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## **VIDEO GAMES SALES ANALYSIS**

This report utilized a comprehensive dataset containing video game sales data across platforms and regions in some part of the world, these includes;

### **KEY FIELDS:**

1. Rank (Global Sales)
2. Game Name
3. Platform (Console)
4. Release Year
5. Genre
6. Publisher
7. Regional Sales:
   1. NA (North America)
   2. EU (Europe)
   3. JP (Japan)
   4. Other (Rest of World)
8. Global Sales (Millions)

The dataset provides a detailed breakdown of video game sales, enabling insights into market trends, platform performance, genre popularity, and regional preferences.

The main objective for this analysis is to evaluate video game sales data to uncover insights on:

1. Game performance across regions
2. Platform popularity
3. Genre trends
4. Publisher success

### **KEY QUESTIONS**

1. Which games, genres, and platforms drive sales?
2. How do regional preferences vary?
3. What publishers dominate the market?
4. What trends emerge across platforms and genres?

### **PROJECT OBJECTIVES AND INSIGHTS**

Evaluation aimed to uncover key insights into the video game sales market, focusing on:

* 1. Total Global Sales: Understanding overall market size and aggregate revenue.
  2. Regional Sales Distribution: Identifying regional revenue contributions, growth opportunities, and optimizing product offerings and marketing strategies.
  3. Platform Popularity: Analyzing game distribution across platforms, identifying opportunities for expansion, and informing game development strategies.
  4. Top 5 Selling Games by Publisher: Highlighting successful games, trends, genres, and strategies driving high global sales.
  5. Top 5 Genres by Global Sales: Assessing genre performance, market share, and successful publishing strategies.

### **KEY FINDINGS:**

#### 1. **Total Global Sales**: $6.87 million, highlighting the industry's significant economic scale.

2. **Regional Sales Distribution:**

- North America: 47.71% (dominant market)

- Other regions: 8.5%

- Europe: 26.35%

- Japan:17.44%

3. **Platform Popularity**

Analyze game distribution across platforms to identify:

- Most popular platforms

- Underrepresented platforms for expansion

- Optimal development strategies

4**. Top 5 Selling Games**

Identify top-performing games globally to:

- Set benchmarks

- Discover successful trends, genres, and strategies

#### **5. Top 5 Publishers by Sales**

Assess publisher performance to:

- Understand market share

- Identify top-performing publishers and strategies

Top Sales Genres

#### **6. Determine profitable genres to:**

- Understand market trends and consumer preferences

- Inform game development strategies

## **THE PROCEDURE**

Data Cleaning and Transformation

Before I began building the dashboard, I imported the data into Power BI, cleaned and transformed the data to ensure accuracy through the use of power query. This involved handling missing values, removing duplicates, and structuring the data in a way that facilitates analysis.

Data Modelling:

The data was modelled into a fact table called Details of Sales and a dimension table called Video Games respectively. Key metrics such as Total global sales, Total Regional sales, Count of Platform, Count of Genre were calculated. Tables and visualizations were built in Power BI to gain several insights.

## **RELEVANT OBSERVATIONS**

The analysis resulted in a comprehensive dashboard report providing stakeholders with video game market insights, covering sales performance and trends by region, genre, and platform. These included

* + 1. Top-selling game: Wii Sports (Sports genre)
    2. Highest-selling platform: PlayStation 2 (PS2)
    3. Peak sales year: 2008
    4. Top publisher: Nintendo

## **CORE INSIGHT**

* + 1. Platform synergy drives success
    2. Effective marketing and distribution are critical
    3. Continuous innovation is essential
    4. Continuous market analysis and innovation are crucial for maintaining market lead

## **RECOMMENDATION & CONCLUSION**

Based on the data provided, here are some recommendations for stakeholders in the gaming industry

* 1. Diversify game genres to reach broader audiences.
  2. Leverage successful platforms and invest in innovative gameplay.
  3. Stay current with industry trends and technology.
  4. Explore cross-platform play and regional preferences.
  5. Foster strong gaming communities through player engagement.

This comprehensive analysis yielded invaluable insights into the global gaming industry's sales dynamics, publisher contributions, and genre popularity. Although certain limitations in the dataset constrained my ability to explore time-based trends and conduct exhaustive analyses, my investigation successfully uncovered pivotal patterns. These included the pronounced dominance of specific genres and platforms, as well as the strategic influence wielded by major publishers.

The project's findings offer significant implications for industry stakeholders, shedding light on the complex interplay between market strategies and player preferences that shape the gaming landscape. Key takeaways from this research underscore the importance of:

* + 1. Genre diversification
    2. Platform optimization
    3. Publisher strategy
    4. Market trend analysis

These findings have significant implications for industry stakeholders, highlighting the interplay between market strategies and player preferences. This research underscores the importance of data-driven insights in informing business decisions and driving industry growth