**Technical Analysis Report covers**

**Introduction**

This project explores global video game sales to identify what factors influence higher sales. By analyzing different genres, platforms, and regional markets, this analysis provides insights useful for developers and marketers in the gaming industry.

**Problem Statement**

Not all video games achieve commercial success. This analysis seeks to identify trends and success factors based on sales data from multiple regions.

**Objectives**

* Discover top-selling genres and platforms
* Analyze regional market preferences
* Provide business recommendations for the gaming industry

**Target Audience**

Game developers, publishers, marketers, and investors interested in the global gaming market.

**Dataset**

The dataset contains sales information for over 16,000 video games including title, platform, year of release, genre, publisher, and sales in North America, Europe, Japan, other regions, and globally.

**Data Handling**

Data cleaning was done using Power Query in Power BI. Rows with missing years or sales data were removed. Sales data was aggregated by genre, platform, and year.

**Analysis & Findings**

* **Action and Sports games** dominate global sales
* **North America** has the largest share in sales
* Platforms like **PlayStation** and **Nintendo** lead in market success
* Sales peaked between 2005–2010

**Recommendations**

* Invest in high-performing genres like Action and Sports
* Focus marketing efforts on North America
* Consider platform trends when developing games

**References**

* Video Game Sales Dataset – Kaggle
* Project guidelines from Data Analytics Bootcamp