Video Game Sales Analysis

This set of data looks at the video game sales situation in the past 3 decades. There are other measures included in the data set such as global sales (separated into more detailed sales data from North America, Europe, Japan and others), critic scores, user scores, platform, genre and rating. From the original data, I filtered out the points with 0 in sales. The sales are measured in Millions and taking account into all the smaller games would not seem impactful enough. With the updated version, I aim to get a deeper look into the establishment of the overall gaming industry, factors have generated more revenue for companies and the types of games that get overall higher scores.

In the first tab, there is the interactive table that can be checked with looking at different details on the side bar. It can be rearranged based on scores, sales, platform, genre and ratings. The top has boxes that looked at the overall revenue. In the past couple of decades, 5442.63M of revenue has been generated by the industry. On average, each one of these larger games is 0.7678M. Average User scores are based on a scale of 10 while the critic scores are based on a scale of 100. However, when scaled to the same degree, the two are generally around the same. User’s rating might be a bit more lenient but not by much.

The year released overview has a general outlook on when these games are released. It can be seen that in the late 2000s, there are large amounts of games coming out that are doing well. It was kind of an interesting phenomenon since one would think that the 2010s would have more games being released since gaming is becoming increasingly a larger industry along with the rise of esport. One reason could simply just be that they have not generated enough revenue and thus are not included in the analysis. Looking at the involvement of genre, Action has always been the most popular genre amount ppl. However, over the years, there is less demand for strategy and fighting games. Over the years, sports genres have also gotten less popular with the player base. That might have due to the restraint of contents since they are still evolving around the same sports and have similar game plays. As for platforms, this is highly dependent on what new technology is being released. For example X, X360 and XOne, are essentially evolution of the same type of devices and are thus slowly replacing each other. DC and DS are getting replaced by 3DS etc. Looking at publishers, there are many different ones and thus we are online looking at the top 20 for a clearer look on the bigger players. T can be seen that there is no major monopoly in the more recent years. Last decade Electronic Arts had a huge market share in the releasing of games, but that is dying down more as more companies enter the market. The sidebar metrics can all be used to alter to look at more detailed or specific metrics.

In terms of Global Sales, NA has the largest market, then Europe and finally Japan. The average ranges from 0.3898 M to 0.0629M. That’s a general good idea on what is expected for sales. The genre seems to have no great impact on the sales since it is very scattered and most are not generating a huge amount of revenue. However, quite a few sports games did generate relatively high revenue. While action is the most popular genre, they do seem to cap out. In terms of platform, the ones that made a huge amount of money are on Wii or WiiU. Others are on the lower end as well. X / X360 x XOne games also seem to be doing better than the average as well. People seem to be more willing to spend on those games. Looking at the publishers, the ones that made it big are all Nintendo. This also makes sense in the sense that Wii was created by Nintendo.

Looking more at the scores now, the platform is relatively spread out in a bell curve form with the majority in the 6-9 score range. Critics’ scores and the user’s scores are generally the same. Genre as well doesn’t seem to have a huge impact on the scores. Likewise the publishers don’t seem to have a huge impact. Although these don’t have a huge impact, it does show that genre, publisher and platform do not affect how players feel about certain games. Gamers most likely stick with their devices and are choosing games accordingly. Regardless of whether they like a company, they would still give a fair rating and score to these games.

As someone interested in the gaming industry, I generally learned a lot from the dataset. The first being the more popular genres over and change of the gaming genre over the years. The platform's popularity depends a lot on what people are playing on mostly at the time. Most publishers may generate a small fanbase that are loyal to their products. However, it would not mean they will always be in the leading role. Moreover, players and critics alike would be truthful to the games themselves instead of having these other factors sway their judgement. Although we might think critics are more professional in judging these games, at the end of the day, players are just as capable and have similar ratings. It could be an effect of the wisdom of the crowd effect however. (That would require further analysis however.) FOr more detailed or specific analysis, the metrics on the side bar can all be altered and fine tuned if one were to want to look at games from specific company, genre or platform. In the upcoming years, VR would definitely be an emerging platform and it would be interesting to see where it will stand and how it will impact the market.