Uncovering the hidden gems of video game sales
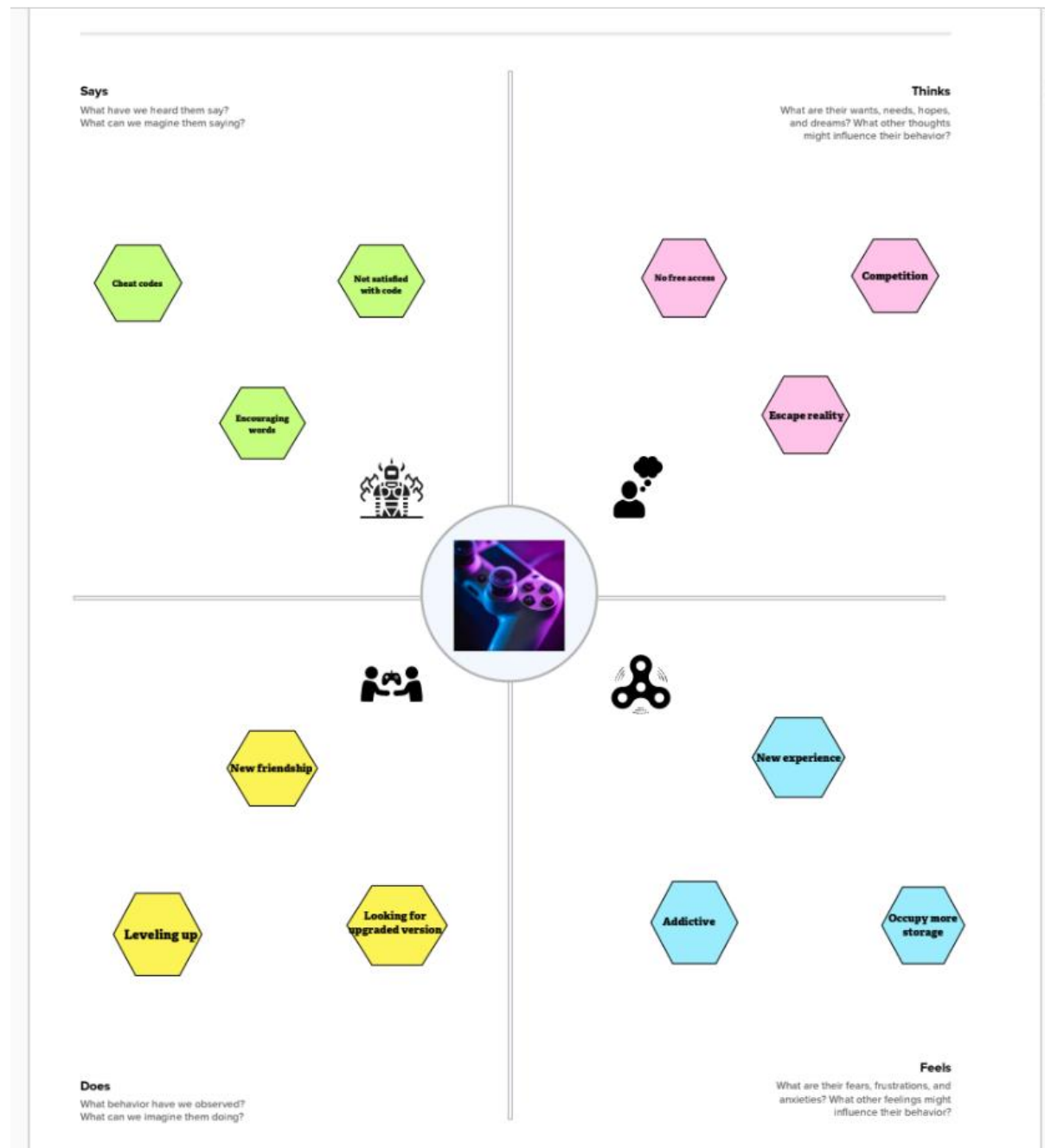
Introduction

Overview

Uncovering the hidden gems of video game sales is a project performed to analyze the sales of video games at a global level and in different regions of world. It is analyzed by analyzing the data sets which have various parameters such as genre, year of publication, rank etc.

Purpose

The purpose of this project is to analyze the data collected and visualize the same. The sales in thus analyzed and Video game sales analysis is the process of collecting and analysing data about the sales of video games in order to understand market trends and consumer behaviour. This type of analysis can be useful for a variety of purposes, including identifying the most popular games and genres, predicting future sales, and developing marketing strategies. This data may include information about the number of units sold, the retail price, and the platforms on which the games are played. Once the data has been collected, it is analysed using tableau. The results of the analysis can be used to identify trends and patterns in the market, and to make informed decisions about the development and marketing of video games. Video game sales analysis may be conducted by game developers, publishers, retailers, and other industry professionals. It is an important part of the video game industry, as it helps to understand the needs and preferences of consumers and to identify opportunities for growth and innovation.

Problem definition and design thinking

Empathy map 2.1

Says

What have we heard them say?
What can we imagine them saying?

Thinks

What are their wants, needs, hopes,
and dreams? What other thoughts
might influence their behavior?

Cheat codes

Not satisfied with code

Encouraging words

No free access

Competition

Escape reality

New friendship

New experience

Leveling up

Looking for upgraded version

Addictive

Occupy more storage

Does

What behavior have we observed?
What can we imagine them doing?

Feels

What are their fears, frustrations, and
anxieties? What other feelings might
influence their behavior?

Ideation and brainstorming 2.2

Result

Dashboard

Top 10 JP selling

Best 10 selling genre on platform

Top 5 publisher analysis

Top 10 NA selling

Top 10 EU selling

Genre with rank analysis

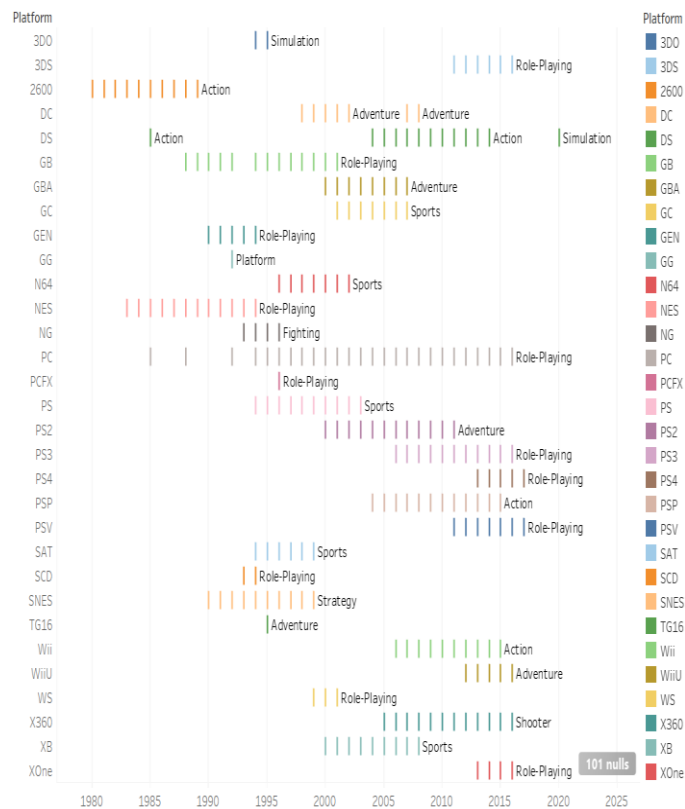Sales in different region

Total sales analysis

Story

Publisher vs platform

Video games sales story

PUBLISHER vs PLATFORM : This is a Gantt chart which shows every game platform since 1980. The highest games are being published on platform like PS2,PS3,PS4,GB and and PC. From

SALES BASED ON PLATFORM: The tree map analysis based on games sold globally by the publisher over the years.Here Nintendo as the highest sale and it is the clear winner and also
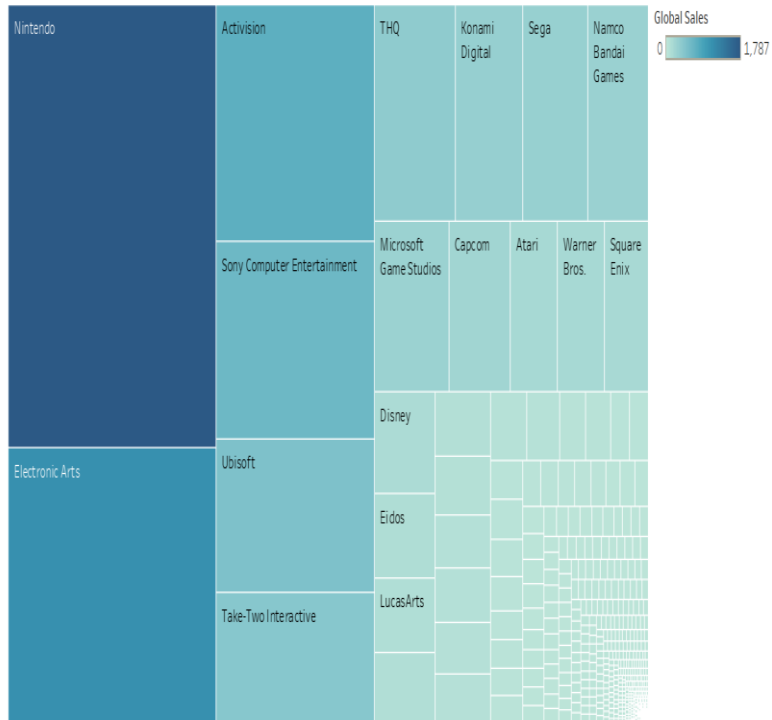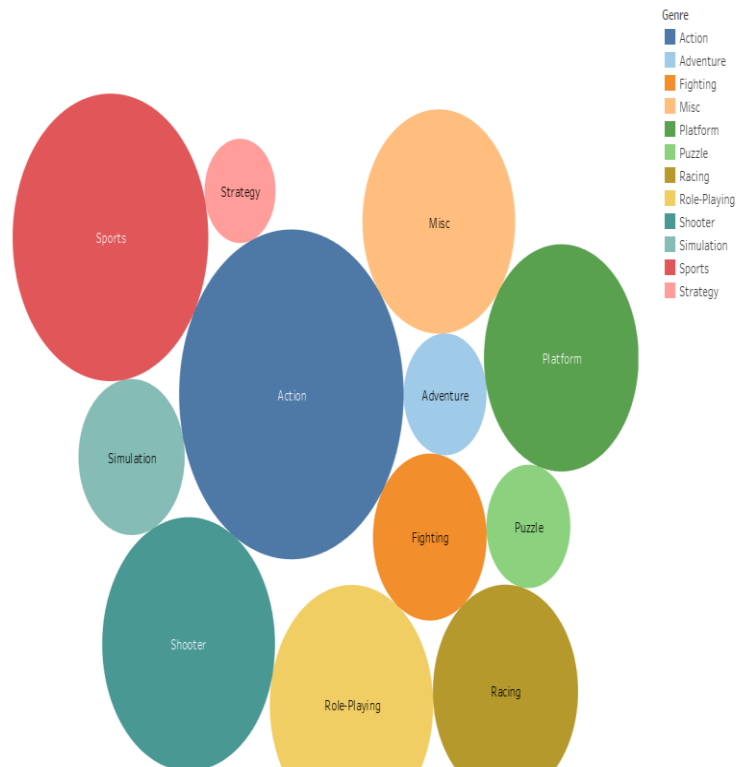
SALES PER GENRE: This circle sh genre of games. Action being th games.

| | | | | | | Global Sales |
| Nintendo | Activision | THQ | Konami Digital | Sega | Namco Bandai Games | 0 ▭▬ 1,787 |

Sales based on publisher

Video games sales story

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SALES BASED ON PLATFORM: The tree map analysis based on
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SALES PER GENRE: This circle shows as the sales count in each
genre of games. Action being the top followed by Role-Playing
games.

SALES
units s
Americ

Genre
- Action
- Adventure
- Fighting
- Misc
- Platform
- Puzzle
- Racing
- Role-Playing
- Shooter
- Simulation
- Sports
- Strategy

Sales per genre

Video games sales story

ap analysis based on r the years.Here e clear winner and also

SALES PER GENRE: This circle shows as the sales count in each genre of games. Action being the top followed by Role-Playing games.

SALES REGIONALLY: This line graph represent the number of units sold in different regions like Europe,Japan,North America and other parts of the world. The most popular video
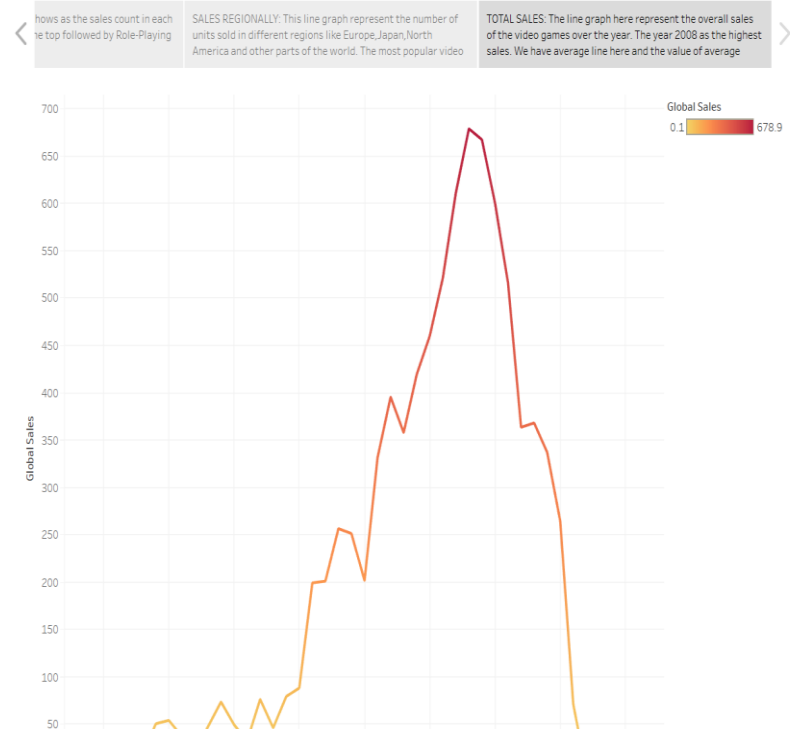
TOTAL of the sales.
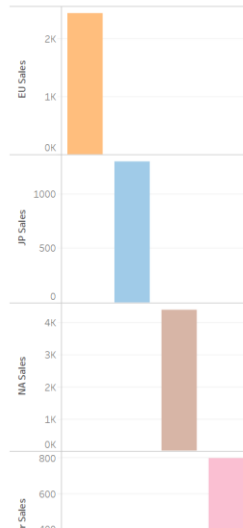
Sales regionally

Video games sales story

Total sales

Advantages

This project visualizes the data collected and the result is published in tableau public. The published project can be used to analyze the sales of video game sales in various regions. The trends can be analyzed, and the top selling genre and publishers can be inferred. Video game developers can thus develop games accordingly. Different parts of the world have different trends in video game sales. The published tableau project has visualized data for sales in different parts of the world. Developers can utilize it to develop and publish games accordingly.

Disadvantages

Despite regular trends, there are trend breaking video games released. These video games' success was in fact unpredictable. Thus, not always the market and customers mindset can be predicted. Another major disadvantage is that the data collected might belong to only a certain age group or could be area defined. Hence the data might be insufficient to predict the sales accurately.

Application

The project can be used by video game developers and publishers. It could also be used by media publications to analyse the trends or statistics to predict the sales. The marketing team can use it to develop strategies to promote the sales of the video games.

Conclusion

From the data analysed and visualized, the following are inferred.

❖ The video game sales in the north America, Europe and Japan peaked around the years 2006-08.
❖ The global sales of video game sales peaked in 2008.
❖ The action themed video games have been the top ranked genre followed by sports.
❖ Nintendo has been the top publisher.

- ❖ Action is the top genre in PS3. Adventure is the top genre in ds and fighting in PS2.
- ❖ Animal crossing is the top selling game in Japan.
- ❖ Nintendo is the top selling game in Europe.
- ❖ Wii sports is the top selling in north America.

Future scope

The project can be developed better with age related data. The data published can be applied in various fields.