



Video Game Analysis

Project 3

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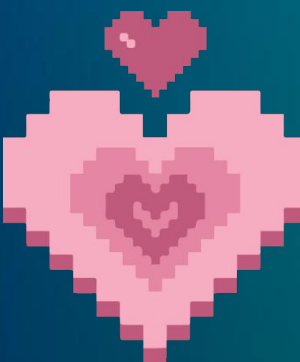
Introduction



Our Findings



Web App Walkthrough





Introduction

Objectives

Extract insights and patterns that can help understand various aspects of the video game industry

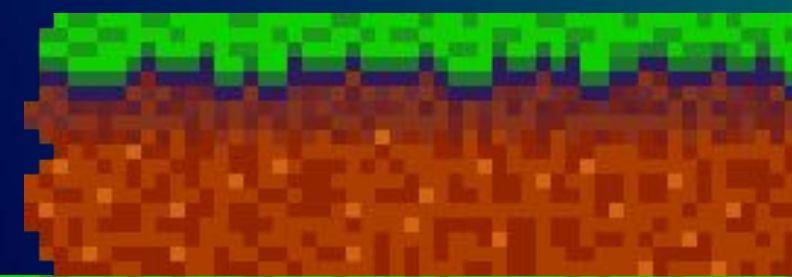
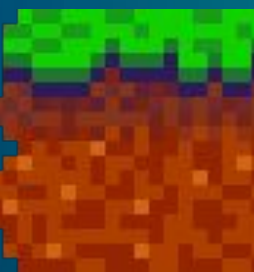
Overview

- Market Trends: To identify market trends we analyzed metrics such as sales data, user reviews, and popular game genres, emerging gaming platforms
- Performance Evaluation: We assessed performance of individual games, publishers, and platforms based on criteria like sales figures, user ratings, and user score metrics.
- Competitive Analysis: seeing the difference in performances by comparing game developers, publishers and platforma to identify strengths, weaknesses and oppourtinuties.



Overview

Market Trends, Performance Evaluations, Comparison Analysis, Sales by geographic area.



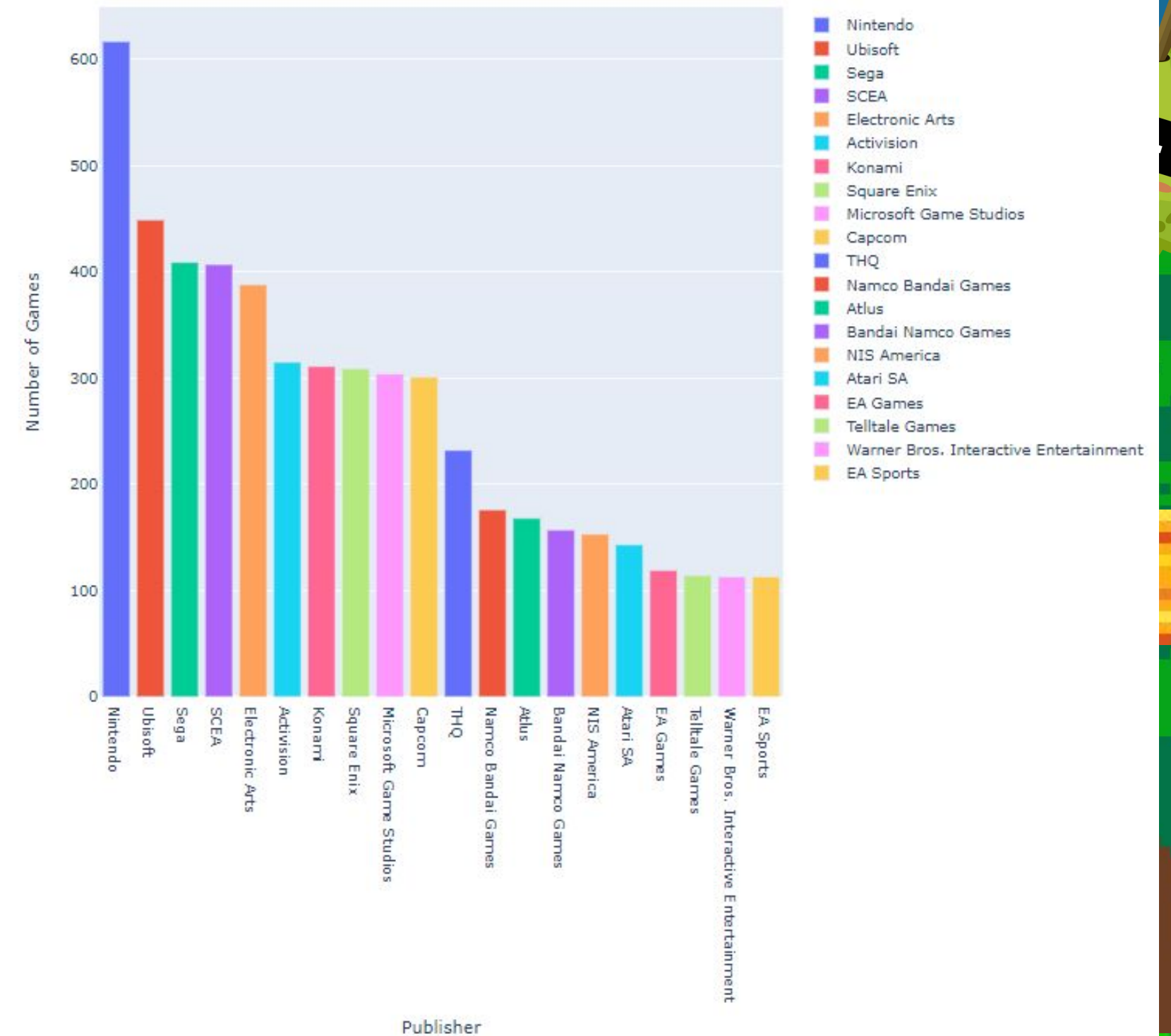


Dataset Overview

Top Publishers:

Nintendo:	617
Ubisoft:	449
Sega:	409
SCEA (Sony):	407
EA:	388

Counts of Games by Publisher

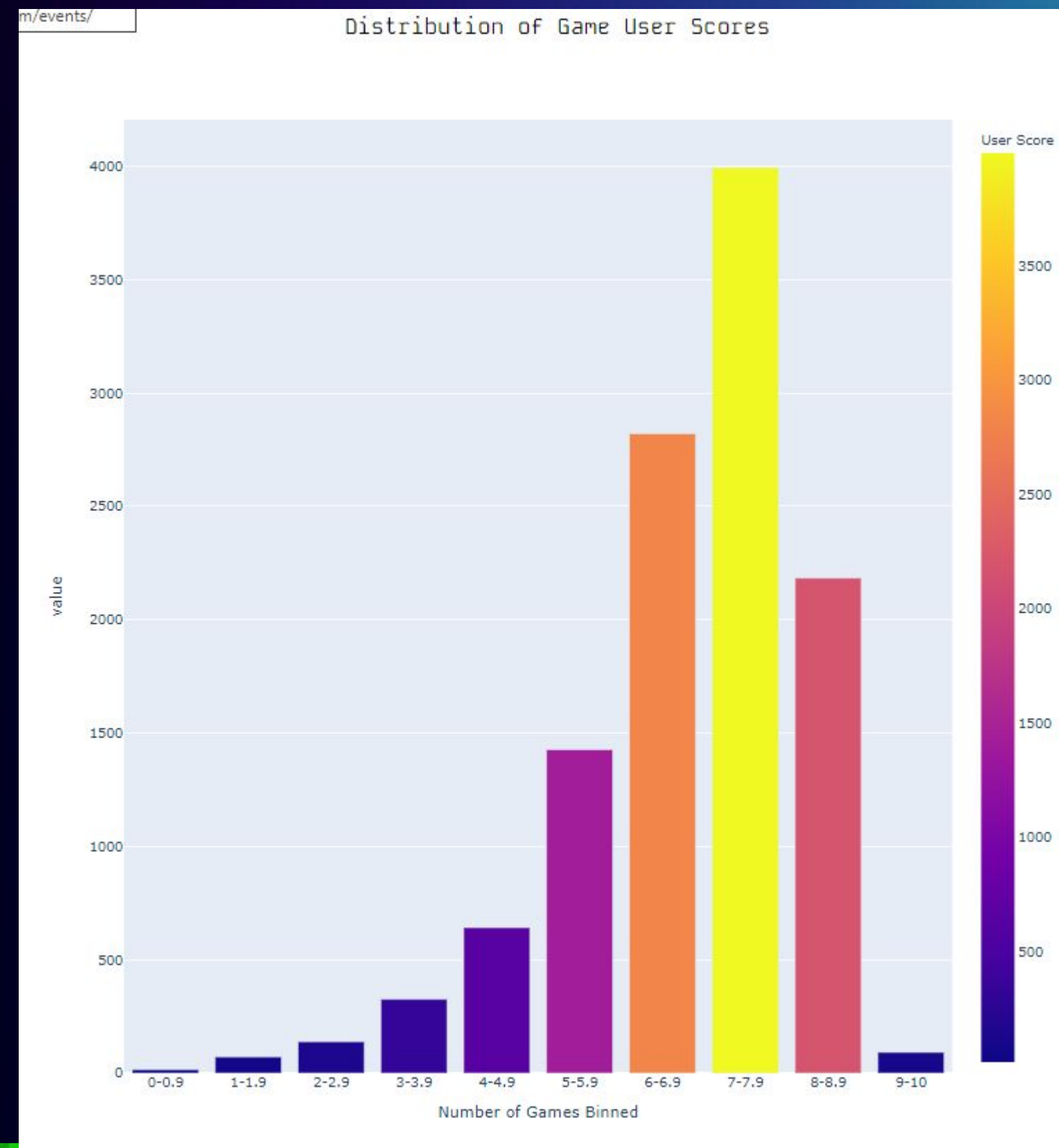




Dataset Overview

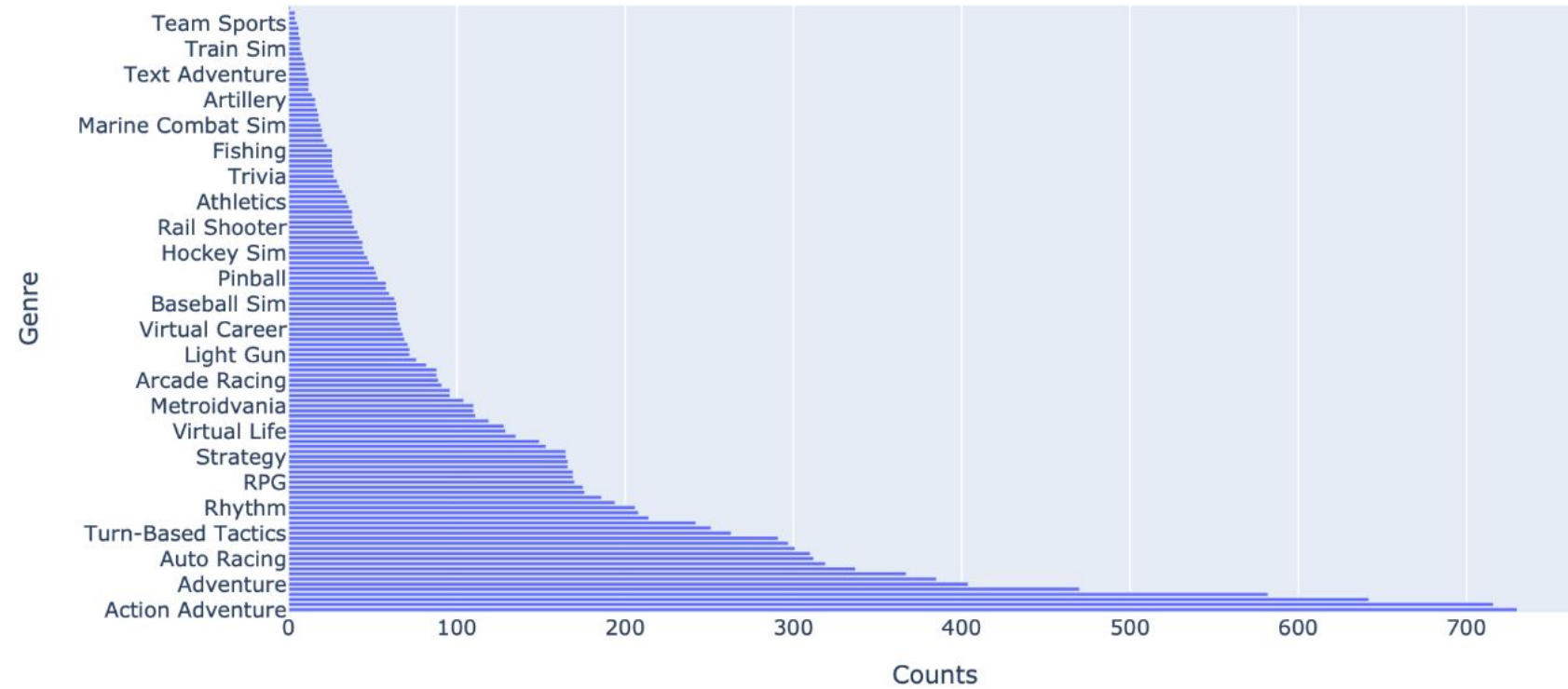
User Score Distribution:

- Very few rated 9.1+
- Majority rated 6-8.9

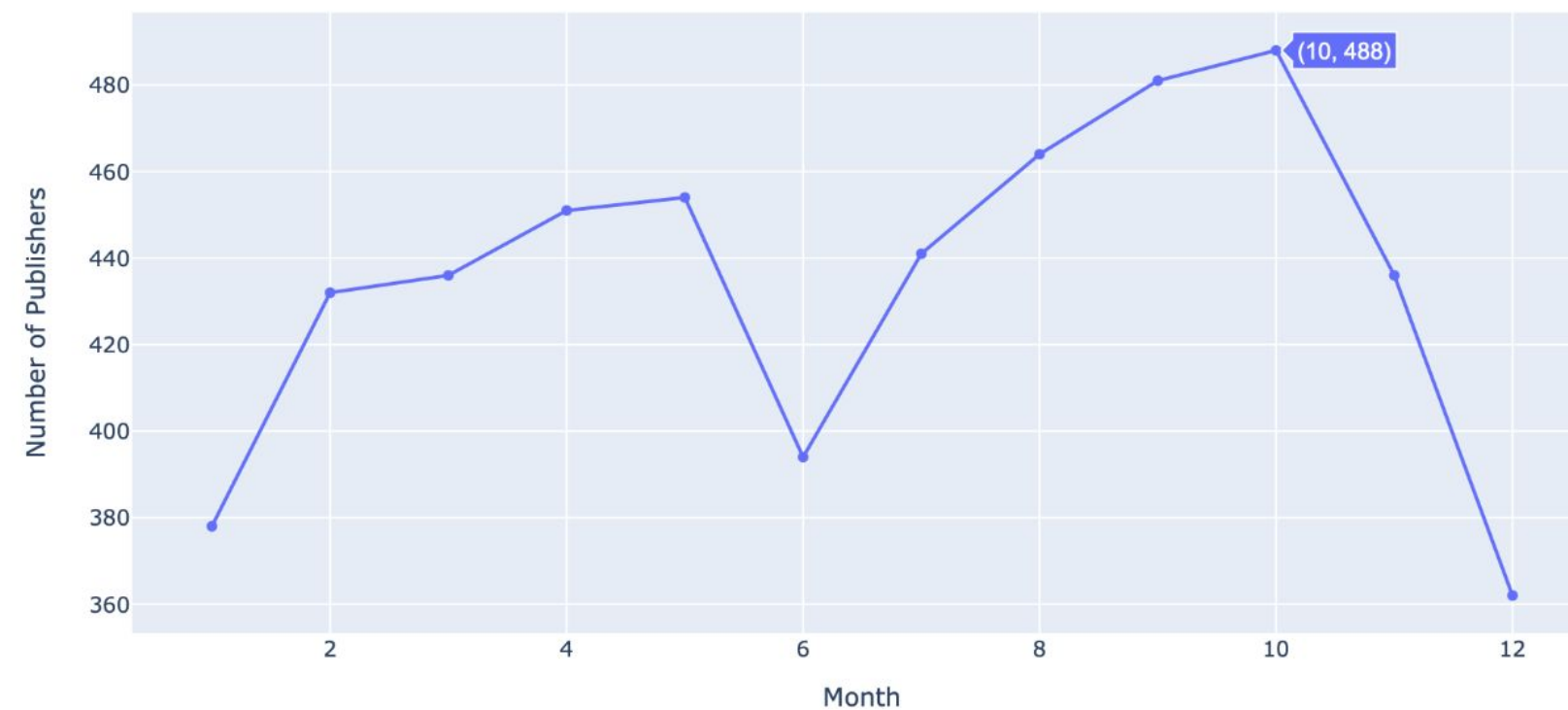


Trends

Genre Counts from 1995 to 2024



Number of Publishers Monthly (1995-2024)



- Genre Popularity: Identify trends in gaming genres to understand evolving player preferences
- Competitive Landscape: Track the performance of competitors and market leaders over a period of time to identify opportunities, and best practices (seasonality of release dates).
- Market perception/insight: is target audience changing over the years?

Product Rating Counts by Year

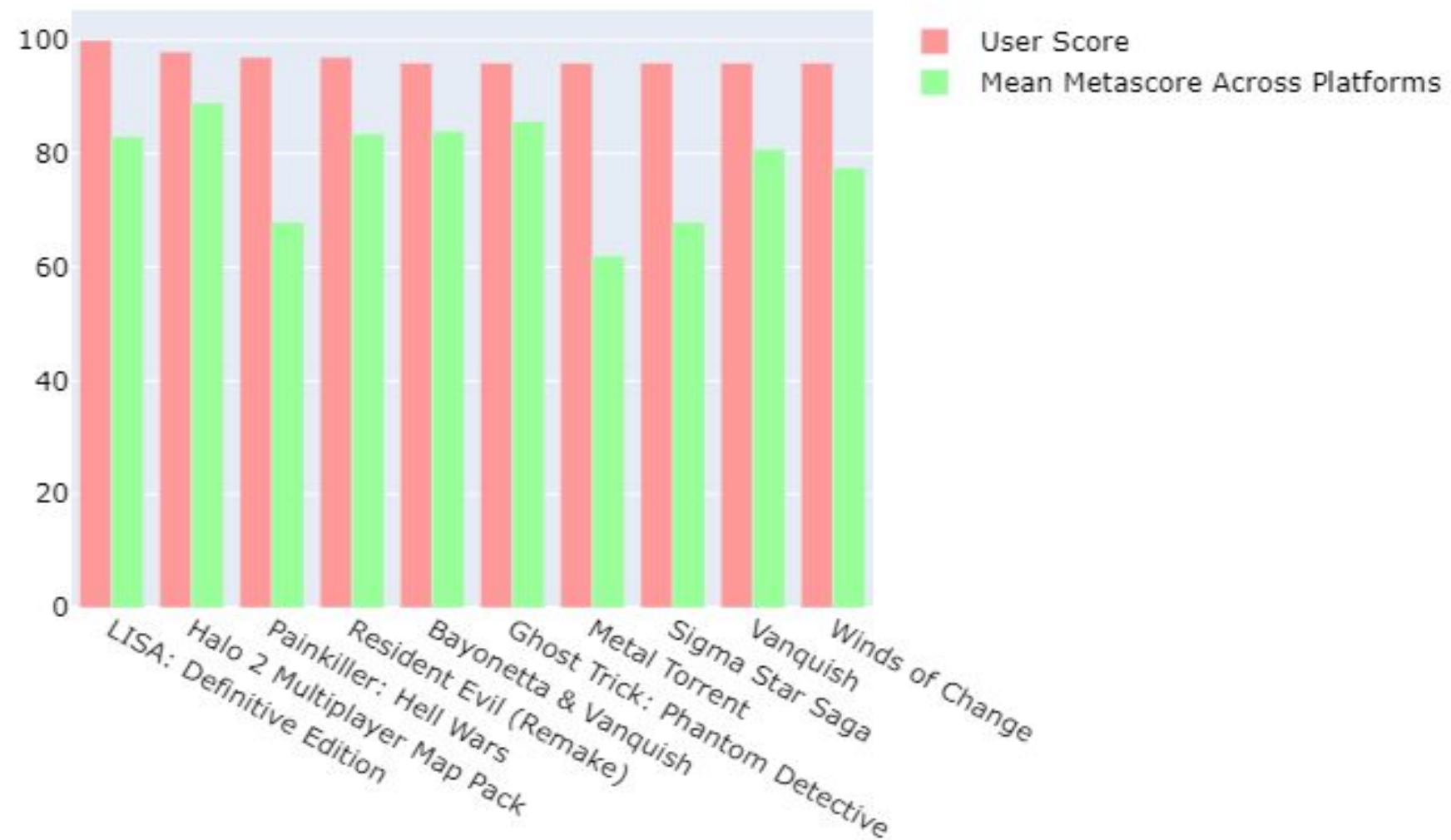


Ratings

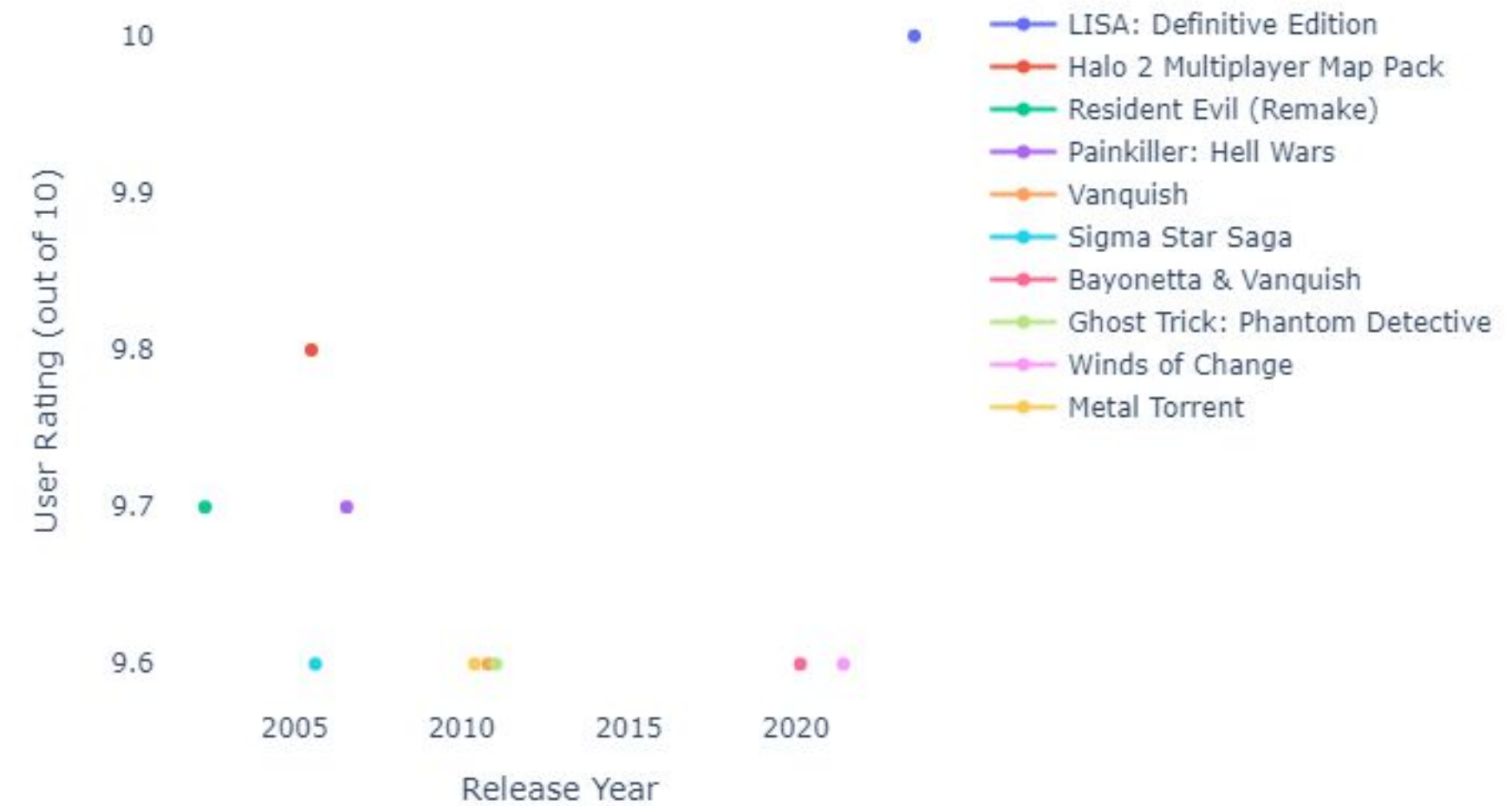


Top 10 Games

Top Rated Games Comparison

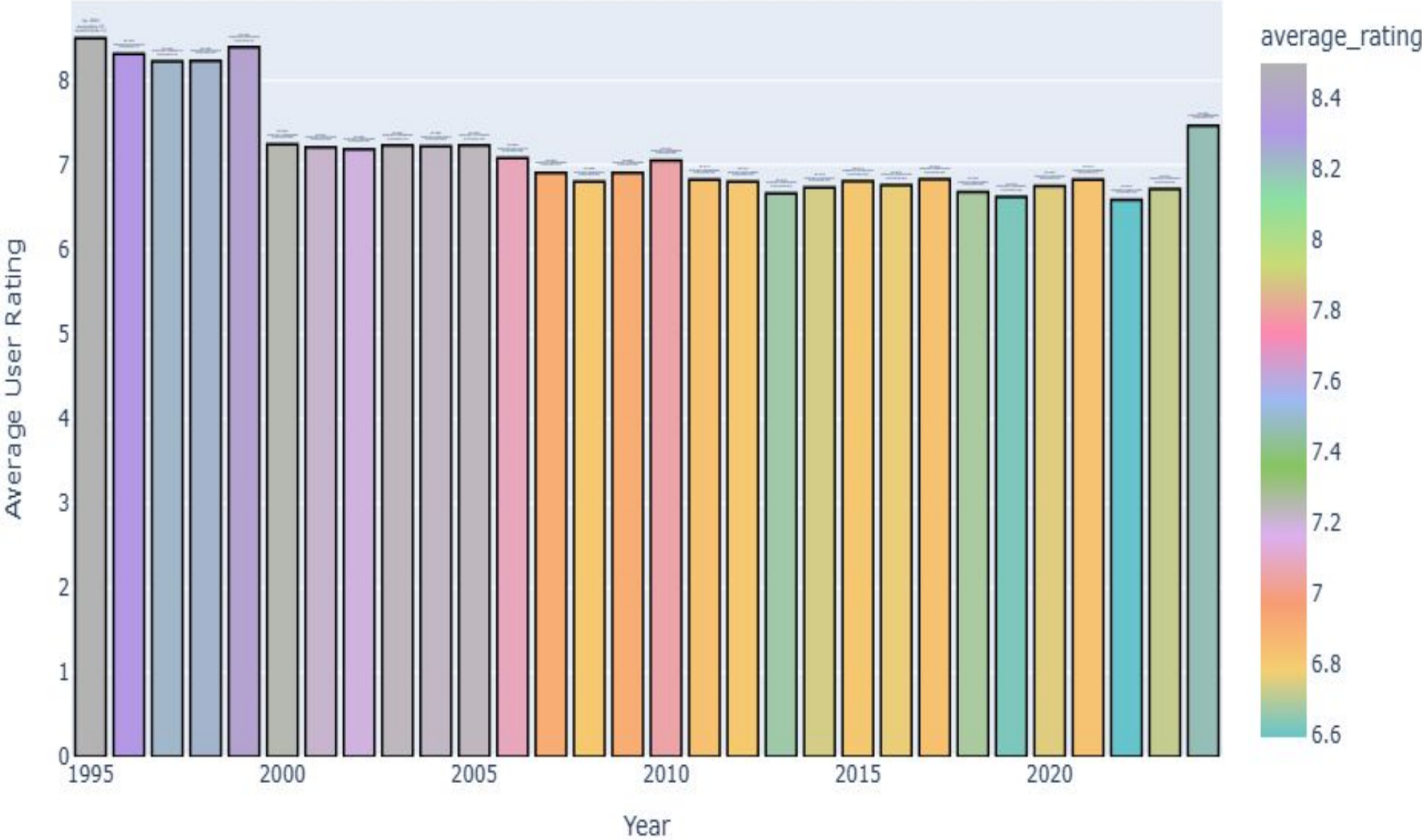


Top 10 Games Released by User Rating Over Time





Average User Rating of Games Over the Years



Year 2024

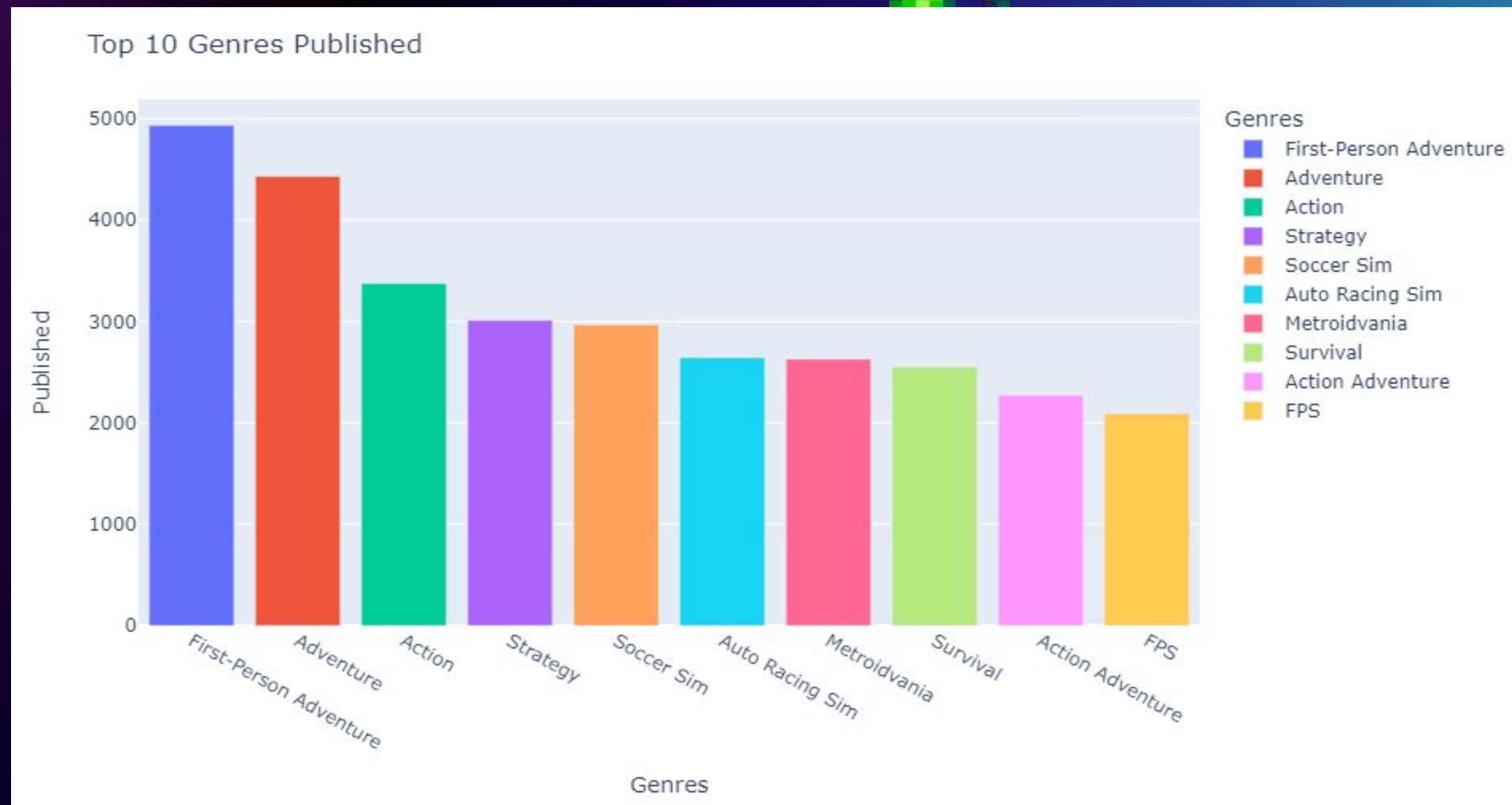
text=Year: 2024.0
Average Rating: 7.4666666666666668
Number of Games: 23.0
num_games=23





Comparison

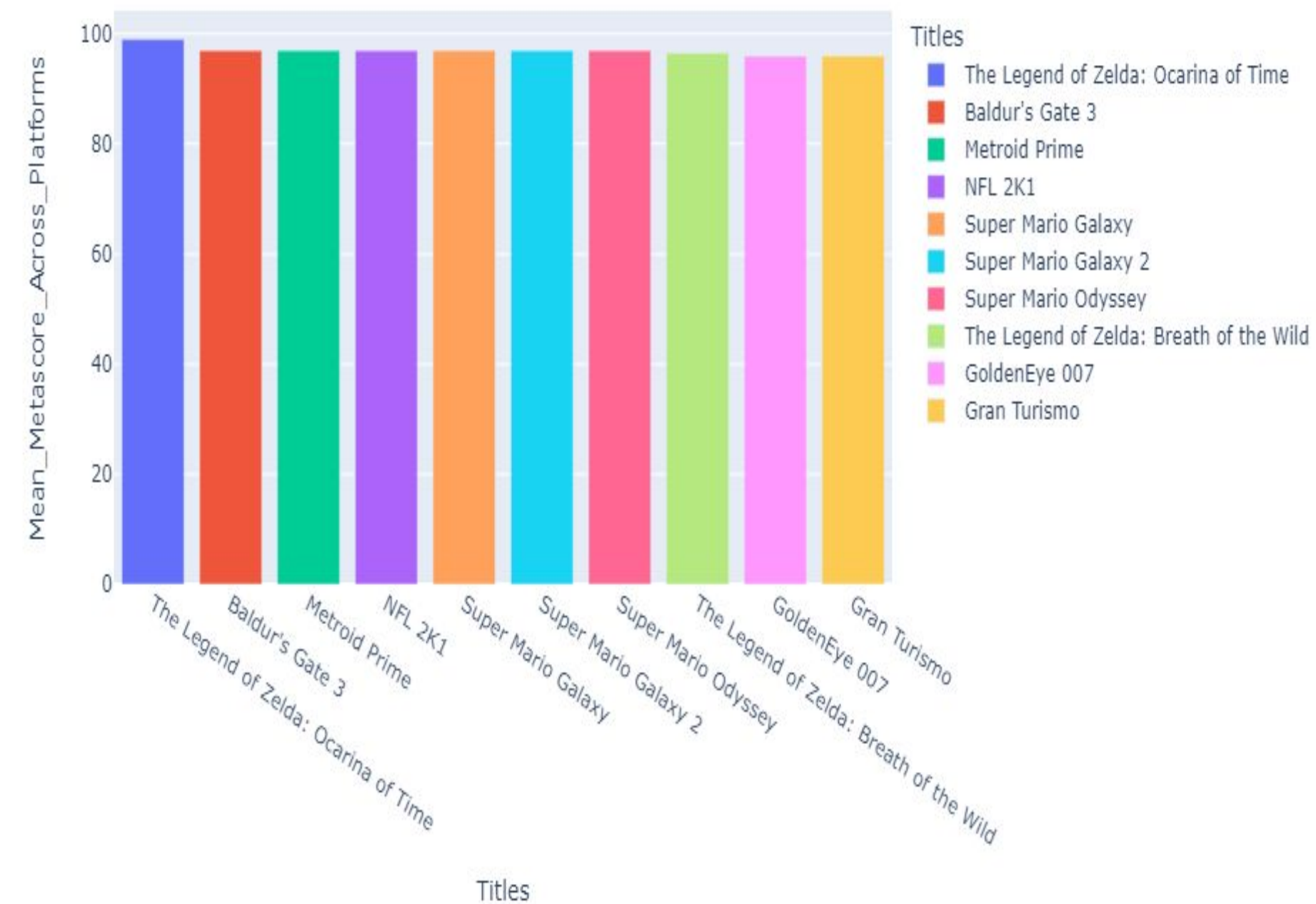
Top Games Published
on the basis of Genres



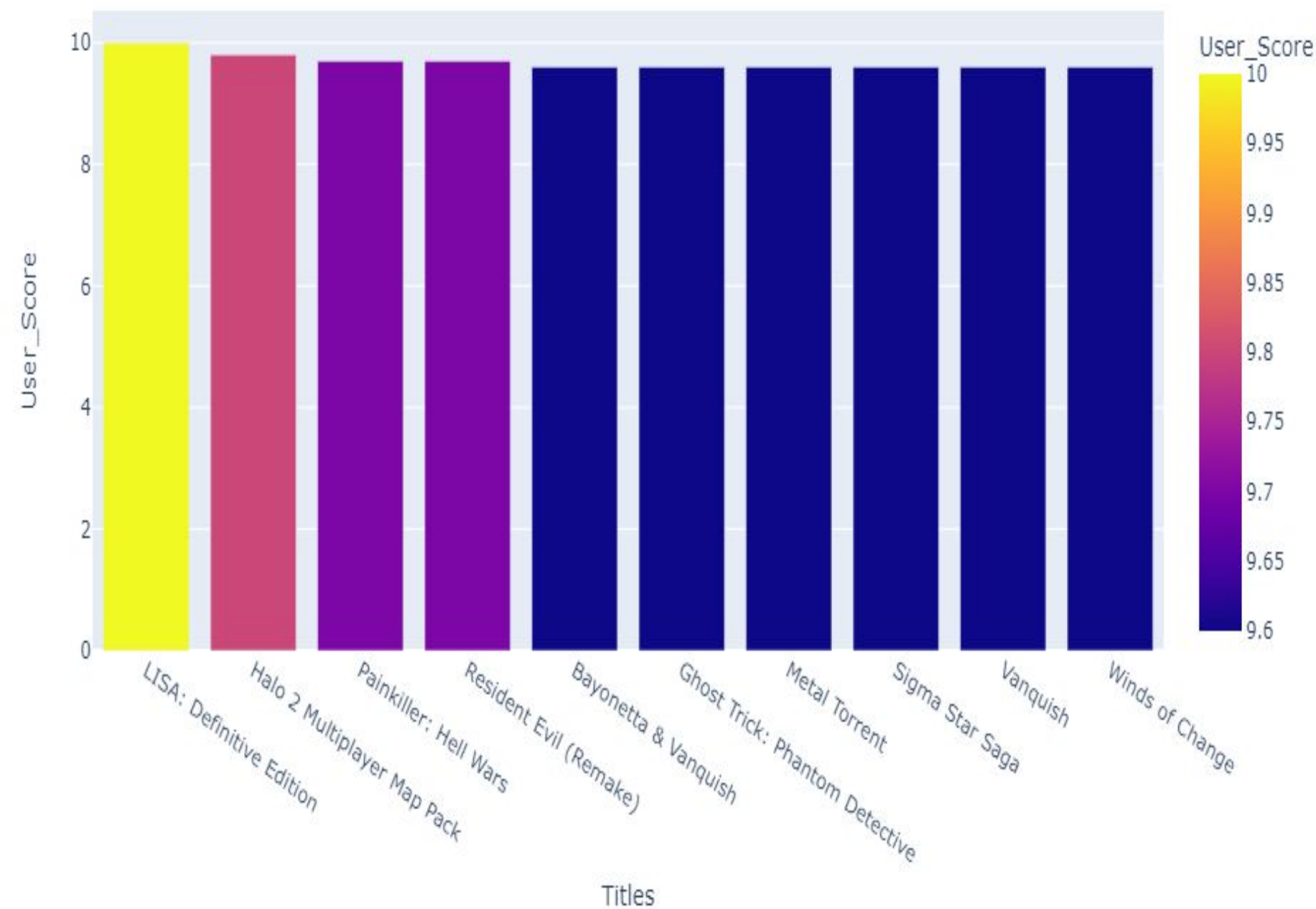


Games Title Compared by User vs Mean Meta Score

Top 10 Game Title by Mean Meta Score



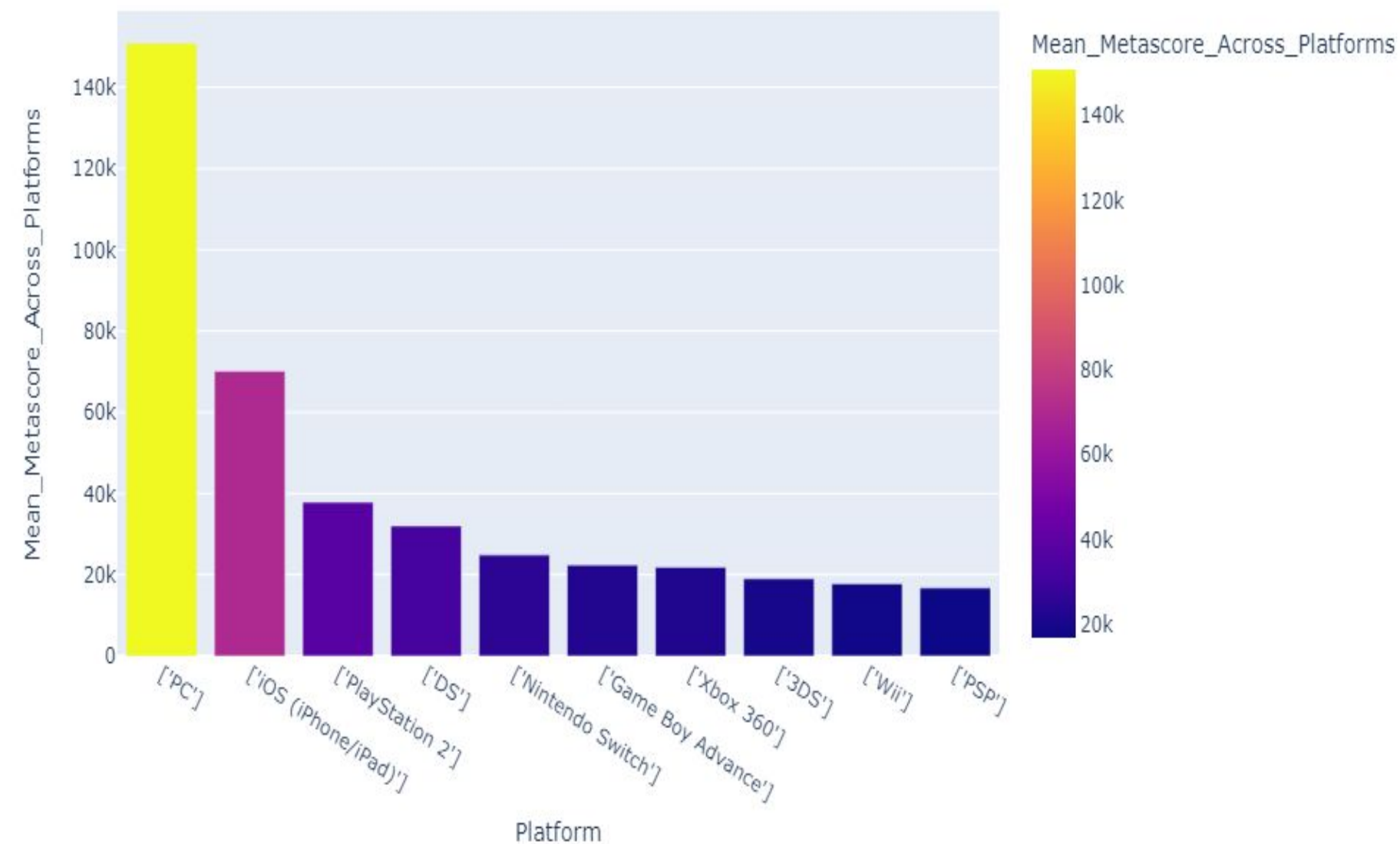
Top 10 Game Titles by User Score



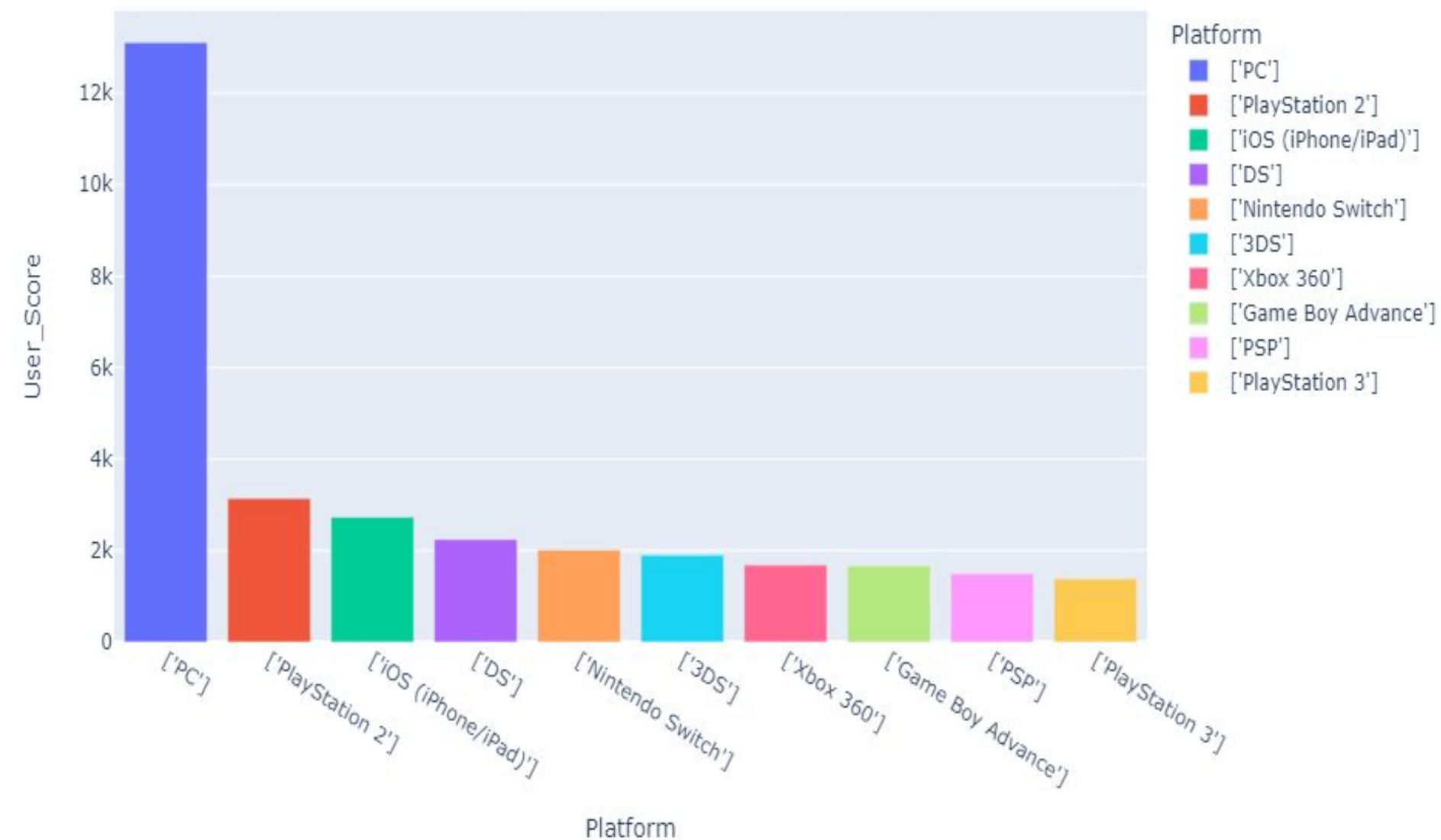


Games Platforms Compared by User vs Mean Meta Score

Top 10 Game Platforms by Meta Score



Top 10 Game Platforms by User Score





Sales



Objectives:

1. What are the top selling games world-wide?
2. How are game sales distributed by market?
3. How have game genres sales fluctuated over time?

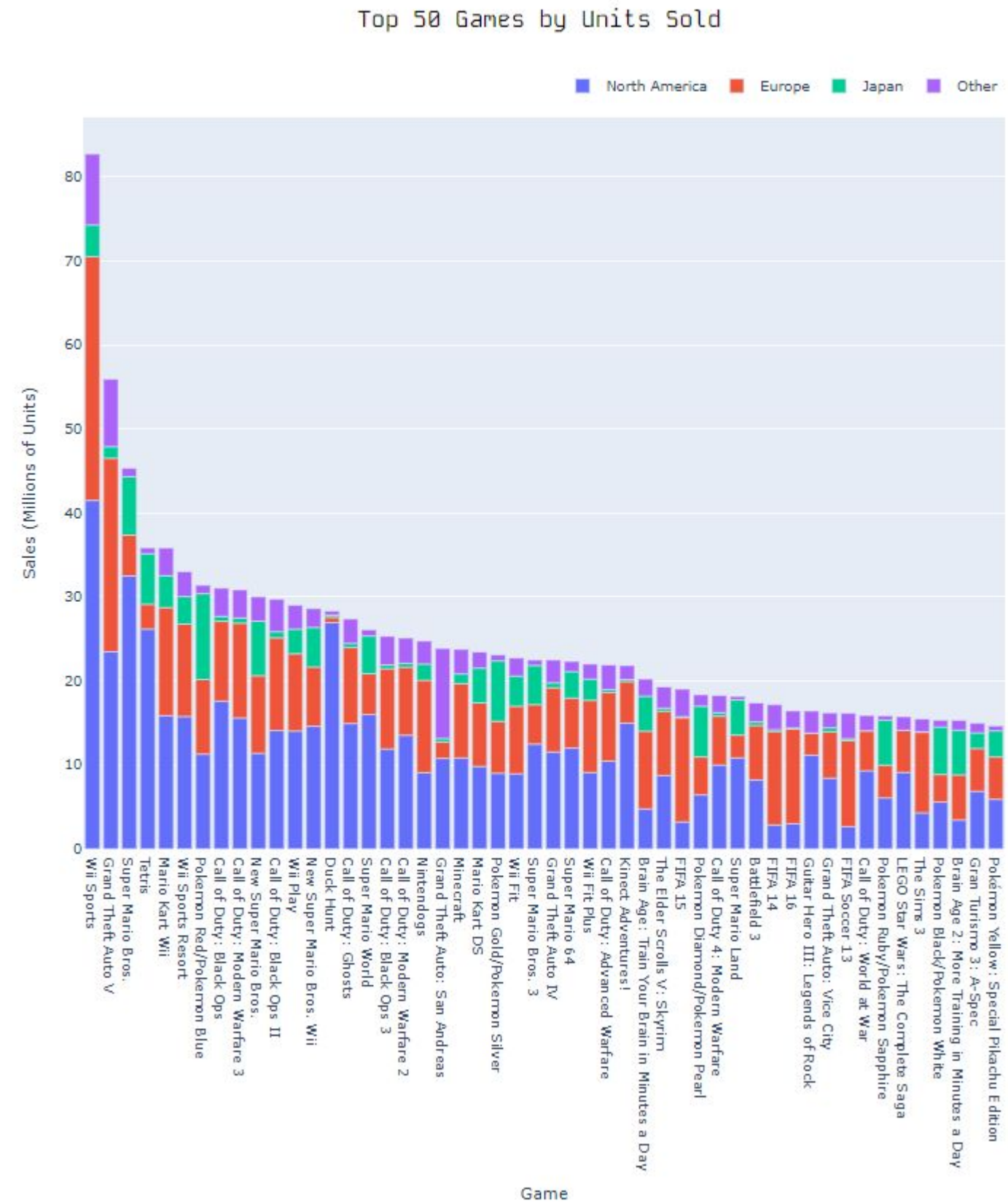
Dataset characteristics:

- 16,000+ games
- Game Release Dates between 1980 - 2016
- Number of units sold by Geographic Regions



Top Games

Mario Kart Wii: ~35million



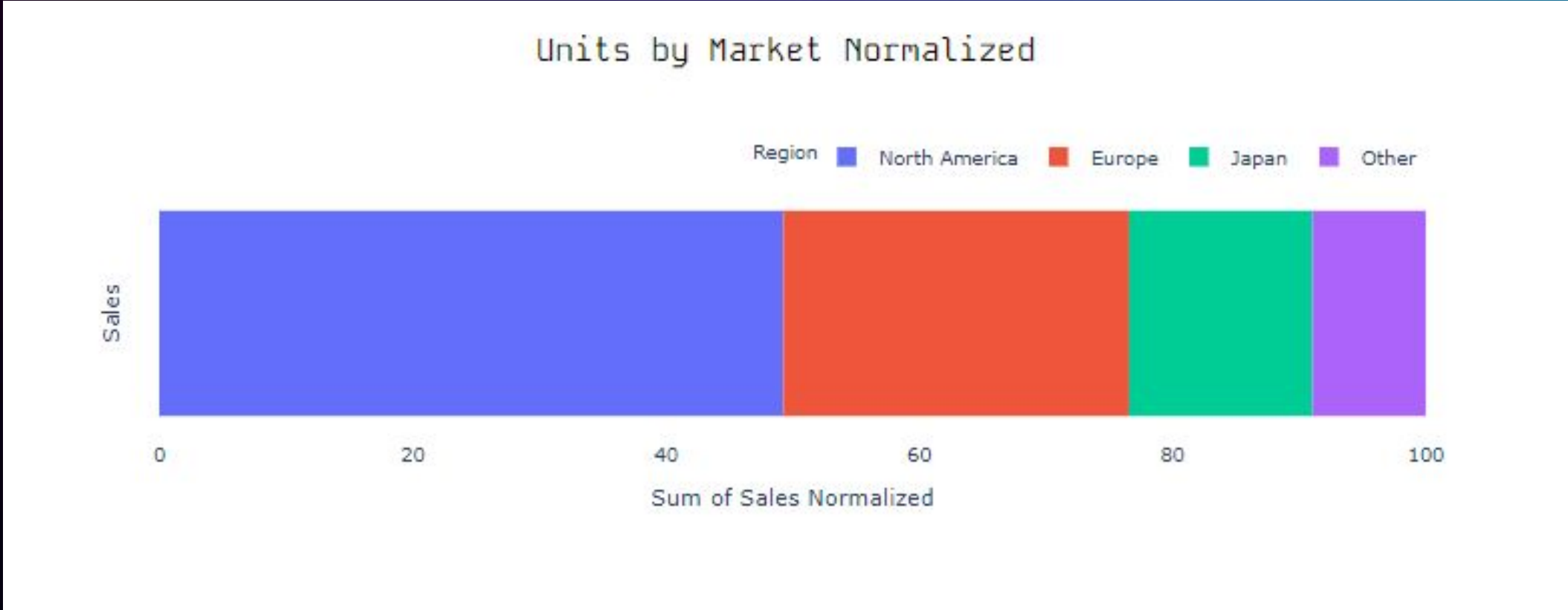


Sales

Biggest Markets

Total Unit Sales (millions):

North America:	4393
Europe:	2434
Japan:	2191
Other:	797





Sales



Purchasing Trend by Genre

Console Release Years:

Playstation(1994)

N64(1995)

PS2(2000)

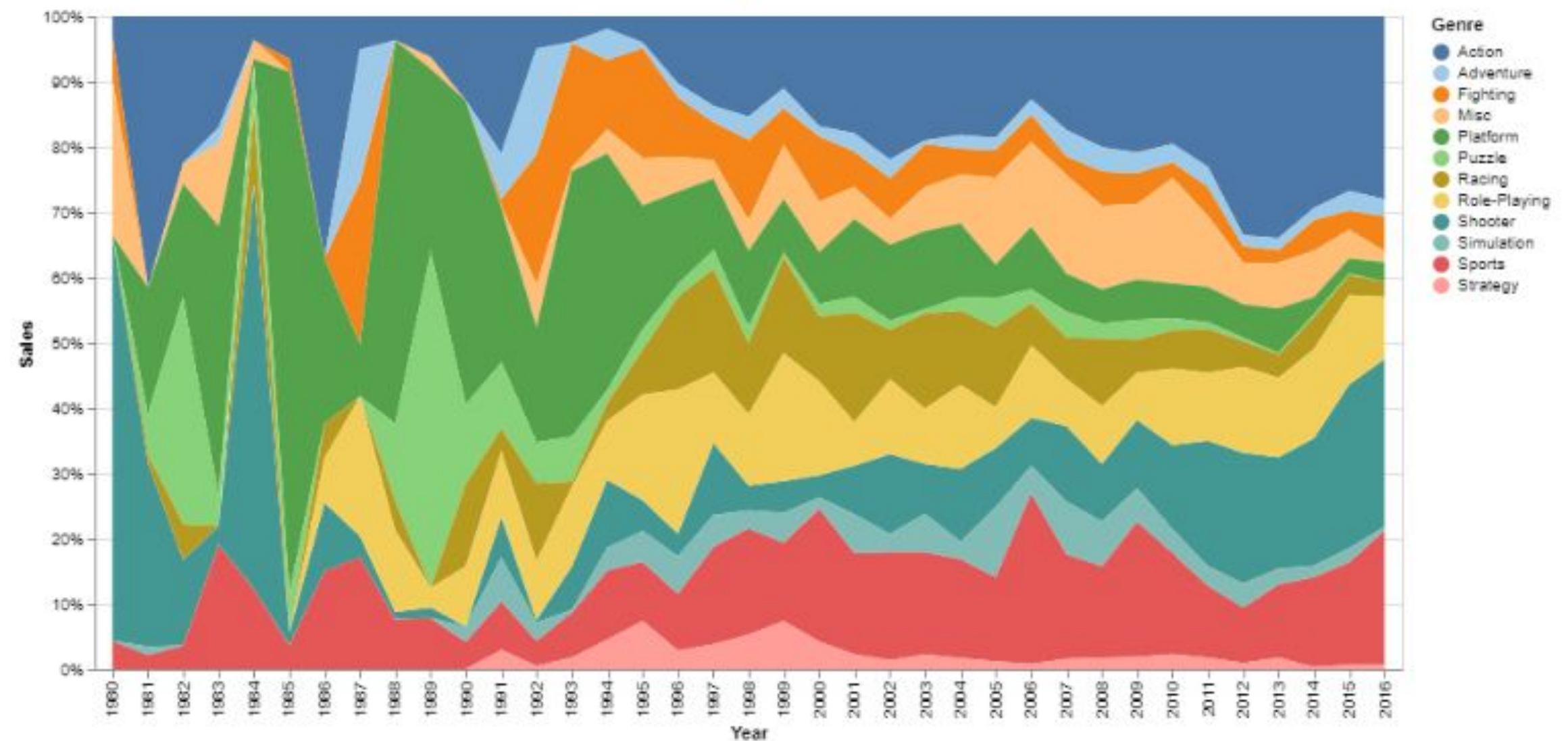
XBox(2001)

XBox 360(2005)

PS3(2006)

Wii(2006)

Millions of Units Sold by Year and Genre - Normalized



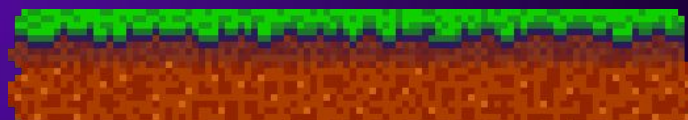
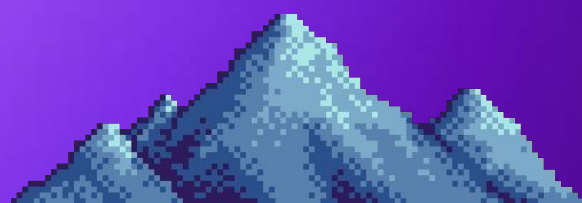
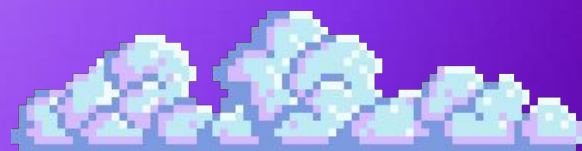


Conclusions



Overall, the findings suggest that the video game industry is a robust yet stable network that caters to diverse audiences while observing regulatory standards and industry norms. The findings underscore the multifaceted nature of the video game industry, where creative innovation, market trends, and consumer preferences intersect to shape the landscape of interactive entertainment. By leveraging insights from this dataset, stakeholders can make informed decisions to create and market games that resonate with their target audience.



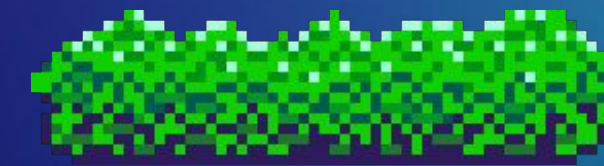
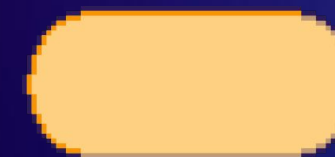


Resource Page

The Flask app framework followed a YouTube tutorial: Code with Prince (2021) Web Data Dashboard with Plotly express and Flask Python and Javascript. Available at:
<https://www.youtube.com/watch?v=B97qW0Uv1nU>
(Accessed: 04 March 2023).

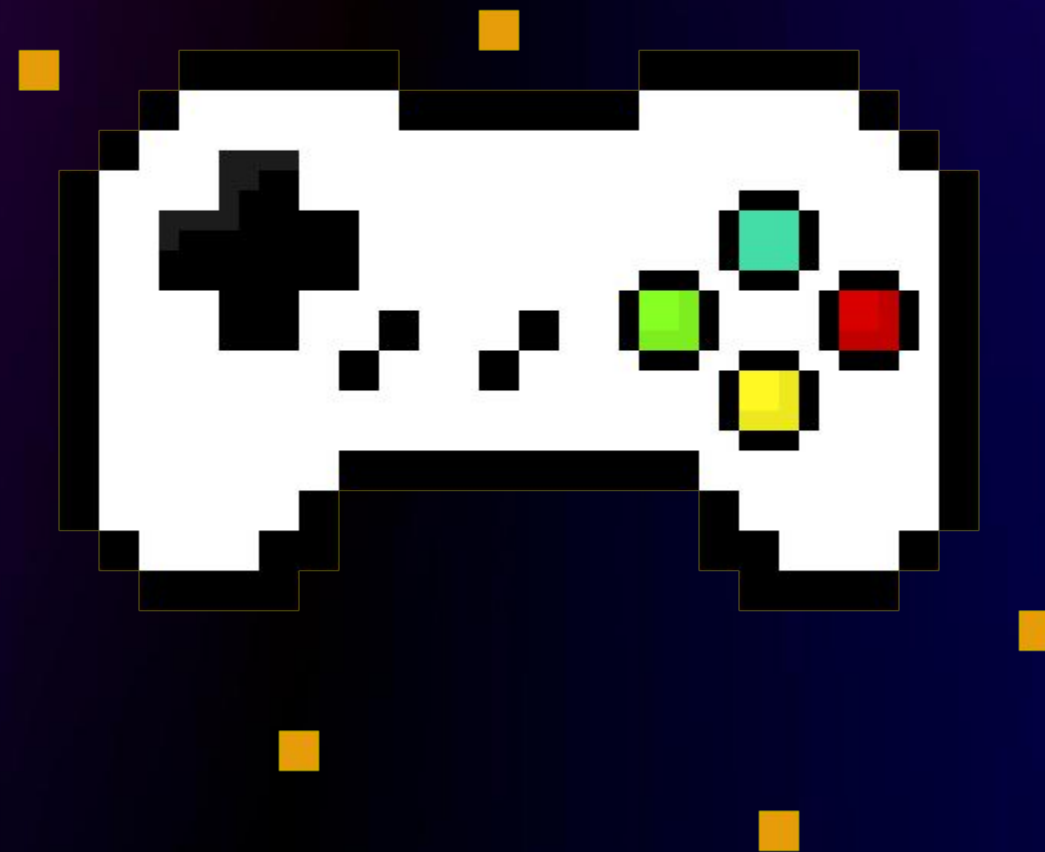
Video Game Dataset:
<https://www.kaggle.com/datasets/beridzeg45/video-games>

Video Game Sales:
<https://www.kaggle.com/datasets/gregorut/videogamesales>





Thank you !



By: Kajal, Stephanie, Allister, Jessamyn



Web App Walkthrough

