

GLOBAL VIDEO GAMES SALES ANALYSIS REPORT

1. Introduction

This report analyzes sales data for over 11,490 games. The data was retrieved from Kaggle, a widely used platform for data sharing and collaboration with machine learning and data science enthusiasts. Given the evolving demand for games over the years, this analysis was conducted to derive insights into video games sales trends and game preferences among consumers worldwide.

2. Questions (Problems)

- How has game sales trend changed over time?
- Which top three regions were the most sales generated from?
- Which genres generated the most sales and how are they patronized by the different regions?
- What are the top five games with the highest patronage?

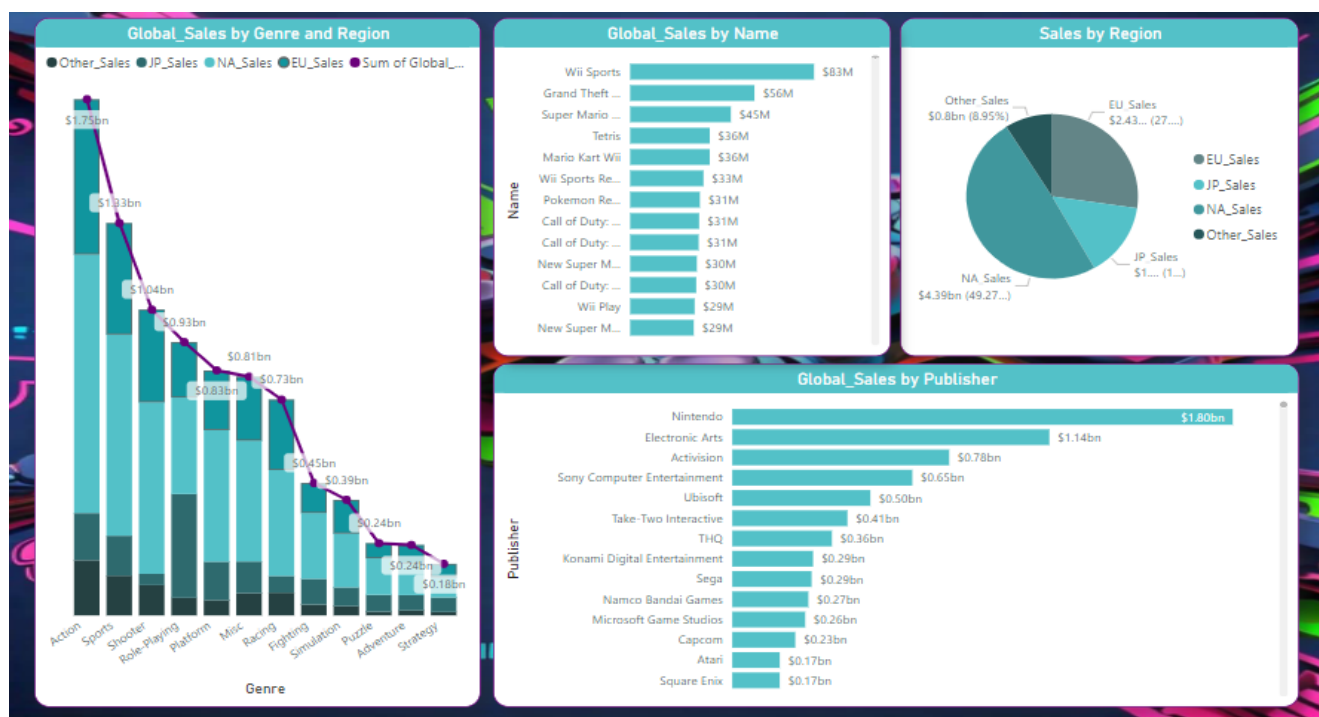
3. Analysis and Insights

- 3.1. ***Sales Over Time:*** The total video game sales made from 1980-2020 was approximately \$8.92B. The analysis depicted that video games sales gradually increased over the years with the maximum sales in 2008(\$890M). There was a gradual decline in sales after 2009 with a slight increase in 2013. After 2013, there was a reduction in sales again with the minimum sales recorded 2020 in (\$290K). There were several missing year entries in the data and this could have affected the actual sales trend resulting in the drastic decline in sales after 2013.
- 3.2. ***Sales Generated by Region:*** The analysis revealed North America as the principal driver of game sales contributing to almost half (\$4.39B) of the total revenue (\$8.92B) generated 1980-2020. The next sales driver was Europe (\$2.43B), followed by Japan (\$1.29B) and the lowest sales coming from the other parts of the world. The analysis revealed an interesting insight relating to the total sales generated from on Japan.

3.3. **Genre Preference Across Regions:** This analysis sought to discover which game genre has a relatively high preference compared to the other genres as well as the genre preferences of the four regions. Amongst the twelve different categories, Action is the most preferred genre as it accumulated the highest sales (\$1.75B) amongst the other eleven other genres. The second preferred genre is Sports (\$1.33B), followed by Shooter (\$1.04B) and runs down to the least which is Fighting (\$180M). Further analysis showed that all regions have some degree of preference for the different game genres with North America, Europe and Japan showing significant interest. For the first time, it was observed that Japan (\$350M) was the only region to surpass North America (\$330) in just one of the game genres which is Role-playing. The other regions of the world showed relatively fair preference for all game genres.

3.4. **Top Five Game Sales and Successful Publishers:** It was revealed that out of over 11,490 games, the top three selling games were Wii Sports (\$83M), Grand Theft Auto V (\$56M) and Super Mario Bro (\$45M). In addition, the top three most successful publishers out of the 579 publishers include Nintendo (\$1.8B), Electronic Arts (\$1.4B), and Activision (\$780M).

4. Visualizations



5. Recommendations For Game Developers and Investors

5.1. Unlocking Revenue Potential by Region

Game Developers and Investors should:

- a. Prioritize North America, Europe, and Japan
- b. Develop region-specific games (e.g., RPGs in Japan)
- c. Establish local presence and partnerships
- d. Tailor marketing efforts to each region
- e. Invest in regional growth

5.2. Unlocking Revenue Potential by Region

Game Developers and Investors should:

- a. Develop/publish games in popular genres (Action, Sports, Shooter).
- b. Focus on RPGs for Japan.
- c. Diversify genre portfolios.
- d. Target regional preferences.
- e. Acquire/Partner with regional experts.
- f. Consider genre-specific marketing.

5.3. Game Development and Publishing Strategies for Success:

Game Developers and Investors should:

- a. Develop broad-appeal games
- b. Partner with successful publishers (Nintendo, EA, Activision)
- c. Invest in established franchises
- d. Diversify game portfolios

6. Conclusion

The report provides valuable insights into global video game sales trends, regional preferences, and successful genres and publishers. By following the recommendations, game developers and investors can unlock revenue potential, drive growth, and succeed in the competitive video game industry.

7. Report Overview:

- a. Data source: Kaggle
- b. Timeframe: 1980-2020
- c. Games analyzed: 11,490+
- d. Regions analyzed: North America, Europe, Japan, and others
- e. Genres analyzed: 12 categories
- f. Publishers analyzed: 579