

Introduction

In response to a commission from an online gaming news platform, this study aims to delve into the gaming industry's sales data for the year 2016. The objective is to unravel critical insights regarding global and regional preferences in gaming platforms, prominent publishers in terms of sales volume, favored genres across different regions, and the most played games of the year.

This study not only focuses on the sales trends of 2016 but also endeavors to conduct a comparative analysis with data from the two preceding years. This comparative assessment seeks to illuminate the shifts and transformations within the gaming landscape, particularly regarding platform choices and genre preferences, thereby offering a comprehensive perspective on the industry's evolution over the recent years.

By scrutinizing sales data from 2014, 2015, and 2016, this study aims to provide valuable insights into the gaming industry's dynamic nature, empowering stakeholders to discern the changing patterns, identify emerging trends, and make informed decisions in an ever-evolving gaming market.

Summary of Findings

- **Global Genre Revenue Distribution (2016):** Shooter games dominated with 56.98% of global sales, surpassing sports at 38.42%.
- **Top 10 Games:**

FIFA 17 (PS4)

Uncharted 4 (PS4)

Tom Clancy's (PS4)

Far Cry Primal (PS4)

Tom Clancy's (XOne)

Overwatch (PS4)

No Man's Sky (PS4)

Dark Souls 3 (PS4)

FIFA 17 (XOne)

Doom (PS4)

Notably, two games appear twice in this TOP 10 being played on multiple platforms, highlighting platform-specific preferences, particularly in favor of **PS4**.

- **Platform Sales:** PS4 emerged as the leading platform with sales of **55.34 billion**, followed by XOne with **17.44 billion** in 2016. Other platforms fell significantly behind in sales volume, with a significant portion of them **falling below the 5 billion threshold**.

- **Regional Preferences: Europe** significantly contributed to global sales, favoring **PS4** and preferring **Shooter** games.
- **Comparative Analysis (2014 to 2016):** PS4 consistently dominated as a preferred platform. However, in 2016, competition narrowed down to two platforms (namely XOne and PS4). The trend showcased increasing console **loyalty** over time, especially for **non-portable consoles**.
- **Genre Preferences by Region (2014 to 2016):** Europe leaned towards Action, Shooter, and Sports in 2014, slightly shifting to Shooter dominance by 2016. North America (NA) displayed a preference for Shooter games, especially in 2015 and 2016, surpassing Europe in sales volume. Japan showed a consistent inclination towards Role-playing games.

Conclusions

- **Platform Preference Shifts:** The consistent dominance of PS4 and the gradual decline of other platforms indicate increased customer loyalty over time.
- **Genre Evolution:** The ascendance of Shooter games globally suggests a shifting trend in gaming preferences, with NA particularly embracing this genre followed by Europe.
- **Regional Dynamics:** Europe and NA exhibited similar preferences for shooter games by 2016, while Japan maintained a preference for role-playing games.

Challenges

- **Data Timeliness:** The study was constrained by the availability of 2016 data as the most current information accessible at the time, potentially limiting the insights into current gaming trends.
- **Comparative Analysis Complexity:** Analyzing multiple years' data for trend identification required meticulous data processing and interpretation.

Techniques Employed

- **Cross-Platform Game Sales Analysis:** Identifying games present on multiple platforms to infer platform-specific preferences.
- **Longitudinal Analysis:** Studying trends over three years to track changes in platform preferences and genre popularity.
- **Regional Sales Comparison:** Highlighting regional variations in gaming preferences and their impact on global sales.

Data Sources

- **Excel Spreadsheet from GitHub:** Sales analysis of video games sales spanning from 1980 to a limited portion of 2017. The dataset encompasses an historical overview of video game sales (regional and global), providing insights into trends and patterns over several decades.

https://github.com/wuba-luba-dub-dub/PBI_Videojuegos/blob/master/Ventas-Videojuegos.xlsx

