

Nintendo Video Game Sales

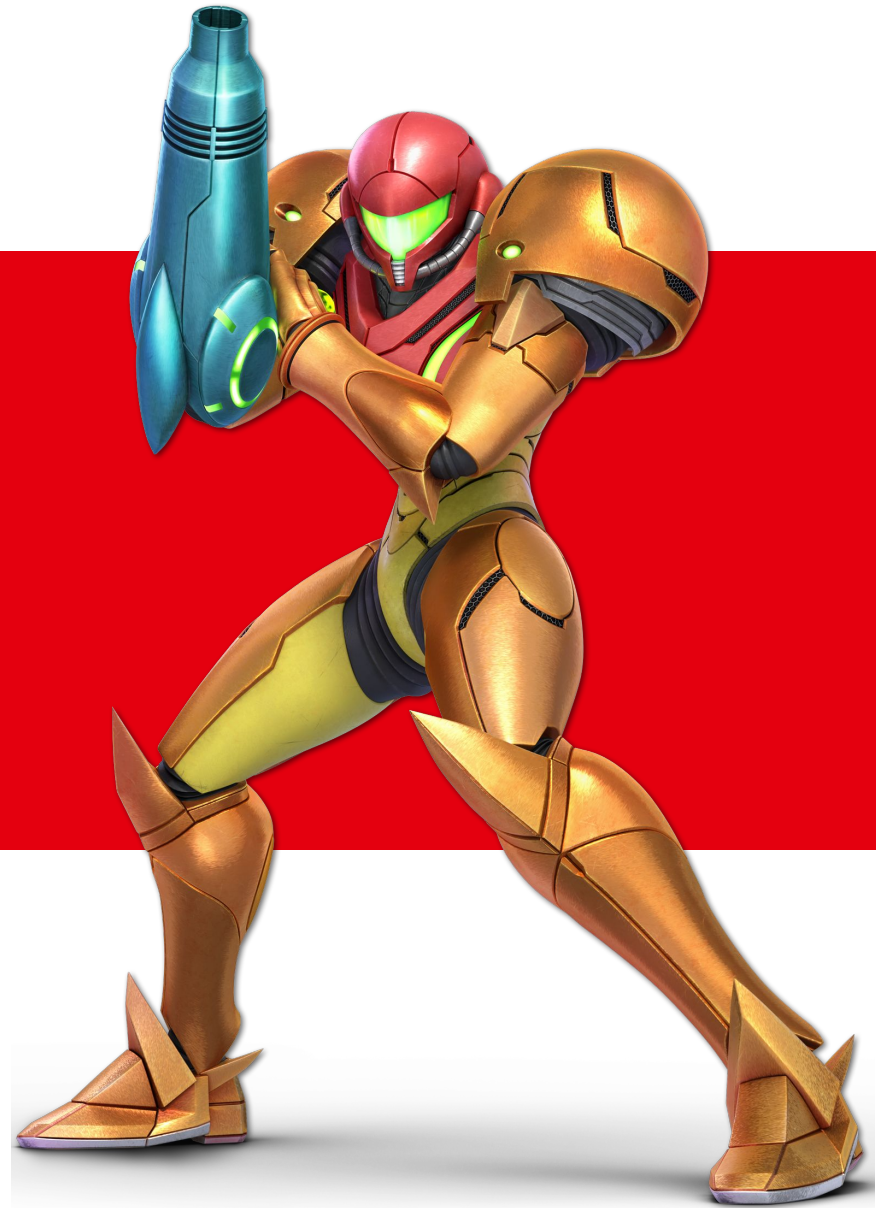
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Section I

Executive Summary



Executive Summary

As a reminder, this dataset analysis covers data up to 2017 and excludes information on the Nintendo Switch, simulating a pre-2017 context before its release.

Key points:

- Nintendo video games hold 4 of the top 10 all-time titles, with “Mario” games totaling ~129M global sales.
- Modern consoles like Wii, WiiU, and 3DS drive most sales from 2015-2017.

Sales data shows growth opportunities:

- Competitors like PS4 and Xbox One sold ~225M units globally from 2015-2017, compared to Nintendo’s 55.2M.
- Competitors’ publishers, such as EA, Sony, and Ubisoft, could become partners with Nintendo.
- Nintendo lacks a “current” generation console.

To enhance sales and revenue, Nintendo should:

- Invest in next-gen hybrid consoles.
- Expand R&D in Europe and Japan.
- Continue developing and branding “Mario” products.
- Leverage partnerships with external vendors for more titles on Nintendo platforms.

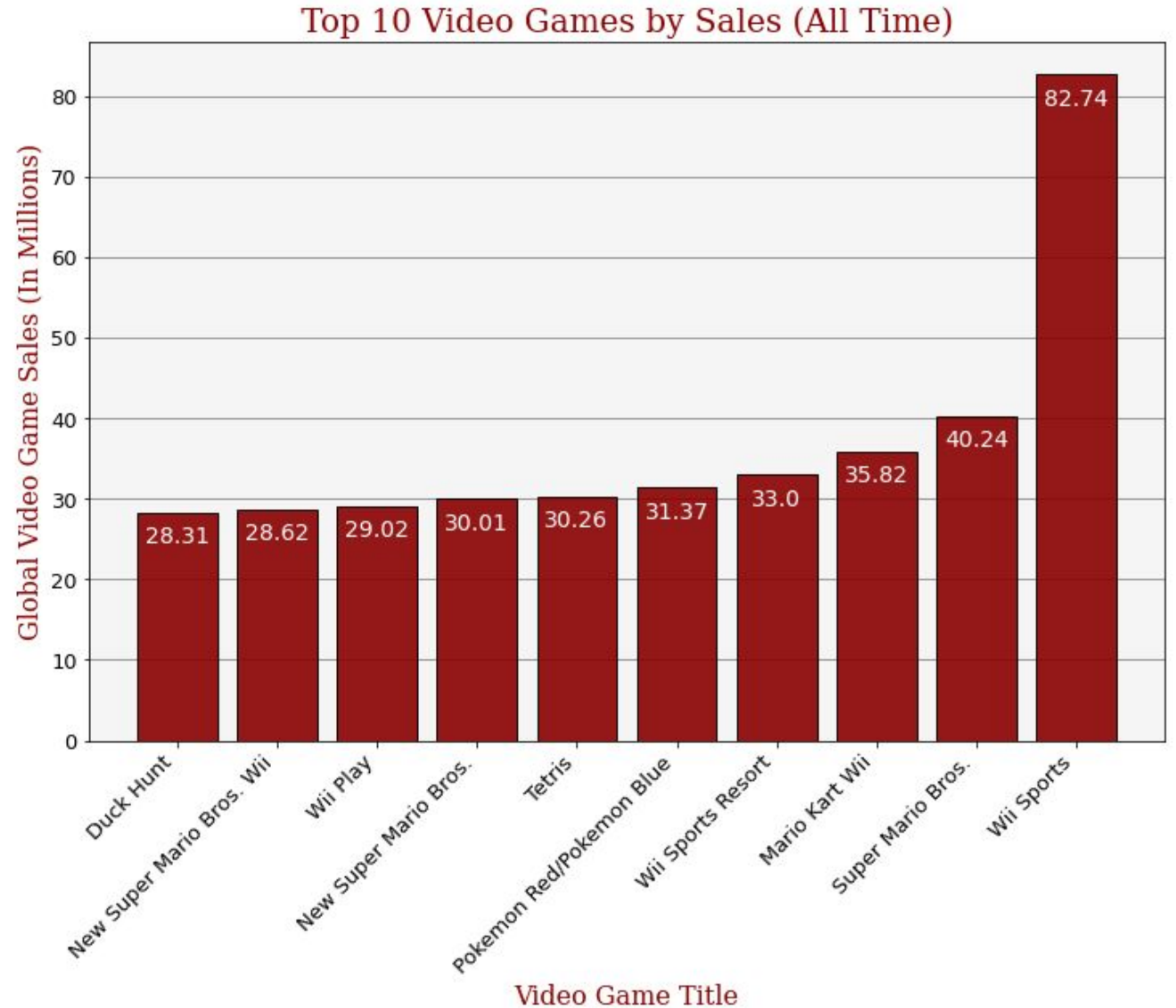
Section II

Data Visualization



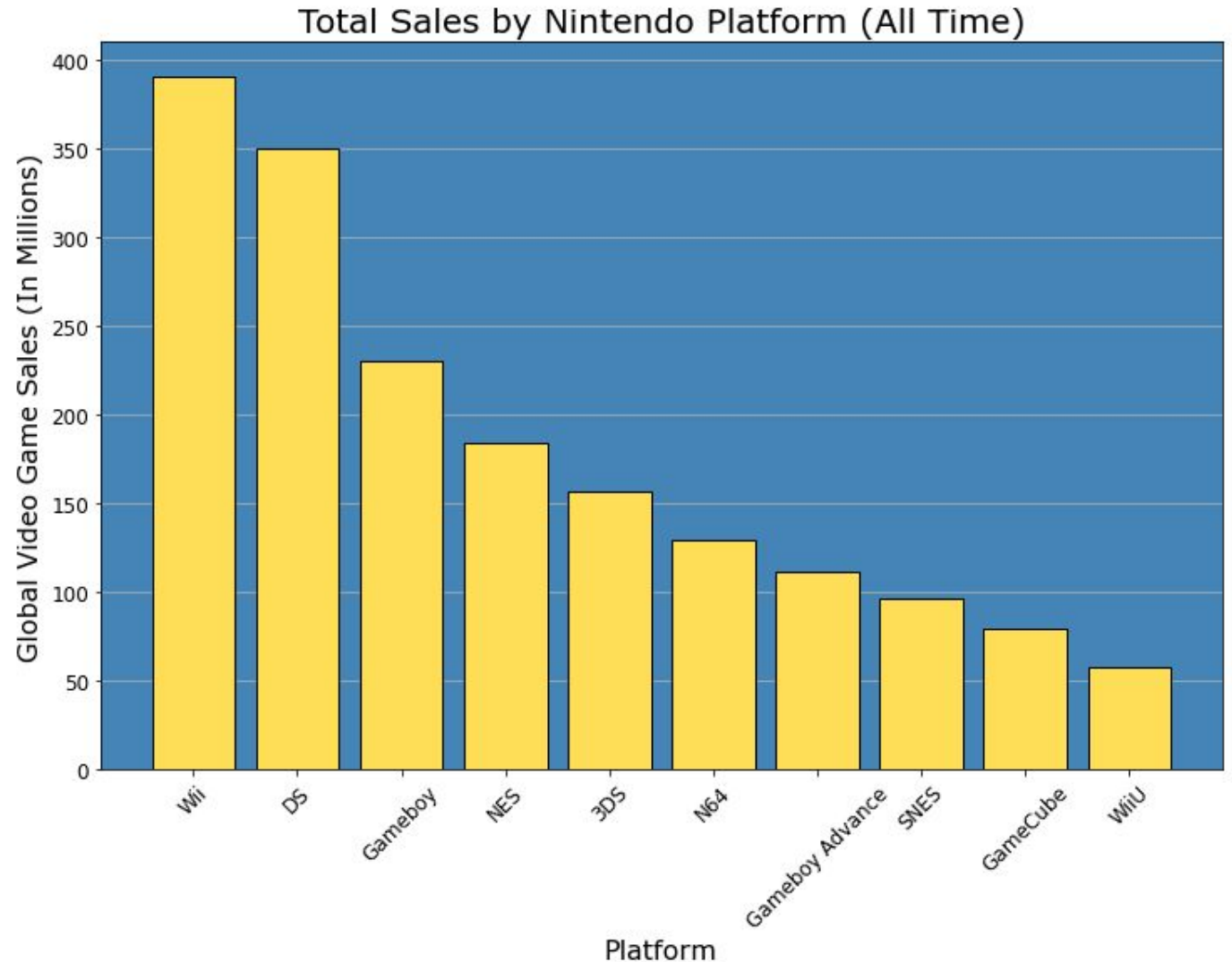
What are the top 10 video games with the highest sales?

- The top 10 games with global sales (of all time from 1980 – 2017) are all for Nintendo platforms.
- 4 titles include “Mario” themed games, such as New Super Mario Bros. Wii, New Super Mario Bros., Mario Kart Wii, and Super Mario Bros, indicating strong performance in the Mario Bros franchise.
- The highest global sales game is Wii Sports, with an astounding +82.74M sales!



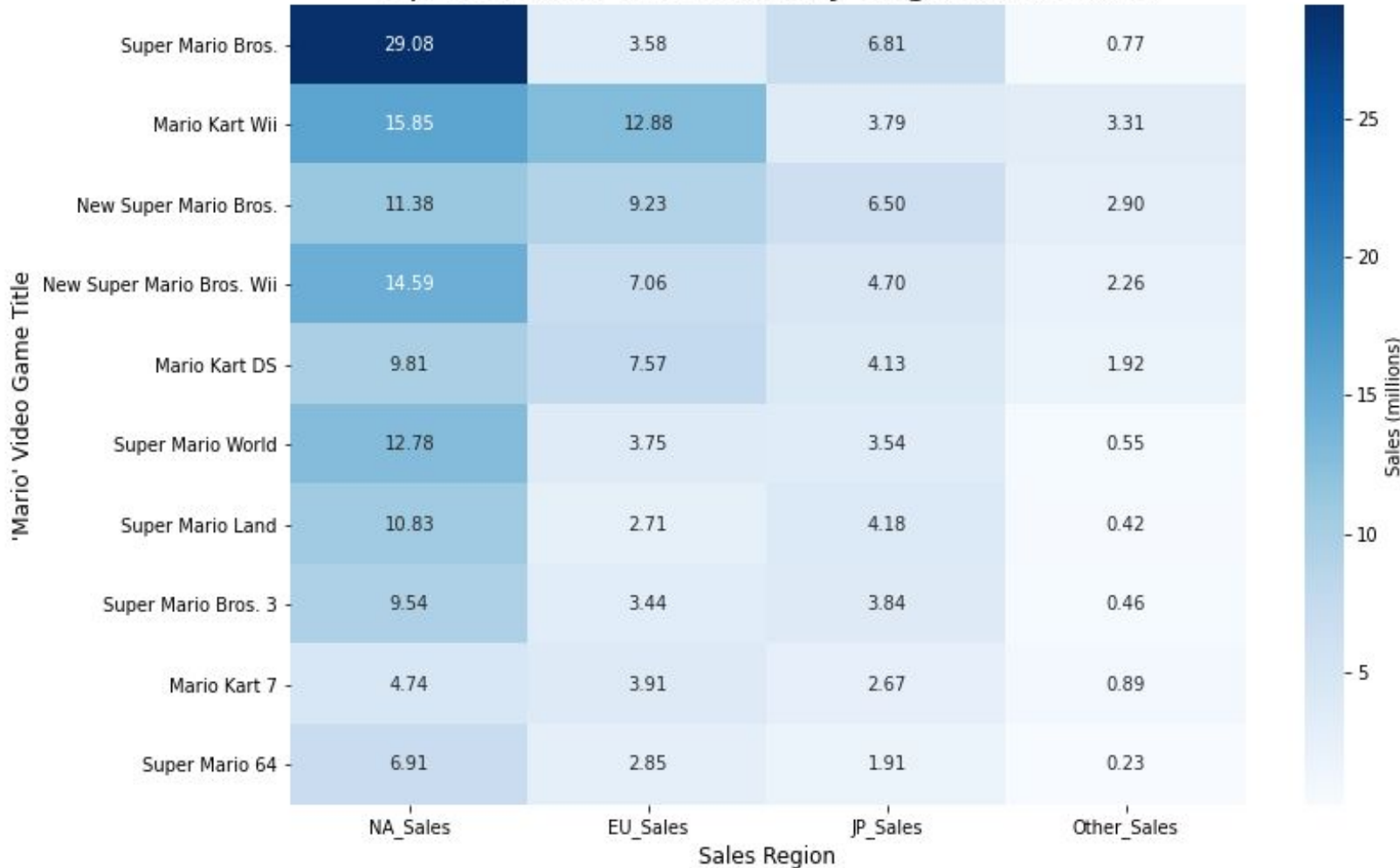
Which Nintendo Platform has the Highest Video Game Sales?

- The Nintendo Wii is the platform with the highest global video game sales, totaling just under ~400M in sales.
- Hand-held platforms such as the DS, Gameboy, and 3DS combined exceed the total sales of the Wii, totaling a combined ~700M of video game sales collectively.
- The worst performing Platform for video game sales is the WiiU.
- The difference in sales between the Wii and the WiiU is nearly ~325M units or ~85% change!



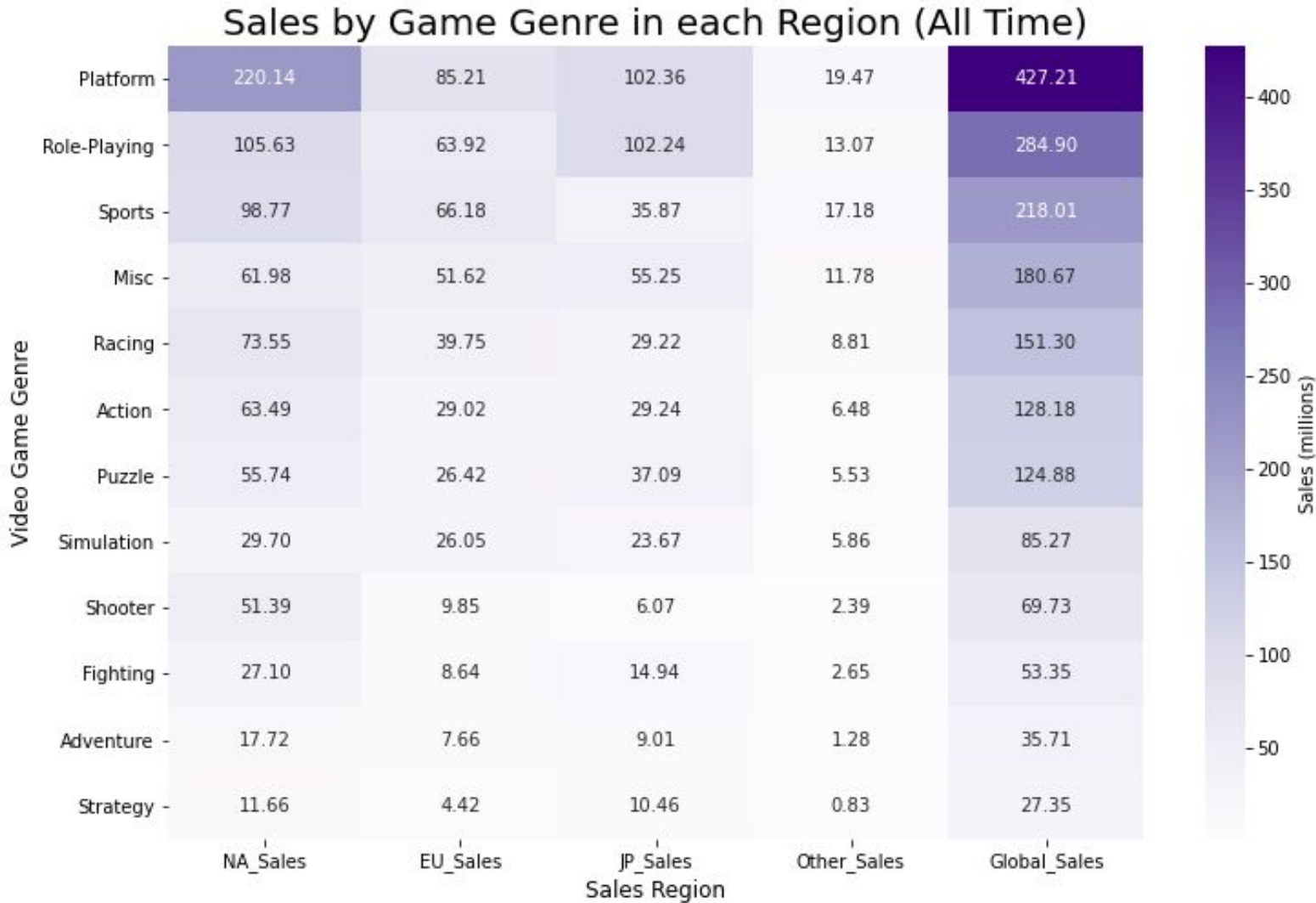
What are the top 10 Mario Titles with the highest sales?

Top 10 Mario Title Sales by Region (All Time)



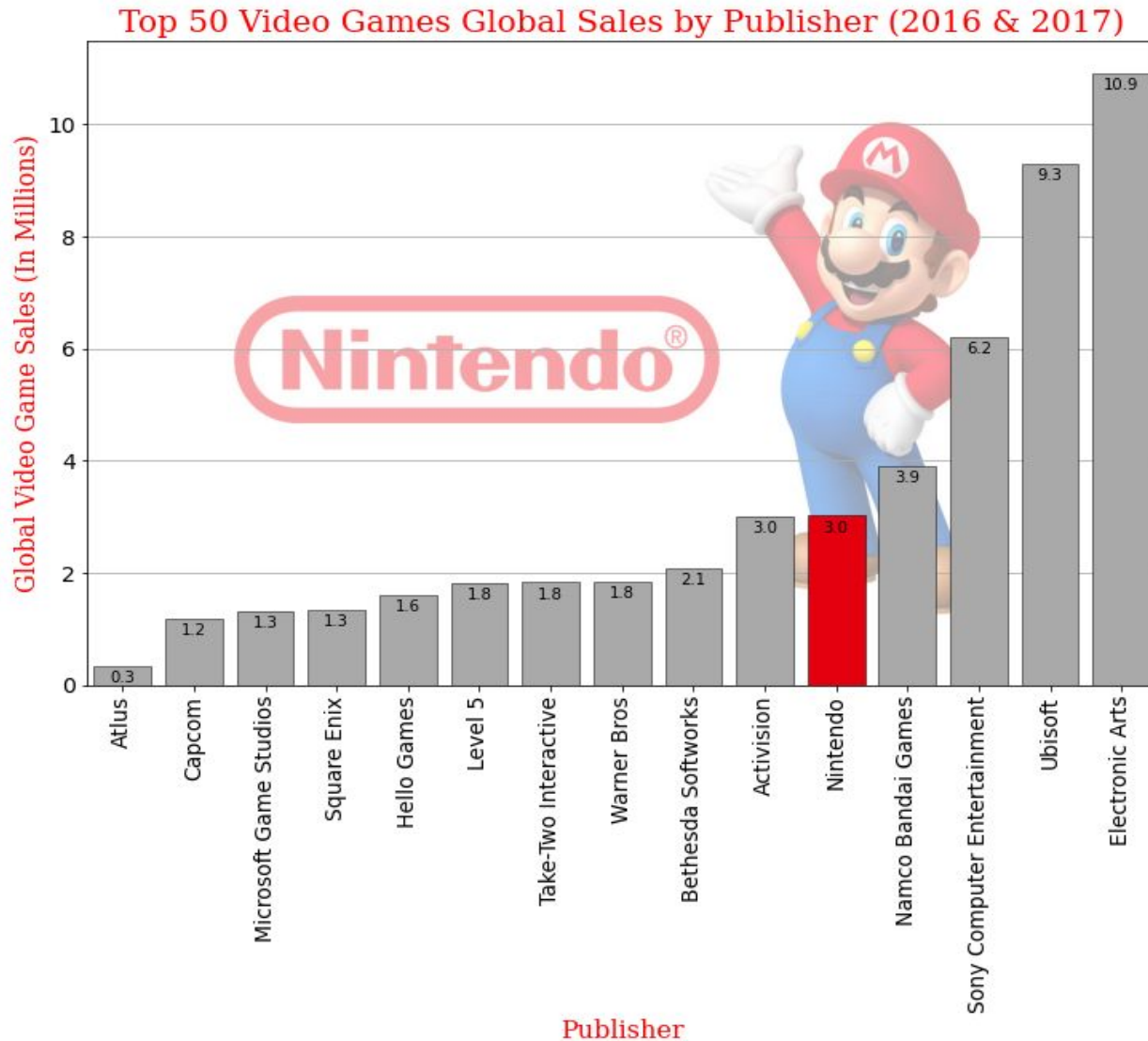
- North America is the best performing region for sales.
- Super Mario Bros. leads the pack, with sales of ~29M in the North American region. Comparitively to other regions, it is an elite performer in the North American market.

Which Genre have the Highest Sales? (Nintendo Only)



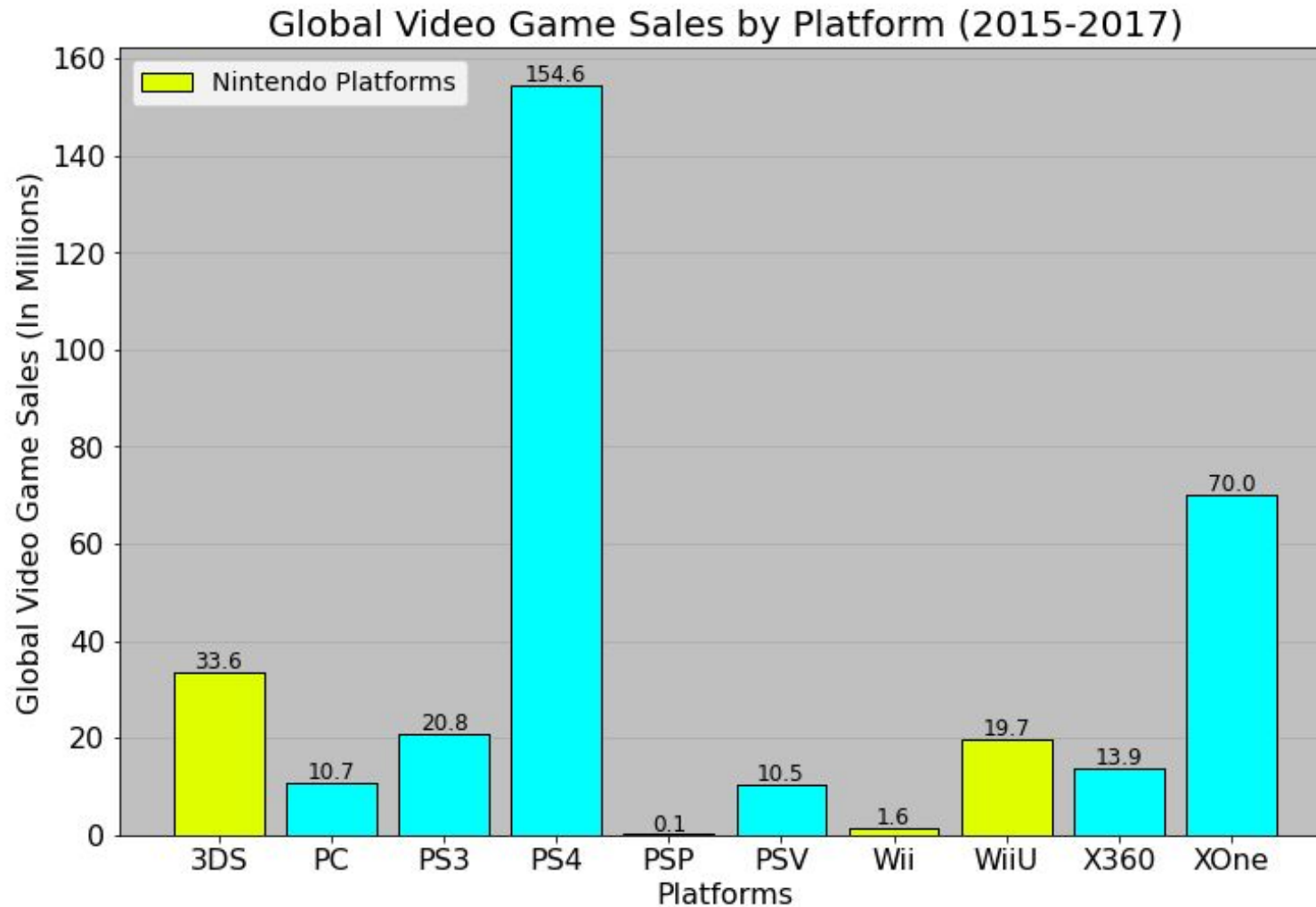
- Platformer genre video games are the highest selling games across all markets.
- RPG and Sports are runner ups which could be an indicator as to where to focus R&D for new titles.

Of the Top 50 Games, Which Publishers have the Highest Sales?



- Nintendo ranks #5 of 15, which is very competitive for recent years with 3M in sales, down almost 8M comparatively to Electronic Arts at rank #1.
- Competitors such as Electronic Arts and Ubisoft market more games towards competitor platforms like the PS4, and Xbox One, which are newer generation platforms compared to what Nintendo offers currently.

Global Video Game Sales By Platform



- PS4 and Xbox One are the main drivers for global video game sales.
- Nintendo platforms are older generation and there is opportunity to gain market share by releasing the next generation console.

Recommendation

- Invest more capital into R&D for the next generation console, potentially a hybrid platform (cross between “hand held” and “at home”) as sales have been trending higher as time increases for these platforms.
- Invest in marketing research for European and Japanese markets to better understand these markets and strategize accordingly to augment our position.
- Continue releasing “Mario” themed products as they are a huge revenue pipeline for Nintendo
- Release more Platform, Role Playing (RPG), and Sports genre games as they have the best historical performance for sales in all regions.
- Negotiate and leverage existing relationships with game studios to get more video games and products on Nintendo Platforms as oppose to competitors platforms like the PS4 and Xbox One.

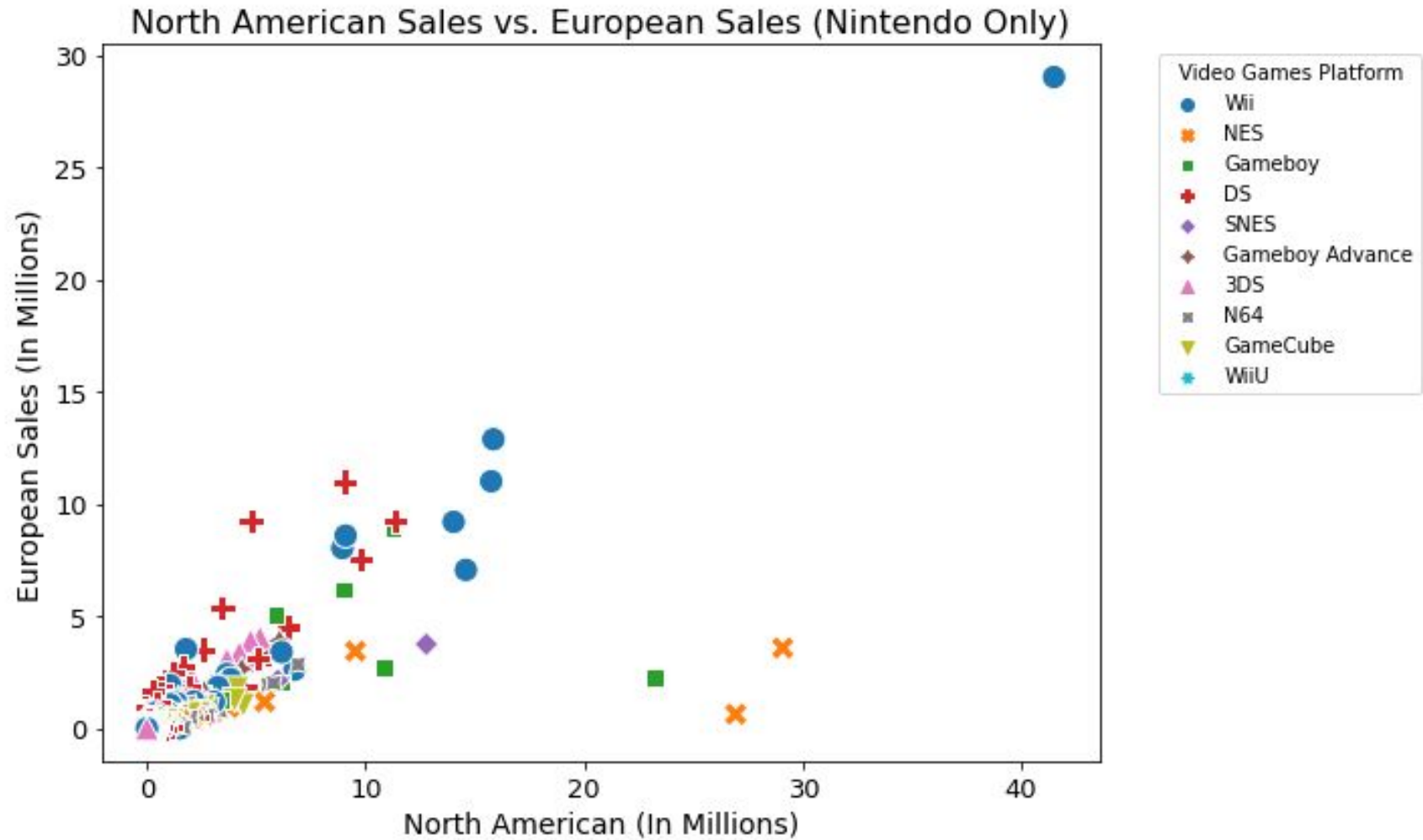


Section III

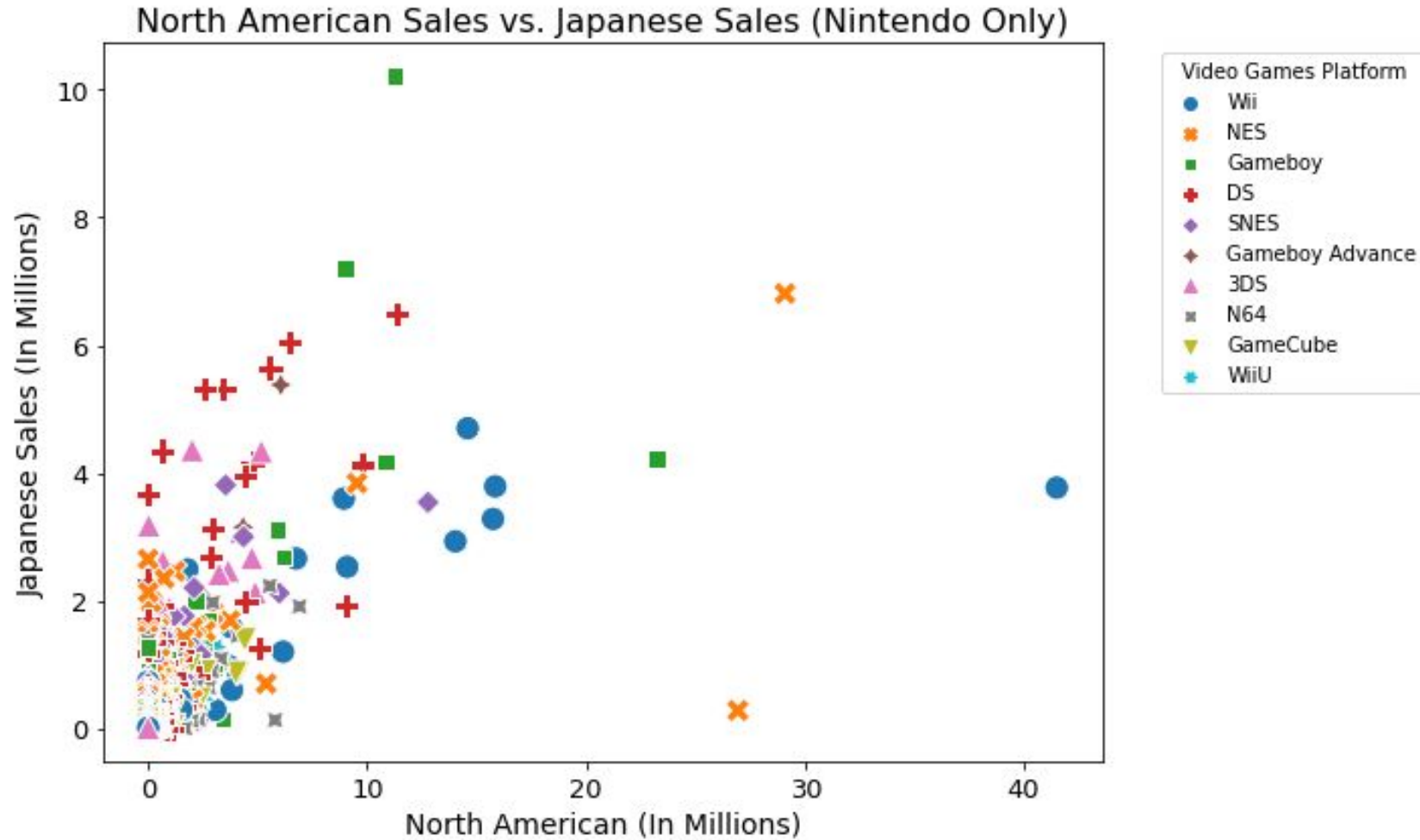
Appendix



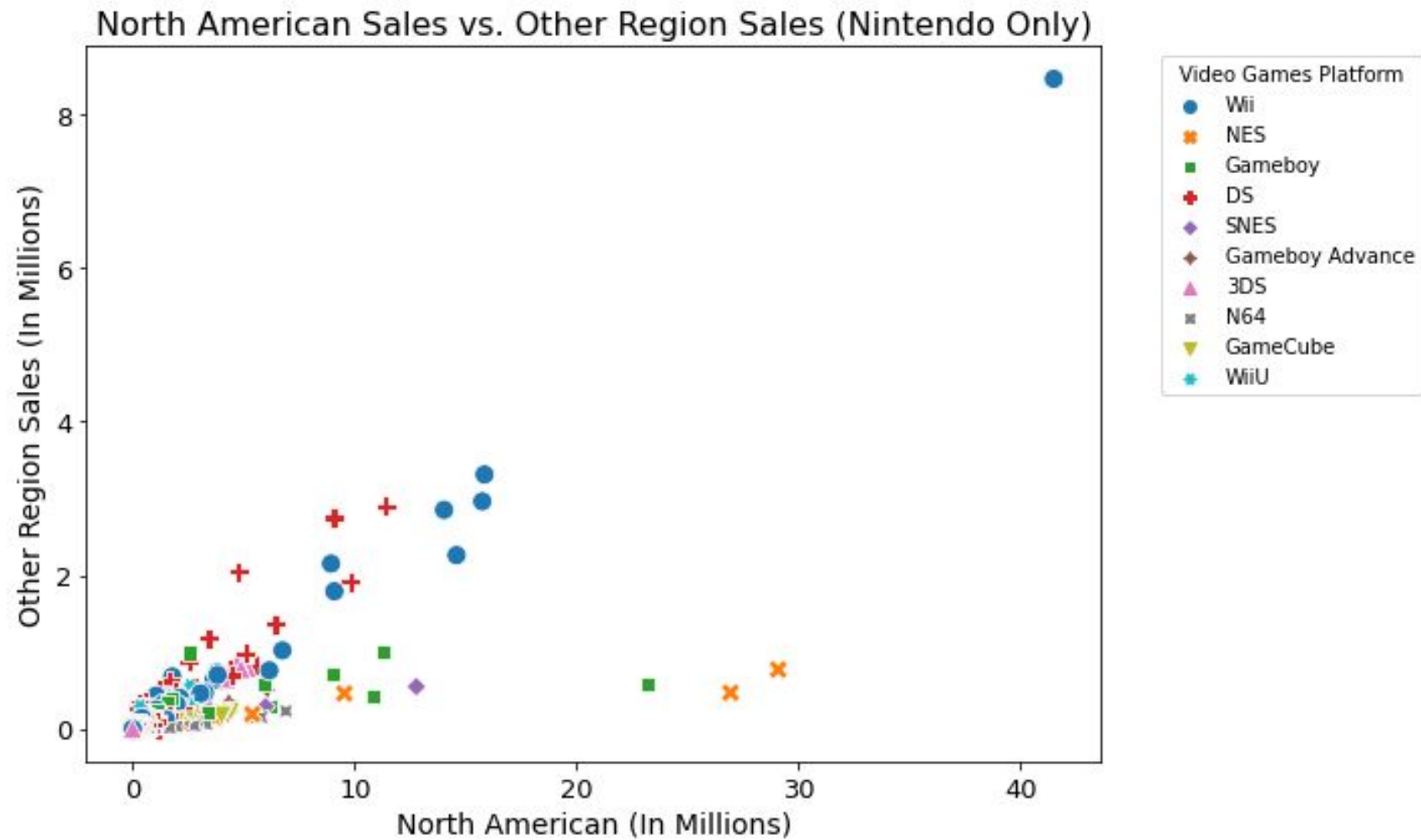
Relationship between NA Sales and EU Sales



Relationship between NA Sales and Japanese Sales



Relationship between NA Sales and Other Region Sales



Relationship between Year and Global Sales

