

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

## **1 INTRODUCTION**

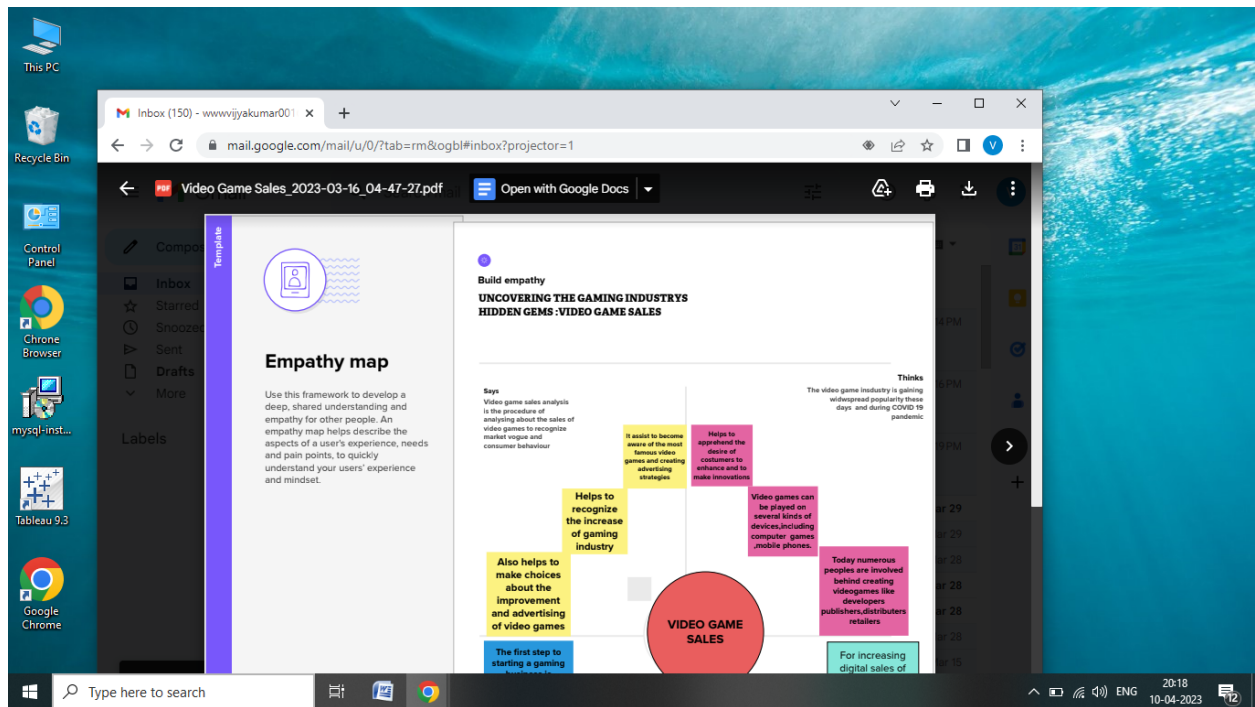
### **1.1 Overview**

Video games are popular all over the world. Video game industry is huge and the spending on video games per year is huge too. sales of different types of games vary widely in different countries due to local performances. According to the market research firm superdata, as of may 2015 the global games market was worth USD 74.2 billion .By region, north America accounted for 23.6 billion dollars asia for 23.1 billion dollars Europe for 22.1 billion dollars and south America for 4.5 billion dollars. There are different genres publishers and platforms for video games .This project relates to the sales of these Video games are based on different regions and analyze the sales. Also I have analyzed which genre platform or publisher is the most popular and has the maximum number of sales. They are Enjoyed by all ages. These video games are played in two modes online or offline. Video games are played on Various platforms such as PC, home console, web browser ,mobile, virtual reality and many others. Video games find extensive applications in social media such as Facebook and Reddit in educational institutes, Corporate enterprises, the smartphone industry, media and entertainment Sectors. 1.2 Purpose

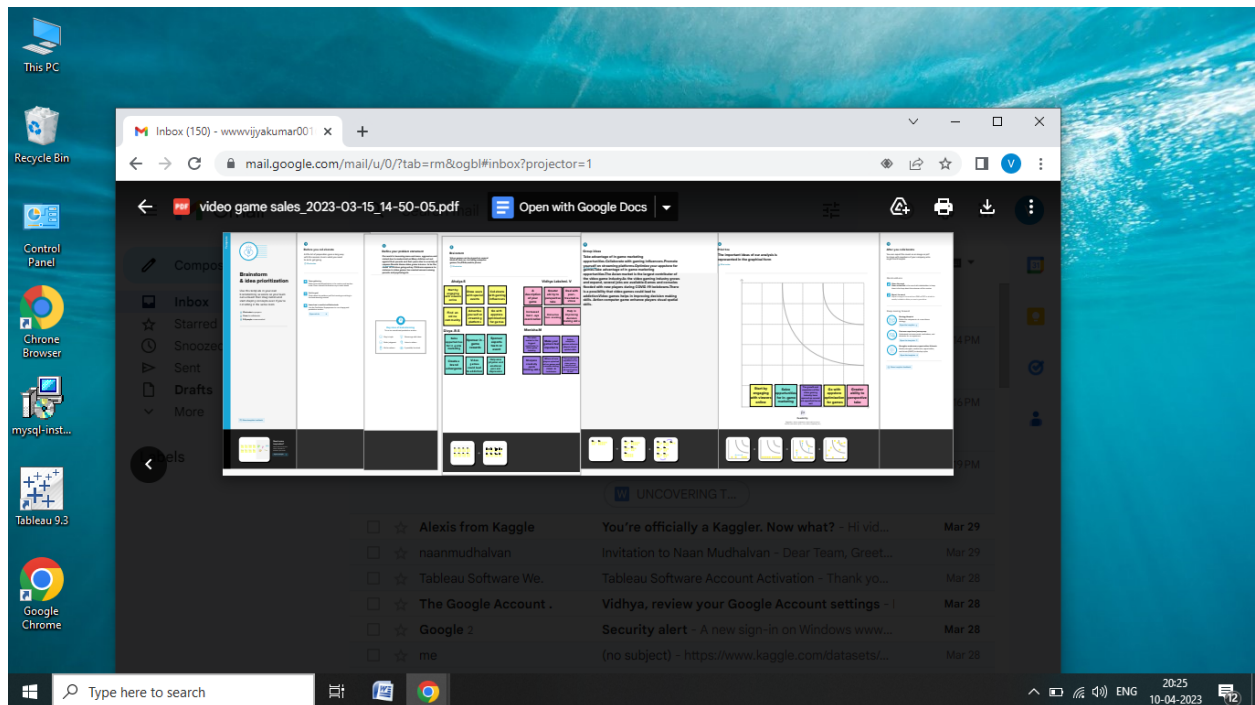
The video game industry encompasses the development , marketing and monetization of video games. The industry encompasses dozens of job disciplines and thousands of jobs worldwide. The benefits of video games include improved powers of concentration , creativity , memory, languages and teamwork skills. Video games sales analysis is the process of collecting and analyzing data about the sales of video game sales in order to understand market trends and consumer behavior.

## **PROBLEM DEFINITION AND DESIGN THINKING**

## 2.1 EmpathyMap

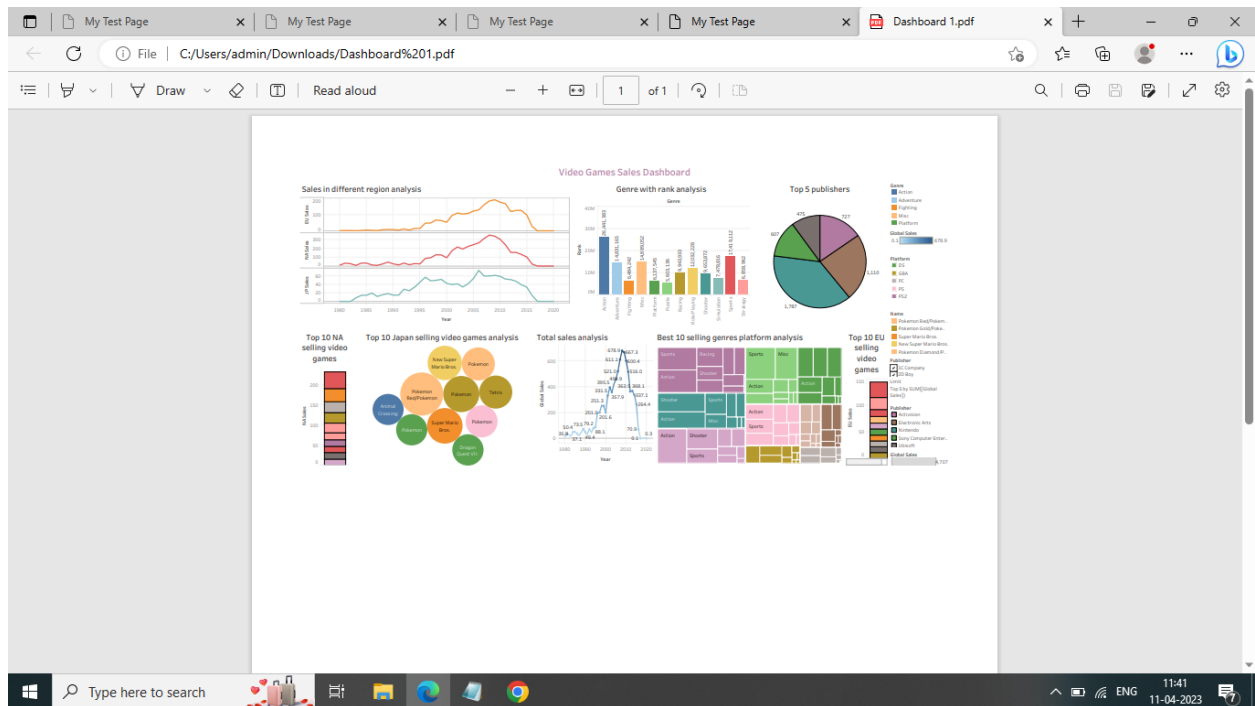


## 2.2 Ideation and Brainstorming Map

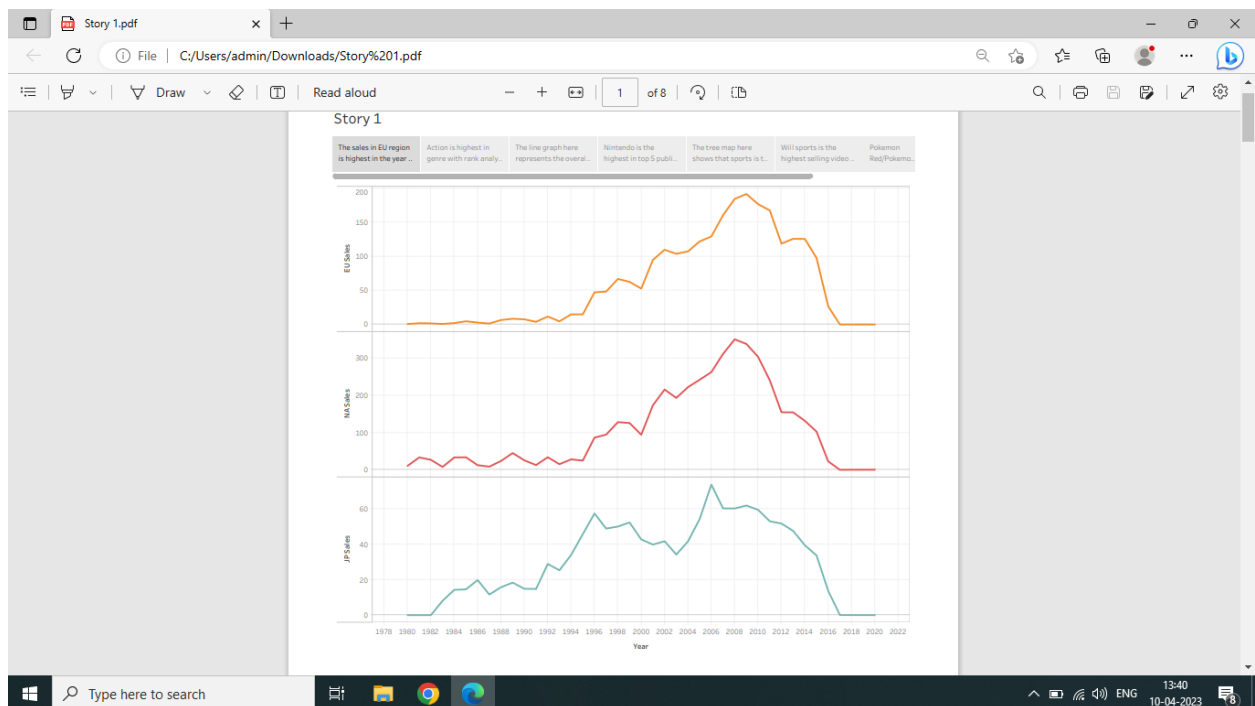


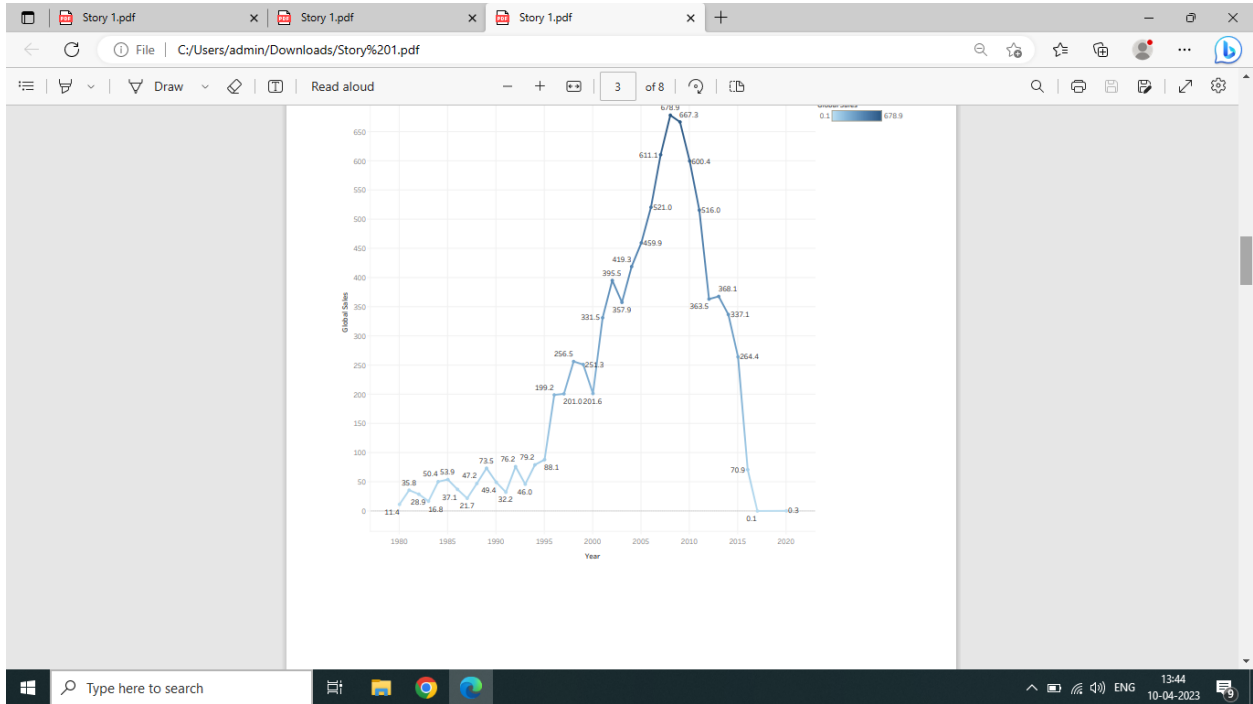
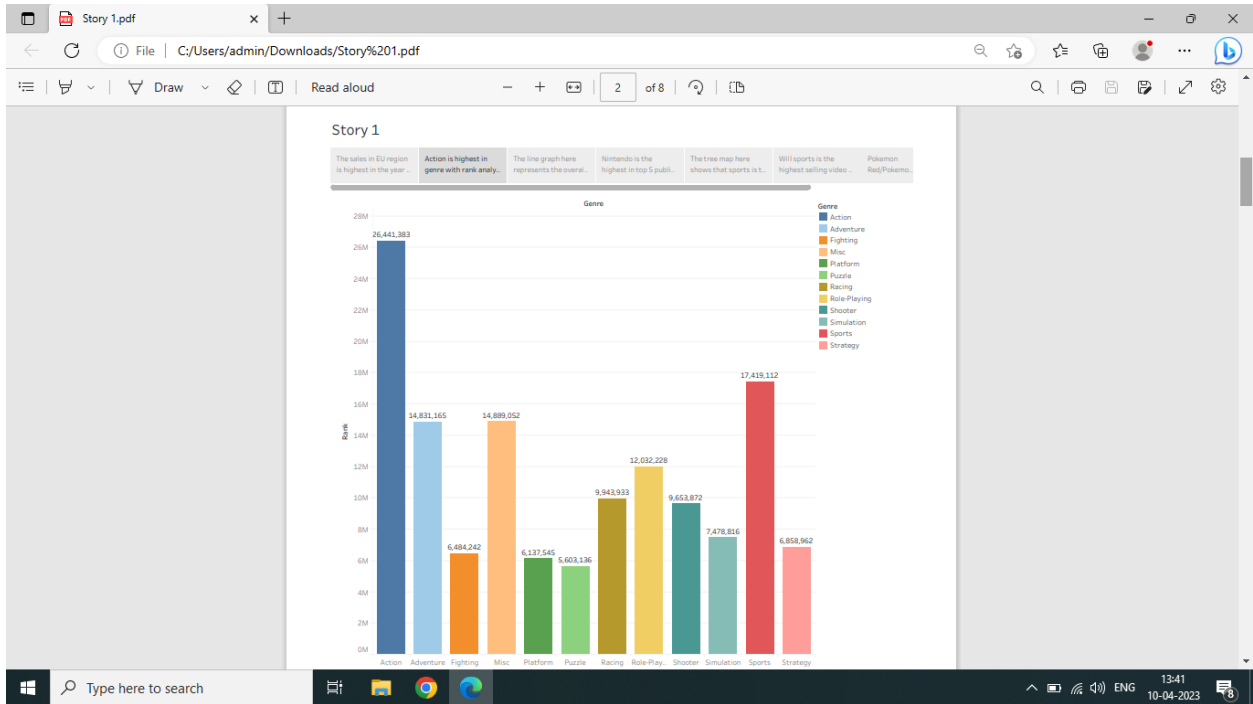
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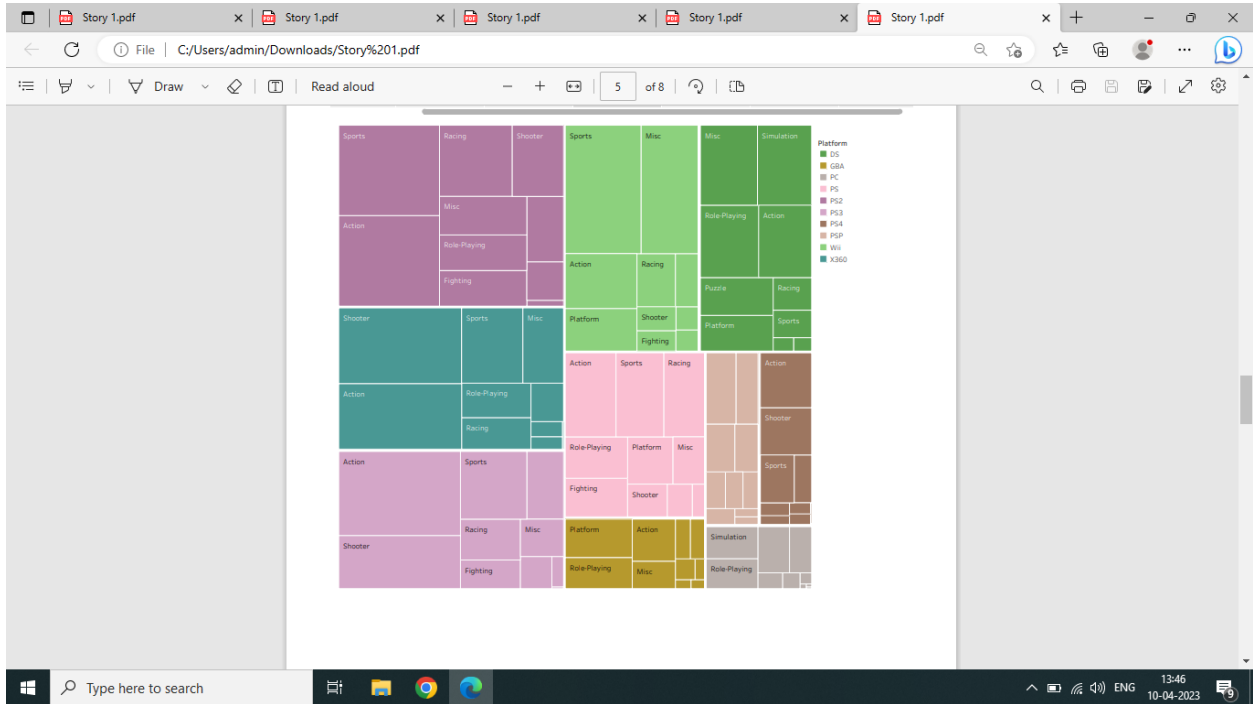
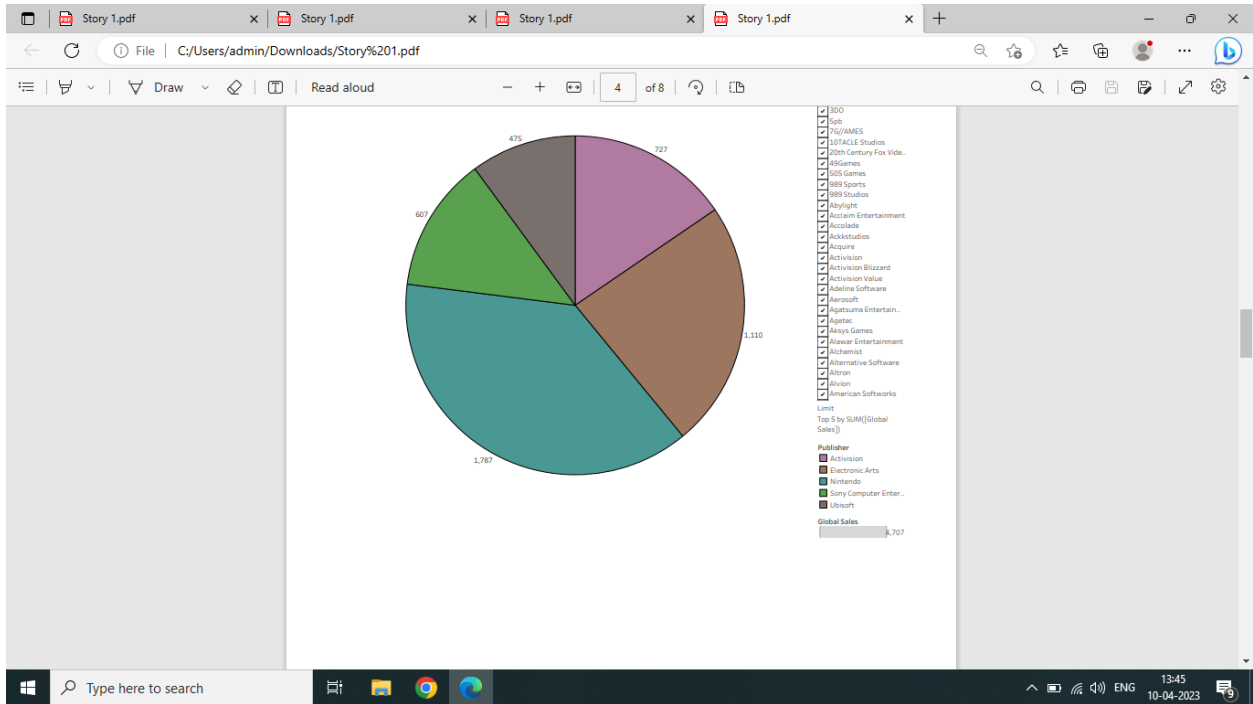
### DASHBOARD

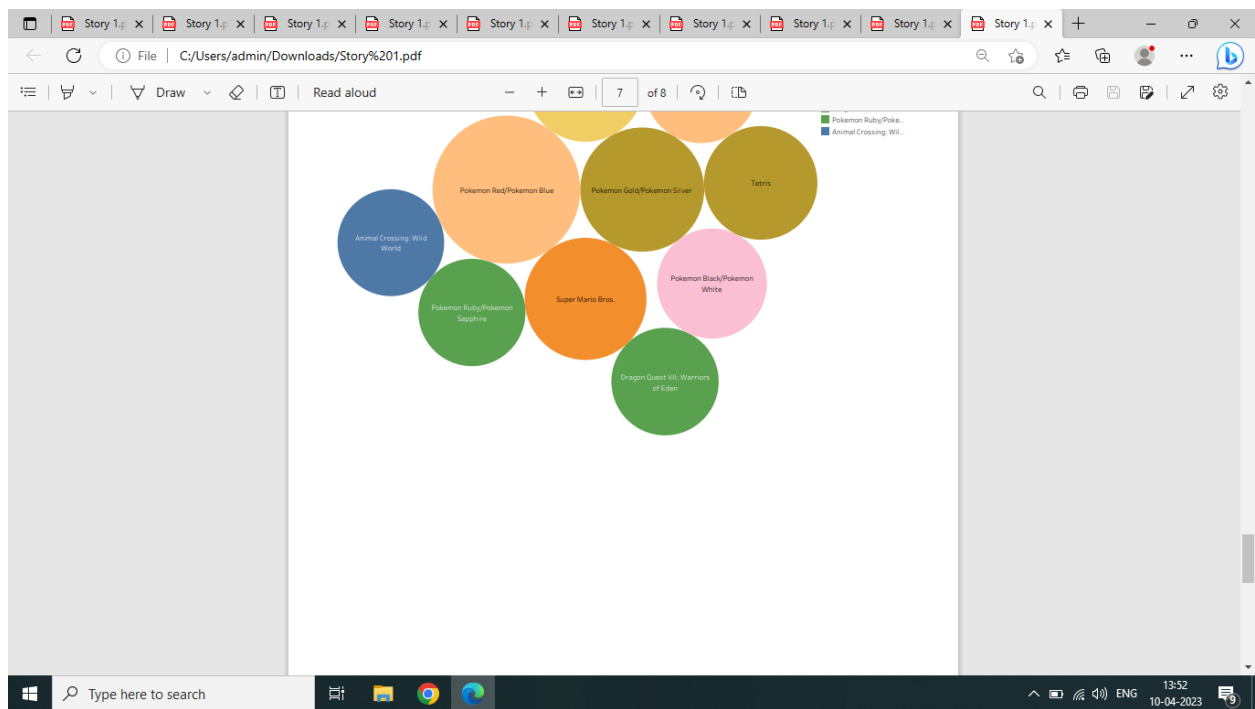
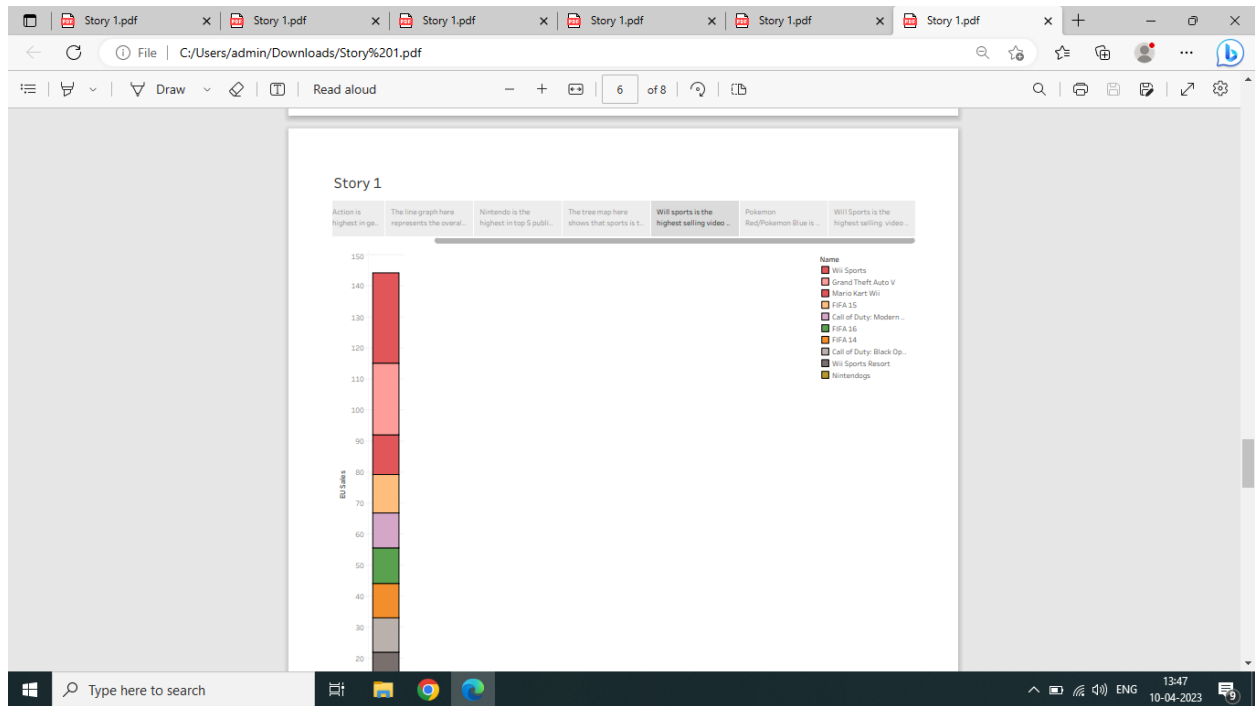


### Story









## 4 ADVANTAGES & DISADVANTAGES

### Advantages:

- ❖ Help enhance –to – eyes coordination and improve motor skills.
- ❖ Promote togetherness, teamwork, and sociability among people.

- ❖ Help ease physical and emotional pain and depression .
- ❖ Help improve vision ,especially those with accelerated images.
- ❖ Help in improving decision making skills.
- ❖ Improved vision.
- ❖ Brain Booster.
- ❖ Improved life skills.
- ❖ May ease anxiety and depression.

## **Disadvantages:**

- ❖ Video games lead to addiction.
- ❖ Excess exposure to entertainment screens deprives sleep.
- ❖ People who spend excess time on video games are subjected to the effect of radiation.
- ❖ Over exposure to video games causes impatience.
- ❖ Excessive games give rise to reduced concentration and memory and lead to aggressiveness and violence.
- ❖ Addiction.
- ❖ Social Replacement.
- ❖ Obesity.
- ❖ Stress.
- ❖ Could limit the Academic Process.

## **5 APPLICATIONS**

The video game market is favored by users and capital, and the number of video game products is showing an exponential growth trend. In the era of big data, the combination of data analysis technology for video game business research can get large-scale, diversified, personalized , and real-time research results and is more conducive to the mining of various data information of users. The statistical processing and exploratory analysis are mainly performed on the data of game product distribution platforms genres and years of distribution.

## **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 and development of social skills. Video games themselves are a relatively modern form of entertainment. They are engaging and immersive on a level different from that of traditional board games and other forms of entertainment.

## 7 FUTURE SCOPE

Game Designing is one of the most upcoming Courses for students who wanted to make a game Designer Career in India in animation. The future of the video game industry looks dazzling .Consumer demand is growing,technology is advancing quickly,and new monetization models are taking off.The video game sales also depends on scope, connecting with a diverse range of fans and finding multiple ways to monetize the franchise, including in game purchases,related media and franchise merchandise,both virtual and physical.Video game developers, also known as game developers are responsible for designing ,mobile phone and console.

## 8 APPENDIX

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  </head>
```

```
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  <h1>Video game sales</h1>
```

### <INTRODUCTION>

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<Purpose>



The video game industry encompasses the development , marketing and monetization of video games. The industry encompasses dozens of job disciplines and thousands of jobs worldwide. The benefits of video games include improved powers of concentration , creativity , memory, languages and teamwork skills. Video games sales analysis is the process of collecting and analyzing data about the sales of video game sales in order to understand market trends and consumer behavior.

# Dashboard and Story</h1>

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else if ( divElement.offsetWidth > 500 ) {
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```

## <h2>Conclusion</h2>

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 and development of social skills.Video games themselves are a relatively modern form of entertainment.They are engaging and immersive on a level different from that of traditional board games and other forms of entertainment.

</body>  
</html>