

Executive snapshot

Under the current dashboard filters, the console hardware market totals **~1.1B units** and **~\$265.1B** in **estimated hardware revenue (proxy)**, implying an average hardware price of **~\$242**. The installed base and revenue are highly concentrated at the top, with a clear split between volume-led and value-led manufacturer strategies, and strong best-seller pull on select platforms.

Scope	Lifetime, ended consoles; Generations 3-8; Manufacturer = All; IsHardwareEstimate = 0 (default)
Interpretation	Estimated revenue is a proxy (ASP x units). Attach rate reflects best-seller penetration, not full catalog attach.

1. Market baseline

Headline: Under the current filters, the market totals **~1.1B units** and **~\$265.1B** in estimated hardware revenue (proxy), implying an average hardware price of **~\$242**.

What it means: Establishes the historical market scale within the selected scope (ended consoles in Gen 3-8, default view) and provides a consistent reference point for comparisons.

Stakeholder takeaway: Use this baseline for market sizing and investment comparisons across consoles, manufacturers, and generations.

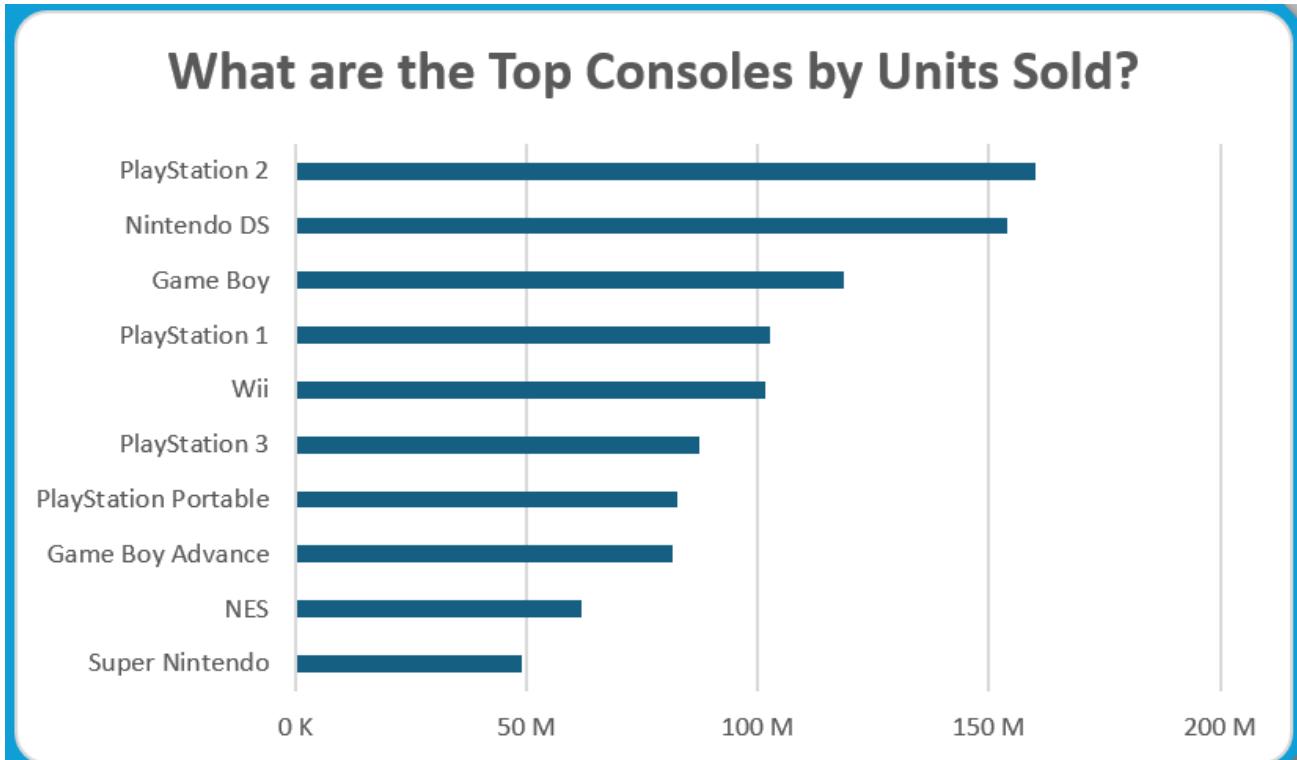


2. Reach and dominance (units sold)

Headline: Top 3 consoles (PS2, Nintendo DS, Game Boy) total ~435M units (~40% of all units), with PS2 leading at 160M units.

What it means: Installed base is highly concentrated. A small number of platforms capture a disproportionate share of hardware adoption within this lifetime view.

Stakeholder takeaway: Prioritize reach-focused sizing on ecosystems with historically proven scale; validate with As-Of / current-gen views for today's market.



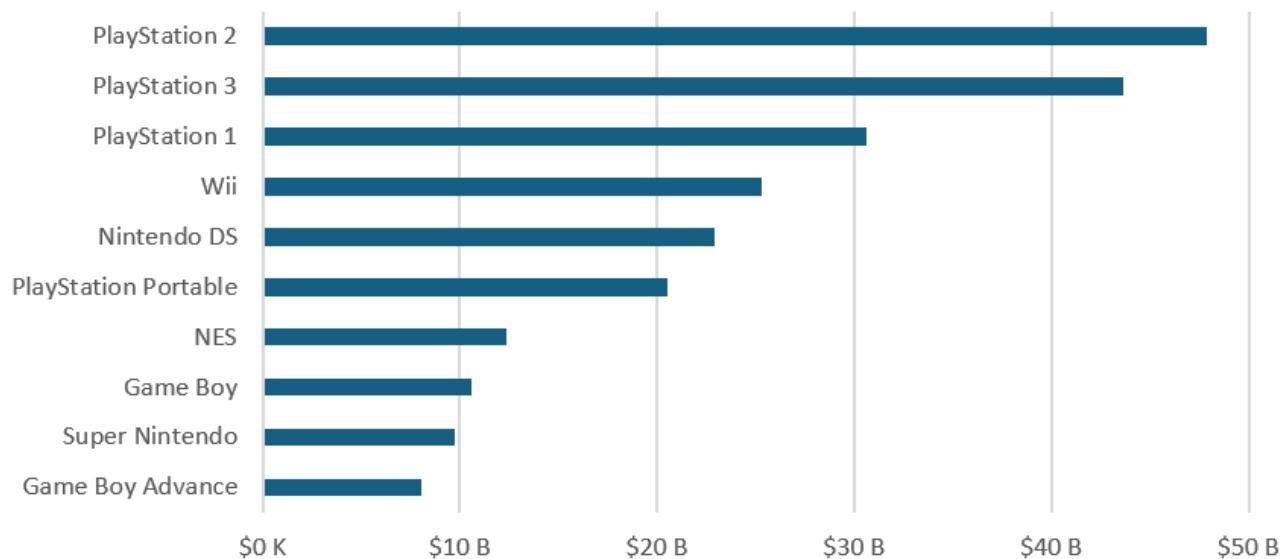
3. Revenue concentration (estimated hardware revenue, proxy)

Headline: Top 3 consoles by estimated hardware revenue (PS2, PS3, PS1) generate ~\$122B (~46% of total), highlighting revenue concentration among PlayStation platforms.

What it means: Estimated hardware revenue is highly concentrated. Within this dataset's scope and assumptions, Sony captures a large share of hardware dollars across multiple generations.

Stakeholder takeaway: Focus deeper investment sizing on ecosystems with historically strong revenue capture; confirm under alternate filter views.

What are the Top Consoles by Revenue?



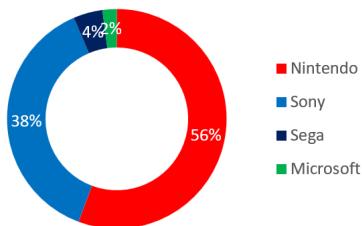
4. Volume vs value by manufacturer

Headline: Nintendo leads unit share (**56%**), while Sony leads revenue share (**54%**).

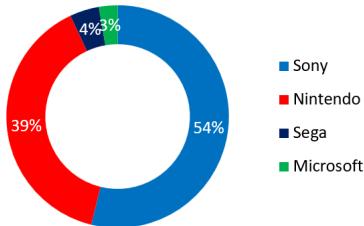
What it means: Sony over-indexes on revenue (**38% units vs 54% revenue**) while Nintendo over-indexes on volume (**56% units vs 39% revenue**), implying higher average price per unit for Sony's mix in this view.

Stakeholder takeaway: Align analysis to objective: reach-led sizing on volume ecosystems and value-led sizing on revenue-dominant ecosystems.

What are the Unit Shares by Manufacturer?



What are the Revenue Shares by Manufacturer?



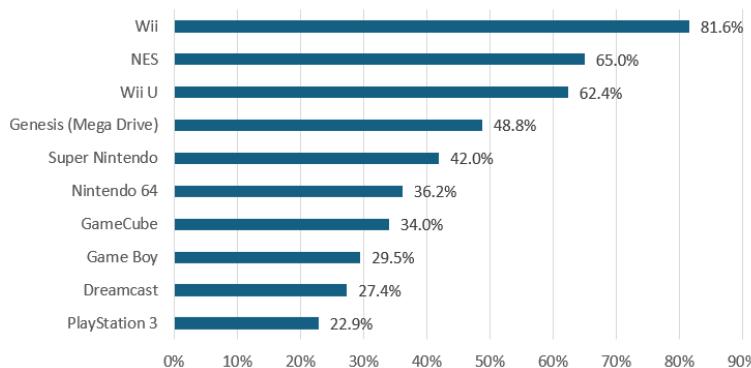
5. Software pull-through (best-seller attach rate)

Headline: Highest best-seller attach rates are Wii (**81.6%**), NES (**65.0%**), and Wii U (**62.4%**).

What it means: A single system-seller title can reach a large share of the installed base on select platforms (best-seller penetration).

Stakeholder takeaway: Use attach-rate signals to inform bundle strategy and launch marketing allocation on hit-driven platforms.

What are the Top Consoles by Best Seller Attach Rate?



Tools	Microsoft Excel (Pivot Tables, formulas, slicers, dashboard design)
Data	Synthetic dataset generated with ChatGPT for portfolio purposes
Assumptions	Revenue is a proxy estimate (Average Selling Price x Units). Use for relative comparisons, not audited financial reporting.