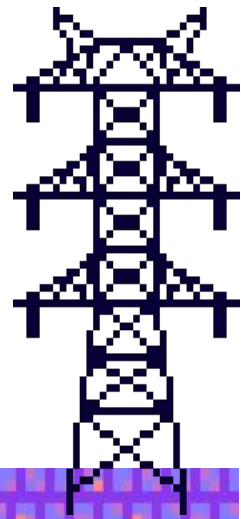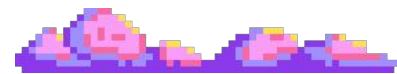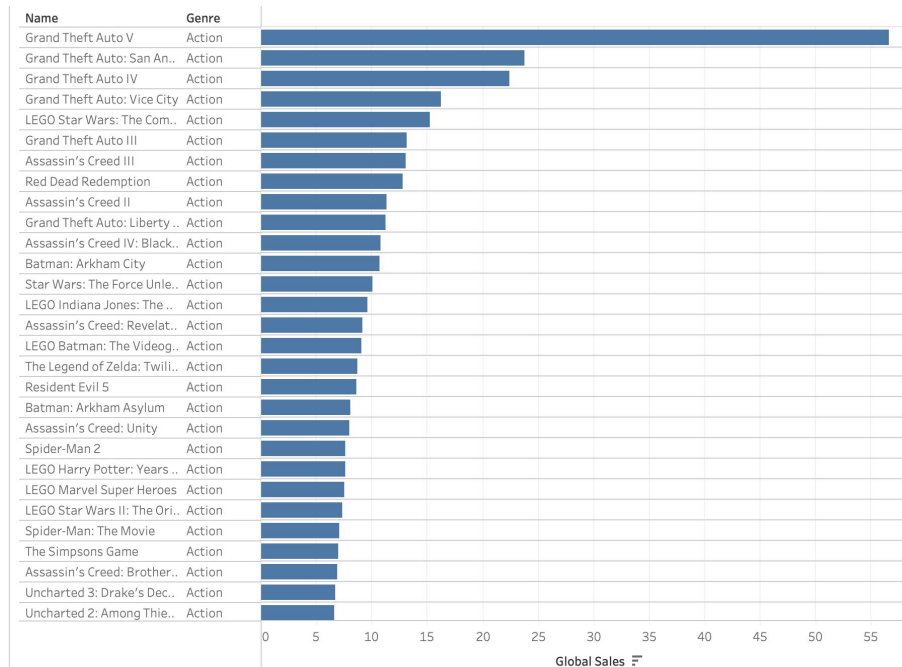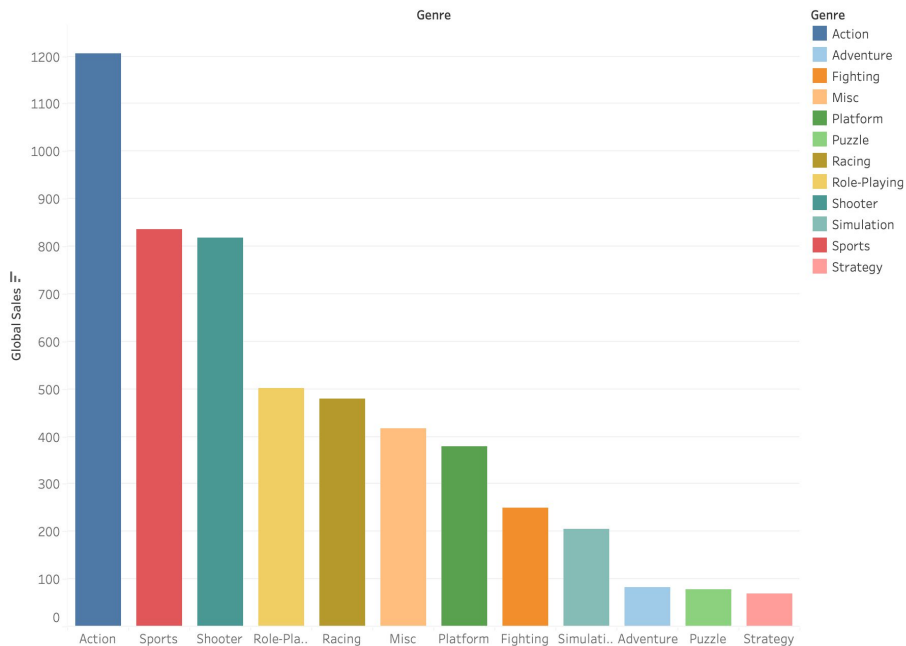**Picture this:**

You are analyst an for a large Video Game Investor and you want to ensure that the new game that they are investing in will be successful and marketable. Success is defined by the highest sales figures.

Questions to answer

1. **What genre is the most successful?**
2. **Which publisher should you choose?**
3. **What region should the game sell in?**

1. What genre is the most successful?

Genre

Global Sales

| Action | Sports | Shooter | Role-Pla.. | Racing | Misc | Platform | Fighting | Simulati.. | Adventure | Puzzle | Strategy |

Genre
- Action
- Adventure
- Fighting
- Misc
- Platform
- Puzzle
- Racing
- Role-Playing
- Shooter
- Simulation
- Sports
- Strategy

Name	Genre
Grand Theft Auto V	Action
Grand Theft Auto: San An..	Action
Grand Theft Auto IV	Action
Grand Theft Auto: Vice City	Action
LEGO Star Wars: The Com..	Action
Grand Theft Auto III	Action
Assassin's Creed III	Action
Red Dead Redemption	Action
Assassin's Creed II	Action
Grand Theft Auto: Liberty ..	Action
Assassin's Creed IV: Black..	Action
Batman: Arkham City	Action
Star Wars: The Force Unle..	Action
LEGO Indiana Jones: The ..	Action
Assassin's Creed: Revelat..	Action
LEGO Batman: The Videog..	Action
The Legend of Zelda: Twili..	Action
Resident Evil 5	Action
Batman: Arkham Asylum	Action
Assassin's Creed: Unity	Action
Spider-Man 2	Action
LEGO Harry Potter: Years ..	Action
LEGO Marvel Super Heroes	Action
LEGO Star Wars II: The Ori..	Action
Spider-Man: The Movie	Action
The Simpsons Game	Action
Assassin's Creed: Brother..	Action
Uncharted 3: Drake's Dec..	Action
Uncharted 2: Among Thie..	Action

Global Sales

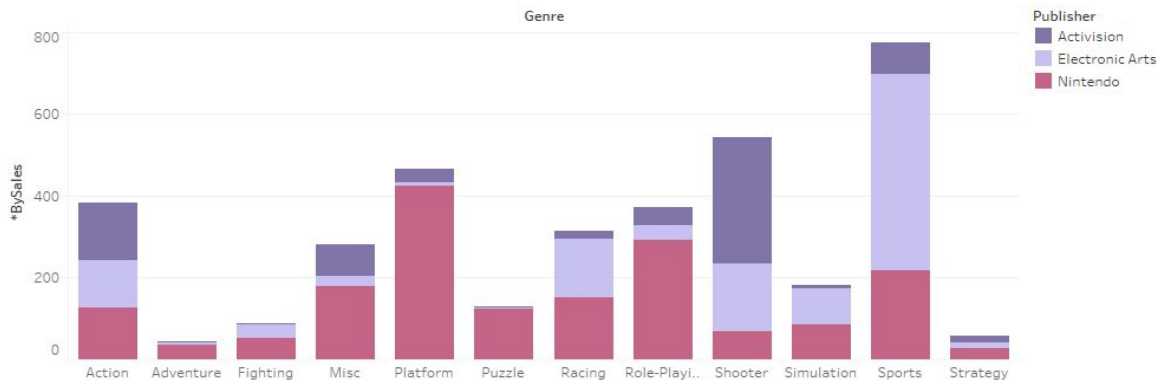# 2. Which publisher should you choose?
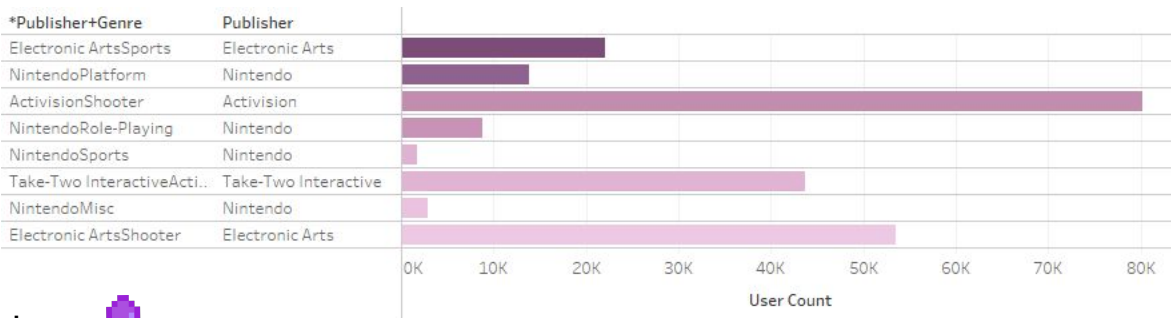
Top 3 choices:
Nintendo, EA, Activision

Pro-Nintendo
Top 10 highest selling games
are published by Nintendo*

Pro-EA
EA dominates in sales for Sports

Pro-Activision
Highest volume of users play
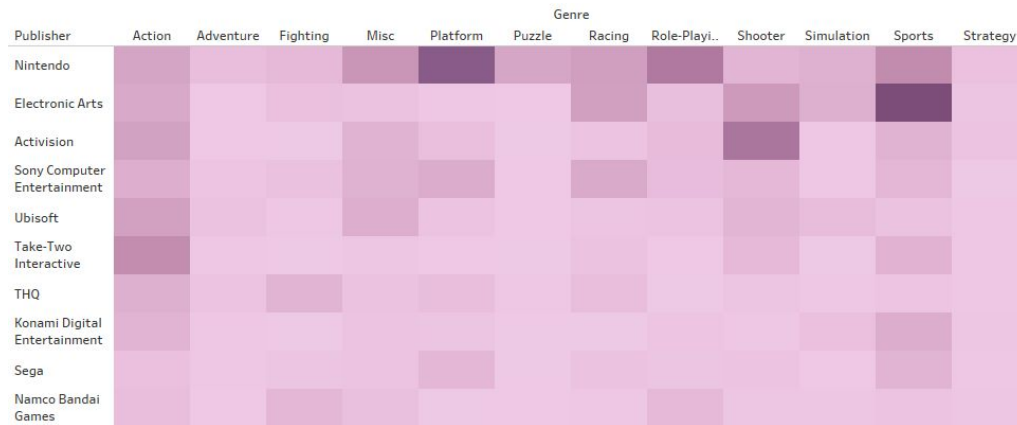Activision Shooter Games

SQL code in Appendix 2

*Publisher+Genre	Publisher
Electronic ArtsSports	Electronic Arts
NintendoPlatform	Nintendo
ActivisionShooter	Activision
NintendoRole-Playing	Nintendo
NintendoSports	Nintendo
Take-Two InteractiveActi...	Take-Two Interactive
NintendoMisc	Nintendo
Electronic ArtsShooter	Electronic Arts

User Count: 0K, 10K, 20K, 30K, 40K, 50K, 60K, 70K, 80K

Genre

Publisher
Activision
Electronic Arts
Nintendo

Action, Adventure, Fighting, Misc, Platform, Puzzle, Racing, Role-Playi..., Shooter, Simulation, Sports, Strategy

2. Nintendo as a Top Publisher

Nintendo has the overall highest average in global sales:
Nintendo: 1786M
Electronic Arts: 1100M
Activision: 725M

Name	Genre	Publisher	Critic Score	Indicator
SoulCalibur	Fighting	Namco Bandai Games	98	Great
Grand Theft Auto IV	Action	Take-Two Interactive	98	Great
Grand Theft Auto IV	Action	Take-Two Interactive	98	Great
Tony Hawk's Pro Skater 2	Sports	Activision	98	Great
NFL 2K1	Sports	Sega	97	Great
Grand Theft Auto III	Action	Take-Two Interactive	97	Great
Grand Theft Auto V	Action	Take-Two Interactive	97	Great
Metroid Prime	Shooter	Nintendo	97	Great
Grand Theft Auto V	Action	Take-Two Interactive	97	Great
Super Mario Galaxy	Platform	Nintendo	97	Great

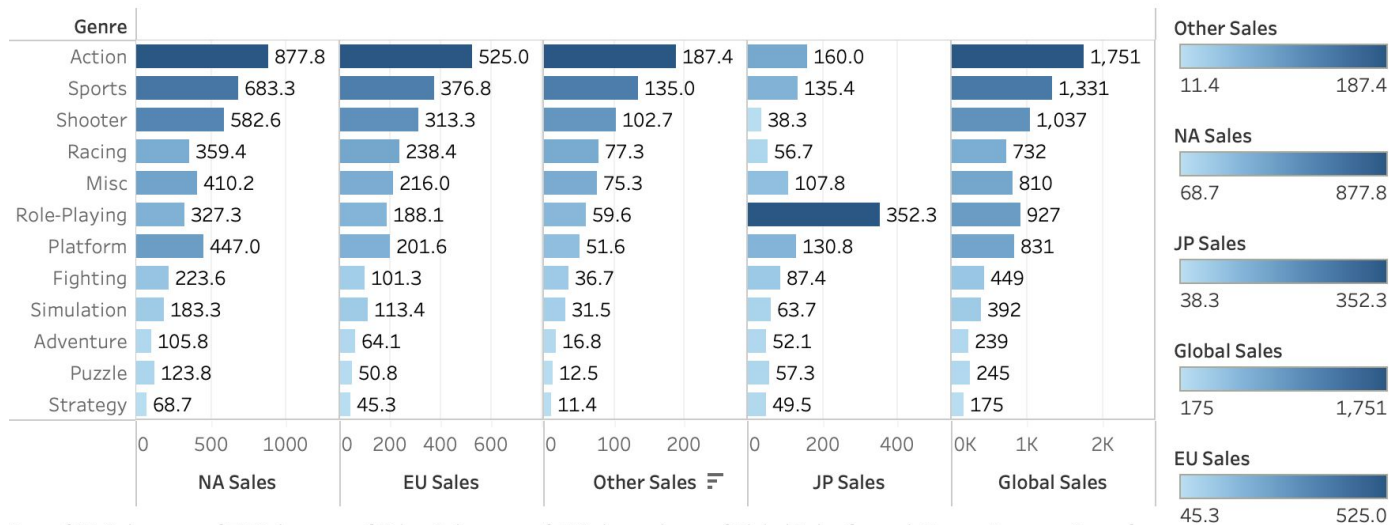**Critic score**
>80 is considered "Great"

SQL code in Appendix 2

3. What region should the game sell in?

Genre

Genre	NA Sales	EU Sales	Other Sales	JP Sales	Global Sales
Action	877.8	525.0	187.4	160.0	1,751
Sports	683.3	376.8	135.0	135.4	1,331
Shooter	582.6	313.3	102.7	38.3	1,037
Racing	359.4	238.4	77.3	56.7	732
Misc	410.2	216.0	75.3	107.8	810
Role-Playing	327.3	188.1	59.6	352.3	927
Platform	447.0	201.6	51.6	130.8	831
Fighting	223.6	101.3	36.7	87.4	449
Simulation	183.3	113.4	31.5	63.7	392
Adventure	105.8	64.1	16.8	52.1	239
Puzzle	123.8	50.8	12.5	57.3	245
Strategy	68.7	45.3	11.4	49.5	175

Other Sales
11.4   187.4

NA Sales
68.7   877.8

JP Sales
38.3   352.3

Global Sales
175   1,751

EU Sales
45.3   525.0

Sum of NA Sales, sum of EU Sales, sum of Other Sales, sum of JP Sales and sum of Global Sales for each Genre. For pane Sum of NA Sales: Color shows sum of NA Sales. The marks are labeled by sum of NA Sales. For pane Sum of EU Sales: Color shows sum of EU Sales. The marks are labeled by sum of EU Sales. For pane Sum of JP Sales: Color shows sum of JP Sales. The marks are labeled by sum of JP Sales. For pane Sum of Other Sales: Color shows sum of Other Sales. The marks are labeled by sum of Other Sales. For pane Sum of Global Sales: Color shows sum of Global Sales. The marks are labeled by sum of Global Sales.

SUMMARY

Genre: **Action**
Publisher: **Nintendo**
Region: **Europe/North America**

Appendix 1

Sales_Regions	Total Sales	Percentage		Publisher	Top Games	Genre
Global_ Sales	8920	100		Nintendo	Wii Sports	Sports
NA_Sales	4393	49.25		Nintendo	Wii Sports	Sports
EU_Sales	2434	27.29		Nintendo	Wii Sports	Sports
		76.54				
JP_Sales	1291	14.47		Nintendo	Pokemon Red/Poker	Role-Playing
Other_Sales	797.7	8.94		Nintendo/Take-Two Interactive	GTA/Wii Sports	Action

Appendix 2

```
51    Select sum(Global_Sales), avg(Global_Sales), Count(Global_Sales)
52        FROM videogamedata
53        where Publisher = "Nintendo";
54
55 ●  Select sum(Global_Sales), avg(Global_Sales), Count(Global_Sales)
56        FROM videogamedata
57        where Publisher = "Activision";
58
59 ●  Select sum(global_sales), avg(Global_Sales), Count(Global_Sales)
60        FROM videogamedata
61        where Publisher = "Electronic Arts"
62
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

sum(global_sales)	avg(Global_Sales)	Count(Global_Sales)
1100.0499999999956	0.8184895833333301	1344

```
 9 ❌  select
10        Name,
11        Global_Sales,
12        Genre, Publisher
13        from videogamedata
14        order by Global_Sales desc
15        limit 10
16
```

Result Grid | Filter Rows: | Export: | Wrap C

Name	Global_Sales	Genre	Publisher
Wii Sports	82.53	Sports	Nintendo
Super Mario Bros.	40.24	Platform	Nintendo
Mario Kart Wii	35.52	Racing	Nintendo
Wii Sports Resort	32.77	Sports	Nintendo
Pokemon Red/Pokemon Blue	31.37	Role-Playing	Nintendo
Tetris	30.26	Puzzle	Nintendo
New Super Mario Bros.	29.8	Platform	Nintendo
Wii Play	28.92	Misc	Nintendo
New Super Mario Bros. Wii	28.32	Platform	Nintendo
Duck Hunt	28.31	Shooter	Nintendo

```
40    select Name, Genre, Publisher, Critic_Score, Global_Sales, User_Score,
41        CASE
42            WHEN Critic_Score >= 80 THEN 'Great'
43            WHEN (Critic_Score < 80) AND (Critic_Score >= 60) THEN 'Average'
44            WHEN (Critic_Score < 60) AND (Critic_Score >= 1) THEN 'BAD'
45            ELSE 'NULL'
46        END AS Critic_Score_Indicator
47    FROM videogamedata
48    ORDER BY Critic_Score desc
49    limit 10
50
```
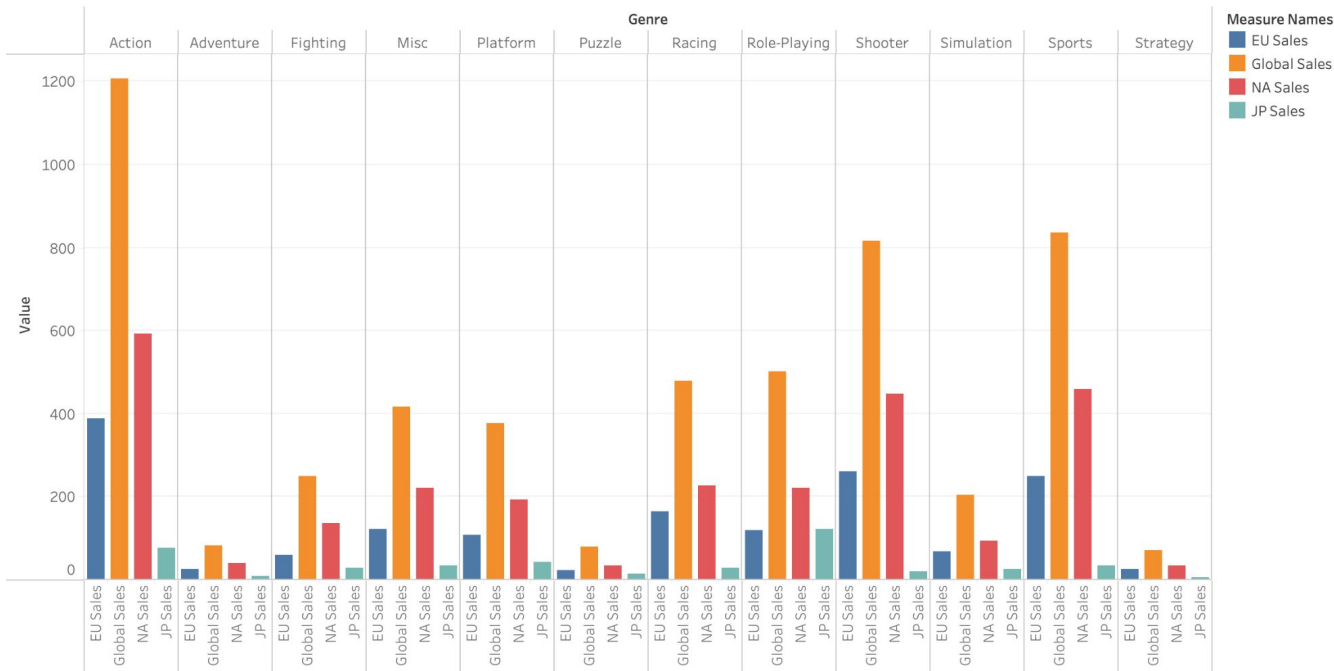
Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows:

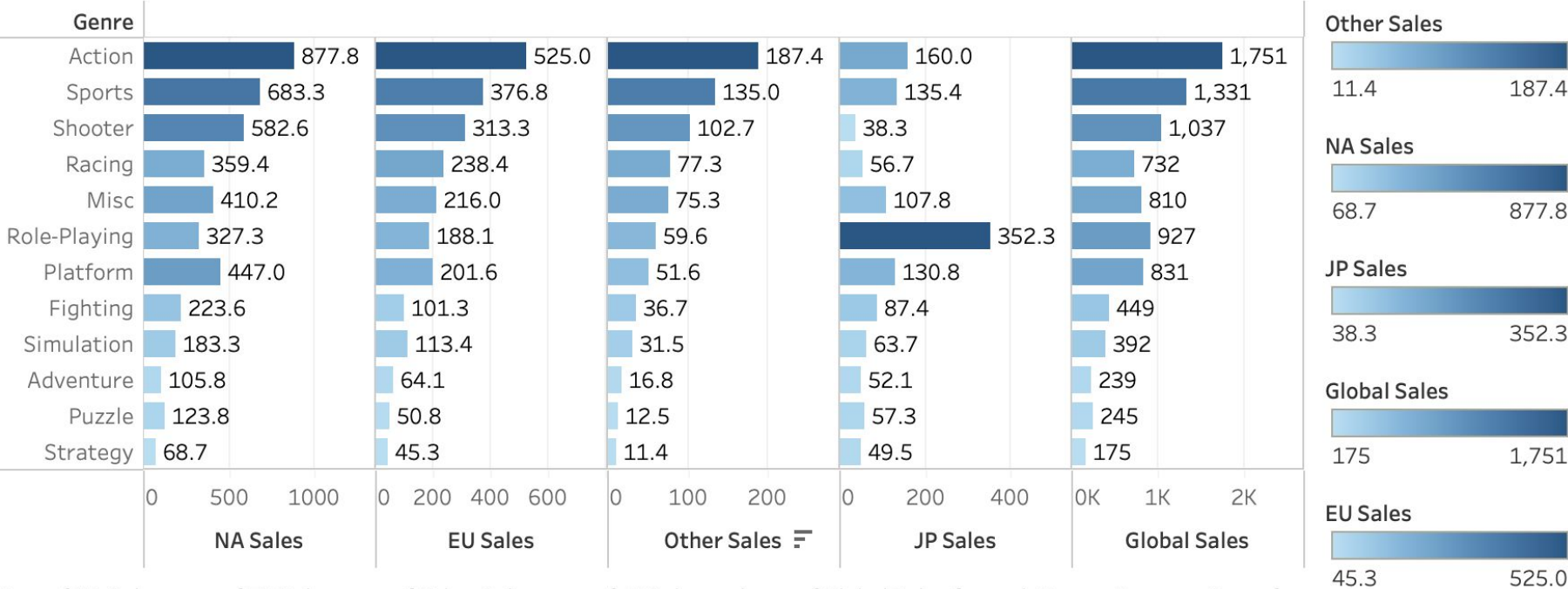| Name	Genre	Publisher	Critic_Score	Global_Sales	User_Score	Critic_Score_Indicator
SoulCalibur	Fighting	Namco Bandai Games	98	0.34	8.8	Great
Grand Theft Auto IV	Action	Take-Two Interactive	98	10.5	7.5	Great
Grand Theft Auto IV	Action	Take-Two Interactive	98	11.01	7.9	Great
Tony Hawk's Pro Skater 2	Sports	Activision	98	4.68	7.7	Great
NFL 2K1	Sports	Sega	97	1.09	6	Great
Grand Theft Auto III	Action	Take-Two Interactive	97	13.1	8.5	Great
Grand Theft Auto V	Action	Take-Two Interactive	97	5.48	7.9	Great
Metroid Prime	Shooter	Nintendo	97	2.82	9.3	Great
Grand Theft Auto V	Action	Take-Two Interactive	97	21.04	8.2	Great
Super Mario Galaxy	Platform	Nintendo	97	11.35	8.9	Great

Appendix 3

1. What region to sell in (EU/NA/JP)

Sales across regions

EU Sales, Global Sales, NA Sales and JP Sales for each Genre. Color shows details about EU Sales, Global Sales, NA Sales and JP Sales.

Genre

Genre	NA Sales	EU Sales	Other Sales	JP Sales	Global Sales
Action	877.8	525.0	187.4	160.0	1,751
Sports	683.3	376.8	135.0	135.4	1,331
Shooter	582.6	313.3	102.7	38.3	1,037
Racing	359.4	238.4	77.3	56.7	732
Misc	410.2	216.0	75.3	107.8	810
Role-Playing	327.3	188.1	59.6	352.3	927
Platform	447.0	201.6	51.6	130.8	831
Fighting	223.6	101.3	36.7	87.4	449
Simulation	183.3	113.4	31.5	63.7	392
Adventure	105.8	64.1	16.8	52.1	239
Puzzle	123.8	50.8	12.5	57.3	245
Strategy	68.7	45.3	11.4	49.5	175

NA Sales   **EU Sales**   **Other Sales** ≡   **JP Sales**   **Global Sales**

Other Sales
11.4 — 187.4

NA Sales
68.7 — 877.8

JP Sales
38.3 — 352.3

Global Sales
175 — 1,751

EU Sales
45.3 — 525.0

Sum of NA Sales, sum of EU Sales, sum of Other Sales, sum of JP Sales and sum of Global Sales for each Genre. For pane Sum of NA Sales: Color shows sum of NA Sales. The marks are labeled by sum of NA Sales. For pane Sum of EU Sales: Color shows sum of EU Sales. The marks are labeled by sum of EU Sales. For pane Sum of JP Sales: Color shows sum of JP Sales. The marks are labeled by sum of JP Sales. For pane Sum of Other Sales: Color shows sum of Other Sales. The marks are labeled by sum of Other Sales. For pane Sum of Global Sales: Color shows sum of Global Sales. The marks are labeled by sum of Global Sales.

1. Which publisher should I choose?

Top 3 choices:
Nintendo, EA, Activision
Pro-Nintendo
Top 10 highest selling games are published by Nintendo
Activision Shooter Games

Pro-EA
EA dominates in sales for Sports
Pro-Activision
Highest volume of users play

THE END