



VIDEO GAME **SALES ANALYSIS**

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RAW DATA

OBJECTIVE:

A video-game company needs historical data analyzed to help make decisions about their upcoming business expansion.

READ MORE

TABLEAU PUBLIC

Task 1

Calculate the sum of global sales for each genre. Which genres globally have the lowest and highest sales?

In the Excel solution, I created a pivot table that displays the sum of global sales. Below is the screenshot of my pivot table. Highlighted in green is the top genre, and red is the lowest genre.

Genre	SumOfGlobal Sales(M\$)
Action	\$ 136.82
Action-Adventure	\$ 61.86
Adventure	\$ 15.14
Fighting	\$ 19.36
Misc	\$ 12.47
MMO	\$ 3.52
Music	\$ 5.03
Party	\$ 0.65
Platform	\$ 17.85
Puzzle	\$ 0.52
Racing	\$ 25.29
Role-Playing	\$ 62.73
Shooter	\$ 134.99
Simulation	\$ 4.52
Sports	\$ 92.85
Strategy	\$ 1.28
Visual Novel	\$ 0.46
Grand Total	\$ 595.34

Excel Pivot Table

In the Tableau solution, I added the sum of global sales to the columns, and the genre to the rows. Final visualization shown on next slide.

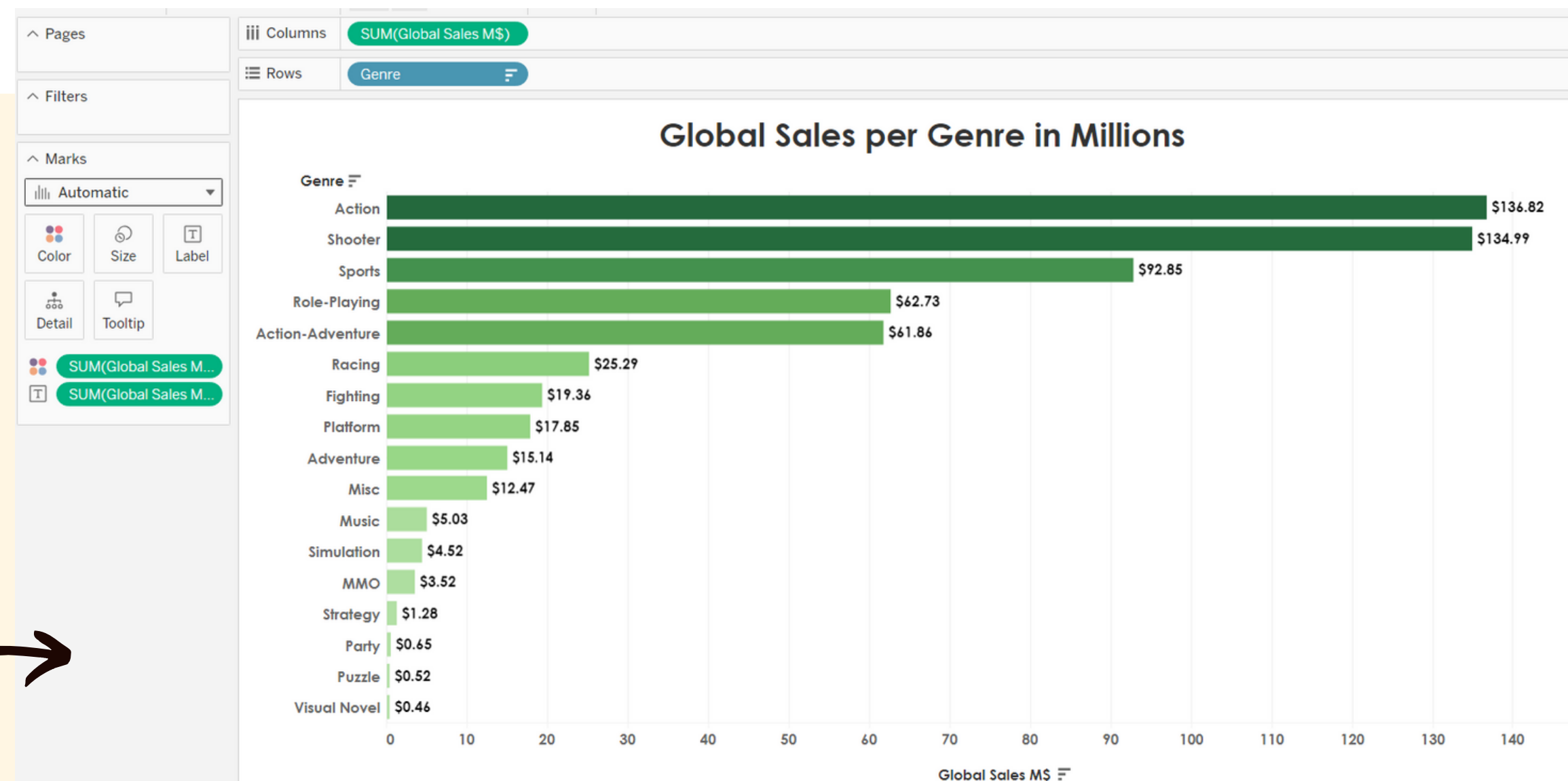
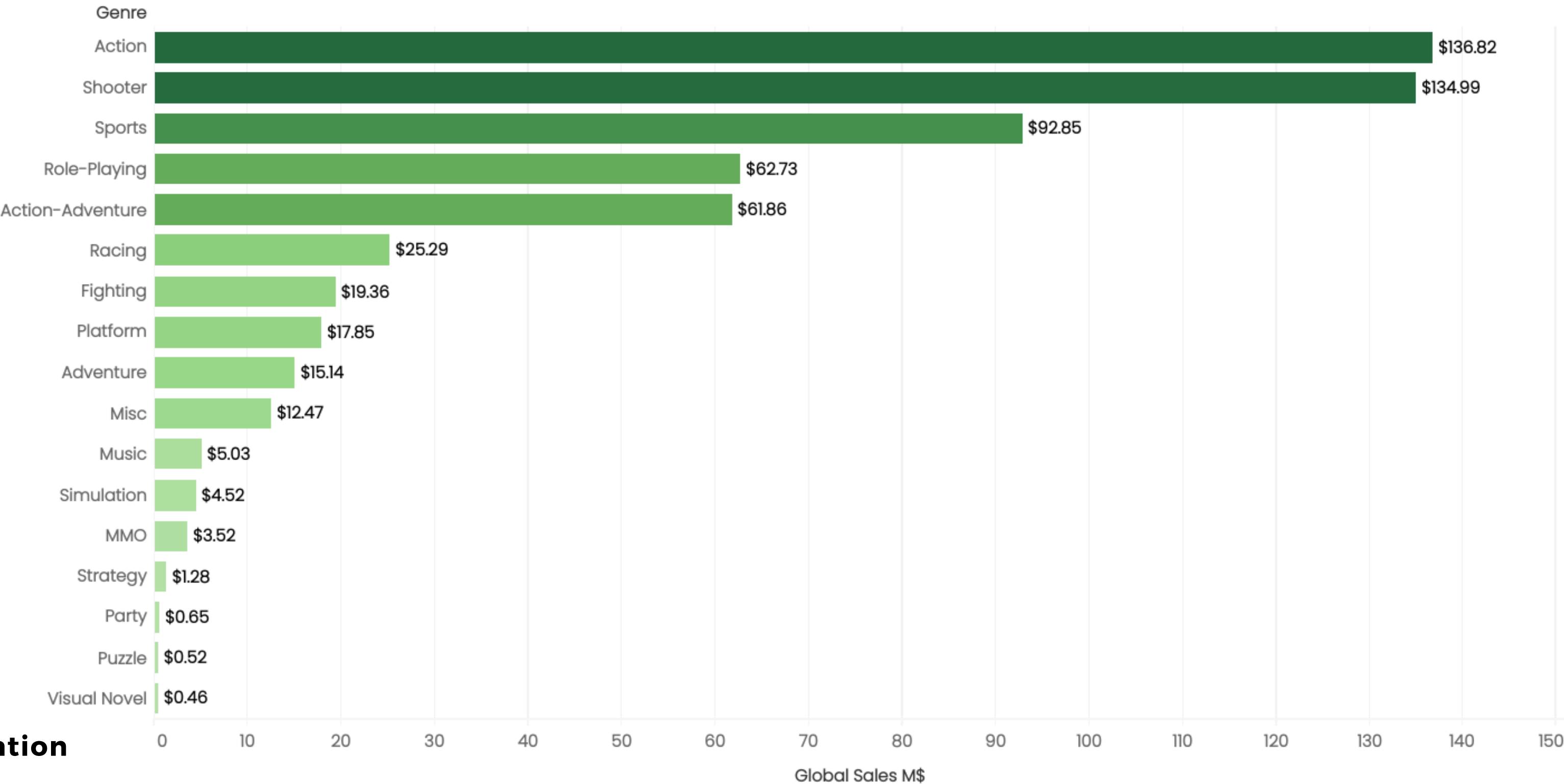


Tableau Visualization

Task 1

Calculate the sum of global sales for each genre. Which genres globally have the lowest and highest sales?

Global Sales per Genre in Millions



Task 2

Determine the total sales made in the Japan region each year. In which year did the region have the highest sales?

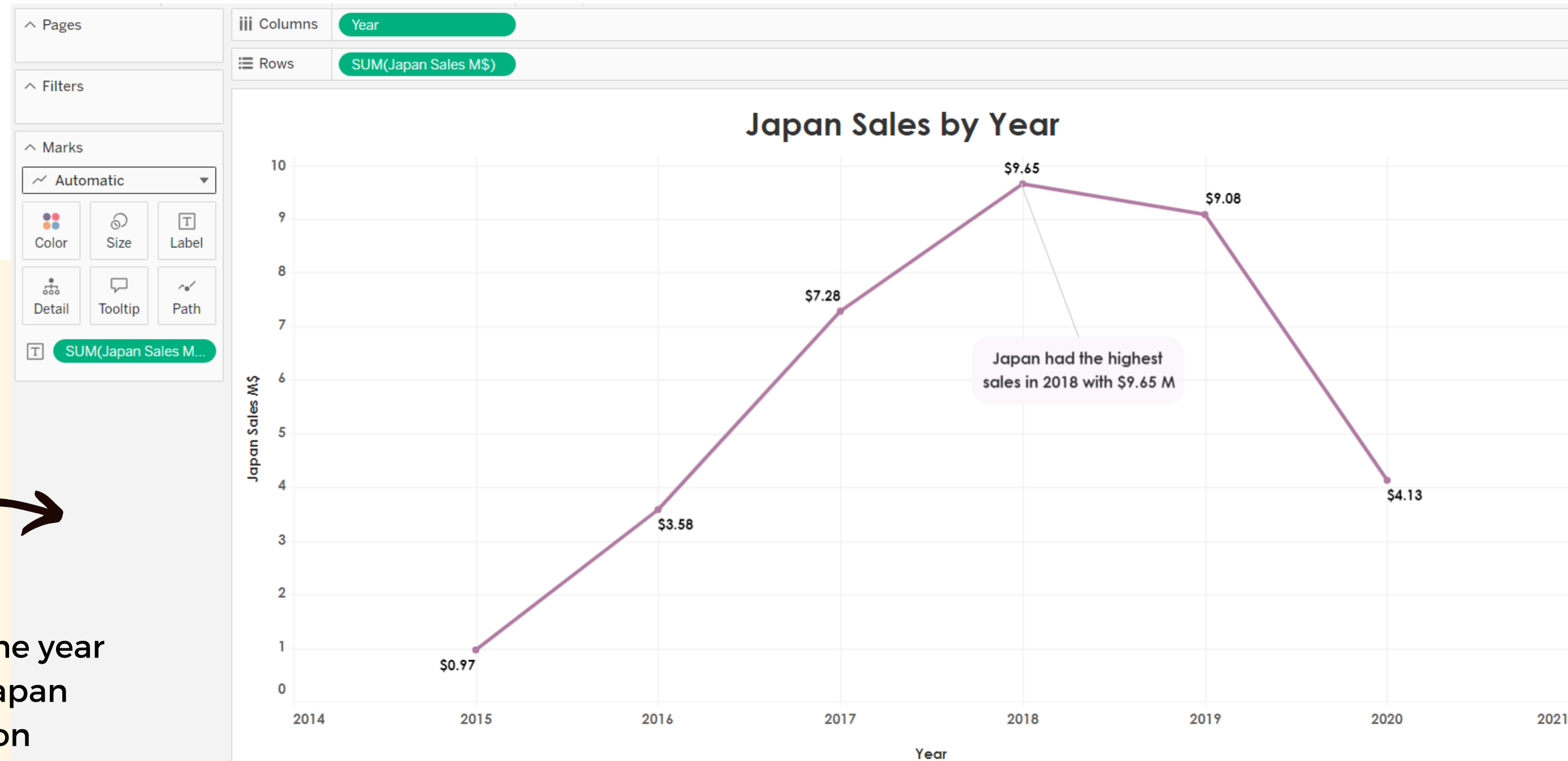
In the Excel solution, I created a pivot table that included the sum of Japan sales and the year. I highlighted the year that returned the highest sales for Japan, which was 2018.

Year	SumOfJapanSales(M\$)
2015	\$ 0.97
2016	\$ 3.58
2017	\$ 7.28
2018	\$ 9.65
2019	\$ 9.08
2020	\$ 4.13
Grand Total	\$ 34.69

Excel Pivot Table

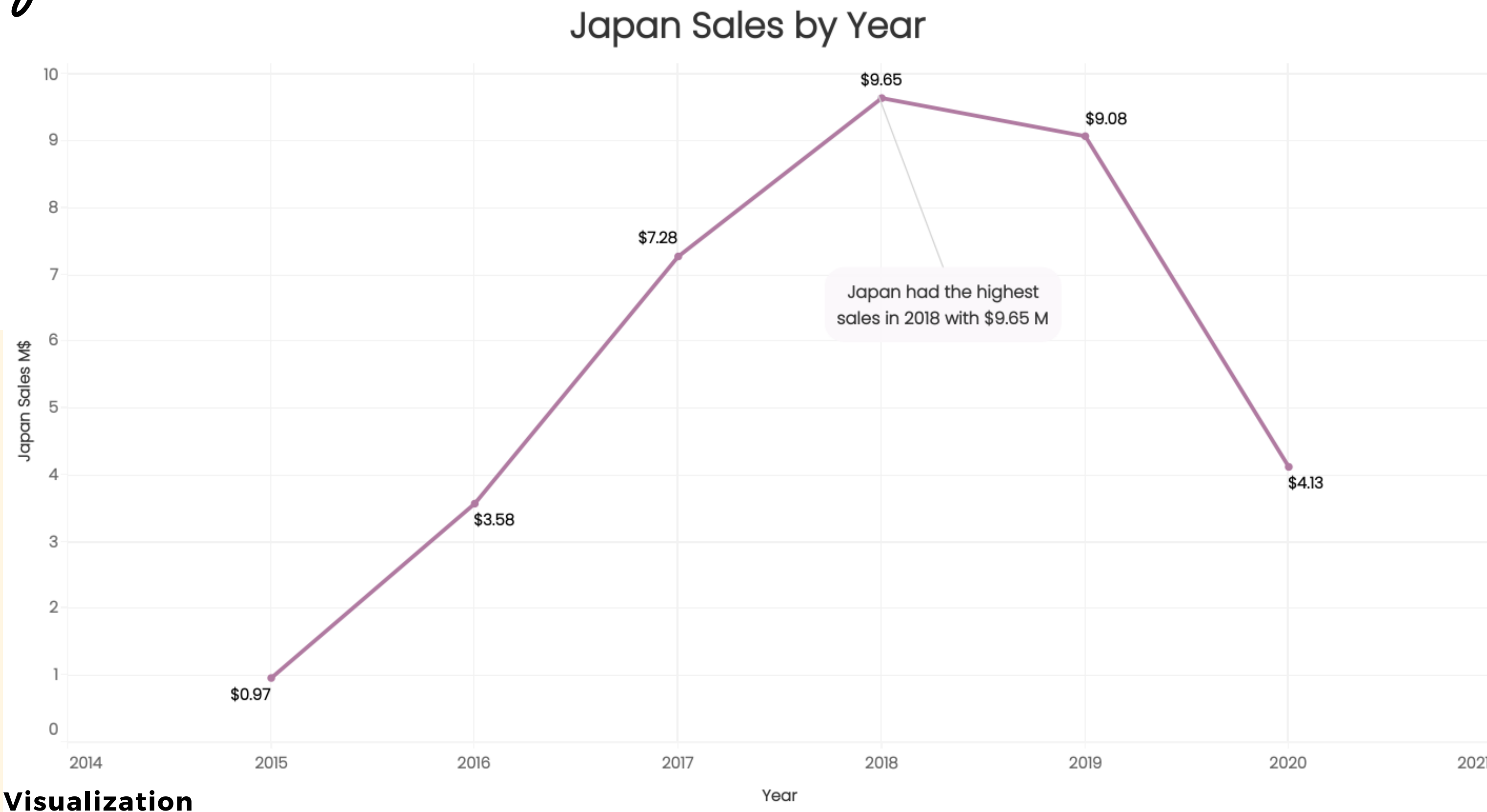
Tableau Visualization

In the Tableau solution, I added the year to the columns, and the sum of Japan sales to the rows. Final visualization shown on next slide.



Task 2

Determine the total sales made in the Japan region each year. In which year did the region have the highest sales?



Task 3

Identify the years in which the annual total sales made in North America were more than \$40 million.

In the Excel solution, I created a pivot table that included the sum of North American sales and the year. I highlighted the years that made \$40M in sales.

In the Tableau solution, I added the year to the columns, and the sum of North American sales to the rows. Final visualization shown on next slide

Year		SumOfNorthAmericaSales(M\$)
2015	\$	10.35
2016	\$	39.80
2017	\$	49.60
2018	\$	47.40
2019	\$	44.72
2020	\$	19.65
Grand Total	\$	211.52

Excel Pivot Table

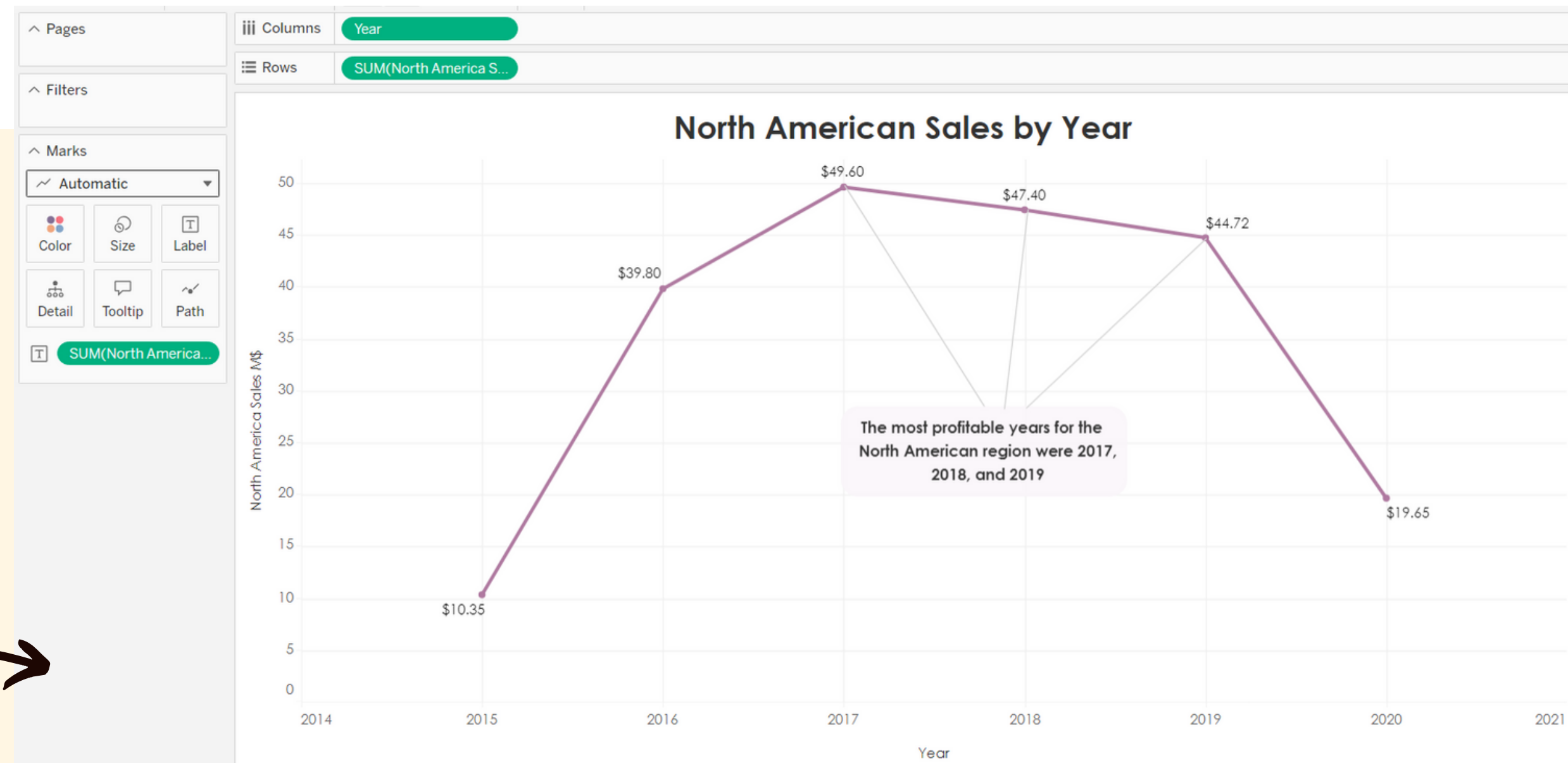
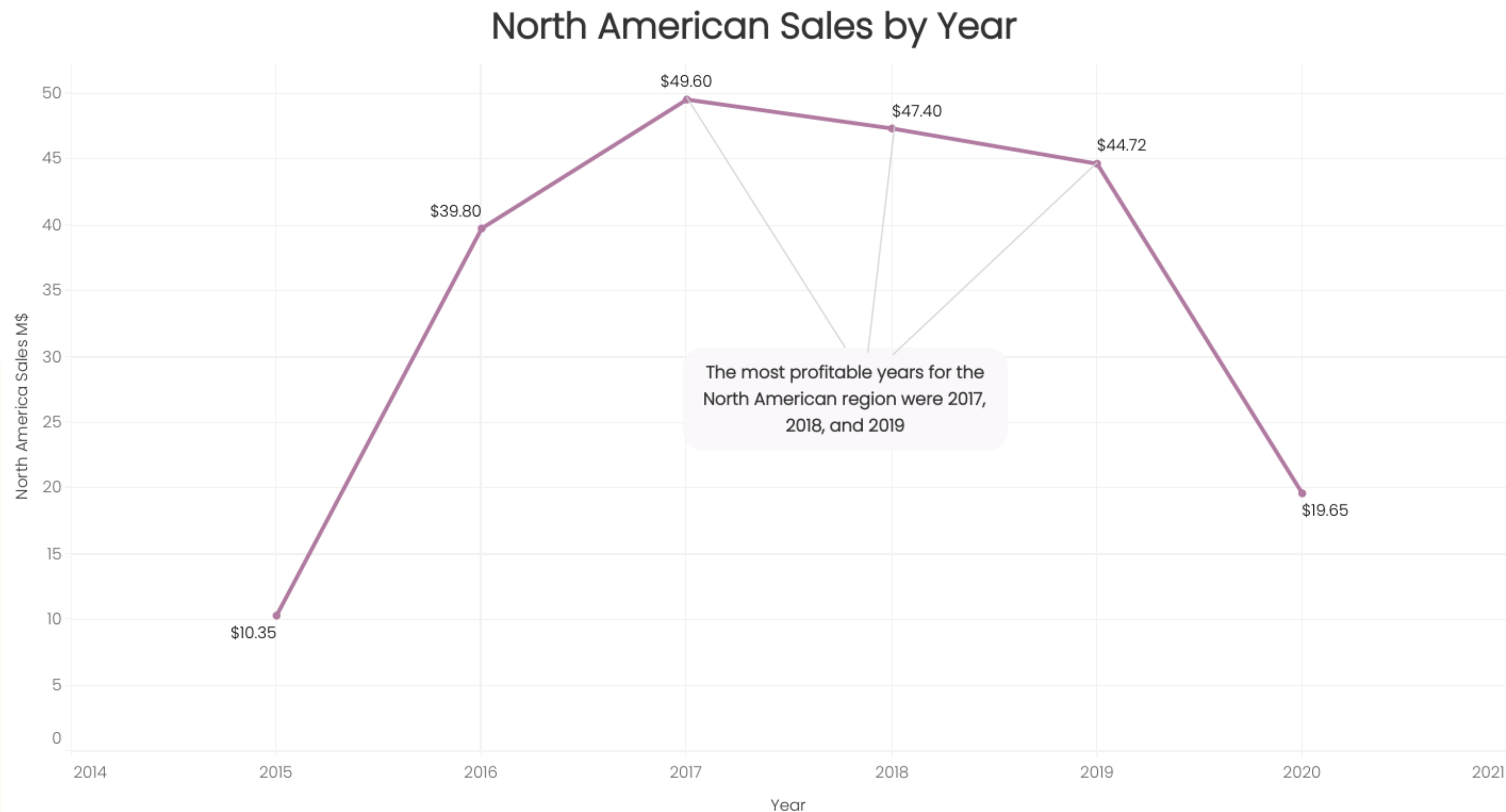


Tableau Visualization

Task 3

Identify the years in which the annual total sales made in North America were more than \$40 million.



Task 4

Determine the total number of games released by each publisher. Also, identify the publisher who released the highest number of games.

There are a total of 120 publishers, the top 20 are shown below. I added a pivot table to the Excel solution and sorted by number of games.

Publisher	Number of Games
Namco Bandai Games	54
Ubisoft	41
Sony Interactive Entertainment	39
Square Enix	35
Tecmo Koei	33
Activision	28
Capcom	27
Warner Bros. Interactive Entertainment	26
NIS America	21
Sony Computer Entertainment	20
Electronic Arts	20
EA Sports	18
Bethesda Softworks	17
505 Games	16
PQube	16
Sega	14
Deep Silver	14
Focus Home Interactive	12

Excel Pivot Table

In the Tableau solution, I added the count of games to the columns, and publishers to the rows. I added a filter to the publisher table to include only the top 20 publishers based on count of games. Final visualization shown on next slide.

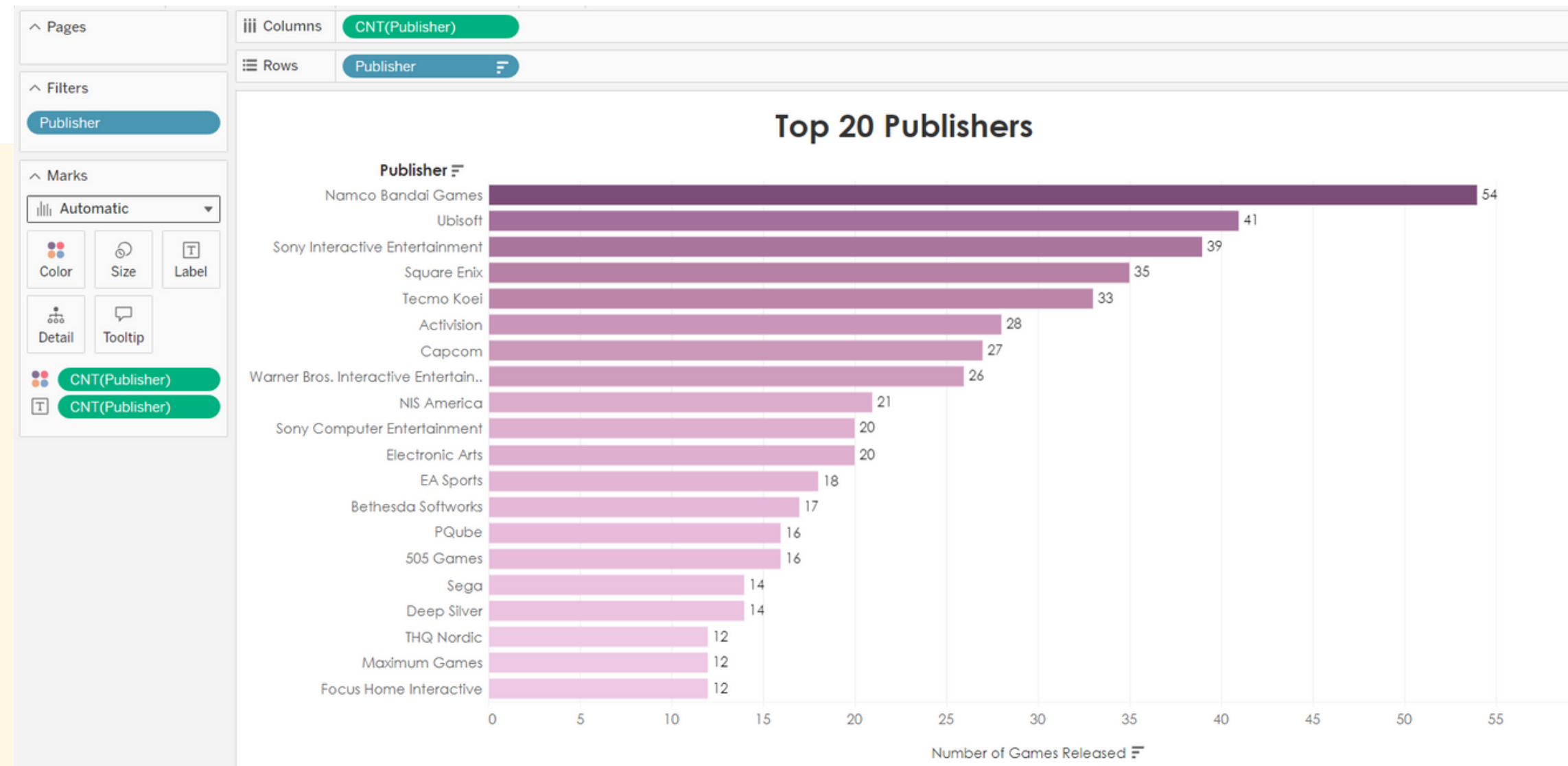
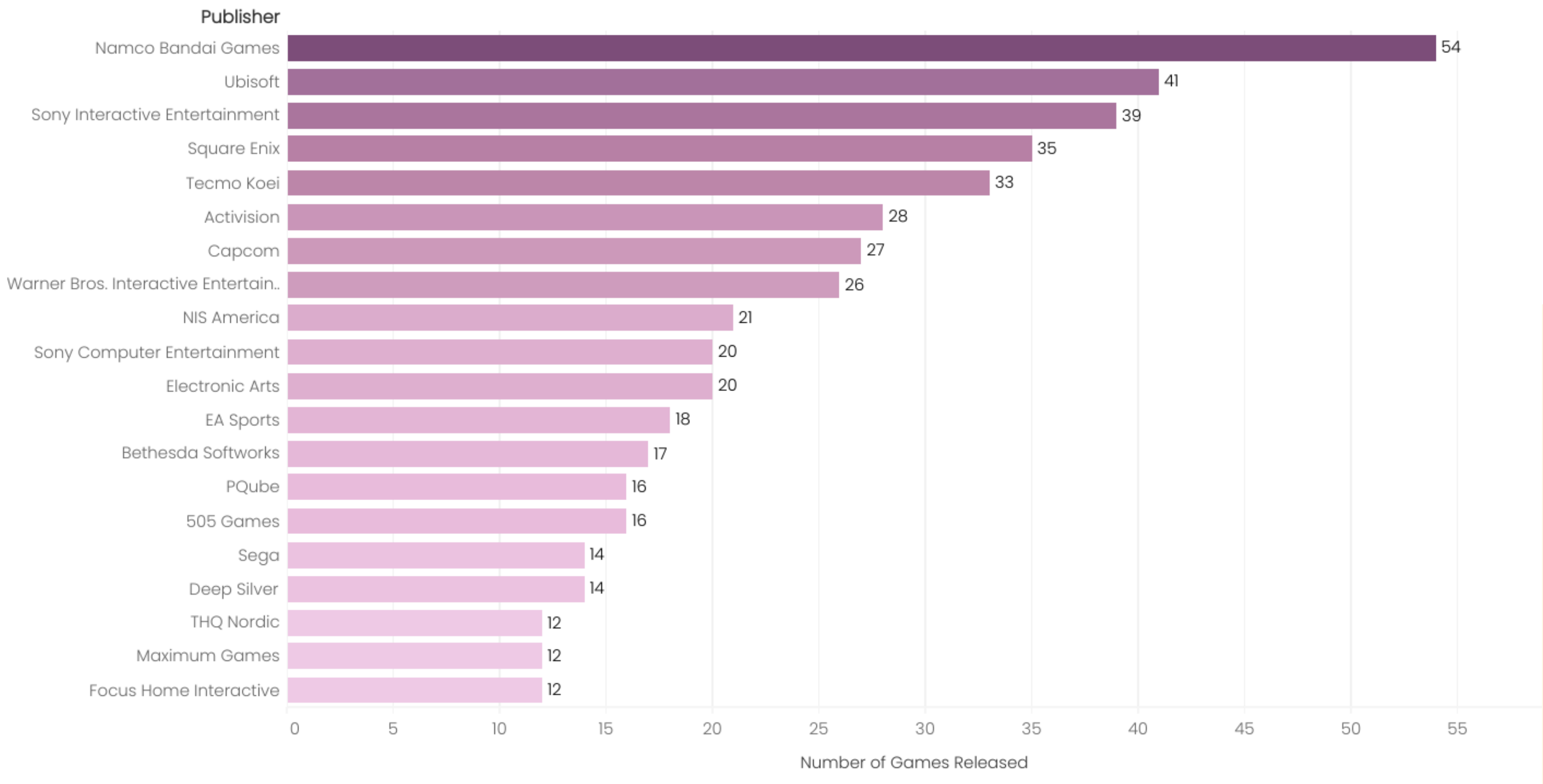


Tableau Visualization

Task 4

Determine the total number of games released by each publisher. Also, identify the publisher who released the highest number of games.

Top 20 Publishers



Task 5

Identify the publisher who published the games Dead by Daylight and Tricky Towers.

I found the solution to this question by using XLOOKUP to search for the name of the game and return the publisher name.

Excel Solution

Solved by using XLOOKUP.	
Game	Publisher
Dead by Daylight	505 Games
Tricky Towers	Soedesco

```
=XLOOKUP("Dead by Daylight", A:A, D:D)
```

```
=XLOOKUP("Tricky Towers", A:A, D:D)
```

Task 6

Identify the games that have generated more than \$5 million in sales across all regions.

I found the solution to this task in Excel by sorting my working data sheet by global sales. I highlighted the ones that generated more than \$5M in sales.

Game	Global_Sales_M\$
Grand Theft Auto V	19.39
Call of Duty: Black Ops 3	15.09
Red Dead Redemption 2	13.94
Call of Duty: WWII	13.4
FIFA 18	11.8
FIFA 17	10.94
Uncharted (PS4)	10.33
Spider-Man (PS4)	8.76
Call of Duty: Infinite Warfare	8.48
Fallout 4	8.48
FIFA 16	8.22
Star Wars Battlefront 2017	8.03
Call of Duty: Advanced Warfare	7.53
Battlefield 1	7.26
The Last of Us	6.77
MineCraft	6.33
FIFA 15	6.32
God of War (PS4)	6.15
Horizon: Zero Dawn	5.82
Destiny	5.76
Uncharted: The Nathan Drake Collection	5.7
The Witcher 3: Wild Hunt	5.39
Final Fantasy XV	5.07

Excel Solution

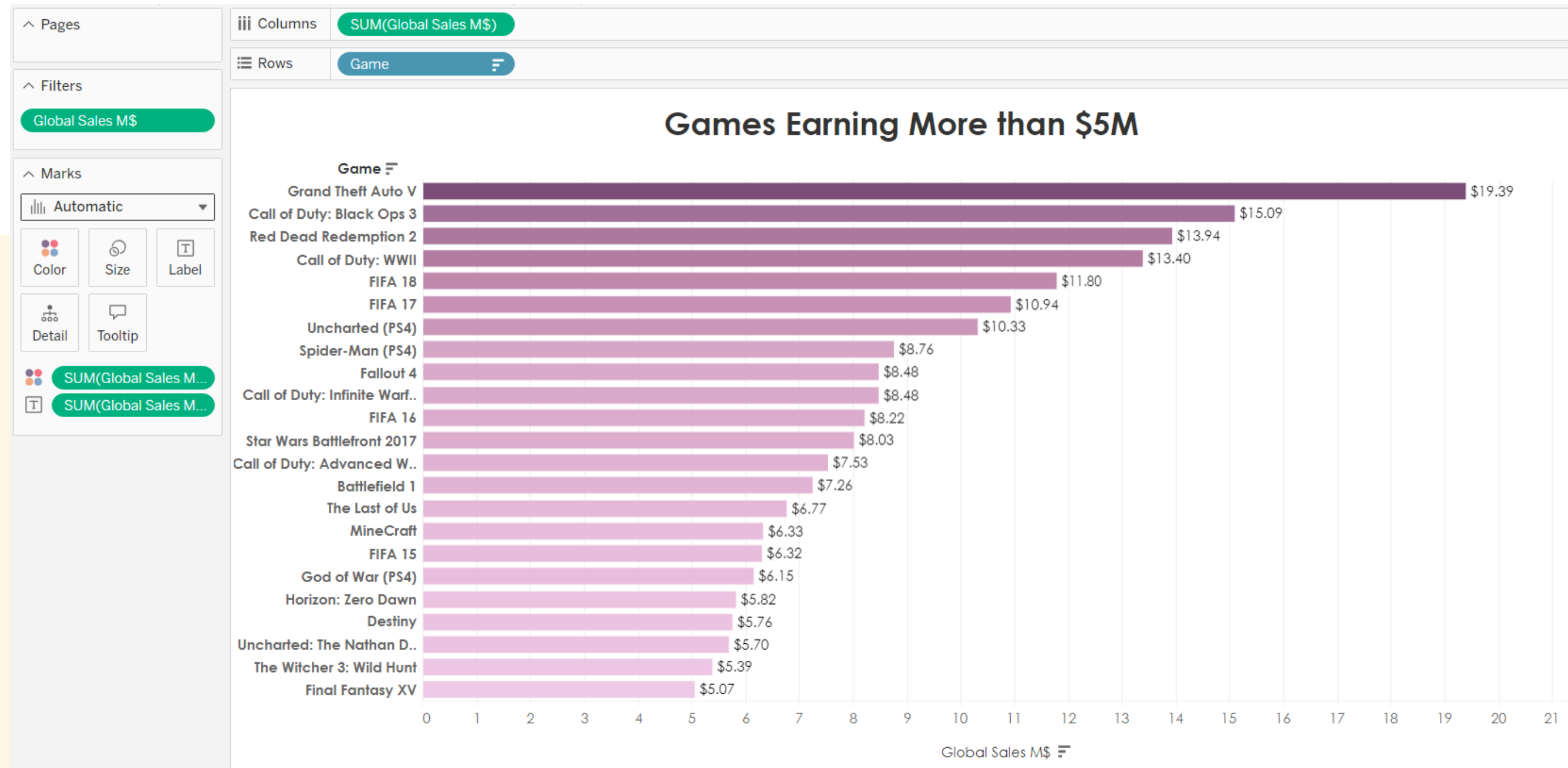
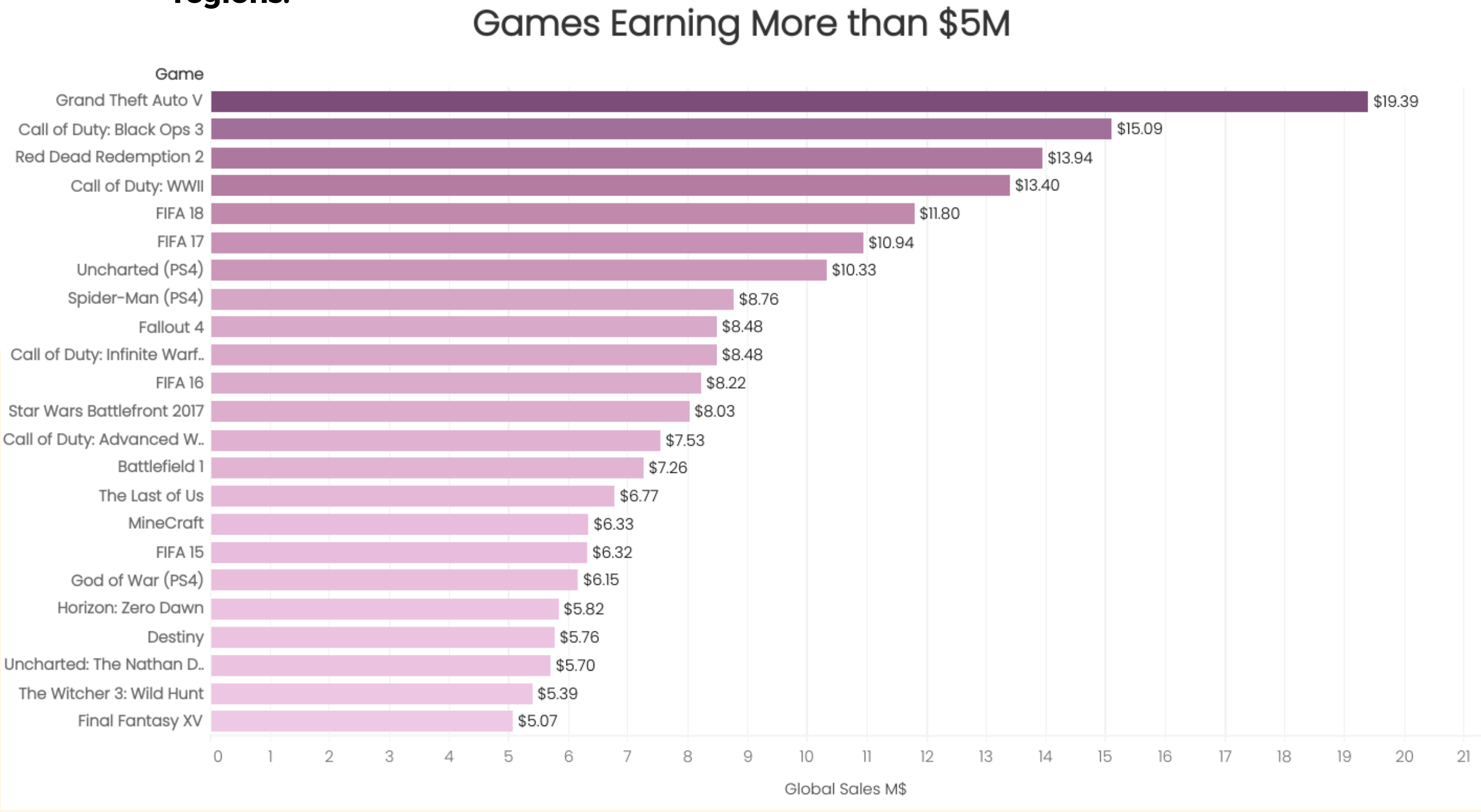


Tableau Visualization

Task 6

Identify the games that have generated more than \$5 million in sales across all regions.



Task 7

Determine the total number of games published in each genre. In which genre was the highest number of games published?

To solve this task in Excel, I created a pivot table and added a column for number of games by genre. I then sorted the table by the number of games.

Genre	Count of Game
Action	172
Role-Playing	93
Shooter	71
Sports	63
Adventure	58
Racing	46
Action-Adventure	35
Fighting	32
Platform	28
Misc	27
Strategy	22
Simulation	19
Music	18
Visual Novel	8
Puzzle	8
MMO	6
Party	2
Grand Total	708

Excel Solution

Final visualization shown on next slide.

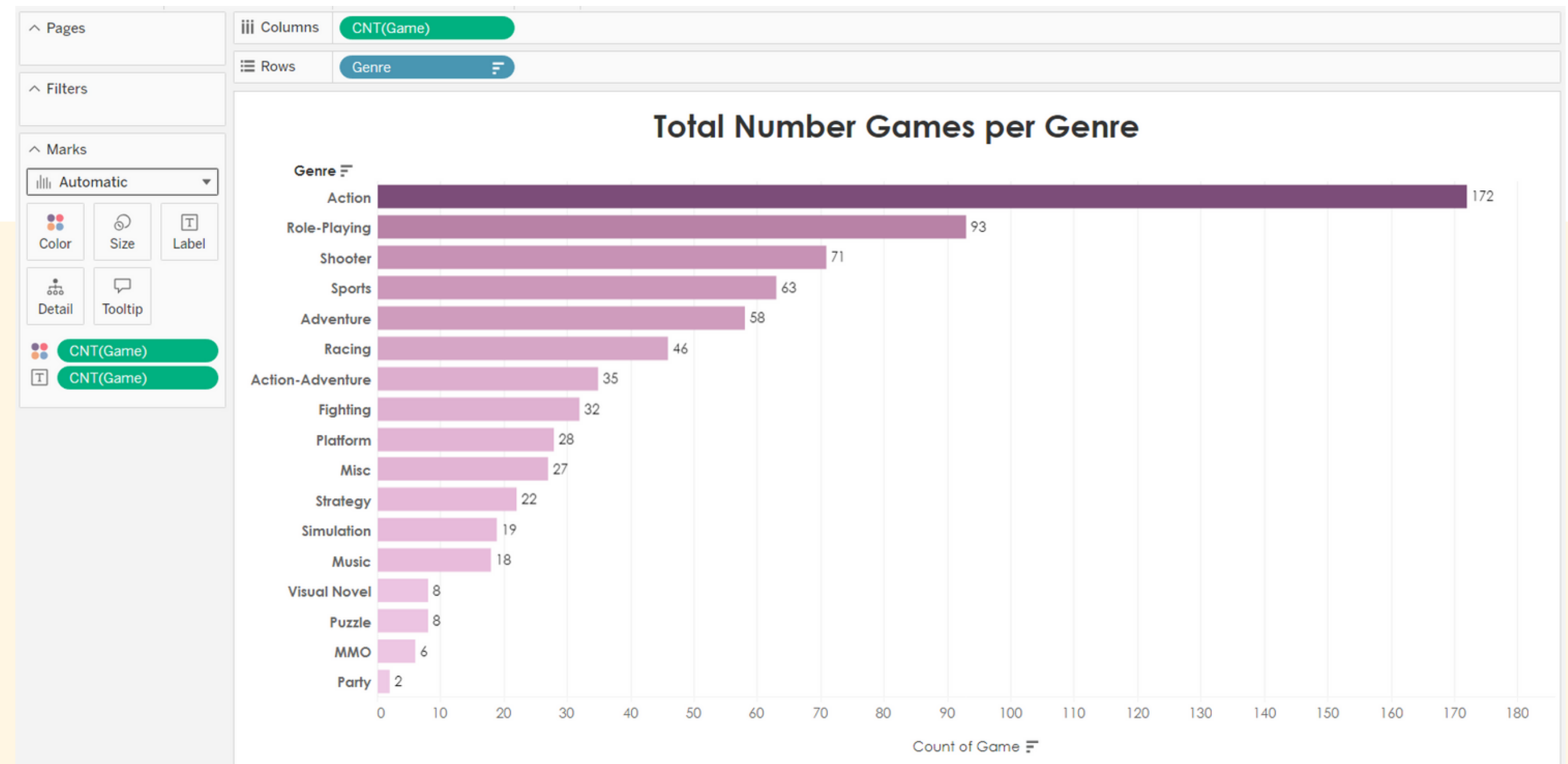
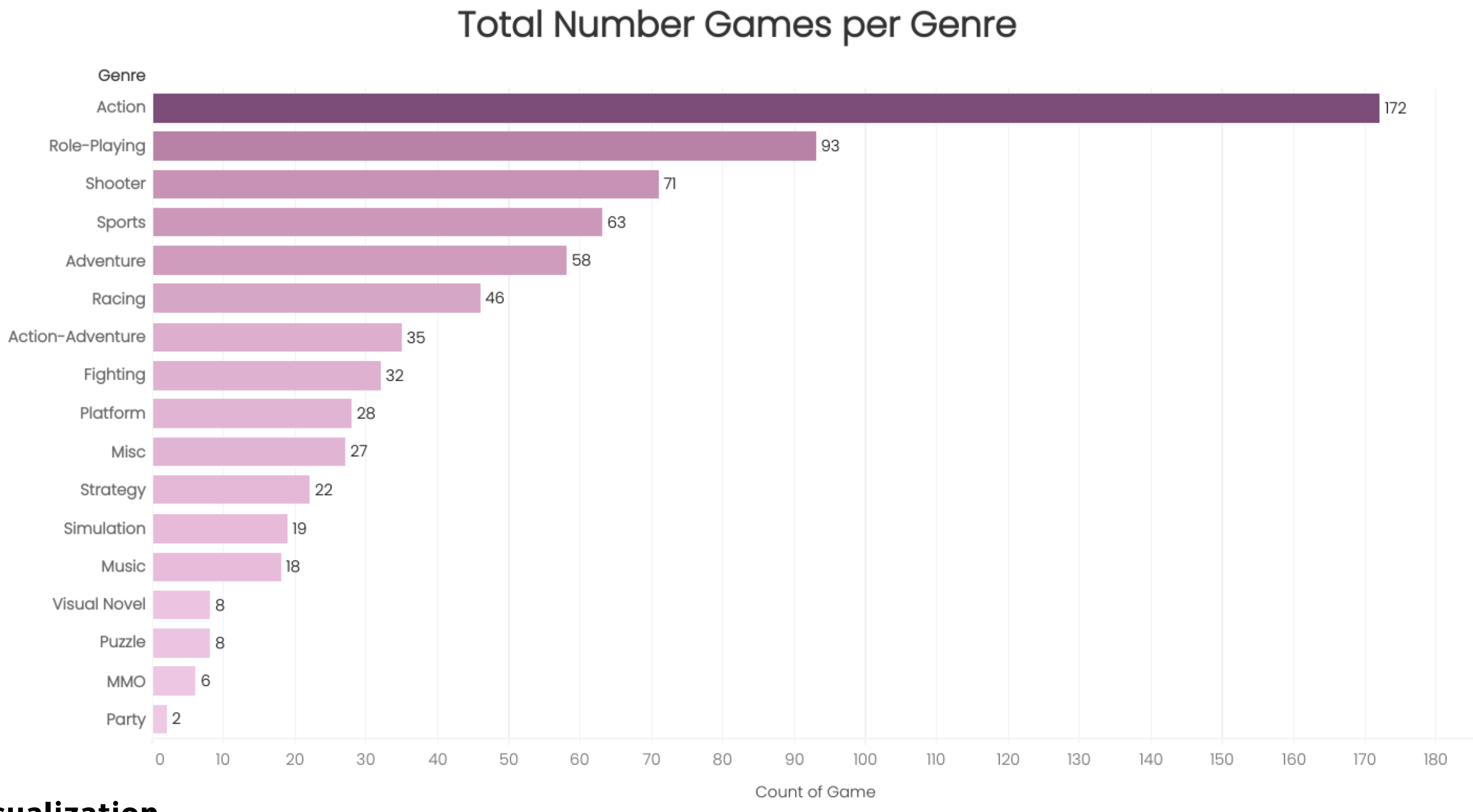


Tableau Visualization

Task 7

Determine the total number of games published in each genre. In which genre was the highest number of games published?



Task 8

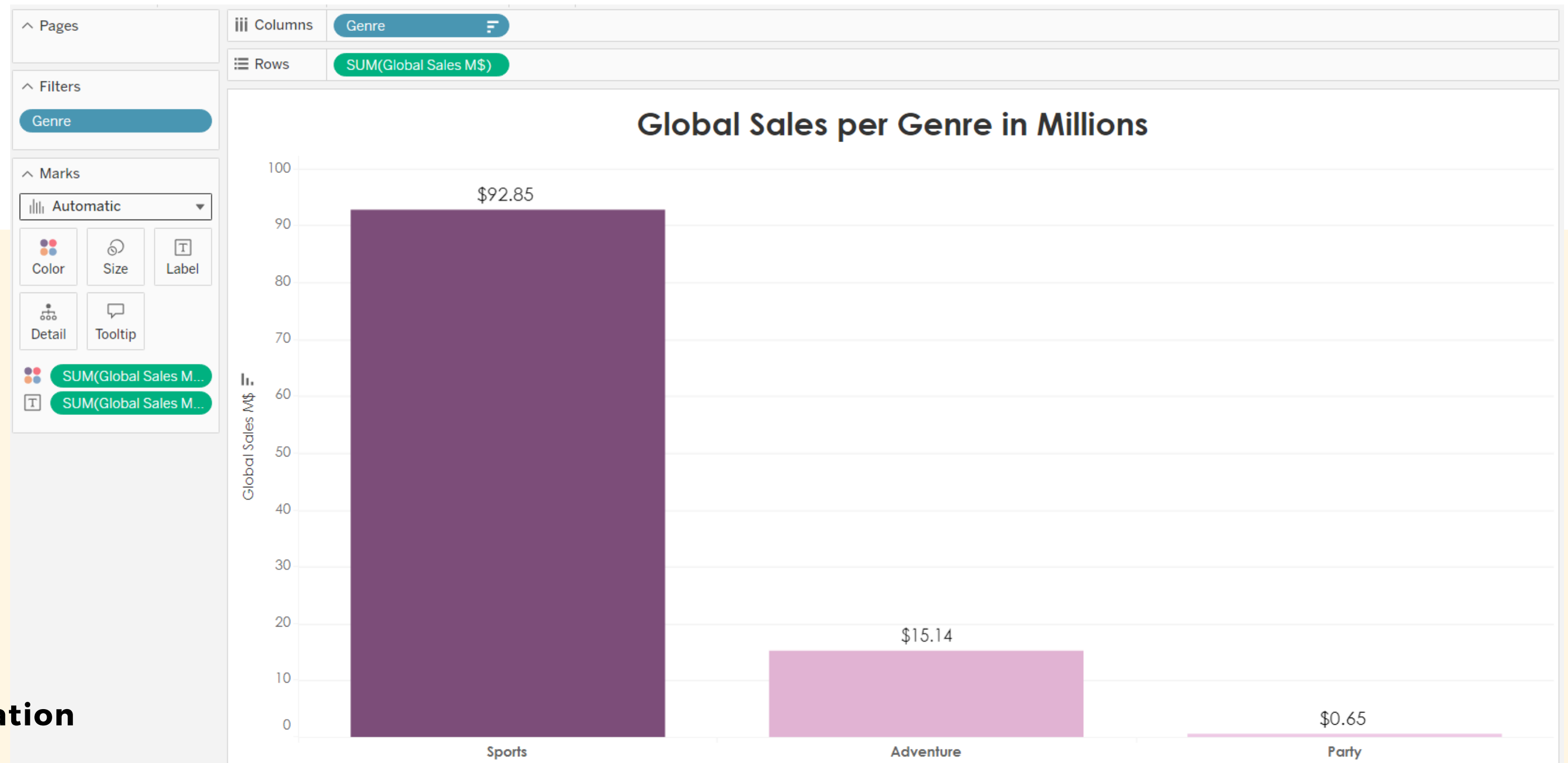
Identify the sales made by the Adventure, Party, and Sports genres.

To solve this task, I created a pivot table by adding the genre and sum of global sales to the table. I then filtered the table to show only the Sports (\$92.85M), Adventure (\$15.14M), and Party (\$0.65M) genres.

Genre	SumOfGlobalSales(M\$)
Sports	\$ 92.85
Adventure	\$ 15.14
Party	\$ 0.65
Grand Total	\$ 108.64

Excel Solution

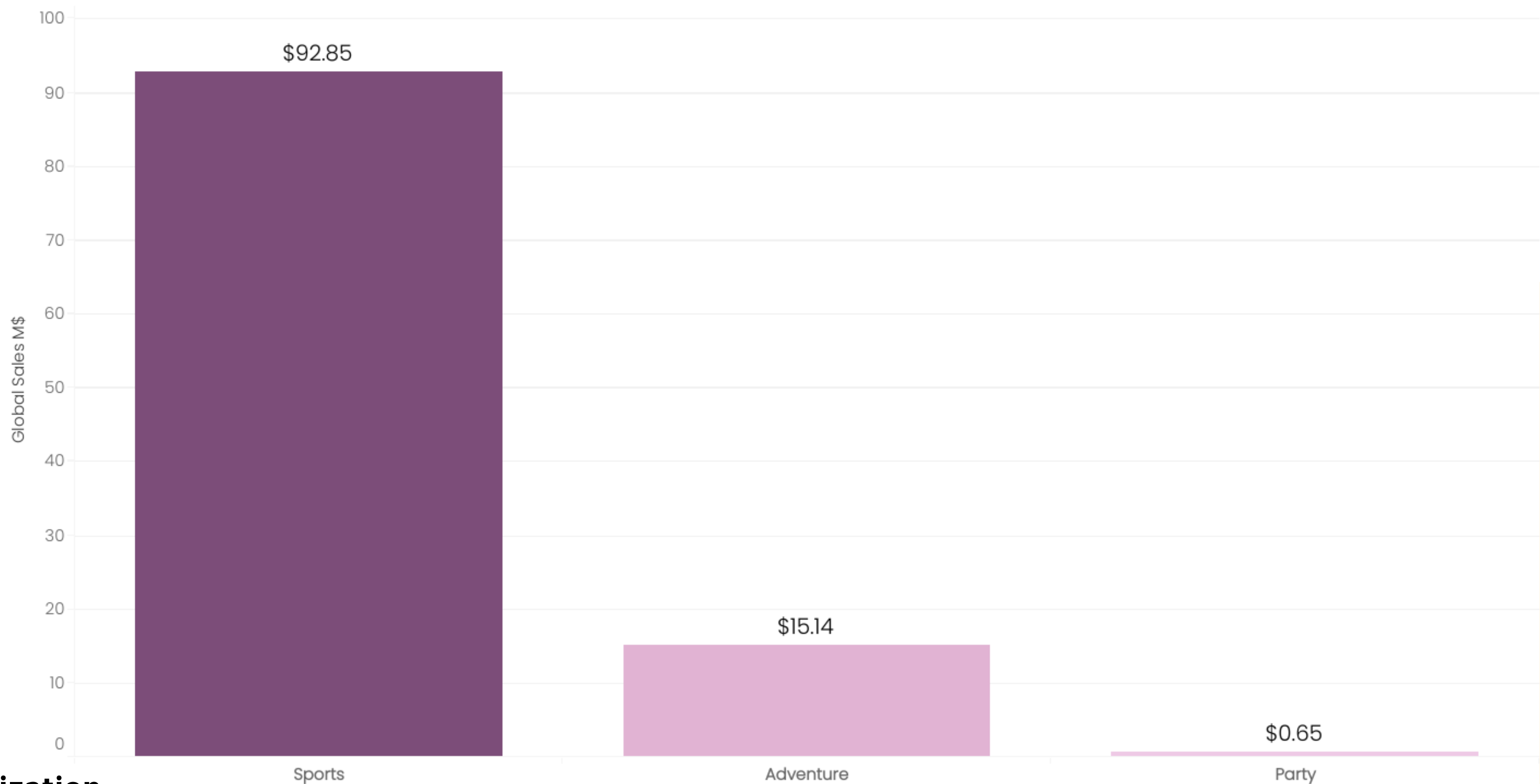
Tableau Visualization



Task 8

Identify the sales made by the Adventure, Party, and Sports genres.

Global Sales per Genre in Millions



CONCLUSION

Task 1: The most profitable genre for video games is the action genre, and the least profitable is visual novel.

Task 2: Japan had the highest sales in 2018 with \$9.65M.

Task 3: The most profitable years for the North American region were 2017, 2018, and 2019.

Task 4: The publisher that released the largest number of games was Namco Bandai Games with 54 total games.

Task 5: The game Dead by Daylight was produced by 505 Games and Tricky Towers was produced by Sodesco.

Task 6: There are 23 games that earned more than \$5M in sales.

Task 7: The Action genre produced a total of 172 games in 2015-2020.

Task 8: The Sports genre earned \$92.85M, Adventure genre earned \$15.14M, and the Party genre earned \$0.65M.