

Video Games Sales Report



genre

All

platform

All

publisher

All

Total_Glob...

35K



Total_Nort_A...

4.33K



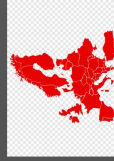
Total_Japan_...

1.28K



Total_Euro...

2.41K



year

All

Count of Sales by Region



Total Sales by Year

● Total_Glo... ● Total_Jap... ● Total_N... ● Total_...

3K

2K

1K

0K

1980 1990 2000 2010 2020

Top Game

Wii Sports

Top_Publisher

Nintendo

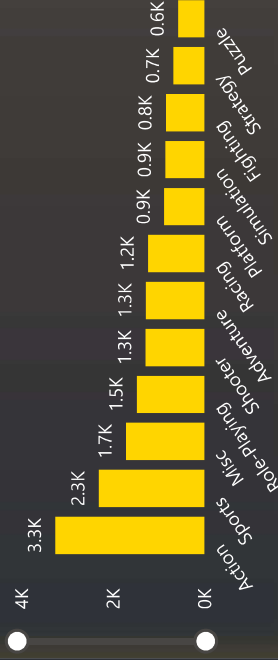
Top_Platform

Wii

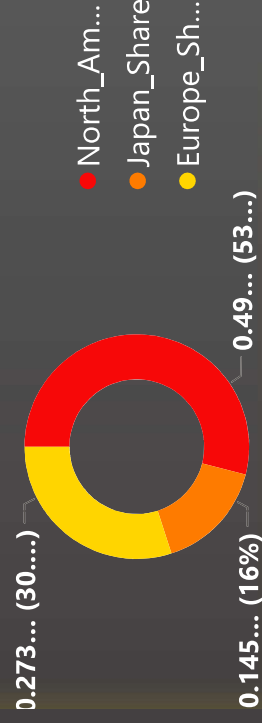
Top_Genre

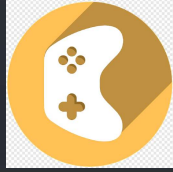
Sports

Count of rank by genre



Country Wise Share





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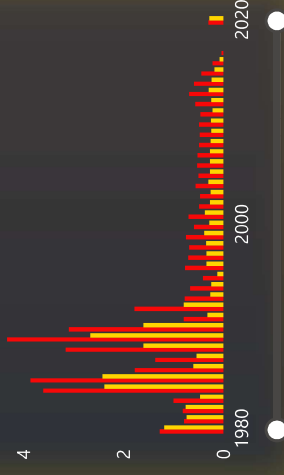
Top_Genre

Sports



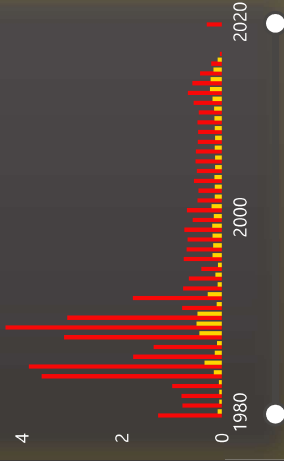
Avg Global Sales and Average North America Sales by Year

● Avg_Global_Sales ● Average_North_A...



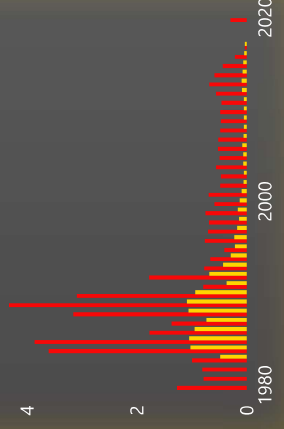
Avg Global Sales and Average Europe Sales by Year

● Avg_Global_Sales ● Average_Europe...



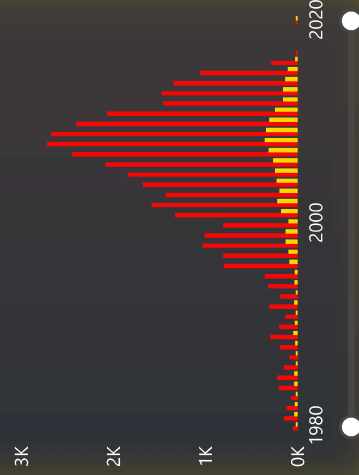
Avg Global Sales and Average Japan Sales by Year

● Avg_Global_Sales ● Average_Japa...



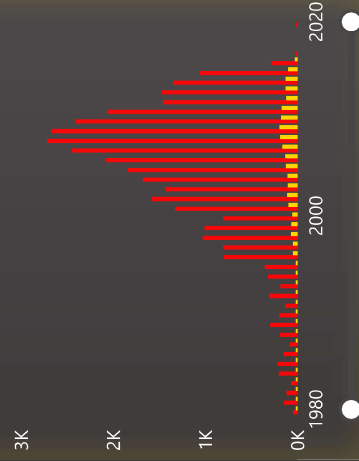
Total Global Sales and Total North America Sales by Year

● Total_Global_Sales ● Total_Nort_Ameri...



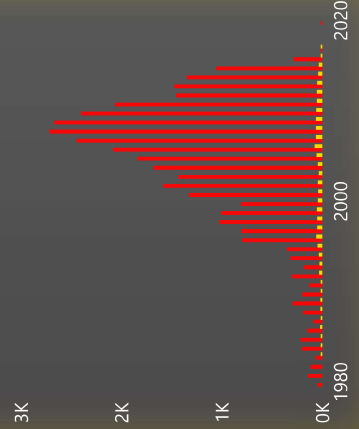
Total Global Sales and Total Europe Sales by Year

● Total_Global_Sales ● Total_Europe_S...



Total Global Sales and Total Japan Sales by Year

● Total_Global_Sales ● Total_Japan_...





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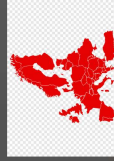
Total_Japan_...

1.28K



Total_Euro...

2.41K



year

All

Name and Platform and Genre wise Global Sales

name	platform	genre	Total_Global_Sales
.hack//G.U. Vol.1//Rebirth	PS2	Role-Pla...	1
.hack//G.U. Vol.2//Reminisce	PS2	Role-Pla...	1
.hack//G.U. Vol.2//Reminisce (jp sales)	PS2	Role-Pla...	1
.hack//G.U. Vol.3//Redemption	PS2	Role-Pla...	1
.hack//Infection Part 1	PS2	Role-Pla...	5
.hack//Link	PSP	Role-Pla...	1
.hack//Mutation Part 2	PS2	Role-Pla...	3
.hack//Outbreak Part 3	PS2	Role-Pla...	2
Total			35281

Top Game

Wii Sports

Top_Publisher

Nintendo

Top_Platform

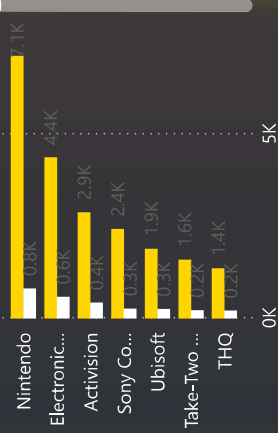
Wii

Top_Genre

Sports

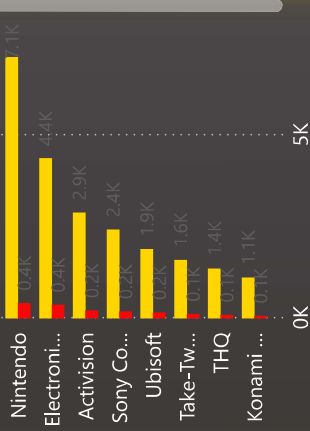
Total Global Sales and Total
North America Sales by
publisher

● Total_Global_Sales ● Total_Nort_America_Sales



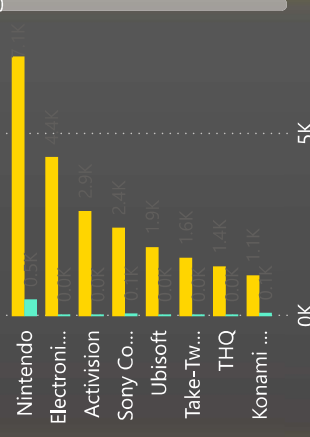
Total Global Sales and Total
Europe Sales by publisher

● Total_Global_Sales ● Total_Europe_S...



Total Global Sales and Total
Japan Sales by publisher

● Total_Global_Sales ● Total_Japan_Sa...





Video Games Sales Report

Insights from these dashboards

Top Publisher : Nintendo leads, suggesting its strong market presence.

Top Platform : Wii is the most successful platform.

Top Genre : Action and Sports games are the most popular.

--> Global Sales is 35K. It is a good overall volume. North America Sales is 4.33K and Europe Sales is 2.41K. These also show strong performance. But Japan Sales lags behind with 1.28K. This is possibly due to regional preferences or market size differences.

--> The map visual indicates that North America, Europe and Japan are the primary sales regions.

--> The line chart shows a clear peak in sales around 2006 to 2010. But post 2010 there is a noticeable decline possibly due to market saturation or shift to digital platforms.

--> The Action, Sports and Platform genre are dominating.

--> Average Sales reveals market efficiency. So if a region has fewer games but higher Average Sales, it indicates stronger performance per title.

--> The table shows several PS2-Role Playing titles with consistent global sales of 1 unit each. This indicates a loyal but limited audience.

--> Some publishers have strong Global but weak Japan Sales possibly due to regional preferences. Other show balanced performance across North America and Europe.

Strategic Recommendations

--> North America and Europe should be the priority markets but Japan and other regions deserve more attention.

--> Nintendo dominates across top game, platform and genre. Their ecosystem has a well established strategy in the market of video games. This can be an ideal model for marketing video games.

--> Action and sports games lead in the game count and sales. So, future development and marketing strategy should lean into these categories.

--> Publishers should focus on the years 2006-2010. These years have shown peak global sales. So, it should be analyzed what drove that peak in sales for future launches.

--> The bar charts show which publishers excel in specific markets. This will help in choosing strategic partner and acquisition targets.

--> Some titles show consistent but modest sales which is ideal for long tail monetization, remasters and collector edition.

