

VIDEO GAMES

Vino Sangaralingam

PROBLEM

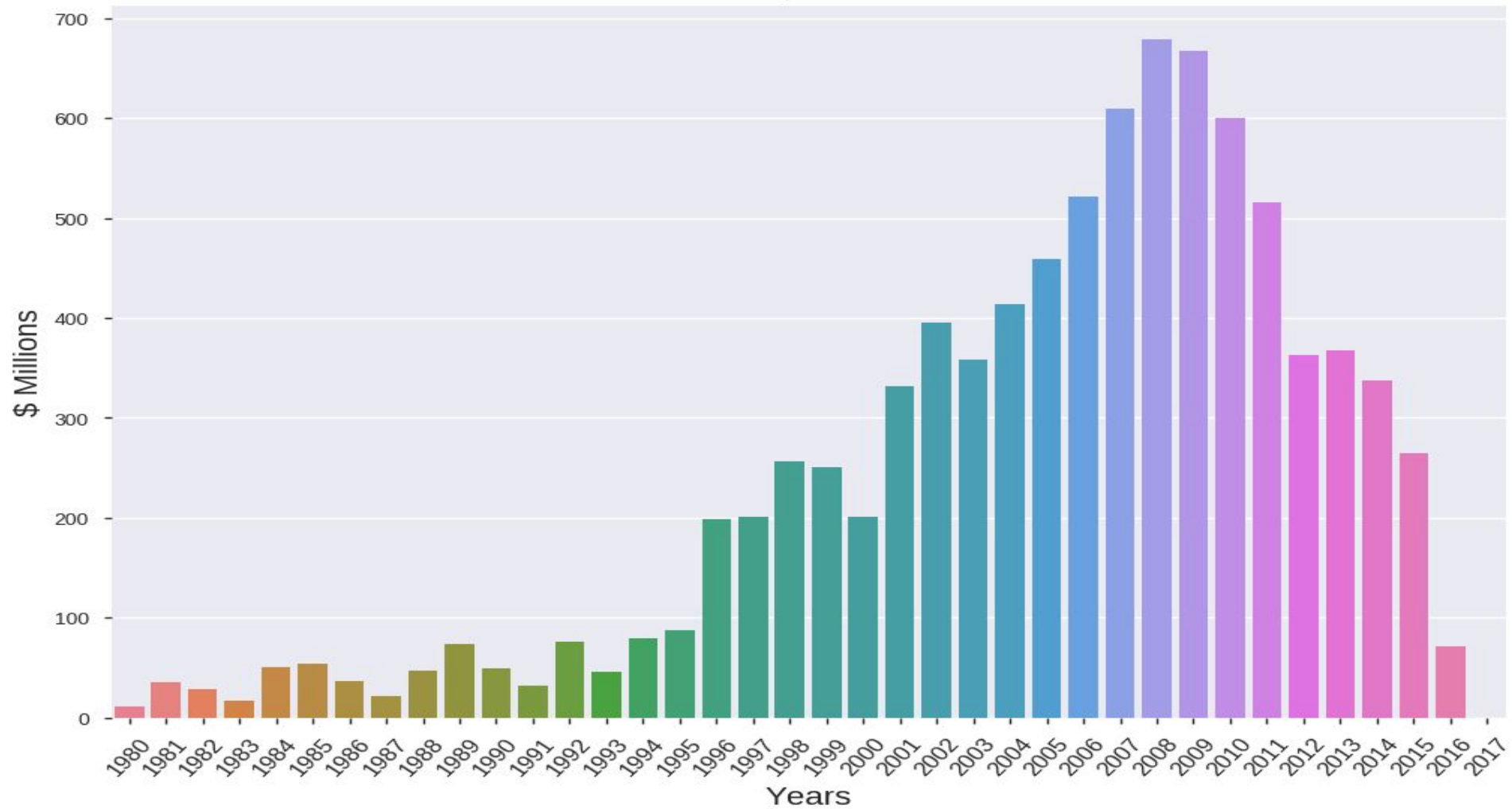
A major video game production company has retained your firm to conduct market research into the video game industry.

- *What are some major differences between the North American, European, and Japanese video game markets?*
- *What video game genres are trending in each market?*
- *What features about a video game are most indicative of its success?*

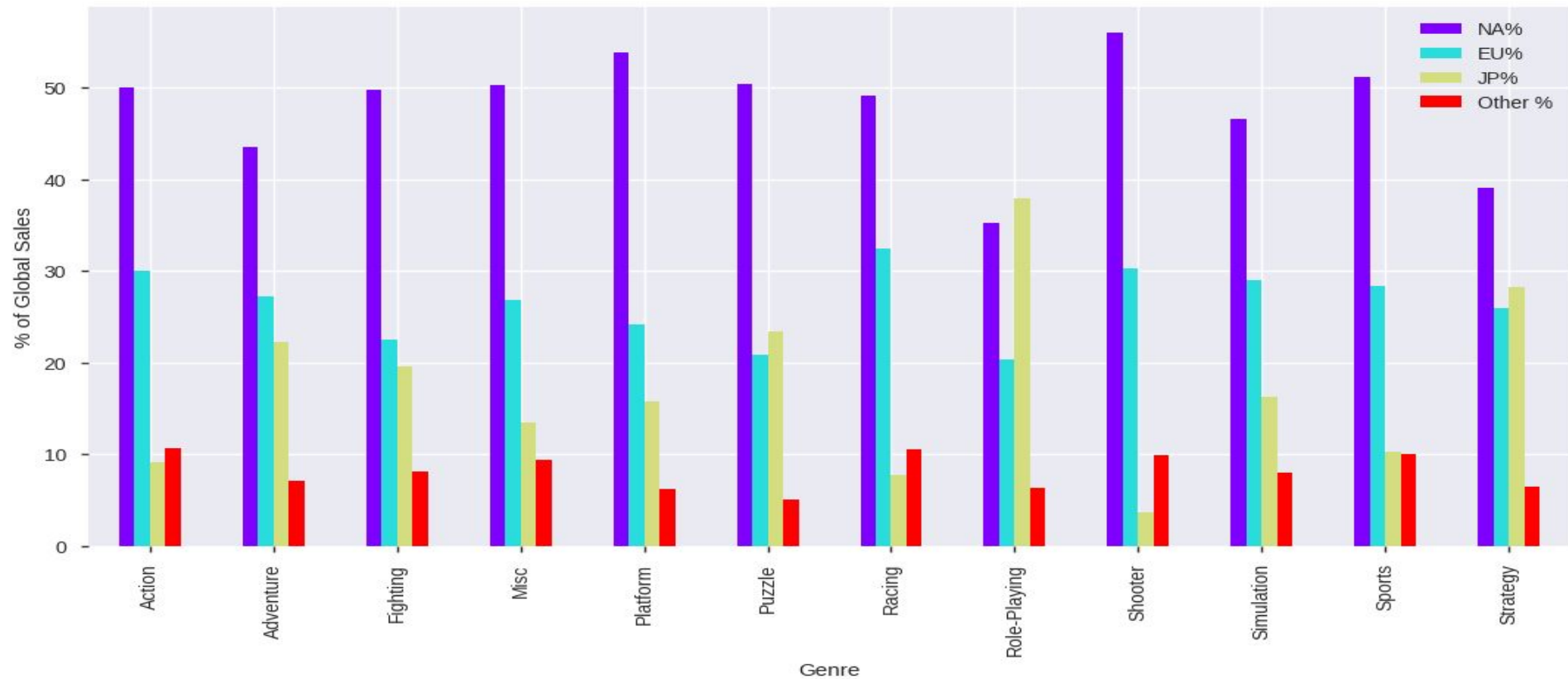
DATA

Rank		Name	Platform	Year	Genre	Publisher	NA_Sales	EU_Sales	JP_Sales	Other_Sales	Global_Sales
0	1	Wii Sports	Wii	2006.0	Sports	Nintendo	41.49	29.02	3.77	8.46	82.74
1	2	Super Mario Bros.	NES	1985.0	Platform	Nintendo	29.08	3.58	6.81	0.77	40.24
2	3	Mario Kart Wii	Wii	2008.0	Racing	Nintendo	15.85	12.88	3.79	3.31	35.82
3	4	Wii Sports Resort	Wii	2009.0	Sports	Nintendo	15.75	11.01	3.28	2.96	33.00
4	5	Pokemon Red/Pokemon Blue	GB	1996.0	Role-Playing	Nintendo	11.27	8.89	10.22	1.00	31.37
5	6	Tetris	GB	1989.0	Puzzle	Nintendo	23.20	2.26	4.22	0.58	30.26
6	7	New Super Mario Bros.	DS	2006.0	Platform	Nintendo	11.38	9.23	6.50	2.90	30.01
7	8	Wii Play	Wii	2006.0	Misc	Nintendo	14.03	9.20	2.93	2.85	29.02
8	9	New Super Mario Bros. Wii	Wii	2009.0	Platform	Nintendo	14.59	7.06	4.70	2.26	28.62
9	10	Duck Hunt	NES	1984.0	Shooter	Nintendo	26.93	0.63	0.28	0.47	28.31

Game Sales in \$ Millions Per Year



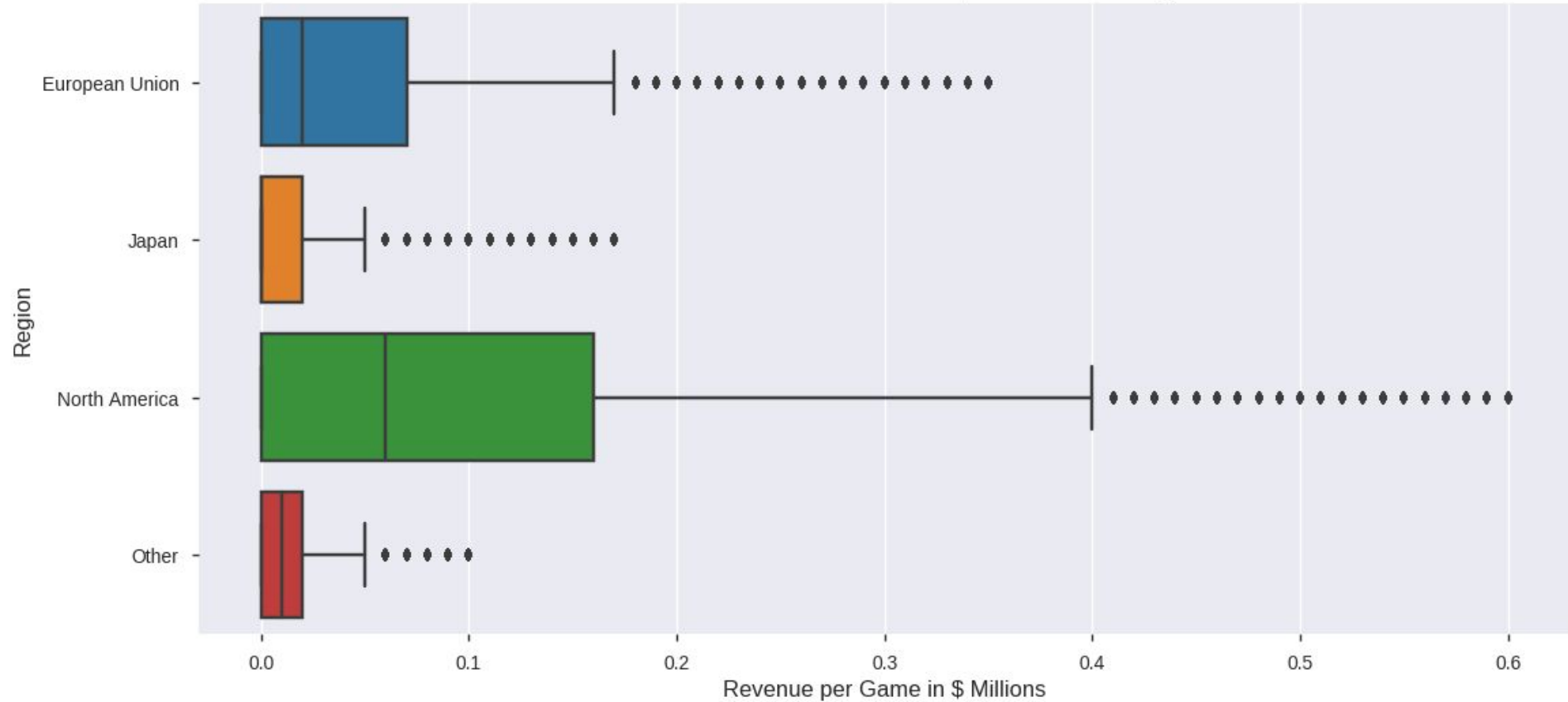
GAME SALES BY REGION (% OF GLOBAL)



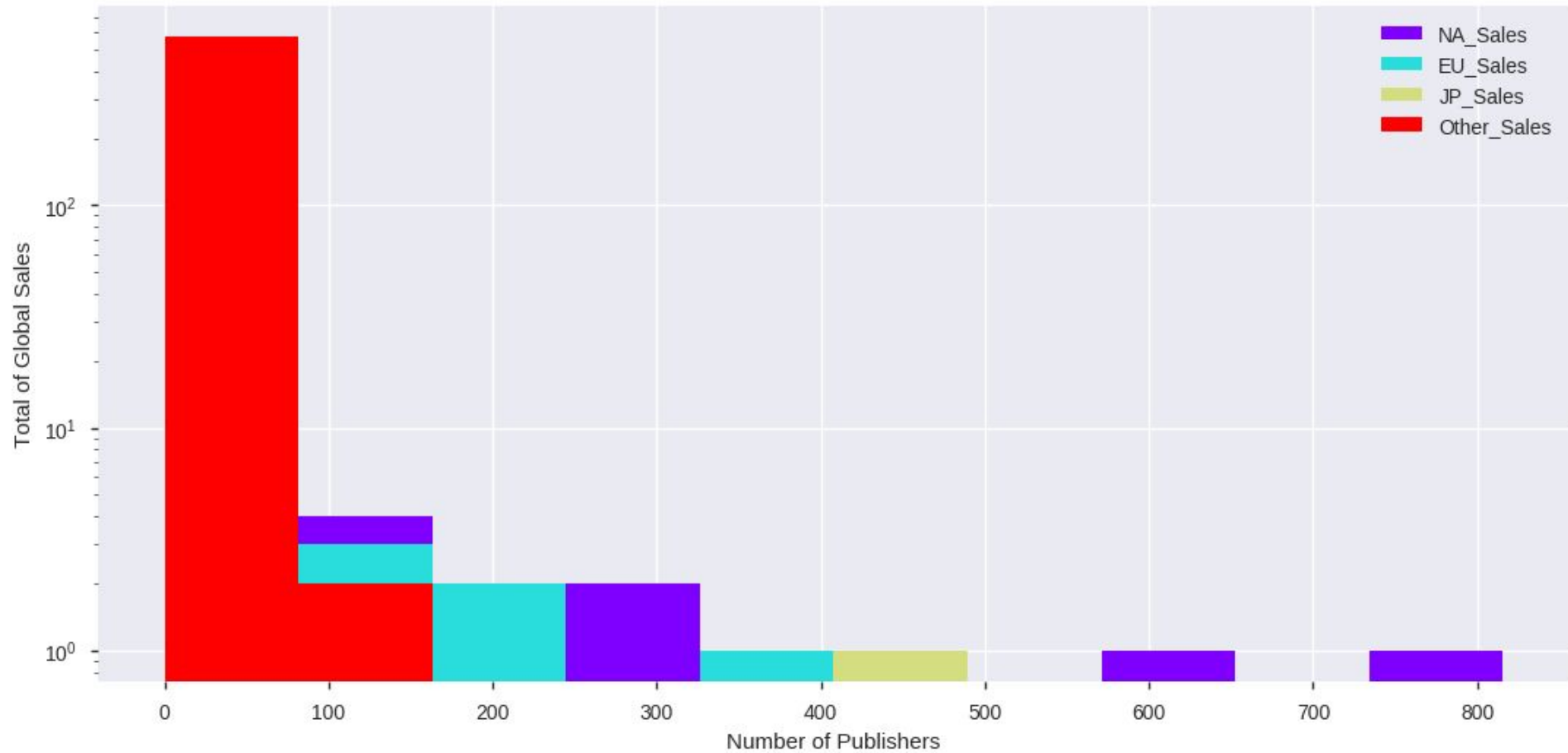
SALES DISTRIBUTION

- 90 Percentile
- Removes Outliers

Distribution of Sales Per Game in \$ Millions Per Region

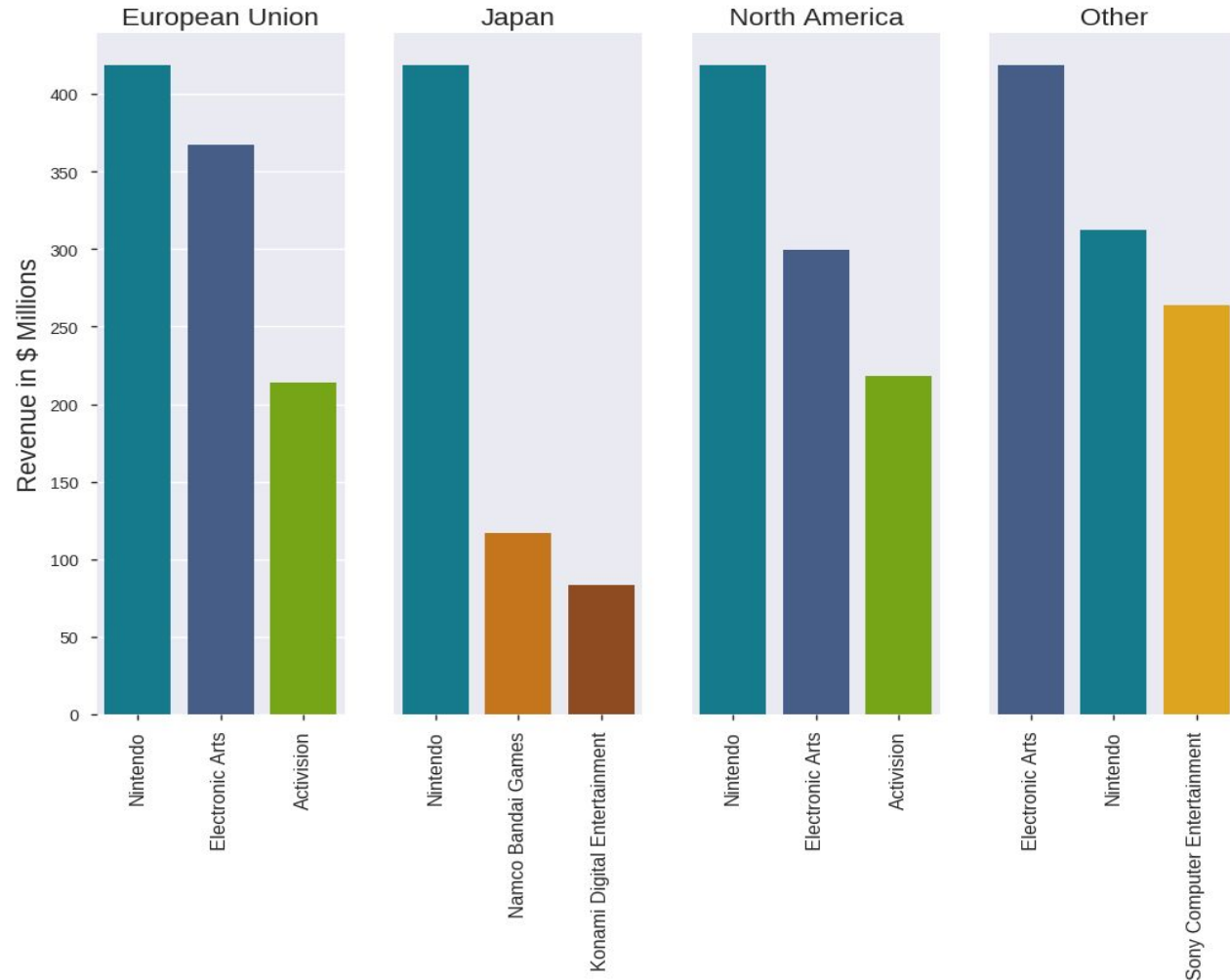


SALES VS PUBLISHERS

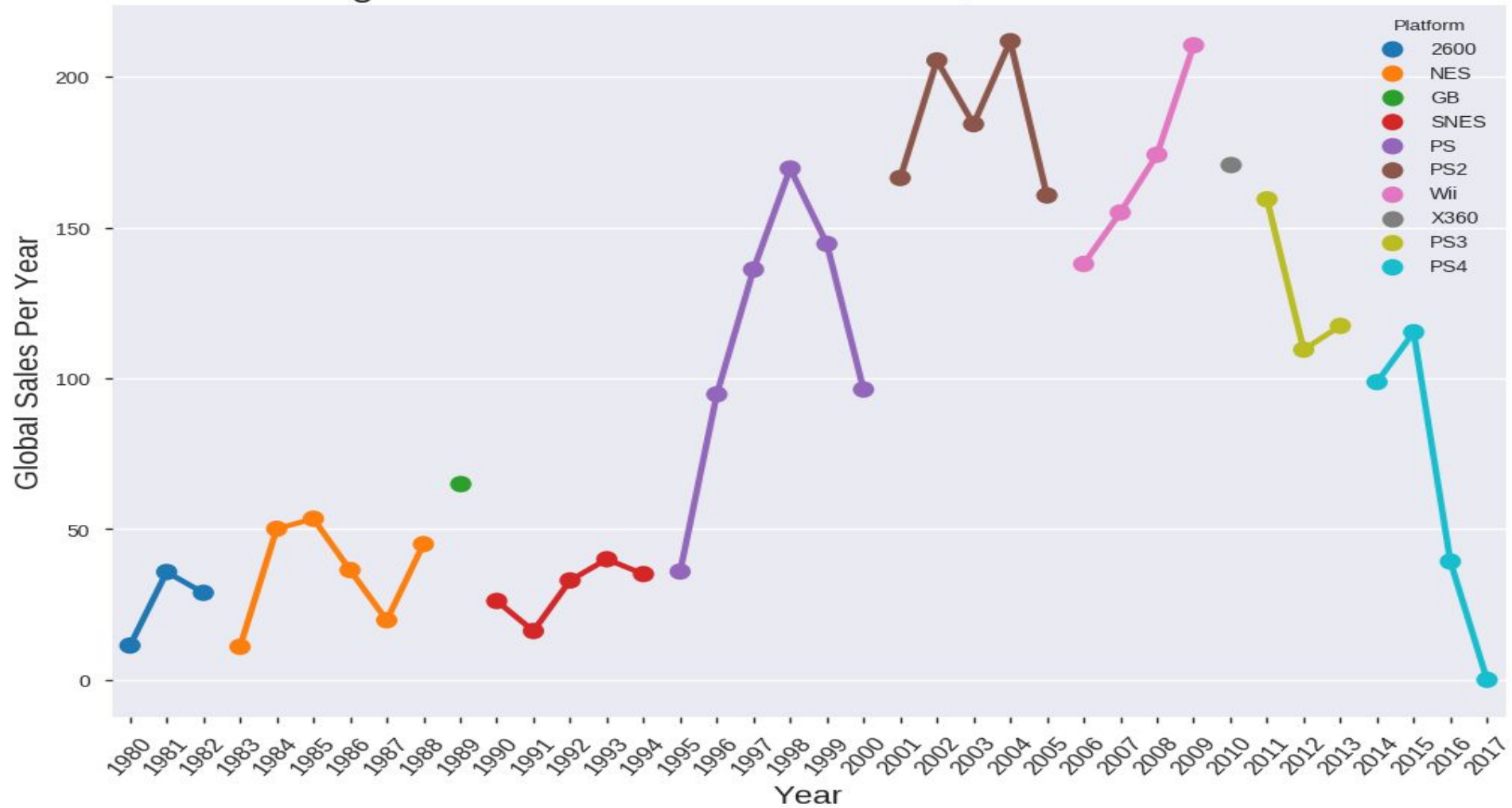


Top 3 Publishers by Revenue Per Region

- Nintendo dominates
- Sony and Konami Digital are catching up with the big players



Highest Total Platform Revenue in \$ Millions Per Year



CORRELATION

- Japan correlated with NA and EU Sales
- Genre and Platform has little effect on sales



CONCLUSIONS

- Major difference in the genre of games in different regions
- Eventhough the number of publishers are less in other markets, they have the highest contribution to Global Sales
- Nintendo leads in all 3 major markets
- Genre, publisher and platform has no correlation with Sales in any region