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| Question 1 | What are total unit sales in Fighting genre by Publisher in 2023? |
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| SQL Query | SELECT Publisher,  SUM(Units) AS Total\_Unit\_Sales  FROM midb\_table  WHERE lower([Main Genre]) = 'fighting'  AND strftime('%Y', [Processing Date Month]) = '2023'  GROUP BY Publisher  ORDER BY Total\_Unit\_Sales DESC; |
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| insights | 1. Bandai namco achieved the highest unit sales in the fighting genre in 2023, with a total of 3,026,584 units sold. 2. Ubisoft followed closely with 2,982,687 units sold in the fighting genre. 3. Capcom secured the third position with 2,575,194 units sold. 4. Other notable publishers include nintendo (2,015,148 units) and sega (432,623 units). 5. Smaller publishers like game mill, maximum games, and atlus had significantly lower sales, with units ranging from 234,742 to 46,583. |
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| Question 2 | How many units did Assassin's Creed: Valhalla sell in lifetime? |
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| SQL Query |  |
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| insights |  |
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| Question 3 | What is Assassin's Creed: Valhalla's Total Revenue, Full game revenue In-game revenue? |
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| Question 4 | What is % In-game revenue share wrt Total revenue for Assassin's Creed: Valhalla during its first 2 years? |
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| Question 5 | What is Average MAU by Platform for Assassin's Creed: Valhalla? |
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| SQL Query | SELECT Platform,  AVG(Mau) AS Average\_MAU  FROM midb\_table  WHERE lower(Title) LIKE '%assassin''s creed: valhalla%'  GROUP BY Platform; |
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| insights | 1. The average monthly active users (mau) for assassin's creed: valhalla on console is approximately 200,146. 2. The average monthly active users (mau) for assassin's creed: valhalla on pc is approximately 285,047. 3. Pc has a higher average mau compared to console for assassin's creed: valhalla. |
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| Question 6 | What is % share of Action Adventure genre in last 10 years Total revenue? |
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| SQL Query | WITH last\_10\_years\_data AS  (SELECT \*  FROM midb\_table  WHERE julianday('now') - julianday(`Processing Date Month`) <= 3650 ),  action\_adventure\_revenue AS  (SELECT SUM(`Total Revenue`) AS action\_adventure\_total\_revenue  FROM last\_10\_years\_data  WHERE lower(`Main Genre`) = 'action-adventure' ),  overall\_revenue AS  (SELECT SUM(`Total Revenue`) AS overall\_total\_revenue  FROM last\_10\_years\_data)  SELECT (action\_adventure\_total\_revenue \* 100.0 / overall\_total\_revenue) AS action\_adventure\_percentage\_share  FROM action\_adventure\_revenue,  overall\_revenue; |
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| insights | 'The action adventure genre accounts for 22.79% of the total revenue in the last 10 years. |
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| Question 7 | What is the % increase in Action adventure Total revenue from last year? |
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| SQL Query | SELECT strftime('%Y', [Processing Date Month]) AS YEAR,  SUM([Total Revenue]) AS Total\_Revenue  FROM midb\_table  WHERE lower([Main Genre]) = 'action-adventure'  GROUP BY YEAR  ORDER BY YEAR DESC  LIMIT 2; |
|  |  |
| insights | 1. The total revenue for the action-adventure genre in 2024 was 7,735,610,981. 2. The total revenue for the action-adventure genre in 2023 was 11,561,395,703. 3. There was a decrease of approximately 33.12% in total revenue for the action-adventure genre from 2023 to 2024. |
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| Question 8 | How is Action adventure Total revenue share by Business model in last 5 years? |
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| SQL Query | SELECT [Business Model],  SUM([Total Revenue]) AS Total\_Revenue,  (SUM([Total Revenue]) \* 100.0 /  (SELECT SUM([Total Revenue])  FROM midb\_table  WHERE lower([Main Genre]) = 'action-adventure'  AND [Processing Date Month] >= date('now', '-5 years'))) AS Revenue\_Share\_Percentage  FROM midb\_table  WHERE lower([Main Genre]) = 'action-adventure'  AND [Processing Date Month] >= date('now', '-5 years')  GROUP BY [Business Model]  ORDER BY Revenue\_Share\_Percentage DESC; |
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| insights | 1. The 'premium' business model dominates the action-adventure genre, contributing 93.09% of the total revenue in the last 5 years. 2. The 'f2p' (free-to-play) business model accounts for only 6.91% of the total revenue in the same period. 3. This indicates a significant preference for the premium model in the action-adventure genre. |
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| Question 9 | What are the Top 5 titles in Action adventure wrt Total revenue? |
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| SQL Query | SELECT Title,  SUM([Total Revenue]) AS Total\_Revenue  FROM midb\_table  WHERE lower([Main Genre]) = 'action-adventure'  GROUP BY Title  ORDER BY Total\_Revenue DESC  LIMIT 5; |
|  |  |
| insights | 1. The top title in the action-adventure genre is 'grand theft auto v' with a total revenue of $7,911,439,309. 2. 'minecraft' ranks second with a total revenue of $4,721,668,610. 3. 'genshin impact' is third with a total revenue of $3,503,038,328. 4. 'red dead redemption ii' is fourth with a total revenue of $2,974,954,446. 5. 'the legend of zelda: breath of the wild' is fifth with a total revenue of $2,395,353,645. |
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| Question 10 | What % of Total revenue share by Genre in last 5 years at year level |
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| SQL Query | SELECT strftime('%Y', "Processing Date Month") AS YEAR,  "Main Genre",  SUM("Total Revenue") AS Total\_Revenue,  ROUND(SUM("Total Revenue") \* 100.0 / SUM(SUM("Total Revenue")) OVER (PARTITION BY strftime('%Y', "Processing Date Month")), 2) AS Revenue\_Share\_Percentage  FROM midb\_table  WHERE "Processing Date Month" >= date('now', '-5 years')  GROUP BY YEAR,  "Main Genre"  ORDER BY YEAR DESC, Revenue\_Share\_Percentage DESC; |
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| insights | Due to large dataset the insights could not be generated. You can download the resultset from the data tab |
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| Question 11 | What is most selling Premium business model game by year? |
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| SQL Query | WITH YearlySales AS  (SELECT strftime('%Y', `Processing Date Month`) AS YEAR,  Title,  SUM(Units) AS TotalUnits  FROM midb\_table  WHERE lower(`Business Model`) = 'premium'  GROUP BY YEAR,  Title),  RankedSales AS  (SELECT YEAR,  Title,  TotalUnits,  RANK() OVER (PARTITION BY YEAR  ORDER BY TotalUnits DESC) AS Rank  FROM YearlySales)  SELECT YEAR,  Title,  TotalUnits  FROM RankedSales  WHERE Rank = 1; |
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| insights | Due to large dataset the insights could not be generated. You can download the resultset from the data tab |
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