In this project, I wanted to know if critic and genre scores contributed to video game sales. Across the world, patrons enjoy video games with friend, family, or solo. Many users enjoy the extra engagement you get when gaming or even the social aspect with. If we can understand what forces contribute to video game purchases, it may help us understand what drives people to buy games in mass.

During my exploratory data analysis, I attempted to answer what factor contributes to higher game sales. As I began the analysis, it became clear that user and critic scores played a factor. Logically, higher review scores would lead to higher sales. If people enjoy playing your game, they would likely recommend it to their family or friends. Upon researching further, I found that just meeting the threshold of a 60 (barely above average) review score could lead to much higher sales. Games that met this threshold seemed to be more likely to be reviewed by critics and users alike. Word of mouth plays a key factor in sales, even if your game is middling. If I were a developer or publisher, I would focus my resources on marketing, particularly if I had a sequel in development. The reason for this is that more outlets are likely to review your game which in turn leads to sales. The game only has to be good enough for people to care and buy. There is a chance that these reviews can make your game a hit even if it isn’t the greatest reviewed game.

In my analysis, the action genre appears the most by a far margin as video game type. I would like to see if genres had any effect on global sales versus other genres or is just that most game types are action orientated. This could be further explored by breaking down the action genre into further categories such as action adventure, shooter, platformers, etc. Action is such a broad category, I would be interested on how the data decides the differences between actions games vs the aforementioned sub genres. One variable that the data didn’t contain is the cost to make a game. These costs could support the true success of a game without just looking at the raw sales data.

I did not fully understand the regression analysis. I believe more data is needed to provide an accurate regression analysis than what I used.