



FILTER

Platform

- PS
- PS2
- PS3
- PS4

Genre

- Action
- Adventure
- Fighting
- Misc

Year

- 1985
- 1988
- 1990
- 1991

Publisher

- Eidos Interactive
- Electronic Arts
- Electronic Arts V...
- Elite

VIDEO GAME MARKET ANALYSIS

TOP SELLING GAME

WII SPORTS

Revenue: \$83 M

TOP GAMING PLATFORM

PS2

Revenue: \$1230 M

TOP GAMING GENRE

ACTION

Revenue: \$1617 M

TOP GAMING PUBLISHER

NINTENDO

Revenue: \$1371 M

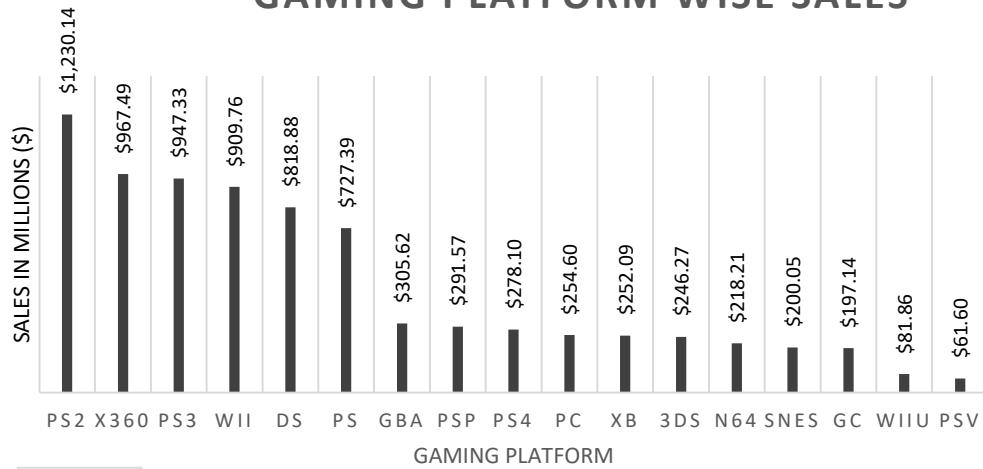
BEST GAMING YEAR

2008

Revenue: \$679 M

Sum of Global Sales

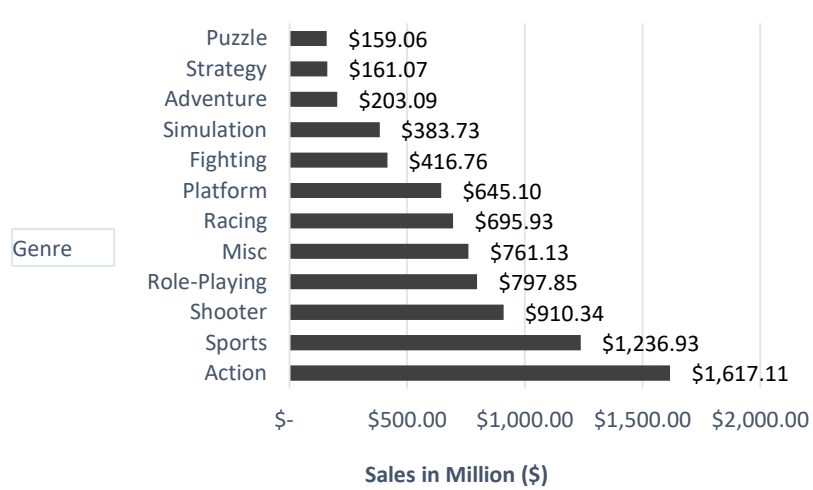
GAMING PLATFORM WISE SALES



Platform

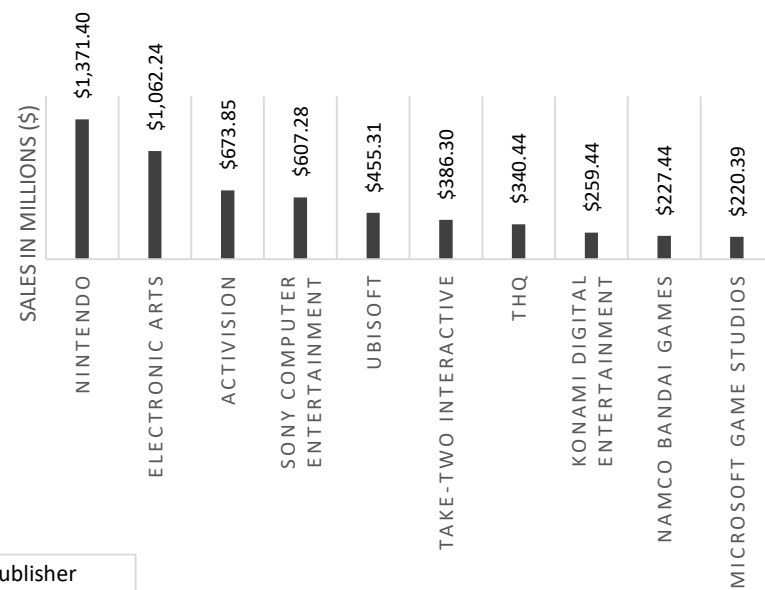
Sum of Global Sales

GENRE WISE SALES



Sum of Global Sales

TOP 10 PUBLISHERS BY SALES

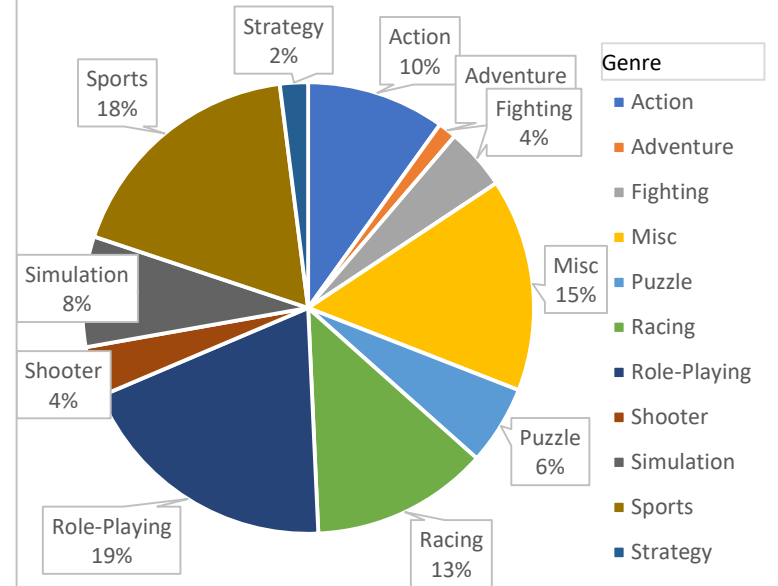


Publisher

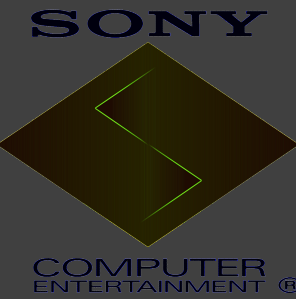
GENRE WISE SALES OF PUBLISHER

Sum of Global Sales

Nintendo



Publisher

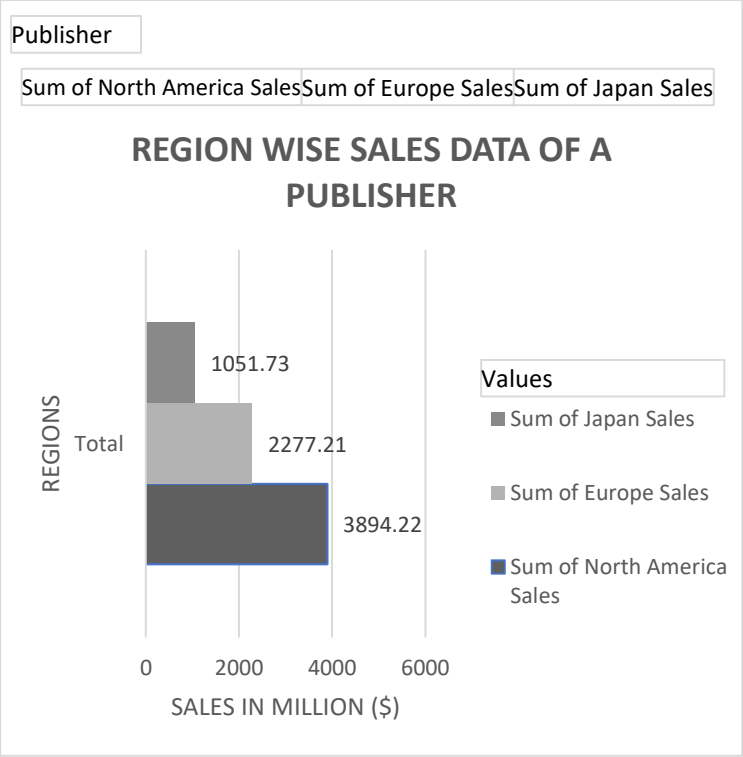
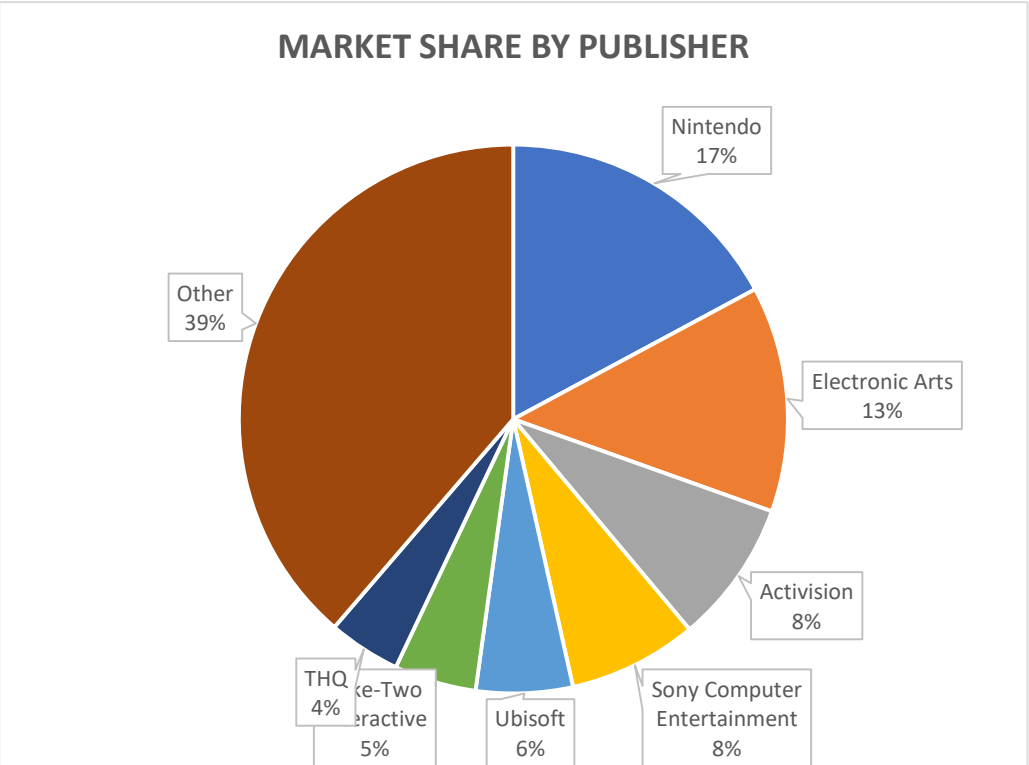
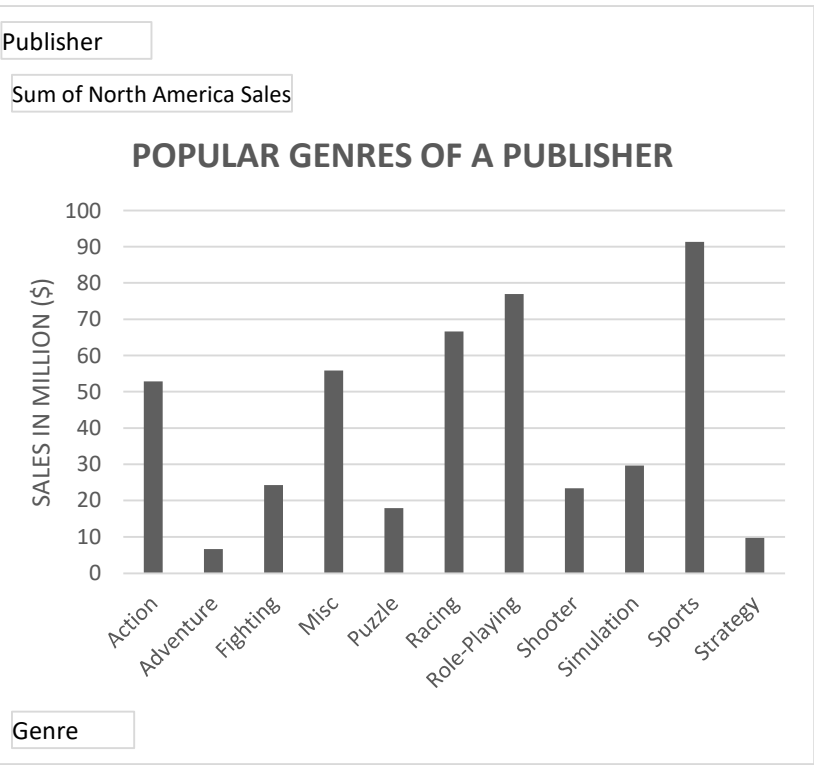
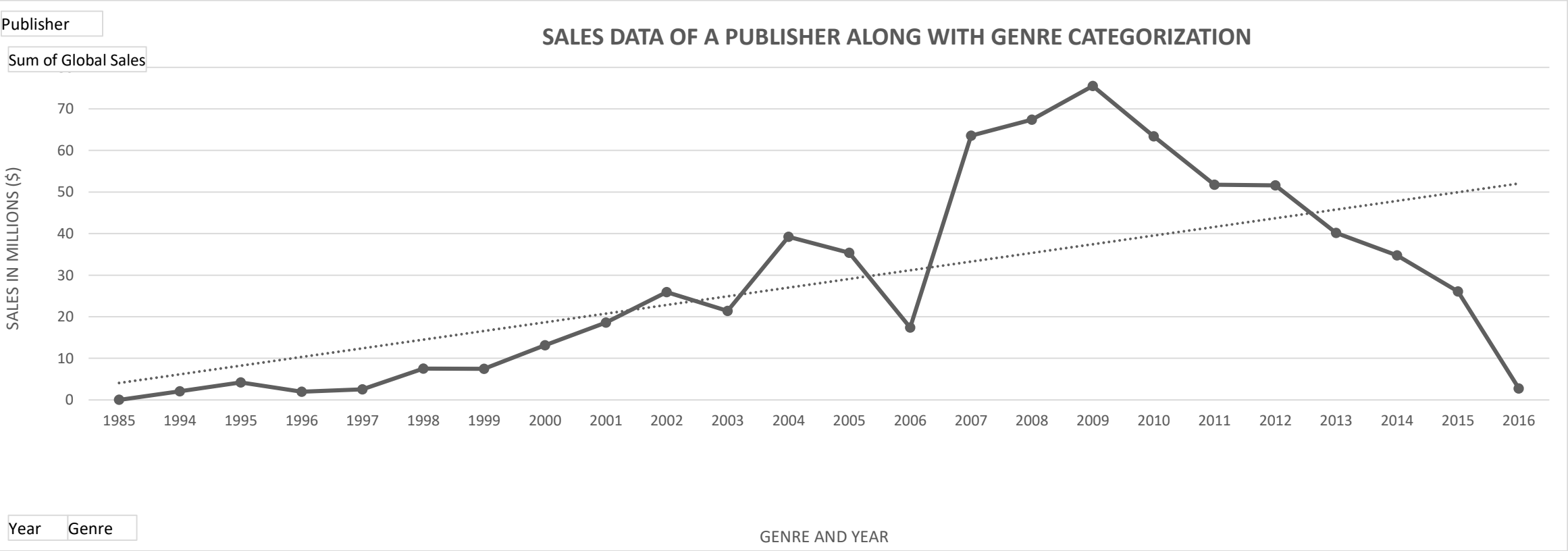


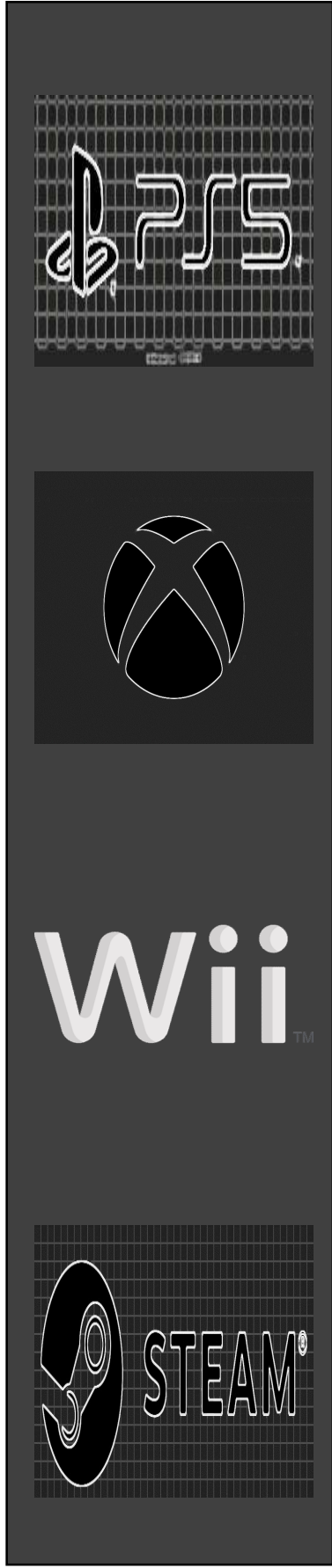
PUBLISHER ANALYSIS

TOP GAMING PUBLISHER

NINTENDO

Revenue: \$1371 M



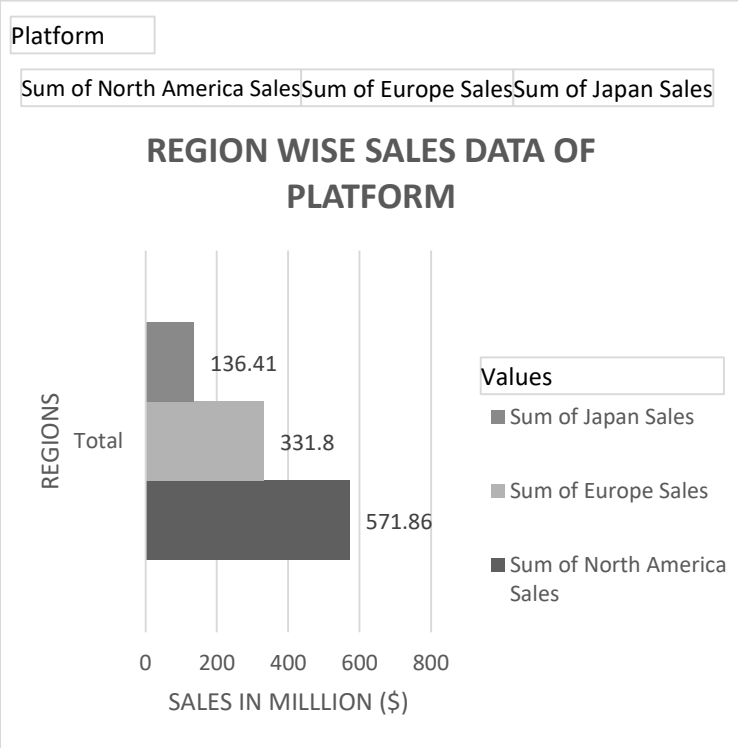
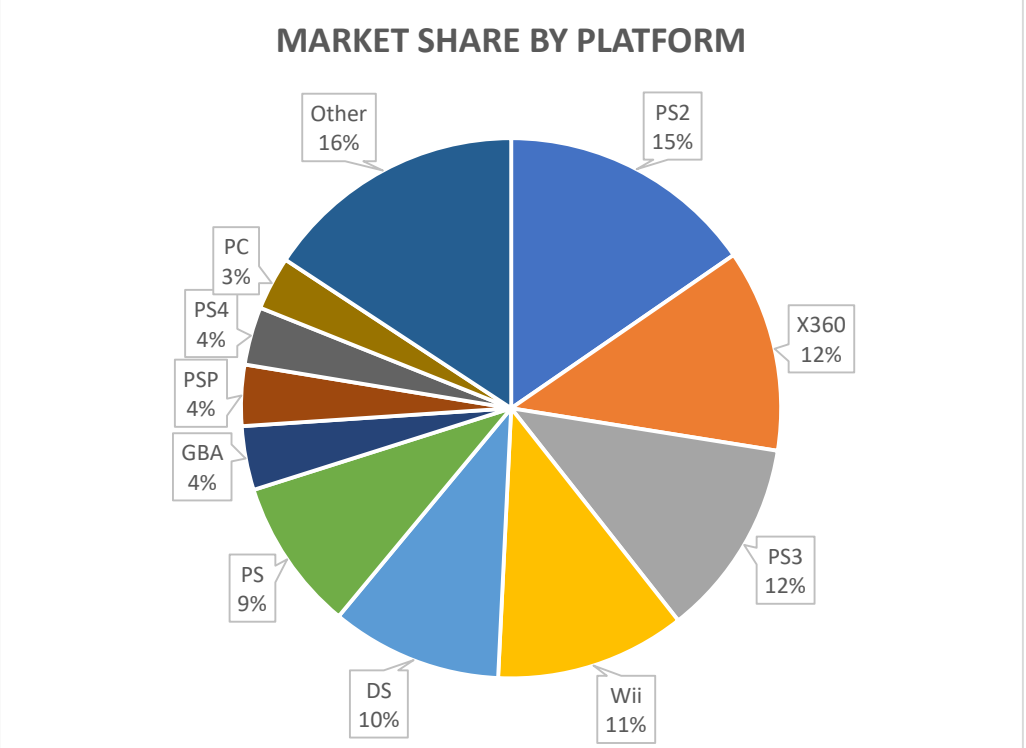
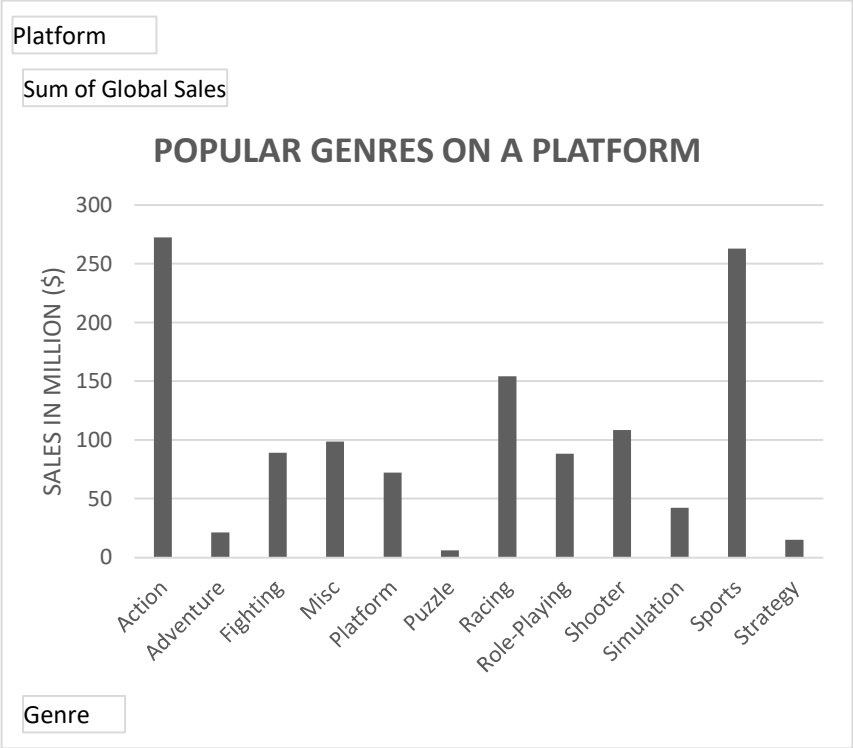
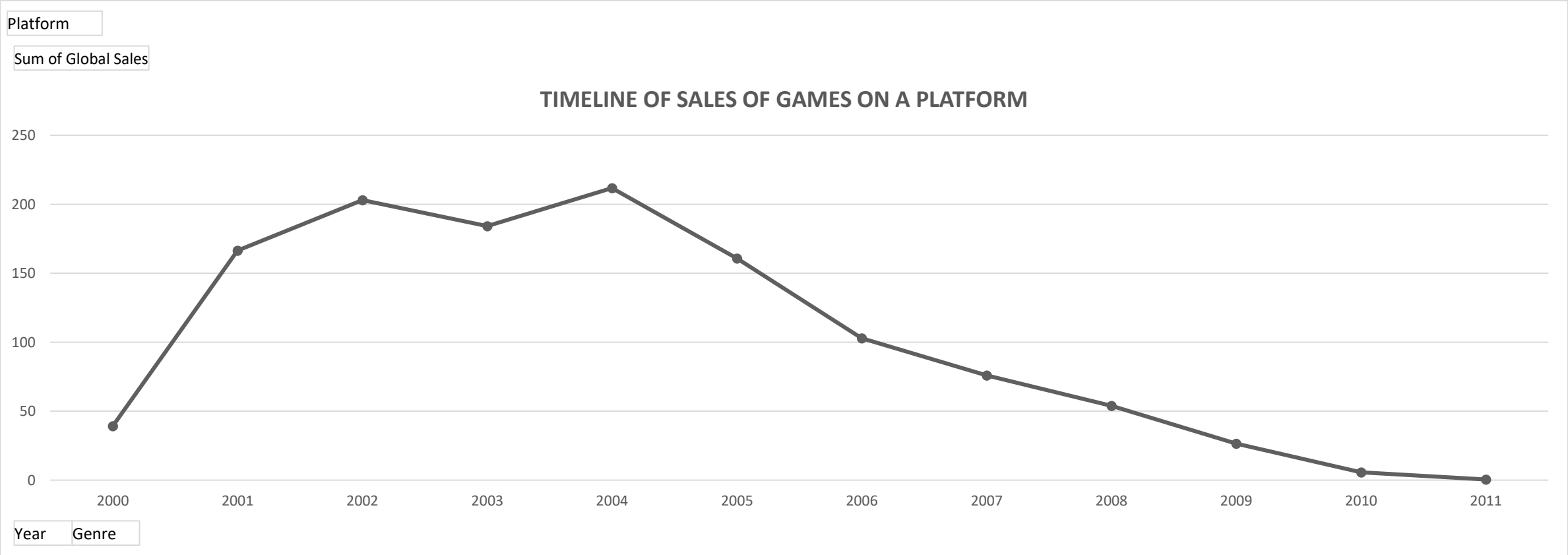


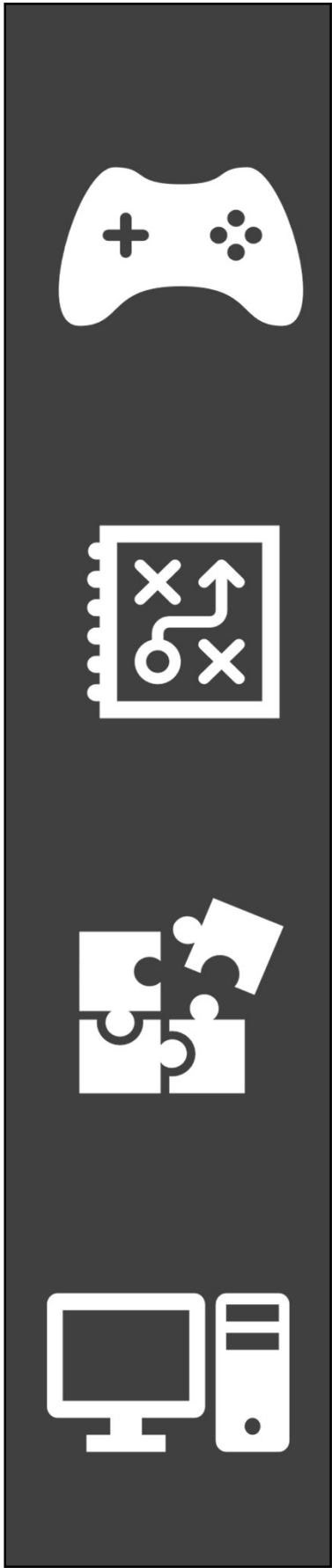
PLATFORM ANALYSIS

TOP GAMING PLATFORM

PS2

Revenue: \$1230 M





GENRE, REGIONAL AND YEARLY ANALYSIS

TOP GAMING GENRE

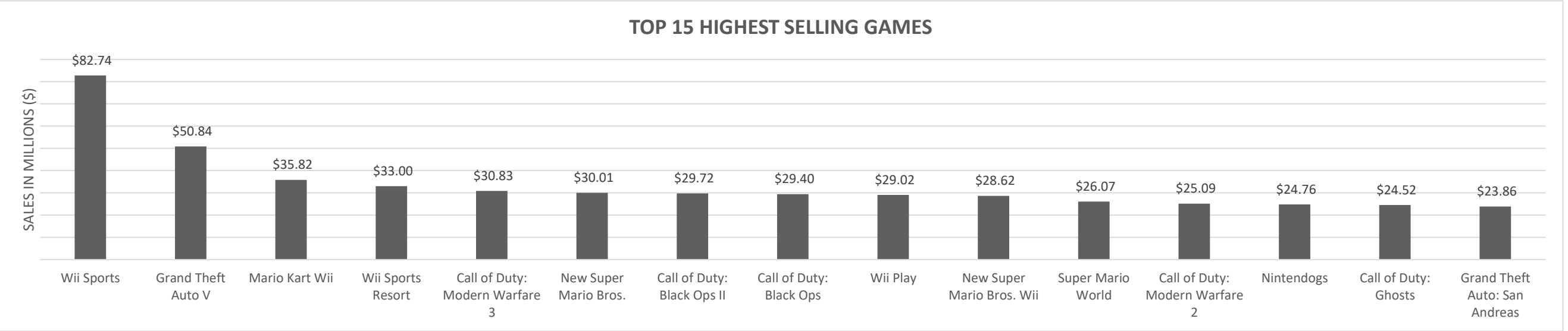
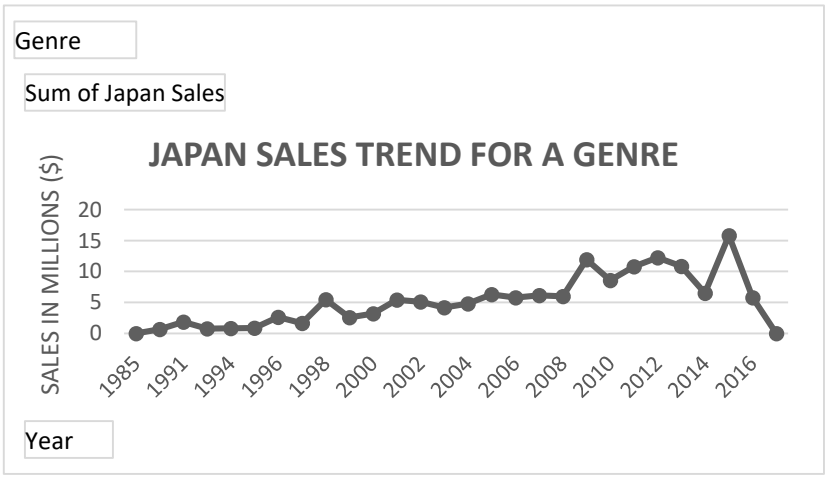
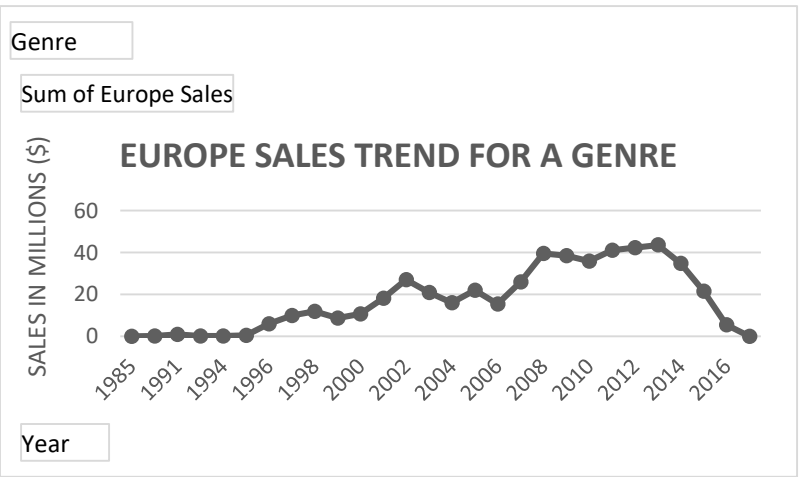
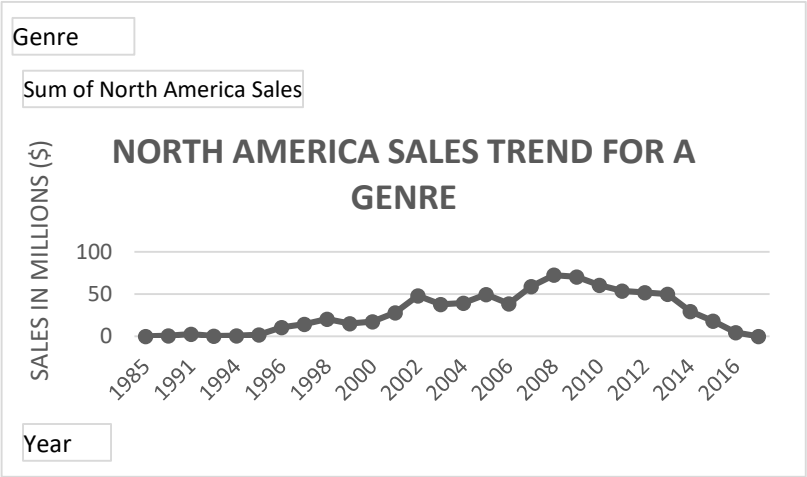
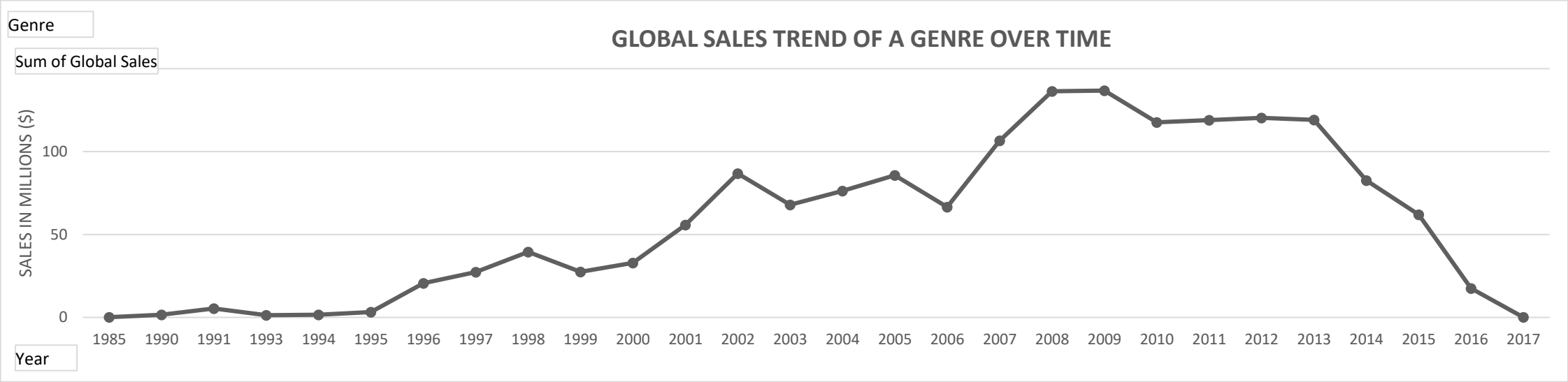
ACTION

Revenue: \$1617 M

TOP GAMING REGION

NORTH AMERICA

Revenue: \$793 M



SUMMARY ANALYSIS

GAMING PLATFORM WISE SALES

Most of the games have been sold on the PS2 Platform followed by X360, PS3 and Wii.

There is an assumption that most of the game developers release their games on PS2 first as compared to other platforms, thereby the increase in sales.

GENRE WISE SALES

Action genre has the highest amount of sales (\$1600 M) across all platforms.

It is followed by sports, shooter and role playing. Puzzle, Strategy and Adventure genre of games should be avoided by game developers as they do not get sold much.

YEAR WISE SALES DATA

Gaming started in the year 1985. 1995 saw a small boom in the gaming industry followed by a dip in 2000 (\$175 M).

During 2000 - 2008 the gaming industry was in boom (as the gaming revenue was \$678 M).

After 2008 there was a steady decline in the video game sales and the revenue in 2020 stands at \$0.29 M.

REGION WISE SALES DATA

Every year North America leads the sales figures followed by Europe, Japan and Other Regions.

From 1985-2020 North America has generated a revenue of \$3894 M across all genres.

MARKET SHARE BY PUBLISHER

Nintendo leads the market with a revenue of \$1371 M which is 17% of the total market share followed by Electronic Arts (13%) and Activision (8%).

The similarity between these 3 publishers is that they sell mostly games from action and sports genre.

TOP SELLING GAMES

Wii Sports has the highest revenue (83 M) followed by GTA V (58 M) and Mario Kart Wii (35 M). Two games out of the three are from Nintendo.

Most of the games from the top selling list are of the Action genre.

BUSINESS DECISIONS FOR GAME PUBLISHERS

- Publishers should favor Action, Sports and Shooter Genre of games as these games sell the most.
- Publishers should ask the developers to optimise the games on Console Based Devices like Xbox and PS as these 2 platforms have the highest selling games.
- Publishers should focus more on North America and Europe regions, as the audience from these regions buy video games the most.
- Publishers should work on building game franchise and should release sequel to their games regularly, as these type of games sells the most.