Toby Ryu

Video Games Sales Analysis

Python, Tableau

In this project, I conducted some preliminary cleaning and data exploration in python followed by a visual analysis on tableau.

Fall 2025

About the data



```
raw_data.head()
```

	Rank	Name	Platform	Year	Genre	Publisher	NA_Sales	EU_Sales	JP_Sales	Other_Sales	Global_Sales
0	1	Wii Sports	Wii	2006.0	Sports	Nintendo	41.49	29.02	3.77	8.46	82.74
1	2	Super Mario Bros.	NES	1985.0	Platform	Nintendo	29.08	3.58	6.81	0.77	40.24
2	3	Mario Kart Wii	Wii	2008.0	Racing	Nintendo	15.85	12.88	3.79	3.31	35.82
3	4	Wii Sports Resort	Wii	2009.0	Sports	Nintendo	15.75	11.01	3.28	2.96	33.00
4	5	Pokemon Red/Pokemon Blue	GB	1996.0	Role-Playing	Nintendo	11.27	8.89	10.22	1.00	31.37

Video Games Sales Dataset from kaggle.com.
The dataset includes different game titles as individual observations along with data about the title's platform, genre, sales, and more.

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Cleaning

Null value sweep
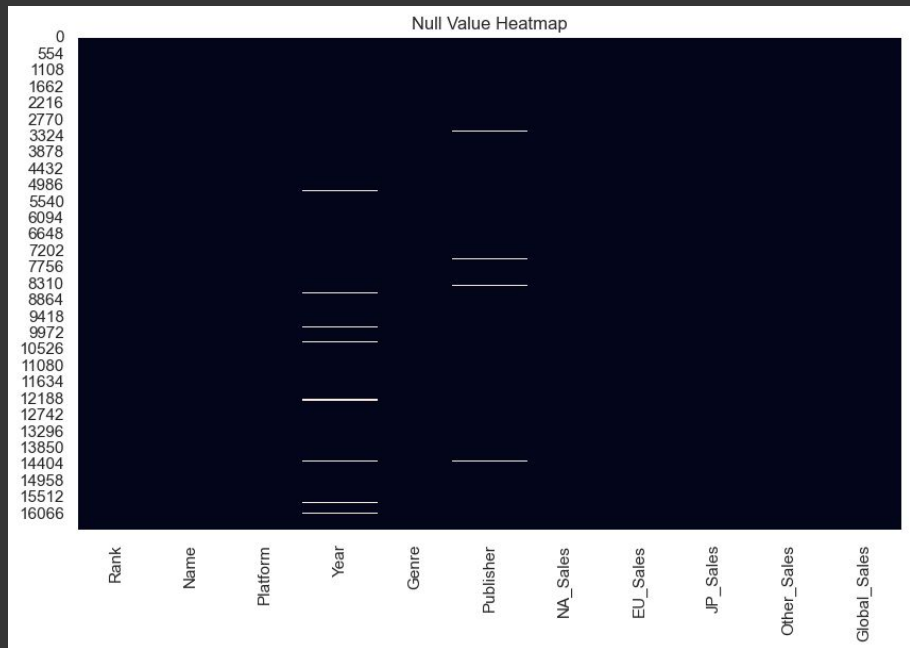
I made a visualization with matplotlib and seaborn to identify null values with a heatmap. I then proceeded to delete the null values for a cleaner analysis in tableau.

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Preliminary Data Exploration

I often explore the data during preprocessing to get a better idea of its nature and come up with visualization ideas for tableau.
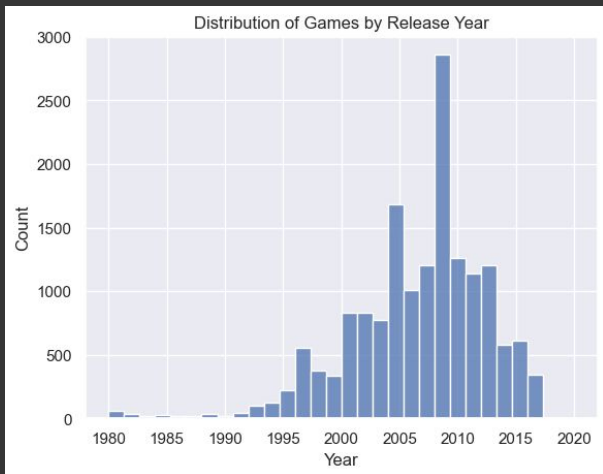
Perfect for understanding the dataset better. Obviously the industry did not slow down after 2010 in terms of releasing games. This distribution tells us that we are working with games released mostly during the 2000s and 2010s.
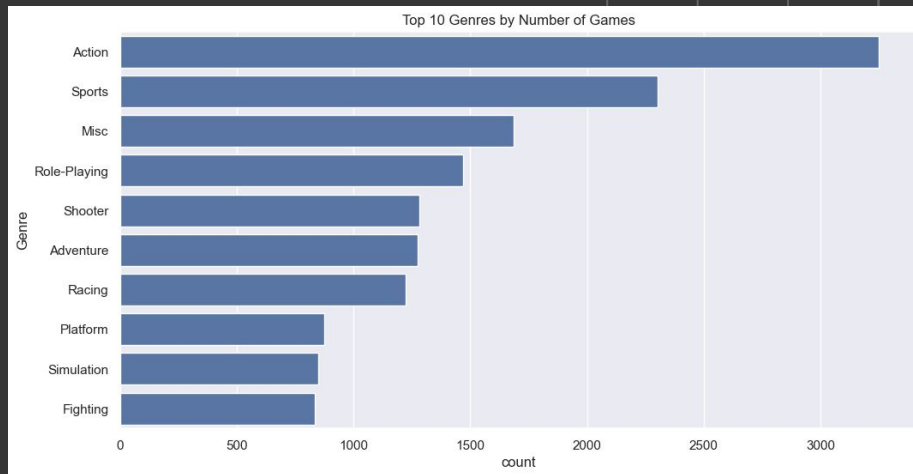
Perfect for drafting ideas for Tableau visualizations. Illustrating genre distributions can help us understand what games perform the best but also which genres are the most competitive.

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Tableau Analysis

The final tableau dashboard

Genre Pie Chart

- Strategy 2.0%
- Simulation 4.4%
- Action 19.6%
- Racing 8.2%
- Sports 14.9%
- Misc 9.1%
- Shooter 11.6%
- Role-Playing 10.4%

NA vs. EU Sales

NA Sales

EU Sales

Top Titles Sold

New Super Mario Bros. | Call of Duty: Modern Warfare 3 | Call of Duty: Black Ops | Pokemon Red/Pokemon Blue | Wii Sports Resort | Mario Kart Wii | Tetris | Super Mario Bros. | Grand Theft Auto V | Wii Sports

Key takeaways:
- The top selling genres are action, sports, and shooter titles.
- NA is by far the largest market.
- Wii titles dominated this time period.

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