# Video Game Industry

# 1983 -2015

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# DESTINATION SOFTWARE

Destination Software is an American video game publisher, most known for their killer app Snood in 1996. They are looking for market trends in and outside the US

# OBJECTIVES

**01**

**VIDEO GAME INDUSTRY**
Video game industry sales
from 1983 - 2015

**02**

**GLOBAL MARKET**
Growth comparisons
between various regions,
global, NA, EU, & JP

**03**

**PUBLISHERS**
Top grossing publishers
and their location of sales

**04**

**GAMES/GENRE**
Game genre popularity
throughout NA, EU, & JP

# TOOLS

**01** **PYTHON**
Using python to search and analyze data

**02** **TABLEAU**
Use Tableau to create graphs

**03** **MATPLOTLIB**
Create various graphs using Python + MatPlotLib

**04** **PANDAS**
Utilizing Pandas library to query, manipulate, and describe my data

# VIDEO GAME INDUSTRY FACTS

## UNITED STATES

US Gaming industry was worth 18.4b in 2017

## 2014 - 2015

The industry saw the largest growth of 8b from 2014-2015

## 2017-2018

In 2018, that number raised to 19.7b in the US

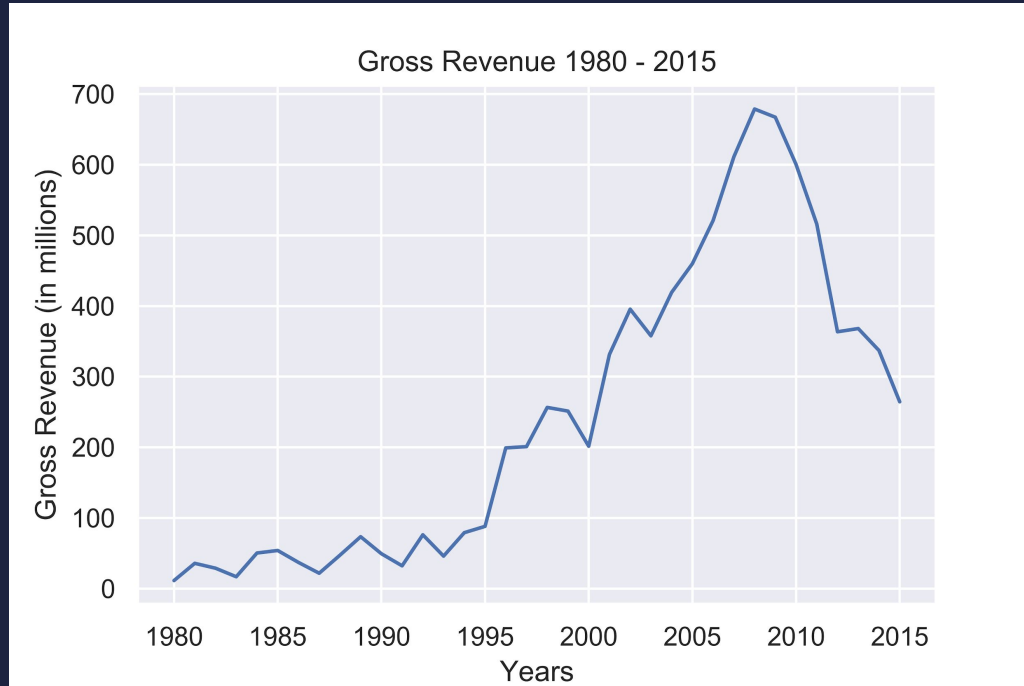## LEADERS

Sony
Microsoft
Nintendo

## CONSOLES

In 2019 install base reaching over 100M
(iPhone is 193M)

## MAJOR SOURCE

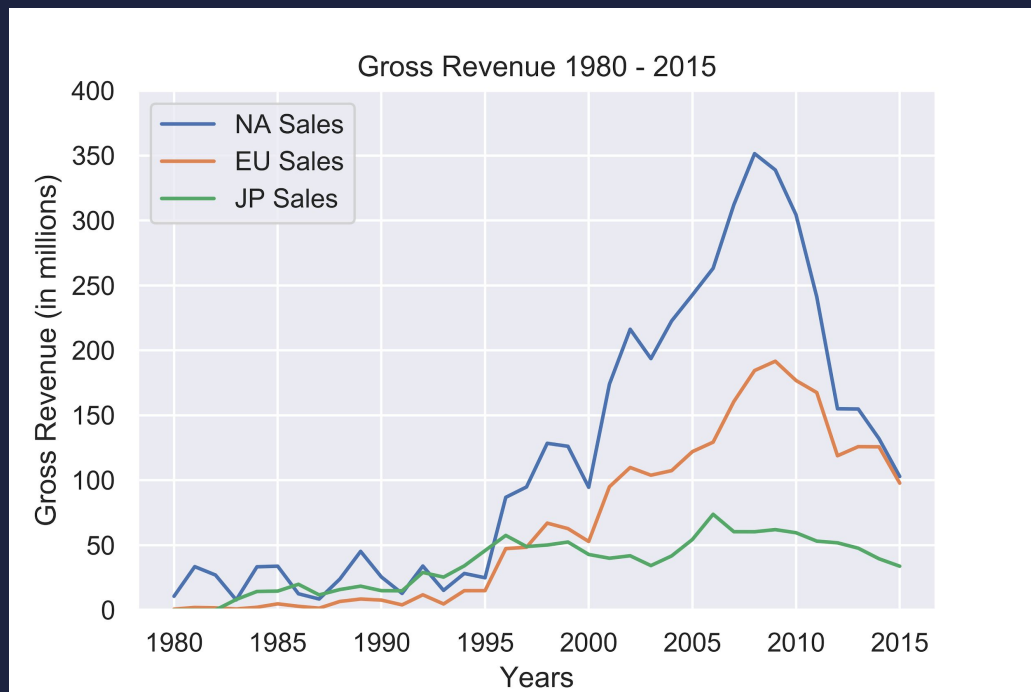Two major sources for sales, hardware and software
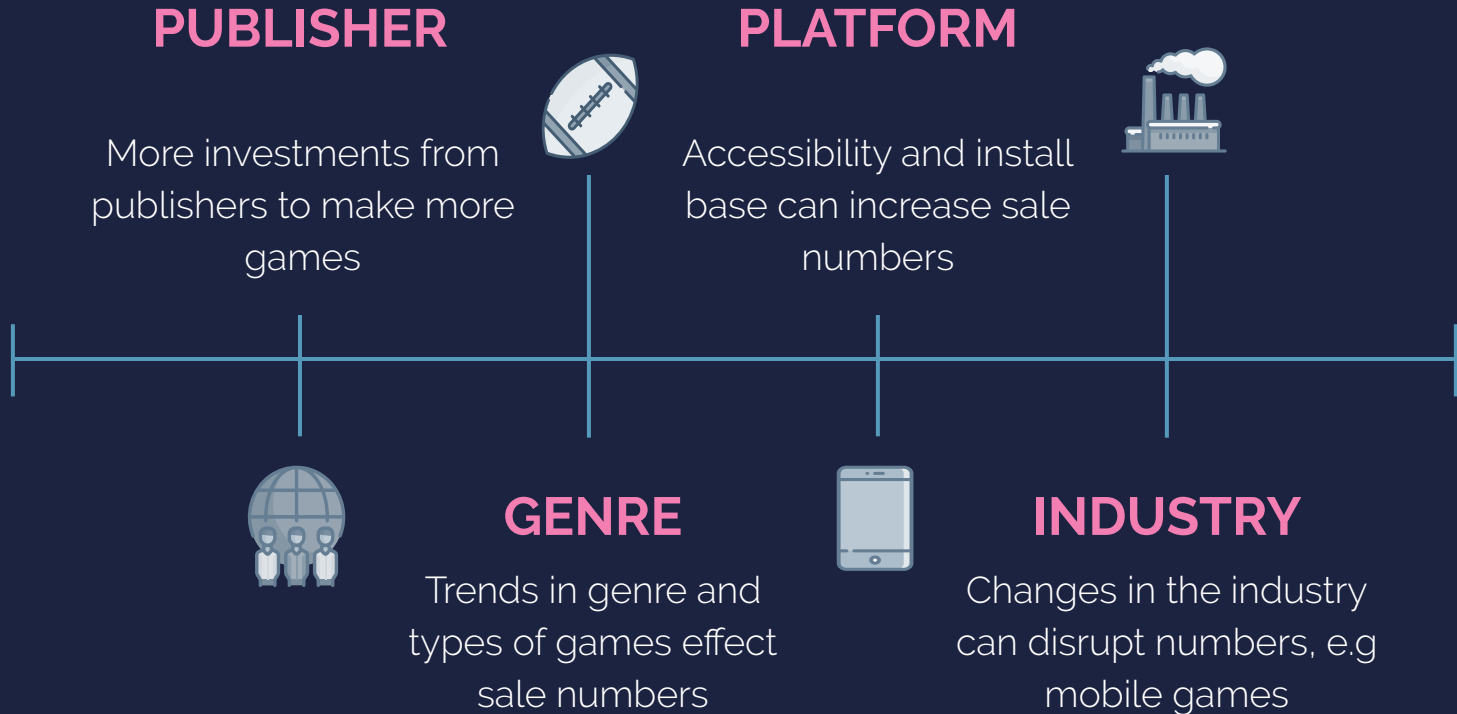
# Global Gross Revenue 1983 - 2015



Gross Revenue 1980 - 2015

# ADDITIONAL FACTORS

## PUBLISHER

More investments from publishers to make more games

## PLATFORM

Accessibility and install base can increase sale numbers

## GENRE

Trends in genre and types of games effect sale numbers

## INDUSTRY
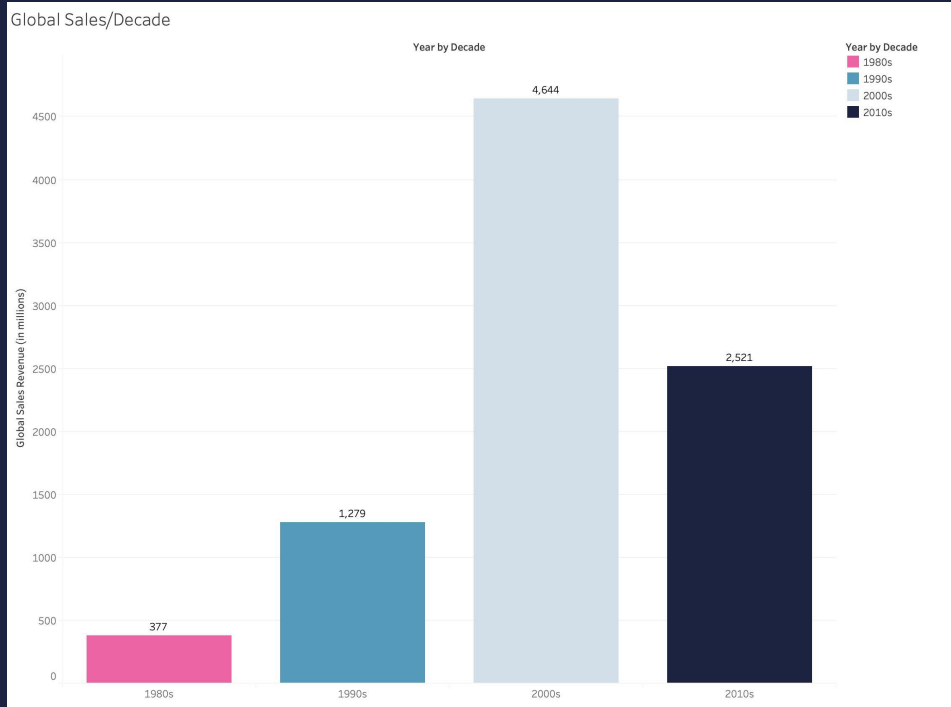
Changes in the industry can disrupt numbers, e.g mobile games

# TOP PUBLISHERS IN VIDEO GAMES

## Top 5 Publishers in Sales Globally

Publisher

| Publisher | |
|---|---|
| ■ | Activision |
| ■ | Electronic Arts |
| ■ | Nintendo |
| ■ | Sony Computer Entertainment |
| ■ | Ubisoft |

Nintendo — 1,787

Electronic Arts — 1,110

Activision — 727

Sony Computer Entertainment — 607

Ubisoft — 475

Global Sales

0 100 200 300 400 500 600 700 800 900 1000 1100 1200 1300 1400 1500 1600 1700 1800 1900
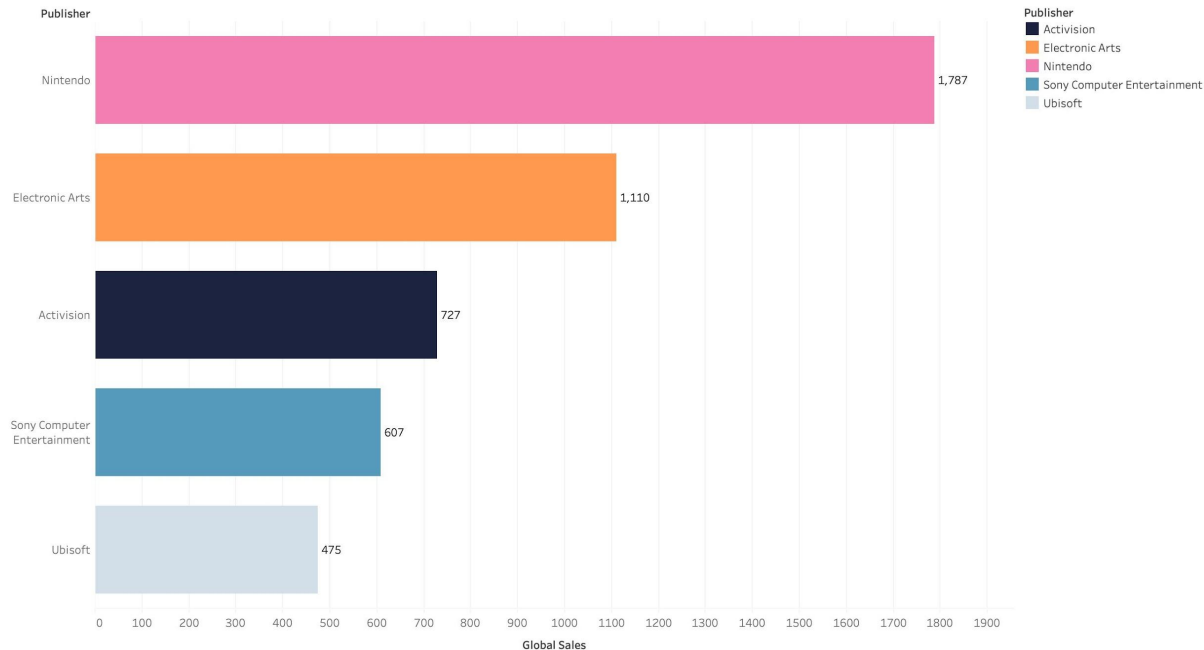
Nintendo beats out the competition for highest sales amongst all publishers

# NINTENDO GLOBAL SALES REVENUE

Global sales for Nintendo remained steady until 2006, where it peaked at over 200 million in sales



Sales Revenue for Nintendo from 1980-2015
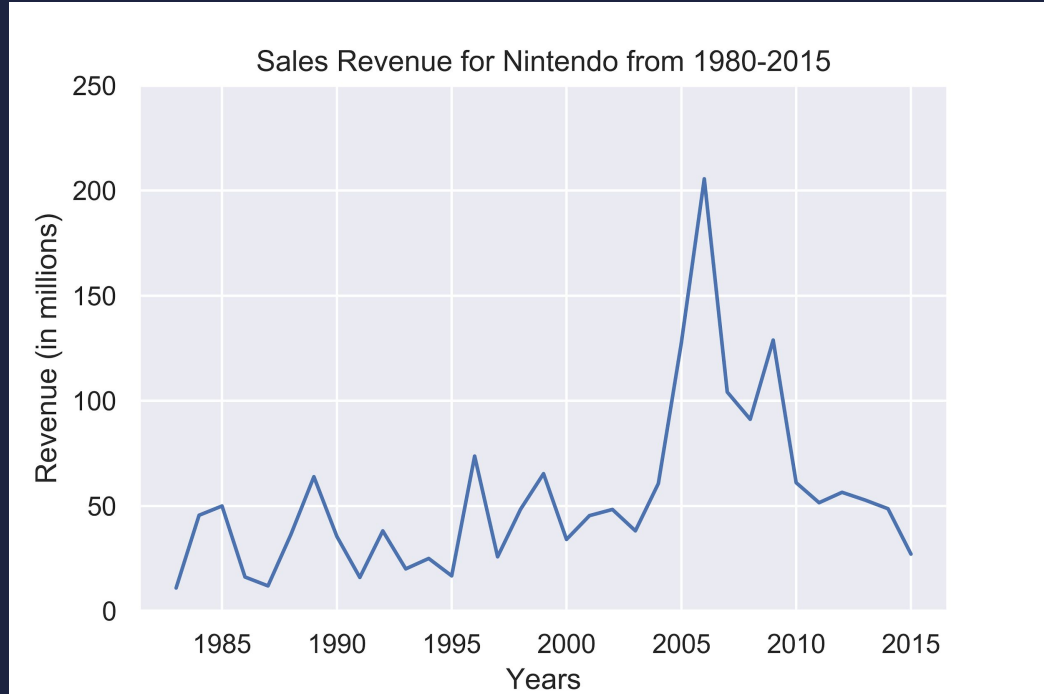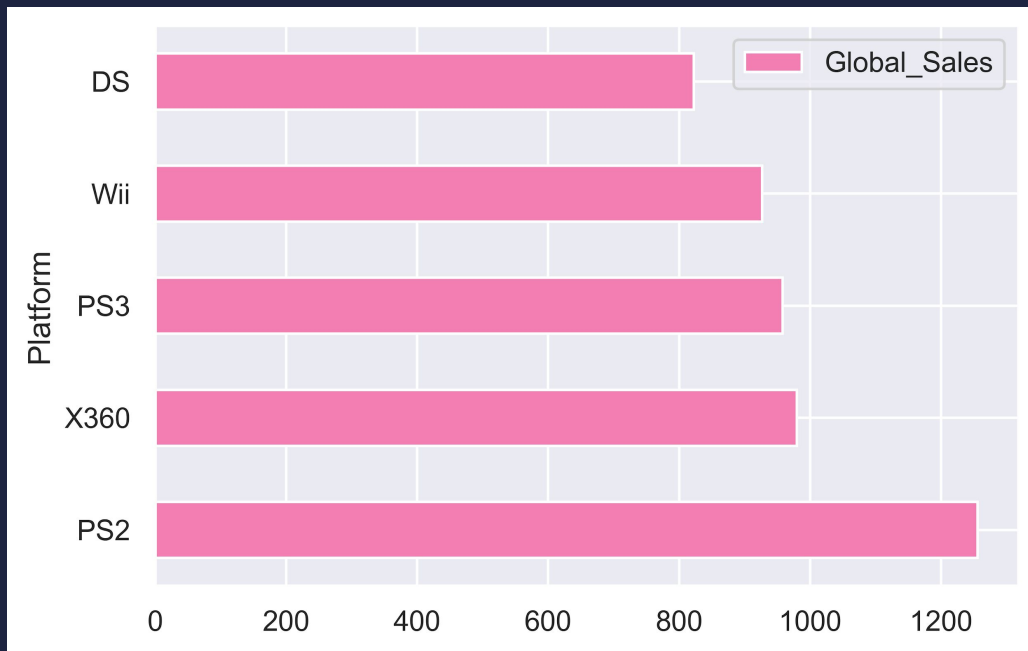
In Nov of 2006, Nintendo released the Wii along with an exercise game Wii Fit, grossing over 82m in revenue

Top Sales for Nintendo Games in 2006

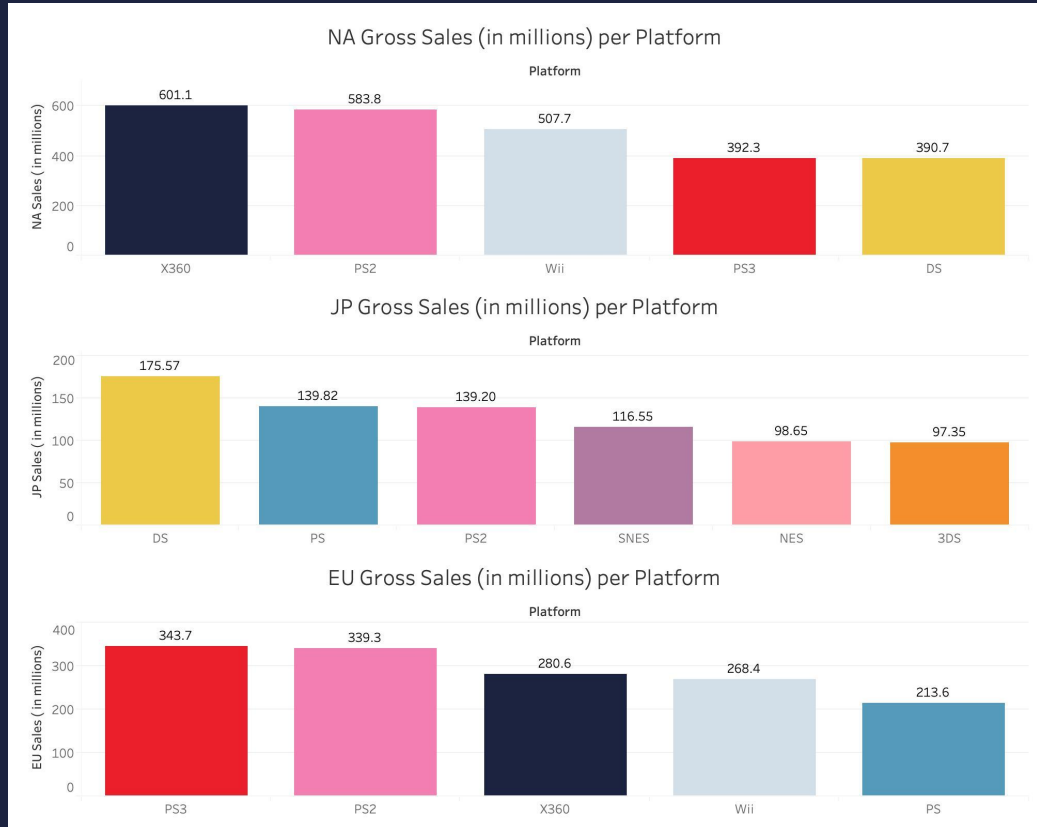Name

Name
- New Super Mario Bros.
- Pokemon Diamond/Pokemon Pearl
- Wii Play
- Wii Sports

Global Sales

82.74

30.01    29.02

18.36

Wii Sports    New Supe..    Wii Play    Pokemon Diamon..
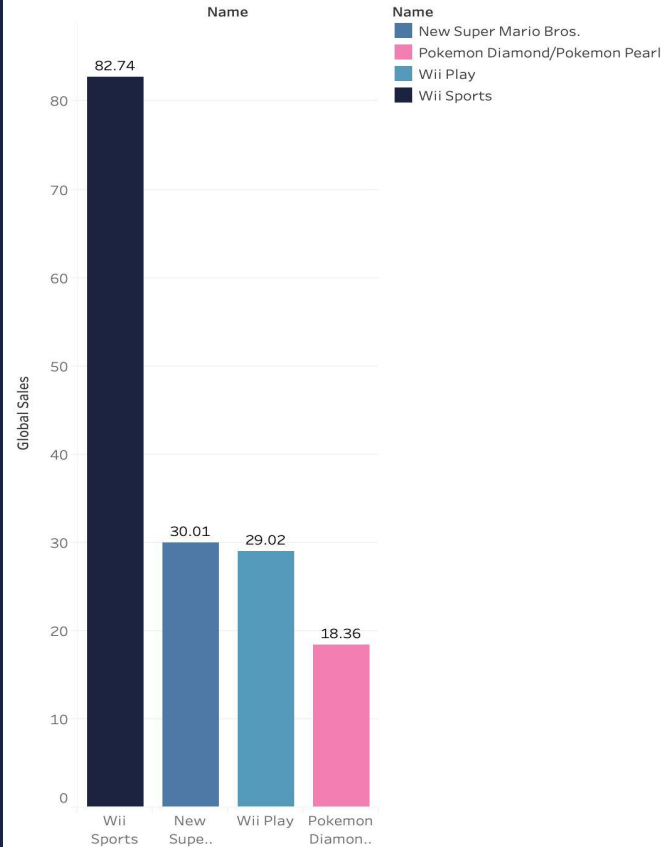
# LET'S TAKE A LOOK AT THE CONSOLE IMPACT

# LET'S SPLIT UP THE SALES

Although xbox 360 pulled in more revenue than PS2 in NA, PS2 sold well in all three markets



NA Gross Sales (in millions) per Platform

Platform

| X360 | PS2 | Wii | PS3 | DS |
| 601.1 | 583.8 | 507.7 | 392.3 | 390.7 |

JP Gross Sales (in millions) per Platform

Platform

| DS | PS | PS2 | SNES | NES | 3DS |
| 175.57 | 139.82 | 139.20 | 116.55 | 98.65 | 97.35 |

EU Gross Sales (in millions) per Platform

Platform

| PS3 | PS2 | X360 | Wii | PS |
| 343.7 | 339.3 | 280.6 | 268.4 | 213.6 |

# GLOBAL SALE TRANSITIONS FROM PS3 TO PS4

In 2013, Sony released its fourth iteration of the PlayStation.

Global sales per console stayed the similar, but revenue changed from PS3 to PS4



PS3 and PS4 Global Revenue from 2006 - 2015

**TOP GENRES**

Genre trends are steady from 1980 to 2015, except for in 1984

Global Sale Trends for Top Grossing Genres from 1980-2015

Genre
Sports
Shooter
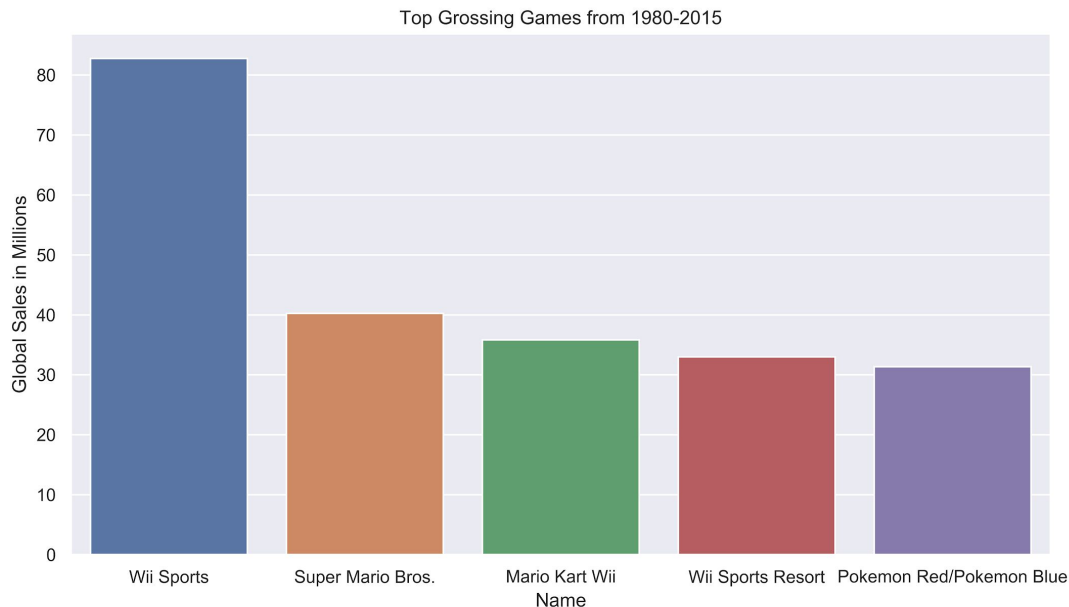Action

Global Sales in millions

Year
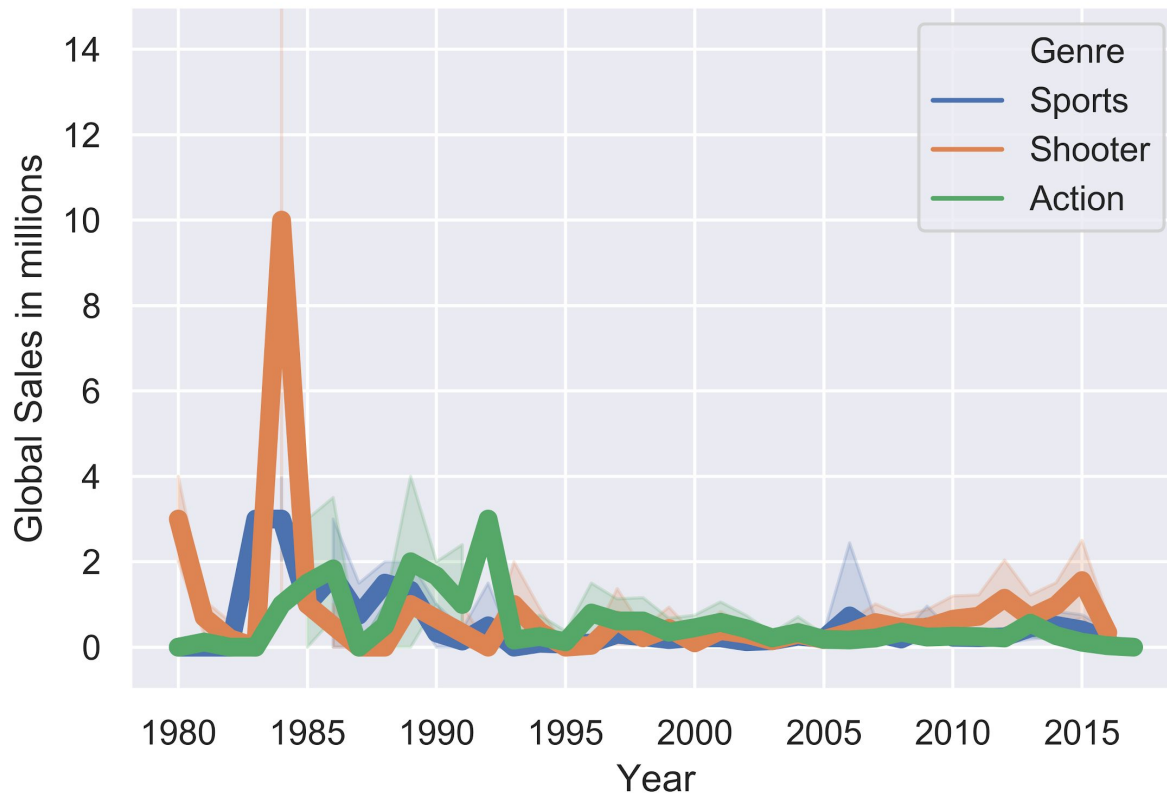
# $ 28,310,000

In April of 1984, Nintendo released one of its most famous games, Duck Hunt, grossing 28.3m in sales

# TOP GROSSING GAMES FROM 1980 - 2015



Top Grossing Games from 1980-2015

All the top grossing games are published by Nintendo, yet none of these games sold on Playstation or Xbox

# $ 82,700,000

Wii Fit is king doubling sales of second place

# $ 40,240,000

In second, Super Mario Bros.

# $ 35,820,000

Mario Kart follows closely behind Super Mario Bros.

# IMPROVEMENTS...

## 01

### PYTHON

Due to the dataset, there was limited analysis with simply game titles and sales. And some graphs should have had analysis

## 02

### MatPlotLib

I couldn't get the colors to match, and querying my dataframe got cumbersome if I didn't specify what exactly was in the graph

## 03

### Tableau

Tableau seemed to never do what I wanted it to do, but it makes pretty graphs. Would have liked to analyzed numbers and percentages

# THANKS

# IRON

# HACK

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