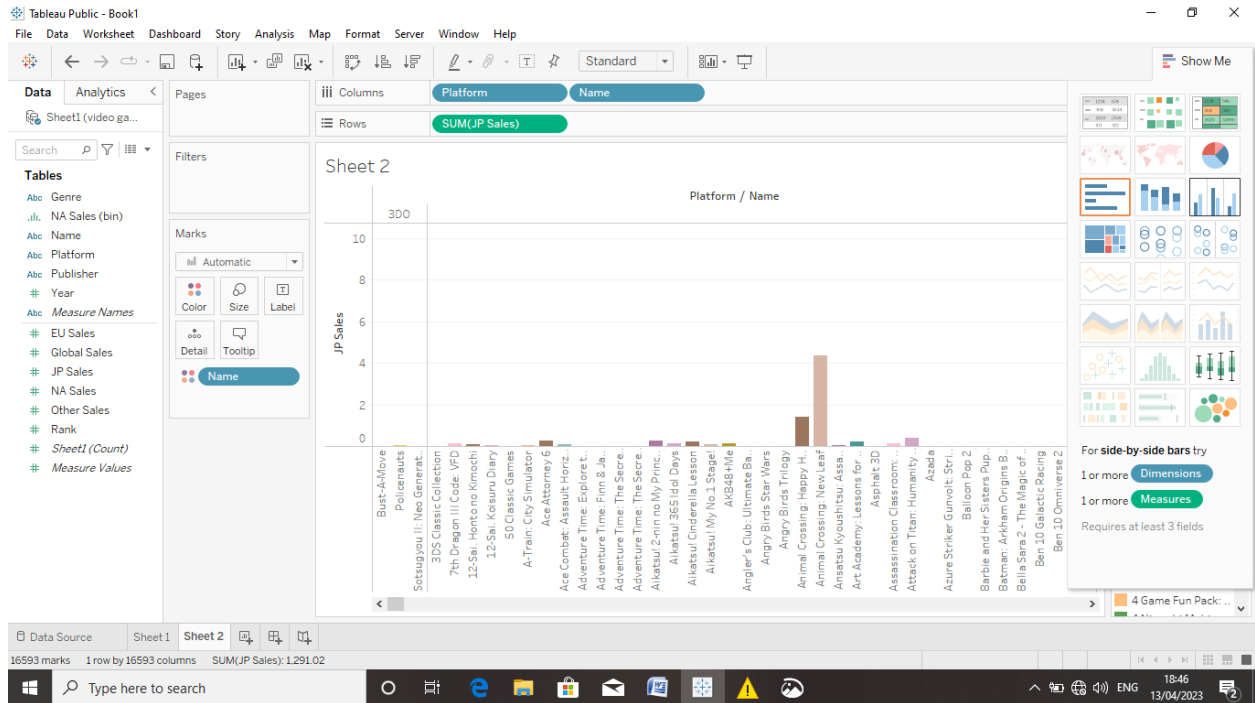
Platform, JP Sales and NA Sales:



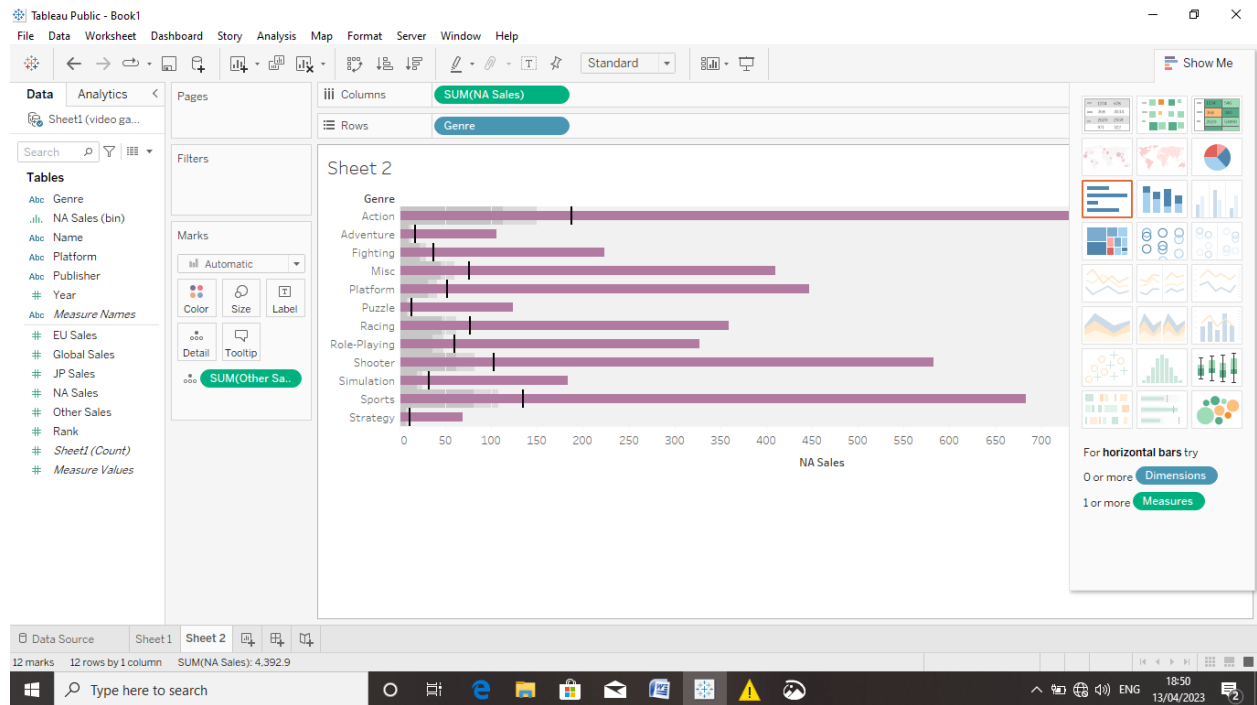
Name and Years:



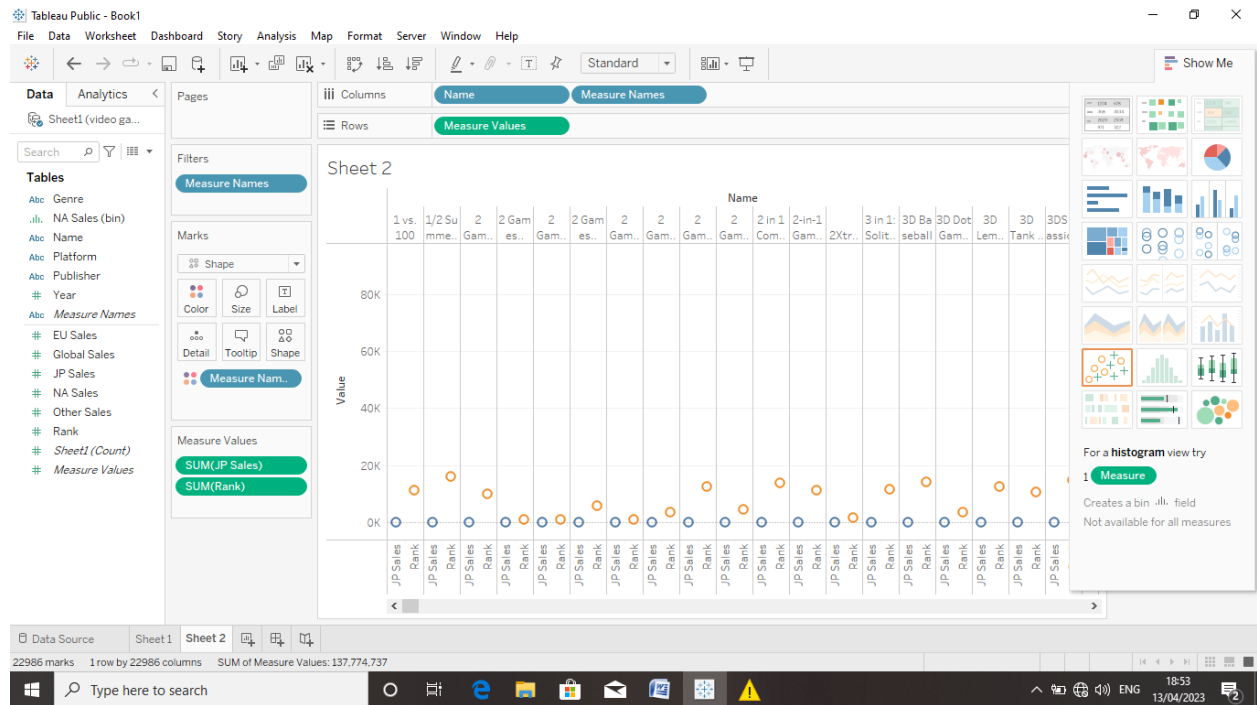
JP Sales, Name and Platform:



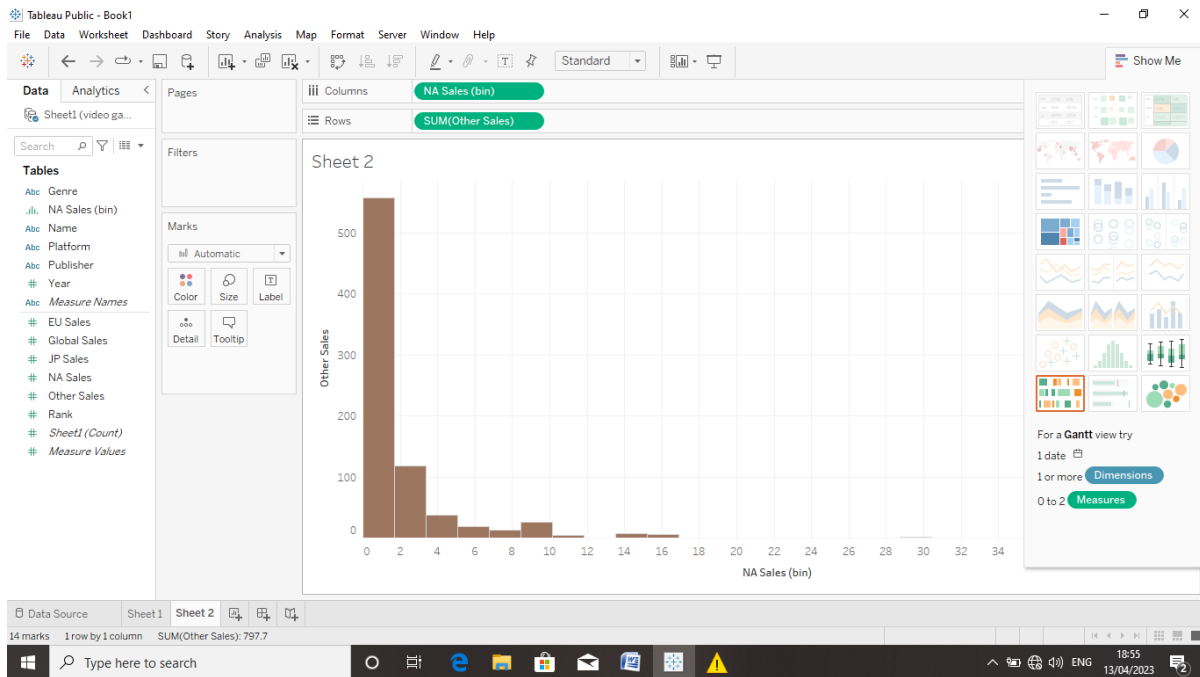
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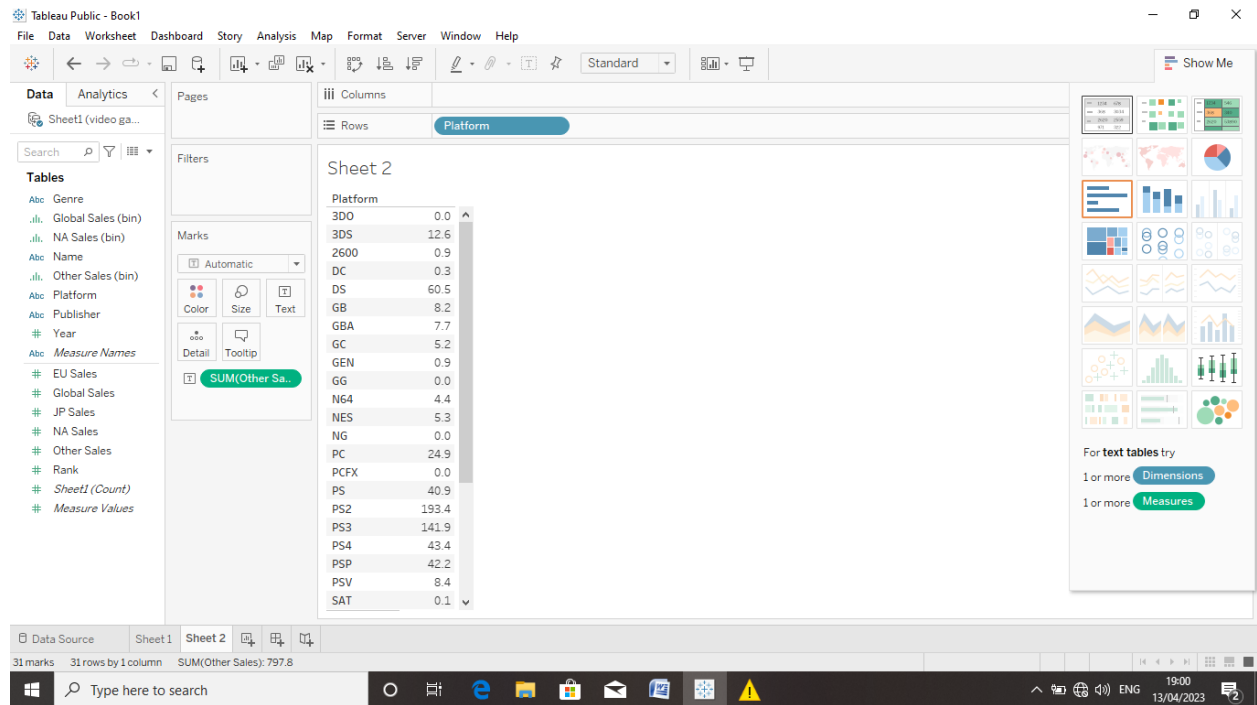
Rank, JP Sales and Name:



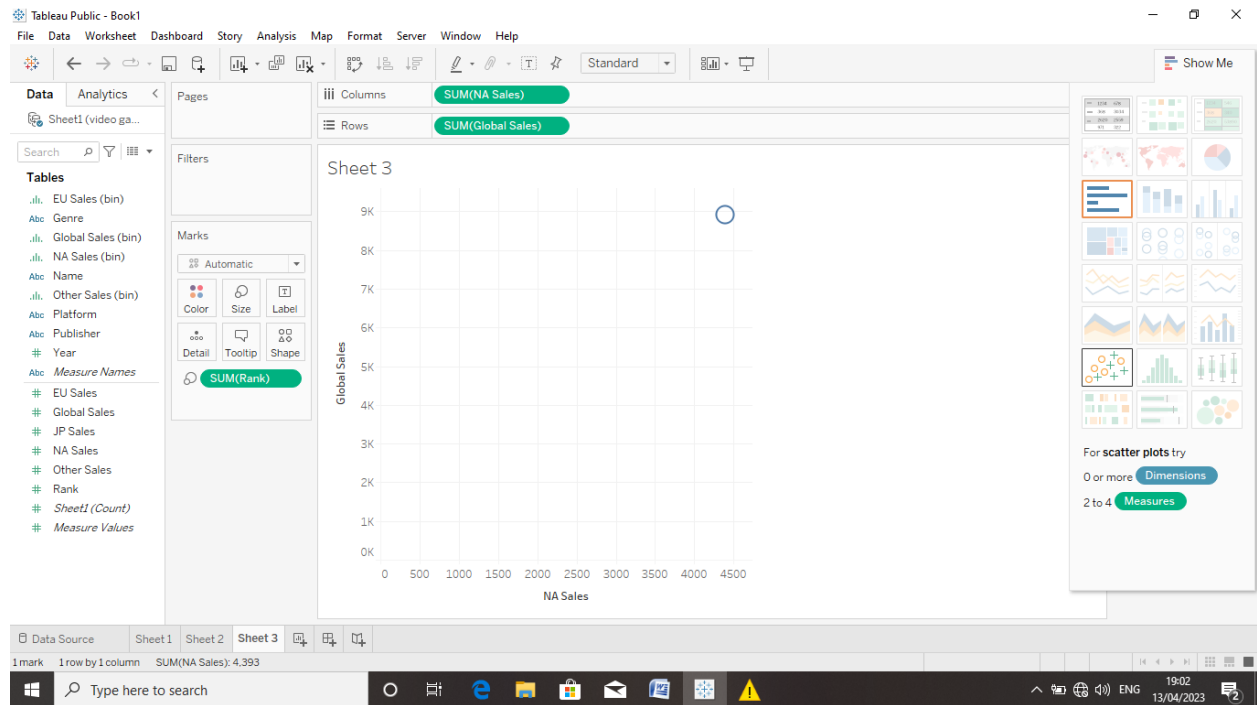
NA Sales and Other Sales:



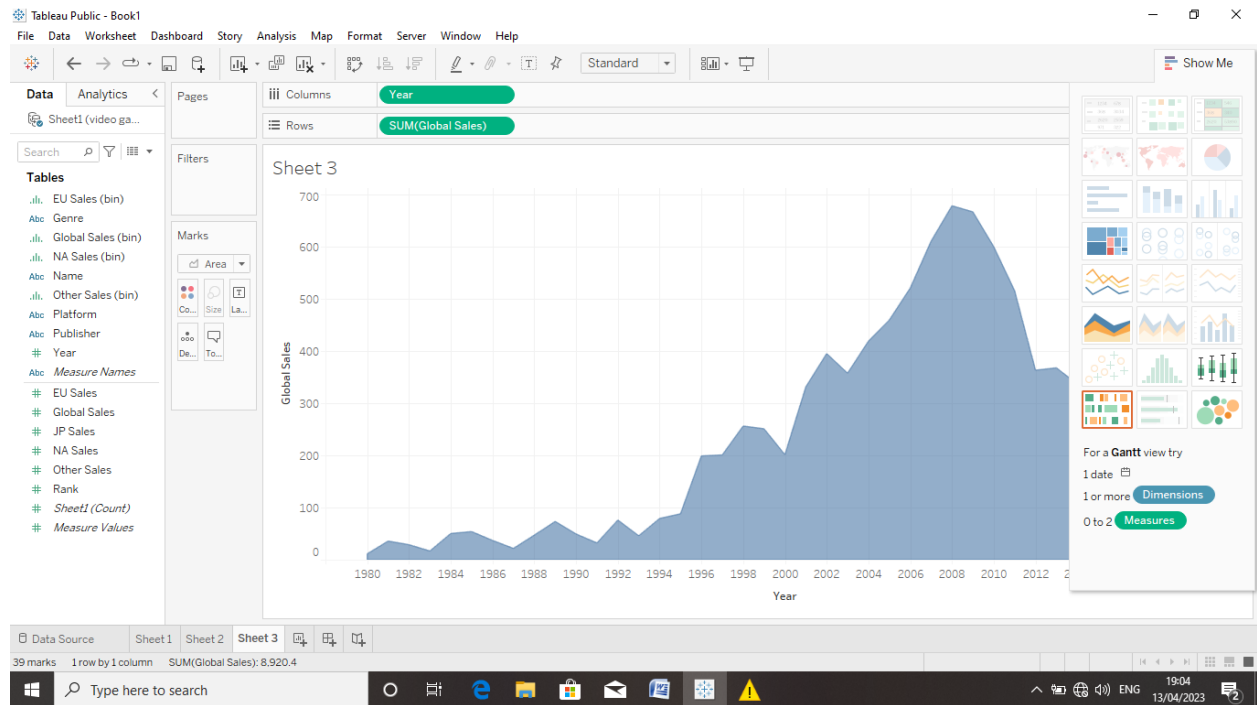
Platform and Other Sales:



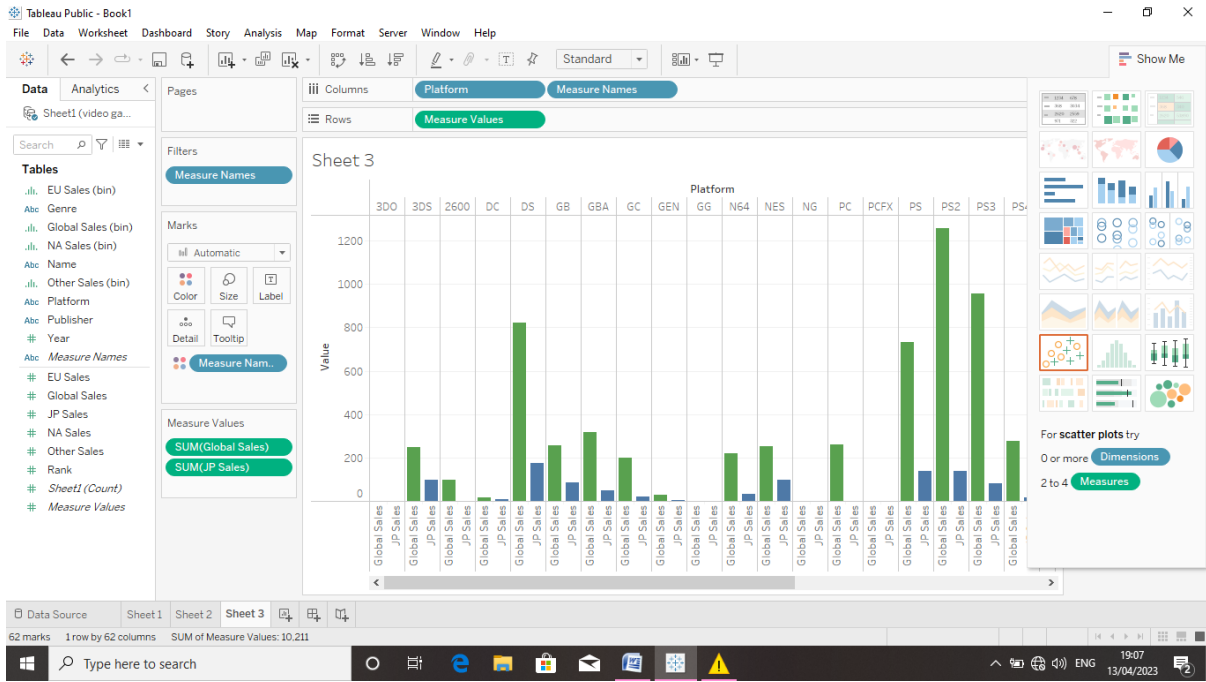
NA Sales and Global Sales:



Global Sales and Year:



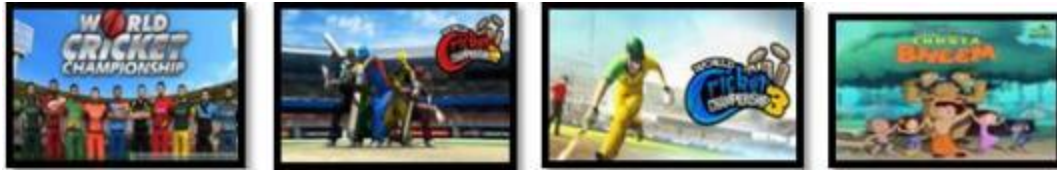
Year and Global Sales:



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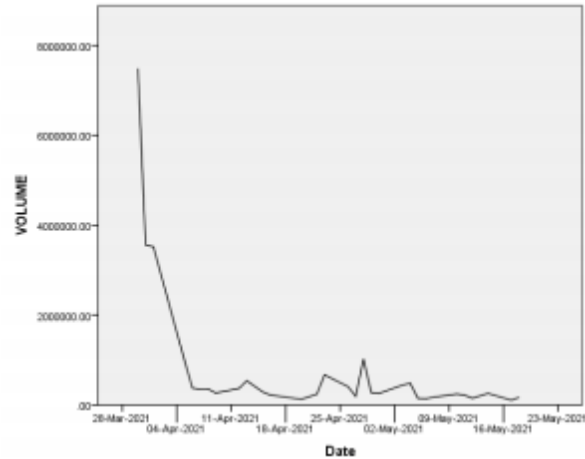
SJIF (2020):7.803



Nazara Technologies Ltd. is the **first Indian gaming company to go public** (March'21). The company came up with a public issue wherein **5,294,392 equity shares of face value Rs.4 were issued at Rs.1101 per share aggregating up to Rs.582.91 Crores.** The shares of the company **started trading at Rs.1971 on listing day**, reached an **all-time high of Rs.2026.90** and closed at 1576.80 resulting in a listing day gain of Rs.475.80. The company reached its **all time low of Rs.1412.50 on 12th April** but bounced back strongly the next day and closed at 1637.35, leading to a **till-date gain of 536.35**. The average **number of shares traded** of the company over the 10 trading days since its listing has been **175,884**.

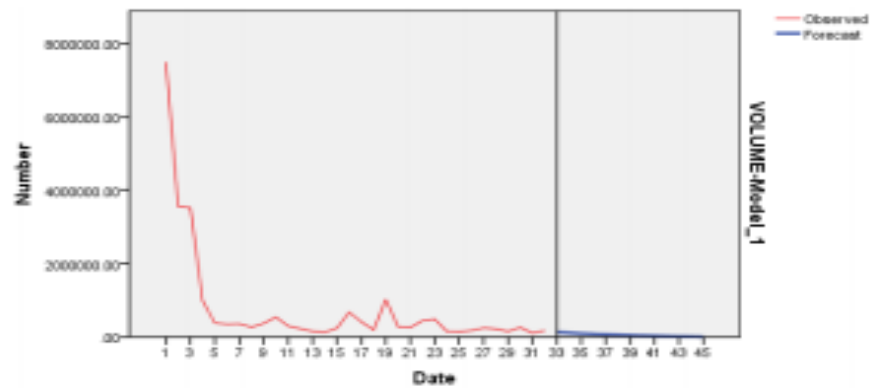


With many Indian companies coming up similar to Nazara, the future looks bright for the gaming industry in the country. India is on its way to globally dominate the world gaming scenario.

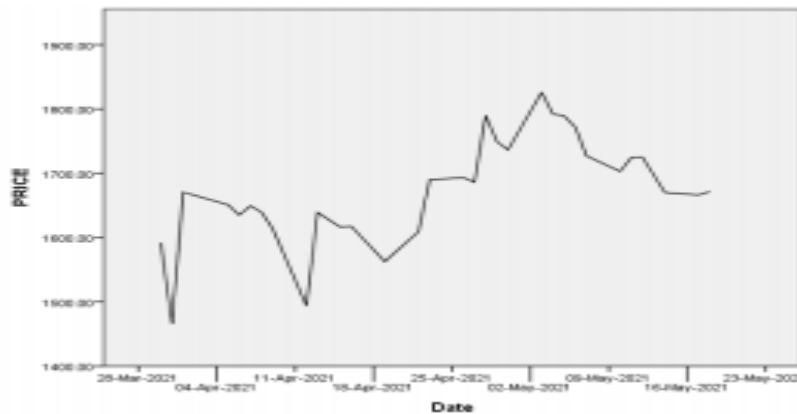


The graph shows the volume shares traded of NAZARA.

Time Series Modeler



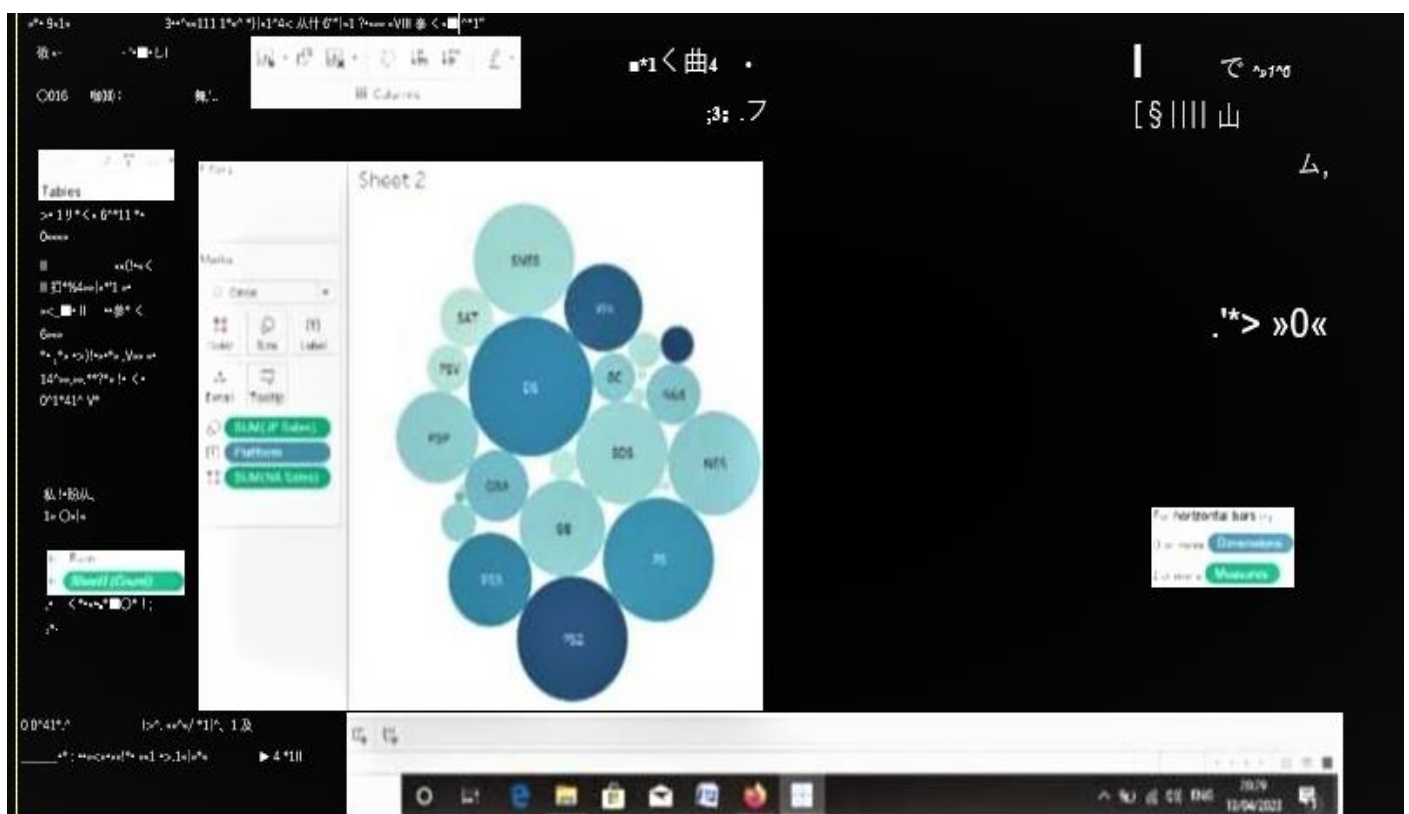
The forecasted graph shows that the volume traded of the shares will be lower in the future.



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Advantage

Games are a compelling way to engage people in socialization. They can also be functional, such as games that help teach skills like math or history. Games have been shown to improve mental health by reducing anxiety and stress levels while increasing happiness, self-esteem and feelings of control over one's life. The following advantages of Games in your daily life can improve your physical and psychological well-being.

1. Games are Stress Busters

Gaming can be a lot of fun; Playing games can be a great way to let loose and have some stress relief. You can play games casually or play competitively at tournaments with other gamers in the area, which is both fun and rewarding.

2. Playing Games help you make connections

Gaming helps people connect with others in a meaningful way. One of the advantages of playing games is the sense of community created among players worldwide who interact with one another either online or on consoles, such as Xbox, PlayStation, Nintendo Wii U or 3DS. This allows people to socialize and form new friendships without even leaving their house.

3. You can learn life skills

Gaming is a powerful tool for teaching skills that are important for success in life. In addition, video games are a great way to teach kids skills that they will need in their life outside of gaming, such as math and science.

4. Education is one of the brightest advantages of Games.

Disadvantage

In today's education system, games have become the primary form of learning and practising. However, problems may arise if your kids are too much into online games instead of involving in the physical world. Kids may become over-connected and lose their social skills in real-life situations.

They may not be able to hold a conversation without feeling awkward or shy. The main is that all their time has been spent on gaming alone instead of interacting with peers face-to-face.

The following disadvantages of games make many people rethink.

1. Games Consume Time and Attention

You kids may start giving too much of the amount of time and attention to games. The disadvantages can be a detriment to family relationships as well as many other aspects of life. Games may also cause distractions during schoolwork, affecting students' grades who take their work seriously.

2. Violence

Violent games often glorify a sense of violence. This glorification of violence can then be seen in youngsters as a trait they should have and value. If your kids are interested in online games like Freefire and other Battle Royale genres, it's time you need to take things into your own hands.

For years, violent games have been a debatable concern for psychologists as kids are exposed to the content they are supposed to see or reenact.

3. Social Replacement

Games can act as a social replacement; many people only want to play online games and do not want to interact with their friends in real life. This is problematic because by playing videogames, they choose to spend their time on something that doesn't have a tangible outcome instead of

interacting with someone they care about.

4. Health Problems also contribute to disadvantages of Games.

Applications

Gaming analytics can be best defined as is the whole process of “**applying user behaviour data to guide sales & marketing, Product enhancements, and business decisions for any gaming company**”. For such companies, the users are the people who use these games for entertainment purposes and are addressed as players or gamers.

Future Scope

Game designing is one of the most upcoming courses for students who wanted to make a Game designer career in India in assimilation the gaming industry is rapidly growing at a pace of 50% per annum. There is a bright future in games.

Conclusion

There is very little doubt that the gaming industry in India will continue to grow over the next few years. As evidenced by the projected figures for the industry, this sector, going forward will constitute a major chunk of the entertainment industry in general, something which has not been seen in the past. Increased attraction towards gaming companies by investors and consumers alike which has less to heightened.

Lastly, the shortcomings that the industry suffers from in the form is addictive games, increased government regulations towards games involving money as well as apprehensions about high exposures to phone, computer screens must be dealt with by the companies.