



# Video Games Sales Report



genre  
All

Total\_Global...  
**35K**

Total\_Nort\_A...  
**4.33K**

Total\_Japan\_...  
**1.28K**

Total\_Euro...  
**2.41K**

platform  
All

publisher  
All

year  
All

Avg Global Sales and Average North America Sales by Year

● Avg\_Global\_Sales ● Average\_North\_A...

Top Game  
**Wii Sports**

Top\_Publisher  
**Nintendo**

Top\_Platform  
**Wii**

Top\_Genre  
**Sports**

Avg Global Sales and Average Europe Sales by Year

● Avg\_Global\_Sales ● Average\_Europe...

Avg Global Sales and Total North America Sales by Year

● Total\_Global\_Sales ● Total\_North\_Ameri...

Total Global Sales and Total Europe Sales by Year

● Total\_Global\_Sales ● Total\_Europe\_S...

Avg Global Sales and Total Japan Sales by Year

● Total\_Global\_Sales ● Total\_Japan\_S...

Avg Global Sales and Total Euro Sales by Year

● Avg\_Global\_Sales ● Average\_Euro...

Total Global Sales and Total Japan Sales by Year

● Total\_Global\_Sales ● Total\_Japan\_S...



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year  
All

name  
All

.hack//G.U. Vol.1//Rebirth  
.hack//G.U. Vol.2//Reminisce  
.hack//G.U. Vol.2//Reminisce (jp sales)  
.hack//G.U. Vol.3//Redemption  
.hack//Infection Part 1  
.hack//Link  
.hack//Mutation Part 2  
.hack//Outbreak Part 3

platform	genre	Total_Global_Sales
PS2	Role-Play...	1
PSP	Role-Play...	5
PS2	Role-Play...	1
PS2	Role-Play...	3
PS2	Role-Play...	2
		<b>35281</b>

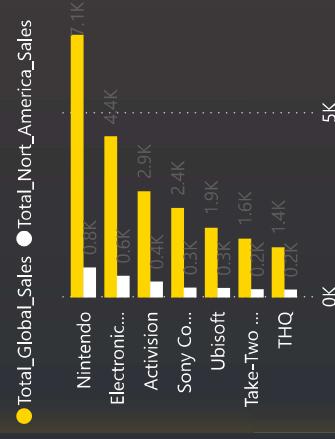
Top Game  
**Wii Sports**

Top\_Publisher  
**Nintendo**

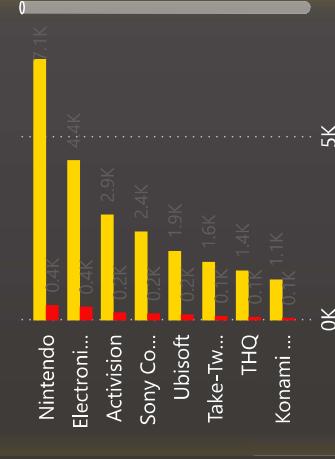
Top\_Platform  
**Wii**

Top\_Genre  
**Sports**

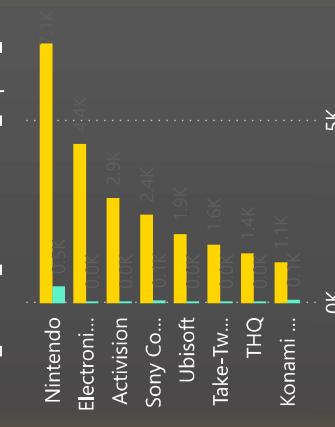
Total Global Sales and Total  
Nort America Sales by  
publisher



Total Global Sales and Total  
Europe Sales by publisher



Total Global Sales and Total  
Japan Sales by publisher



# 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.