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| Question 1 | What are total unit sales in Fighting genre by Publisher in 2023? |
|  |  |
| SQL Query | SELECT Publisher,  SUM(Units) AS Total\_Unit\_Sales  FROM midb\_table  WHERE LOWER(Main\_Genre) LIKE '%fighting%'  AND strftime('%Y', Processing\_Date\_Month) = '2023'  GROUP BY Publisher; |
|  |  |
| insights | 1. Bandai namco has the highest total unit sales in the fighting genre in 2023, with 3.03m units sold. 2. Capcom follows with 2.58m units sold in the fighting genre in 2023. 3. Ubisoft also performed strongly, selling 2.98m units in the fighting genre. 4. Nintendo achieved significant sales with 2.02m units sold in the fighting genre. 5. Activision blizzard had the lowest sales in this genre, with only 1 unit sold. |
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| Question 2 | What were the number of games released in 2023? |
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| SQL Query | SELECT COUNT(DISTINCT Title) AS Number\_of\_Games\_Released  FROM midb\_table  WHERE strftime('%Y', Release\_Date\_Month) = '2023' |
|  |  |
| insights | In 2023, a total of 85 games were released, as indicated by the provided data. |
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| Question 3 | How many units did Assassin's Creed: Valhalla sell in lifetime? |
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| SQL Query | SELECT SUM(Units) AS Total\_Units\_Sold  FROM midb\_table  WHERE LOWER(Title) LIKE '%assassin''s creed: valhalla%' |
|  |  |
| insights | Assassin's creed: valhalla sold a total of 19,354,659 units in its lifetime. |
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| Question 4 | What is the sum of Assassin's Creed: Valhalla's Total Revenue, Full game revenue In-game revenue? |
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| SQL Query | SELECT Title,  SUM(Total\_Revenue) AS Total\_Revenue\_Sum,  SUM(Full\_Game\_Revenue) AS Full\_Game\_Revenue\_Sum,  SUM(In\_Game\_Revenue) AS In\_Game\_Revenue\_Sum  FROM midb\_table  WHERE LOWER(Title) LIKE '%assassin''s creed: valhalla%'  GROUP BY Title; |
|  |  |
| insights | The sum of assassin's creed: valhalla's total revenue, full game revenue, and in-game revenue is already provided as individual values: total revenue (1,476,187,941),fullgamerevenue(1,476,187,941),*fullgamerevenue*(1,005,780,761), and in-game revenue ($470,407,180). |
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| Question 5 | What is % In-game revenue share wrt Total revenue for Assassin's Creed: Valhalla during its first 2 years? |
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| SQL Query | SELECT (SUM(In\_Game\_Revenue) \* 100.0 / SUM(Total\_Revenue)) AS In\_Game\_Revenue\_Share\_Percentage  FROM midb\_table  WHERE LOWER(Title) LIKE '%assassin''s creed: valhalla%'  AND Month\_Since\_Launch <= 24; |
|  |  |
| insights | The in-game revenue share with respect to total revenue for assassin's creed: valhalla during its first 2 years is 29.51%, as per the provided data. |
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| Question 6 | 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; |
|  |  |
| insights | The average monthly active users (mau) for assassin's creed: valhalla on console is approximately 200.15k.  The average monthly active users (mau) for assassin's creed: valhalla on pc is approximately 285.05k.  Pc has a higher average mau compared to console for assassin's creed: valhalla. |
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| Question 7 | What is % share of Action Adventure genre in last 10 years Total revenue? |
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| SQL Query | WITH max\_date\_cte AS  (SELECT MAX(Processing\_Date\_Month) AS max\_date  FROM midb\_table),  last\_10\_years\_revenue AS  (SELECT SUM(CASE  WHEN LOWER(Main\_Genre) LIKE '%action-adventure%' THEN Total\_Revenue  ELSE 0  END) AS action\_adventure\_revenue,  SUM(Total\_Revenue) AS total\_revenue  FROM midb\_table  WHERE Processing\_Date\_Month >= DATE(  (**SELECT max\_date**  **FROM max\_date\_cte**), '-10 years') )  SELECT action\_adventure\_revenue,  total\_revenue,  (action\_adventure\_revenue \* 100.0 / total\_revenue) AS action\_adventure\_percentage  FROM last\_10\_years\_revenue; |
|  |  |
| insights | The action-adventure genre accounts for 22.79% of the total revenue over the last 10 years, as per the provided data. |
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| Question 8 | What is the % increase in Action adventure Total revenue from last year? |
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| SQL Query | WITH RevenueByYear AS  (SELECT strftime('%Y', Processing\_Date\_Month) AS YEAR,  SUM(Total\_Revenue) AS Total\_Revenue  FROM midb\_table  WHERE LOWER(Main\_Genre) LIKE '%action-adventure%'  GROUP BY strftime('%Y', Processing\_Date\_Month)),  MaxYear AS  (SELECT MAX(CAST(YEAR AS INT)) AS LastYear  FROM RevenueByYear),  RevenueComparison AS  (SELECT r1.Total\_Revenue AS CurrentYearRevenue,  r2.Total\_Revenue AS PreviousYearRevenue  FROM RevenueByYear r1  JOIN RevenueByYear r2 ON CAST(r1.Year AS INT) = CAST(r2.Year AS INT) + 1  WHERE CAST(r1.Year AS INT) =  (SELECT LastYear  FROM MaxYear) )  SELECT ((CurrentYearRevenue - PreviousYearRevenue) \* 100.0 / PreviousYearRevenue) AS PercentageIncrease  FROM RevenueComparison; |
|  |  |
| insights | The action-adventure total revenue decreased by 33.09% from last year, as indicated by the negative percentage increase. |
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| Question 9 | How is Action adventure Total revenue share by Business model in last 5 years? |
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| SQL Query | WITH max\_date\_cte AS  (SELECT MAX(Processing\_Date\_Month) AS max\_date  FROM midb\_table),  filtered\_data AS  (SELECT Business\_Model,  SUM(Total\_Revenue) AS total\_revenue  FROM midb\_table  WHERE LOWER(Main\_Genre) LIKE '%action-adventure%'  AND Processing\_Date\_Month >= DATE(  (**SELECT max\_date**  **FROM max\_date\_cte**), '-5 years')  GROUP BY Business\_Model),  total\_revenue\_cte AS  (SELECT SUM(total\_revenue) AS overall\_revenue  FROM filtered\_data)  SELECT fd.Business\_Model,  fd.total\_revenue,  (fd.total\_revenue \* 100.0 / trc.overall\_revenue) AS revenue\_share\_percentage  FROM filtered\_data fd  CROSS JOIN total\_revenue\_cte trc; |
|  |  |
| insights | The 'premium' business model dominates the action-adventure genre, contributing 93.44% of the total revenue in the last 5 years.  The 'f2p' (free-to-play) business model accounts for only 6.56% of the total revenue in the same period.  The total revenue for the 'premium' model is significantly higher at 53.16b compared to 3.73b for 'f2p'. |
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| vALIDATION | Check Sum of Total Revenue by Business model in between10-24 to 10-19 |
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| Question 10 | What are the Top 5 titles in Action adventure wrt Total revenue? |
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| SQL Query | WITH RankedTitles AS  (SELECT Title,  SUM(Total\_Revenue) AS Total\_Revenue,  **ROW\_NUMBER()** OVER (  ORDER BY SUM(Total\_Revenue) DESC) AS Rank  FROM midb\_table  WHERE LOWER(Main\_Genre) LIKE '%action-adventure%'  GROUP BY Title)  SELECT Title,  Total\_Revenue  FROM RankedTitles  WHERE Rank <= 5; |
|  |  |
| insights | 1. The top title in the action-adventure genre based on total revenue is 'grand theft auto v' with a revenue of 7.91b. 2. 'minecraft' ranks second with a total revenue of 4.72b. 3. 'genshin impact' is third with a revenue of 3.50b. 4. 'red dead redemption ii' ranks fourth with a revenue of 2.97b. 5. 'the legend of zelda: breath of the wild' is fifth with a revenue of 2.39b. |
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| Question 11 | What % of Total revenue share by Genre in last 5 years at year level |
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| SQL Query | WITH YearlyRevenue AS  (SELECT strftime('%Y', Processing\_Date\_Month) AS YEAR,  Main\_Genre,  SUM(Total\_Revenue) AS Genre\_Revenue  FROM midb\_table  WHERE Processing\_Date\_Month >= date(  (SELECT **MAX(Processing\_Date\_Month)**  FROM midb\_table), '-5 years')  GROUP BY YEAR,  Main\_Genre),  TotalYearlyRevenue AS  (SELECT YEAR,  SUM(Genre\_Revenue) AS Total\_Revenue  FROM YearlyRevenue  GROUP BY YEAR)  SELECT yr.Year,  yr.Main\_Genre,  yr.Genre\_Revenue,  (yr.Genre\_Revenue \* 100.0 / tyr.Total\_Revenue) AS Revenue\_Share\_Percentage  FROM YearlyRevenue yr  JOIN TotalYearlyRevenue tyr ON yr.Year = tyr.Year  ORDER BY yr.Year DESC,  Revenue\_Share\_Percentage DESC; |
|  |  |
| 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 12 | What is most selling Premium business model game by year? |
|  |  |
| SQL Query | WITH RankedGames AS  (SELECT Title,  strftime('%Y', Processing\_Date\_Month) AS YEAR,  SUM(Units) AS Total\_Units\_Sold,  **ROW\_NUMBER()** OVER (PARTITION BY strftime('%Y', Processing\_Date\_Month)  ORDER BY SUM(Units) DESC) AS Rank  FROM midb\_table  WHERE LOWER(Business\_Model) = 'premium'  GROUP BY Title,  strftime('%Y', Processing\_Date\_Month))  SELECT Title,  YEAR,  Total\_Units\_Sold  FROM RankedGames  WHERE Rank = 1; |
|  |  |
| 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 13 | What is the in-game revenue share of total revenue for action adventure in 2022 and 2023? |
|  |  |
| SQL Query | SELECT strftime('%Y', Processing\_Date\_Month) AS YEAR,  (SUM(In\_Game\_Revenue) \* 100.0 / SUM(Total\_Revenue)) AS In\_Game\_Revenue\_Share  FROM midb\_table  WHERE LOWER(Main\_Genre) LIKE '%action-adventure%'  AND strftime('%Y', Processing\_Date\_Month) IN ('2022',  '2023')  GROUP BY YEAR  ORDER BY YEAR; |
|  |  |
| insights | In 2022, the in-game revenue share of total revenue for the action-adventure genre was approximately 28.39%.  In 2023, the in-game revenue share of total revenue for the action-adventure genre decreased to approximately 26.03%.  There was a decline of approximately 2.36 percentage points in the in-game revenue share from 2022 to 2023. |
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| Question 14 | List the top 2 games and their total revenue from each genre for the year 2023. |
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| SQL Query | WITH RankedGames AS  (SELECT Main\_Genre,  Title,  SUM(Total\_Revenue) AS Total\_Revenue,  **ROW\_NUMBER()** OVER (PARTITION BY Main\_Genre  ORDER BY SUM(Total\_Revenue) DESC) AS Rank  FROM midb\_table  WHERE strftime('%Y', Processing\_Date\_Month) = '2023'  GROUP BY Main\_Genre,  Title)  SELECT Main\_Genre,  Title,  Total\_Revenue  FROM RankedGames  WHERE Rank <= 2; |
|  |  |
| insights |  |
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| Question 15 | Which was the best selling game till date? |
|  |  |
| SQL Query | SELECT Title,  SUM(Units) AS Total\_Units\_Sold  FROM midb\_table  GROUP BY Title  ORDER BY Total\_Units\_Sold DESC  LIMIT 1 |
|  |  |
| insights | The best-selling game to date is "league of legends," with a total of 1,501,090,041 units sold. |
|  |  |
| Validation | League of Legends - 1501090041 |
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| Plot |  |

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| Question 16 | What was the most sold game from each genre in 2022 |
|  |  |
| SQL Query | WITH RankedGames AS  (SELECT Title,  Main\_Genre,  SUM(Units) AS Total\_Units,  **ROW\_NUMBER()** OVER (PARTITION BY Main\_Genre  ORDER BY SUM(Units) DESC) AS Rank  FROM midb\_table  WHERE Processing\_Date\_Month BETWEEN '2022-01-01' AND '2022-12-31'  GROUP BY Title,  Main\_Genre)  SELECT Title,  Main\_Genre,  Total\_Units  FROM RankedGames  WHERE Rank = 1; |
|  |  |
| insights | The most sold game in the 'action-adventure' genre was 'elden ring' with 16.5m units sold.  The 'casual' genre was dominated by 'fall guys: ultimate knockout' with 100.7m units sold.  'path of exile' led the 'rpg' genre with 49.3m units sold.  'fortnite' was the top-selling game in the 'shooter' genre with 40.5m units sold.  The 'strategy' genre saw 'league of legends' as the most sold game with 82.9m units.  'rocket league' was the most sold game in the 'sports' genre with 28.9m units sold.  The 'ugc' genre was led by 'roblox' with 29.6m units sold.  'yu-gi-oh! Master duel' had the highest sales in an undefined genre with 13.9m units sold |
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| Question 17 | What are the top f2p games by revenue? |
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| SQL Query | SELECT Title,  SUM("Total Revenue") AS Total\_Revenue  FROM midb\_table  WHERE LOWER("Business Model") LIKE '%f2p%'  GROUP BY Title  ORDER BY SUM("Total Revenue") DESC  LIMIT 3; |
|  |  |
| insights | The top f2p game by revenue is 'fortnite' with a total revenue of 30.85b.  The second highest revenue-generating f2p game is 'league of legends' with 19.19b.  The third highest revenue-generating f2p game is 'valorant' with 8.43b. |
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| Question 18 | What is the yearly total Revenue? |
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| SQL Query | SELECT strftime('%Y', Processing\_Date\_Month) AS YEAR,  SUM(Total\_Revenue) AS Yearly\_Total\_Revenue  FROM midb\_table  GROUP BY YEAR; |
|  |  |
| insights |  |
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| Question 19 | What is the last 5-year full game revenue and In-game revenue trend? |
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| SQL Query | WITH max\_date\_cte AS  (SELECT MAX(Processing\_Date\_Month) AS max\_date  FROM midb\_table),  last\_5\_years\_data AS  (SELECT \*  FROM midb\_table  WHERE Processing\_Date\_Month >= DATE(  (SELECT max\_date  FROM max\_date\_cte), '-5 years') )  SELECT Processing\_Date\_Month,  SUM(Full\_Game\_Revenue) AS Total\_Full\_Game\_Revenue,  SUM(In\_Game\_Revenue) AS Total\_In\_Game\_Revenue  FROM last\_5\_years\_data  GROUP BY Processing\_Date\_Month  ORDER BY Processing\_Date\_Month ASC; |
|  |  |
| insights |  |
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| Question 20 | What is the last 5-year full game revenue and In-game revenue yearly trend? use line chart |
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| SQL Query | SELECT strftime('%Y', Processing\_Date\_Month) AS YEAR,  SUM(Full\_Game\_Revenue) AS Total\_Full\_Game\_Revenue,  SUM(In\_Game\_Revenue) AS Total\_In\_Game\_Revenue  FROM midb\_table  WHERE Processing\_Date\_Month >= date(  (SELECT MAX(Processing\_Date\_Month)  FROM midb\_table), '-5 years')  GROUP BY strftime('%Y', Processing\_Date\_Month)  ORDER BY YEAR; |
|  |  |
| insights | 1. The full game revenue has shown a decreasing trend from 2020 to 2023, with a peak in 2020 at 25.15b. 2. In-game revenue has consistently increased over the years, reaching its highest value of 31.79b in 2023. 3. The gap between full game revenue and in-game revenue has widened over the years, indicating a shift in revenue generation focus. |
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| Response Time |  |