VIDEO GAME SALES DATA ANALYSIS

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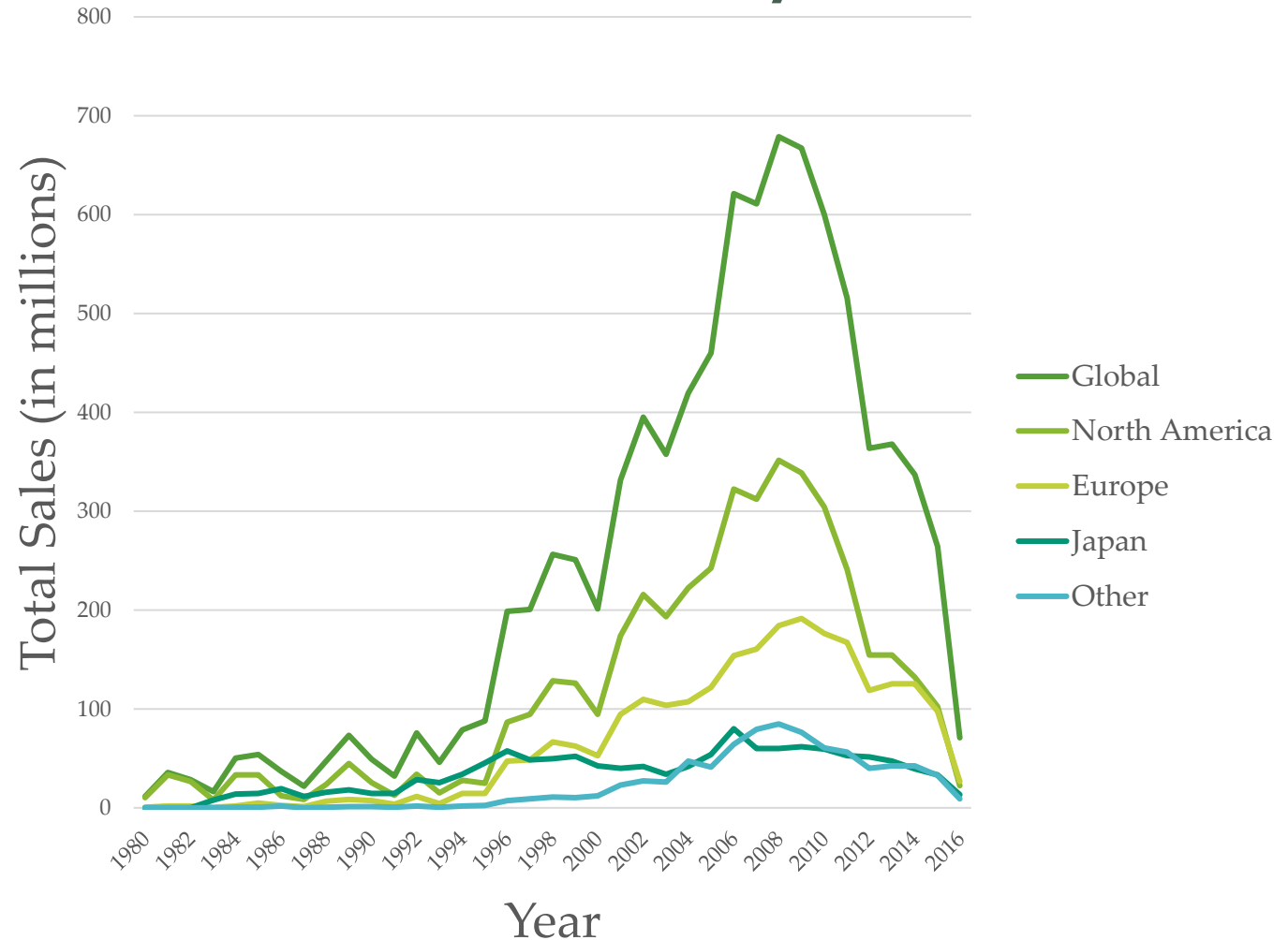
Current Hypothesis

Games sales have remained relatively the same over time in each geographic region

Total sales over the years

- This data negates our original assumption that video game sales are stable

- Sales peaked in 2008

- Recent trend in all regions: Downwards

Relative sales over the years

- This data supports our original assumption that video game sales are relatively stable to a certain degree, at least from 1998 onwards

- Relative sales fluctuated strongly in the years from 1983 until 1996

- Prediction for 2017: No strong deviations from 2016
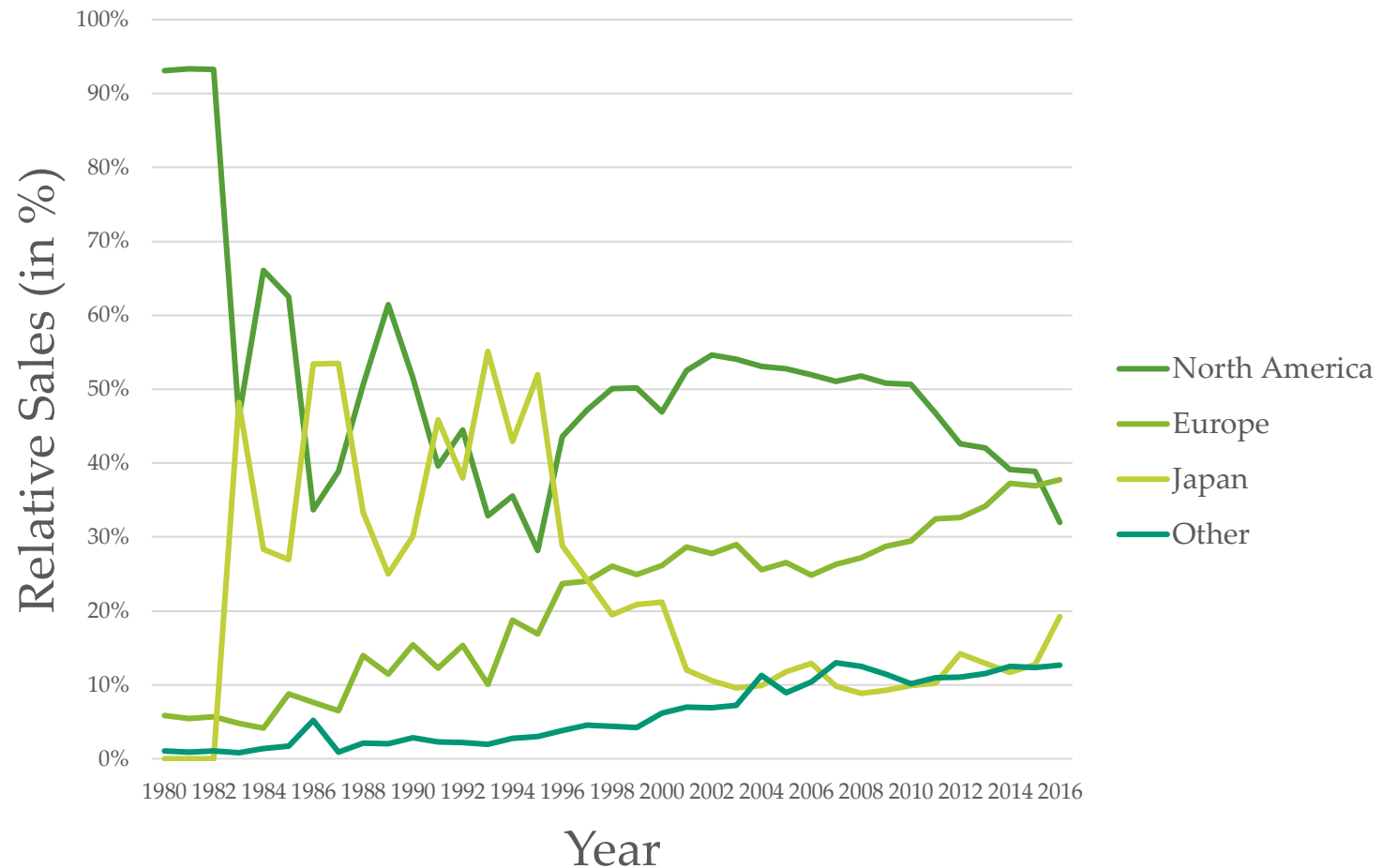
Possibilities to stop downward trend

- Look at genre and platform popularity by region

- Find out which genres and platforms are specifically popular in certain regions

- Focus sales in 2017 adapted to geographic preferences

Genre popularity by region in 2016

- The genres Racing (70%) and Strategy (64%) are very popular in Europe compared to the other regions, whereas Racing (1%) and Shooter (3%) are almost negligible in Japan (1%)

- The most popular genres in Japan compared to the other regions are Simulation (77%), Role-Playing (54%), and Adventure (53%), whereas Simulation is not present in North America at all (0%)

- Adjust sales in 2017 according to the regional preferences for certain genres
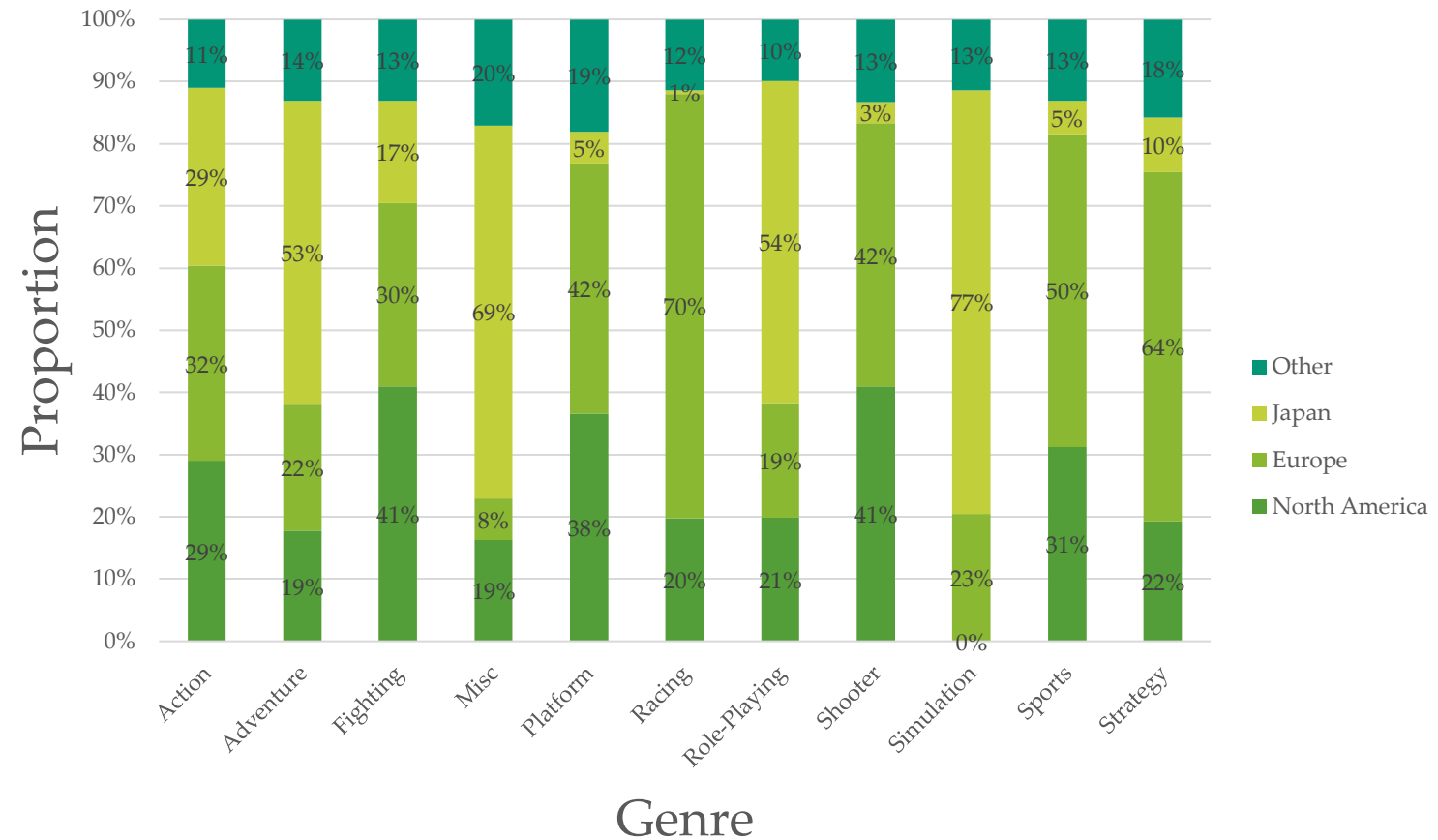
Platform popularity by region in 2016

- The handheld platforms PSV (81%) and 3DS (76%) are especially prevalant in Japan

- PC and Xbox platforms are not present at all in Japan

- Adjust sales in Japan for 2017 to focus more on handheld platforms and Nintendo as well as Sony platforms in general compared to PC and Xbox

Recommended action

- We know now that total video game sales do not remain steady over time and have been on a steady decline since 2008. But looking only at relative sales values the fluctuation is not so strong in recent years compared to the past.

- To stop the downward trend, we need to focus on the most popular genres and platforms in each region in comparison to the other regions.

- We have found out that the genres Racing and Strategy are especially prevalent in Europe compared to the other regions. Likewise, Simulation, Role-Playing, and Adventure are most popular in Japan in comparison to the rest.

- The handheld platforms are especially popular in Japan compared to the other countries. In general, only platforms from Nintendo and Sony are successful in game sales in Japan.

- With this information we can adjust the development and release of new games for the year 2017

THANK YOU!