



الأكاديمية السعودية الرقمية
SAUDI DIGITAL ACADEMY



Video Games Sales

Weekly Team Project

Bigger Then Data (BTD)

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In today's world, video games are played by people of all ages. These video games are played on a television screen (on television, computer). There are many video games categorized by platform and genre, such as Wii, NES, GB, and puzzle, racing, shooting, and so on.

A publisher, such as Activision or Nintendo, releases video games across multiple platforms.

Video games have become a major source of entertainment, particularly for children, and they are also used for business purposes. Video games such as NFS, Call of Duty, Battlefield, and many others have generated significant income for the past two to three decades and continue to do so.

In this project we use **Video Games Sales Dataset** to create a Power BI dashboard.

Our dataset:

Created By Gregory Smith's, From a video game sales tracking website (Metacritic).

The fields are :

- Game Name
- Platform
- YearofRelease
- Genre
- Publisher
- North America Sales
- Europe Sales
- Japan Sales
- Other Sales
- Global Sales.

Data transformation steps to create our dashboard :

- Delete column's that effect to our decisions
- Flitter the empty rows from our data sets
- Multiply few columns to make the data more readable for end user

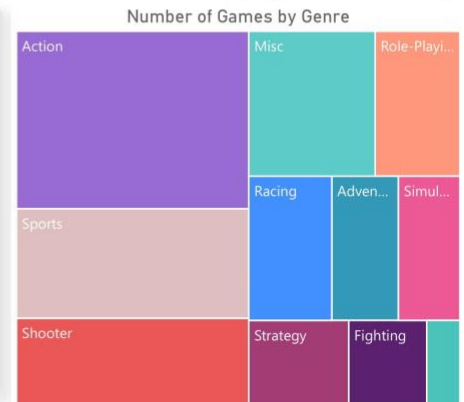
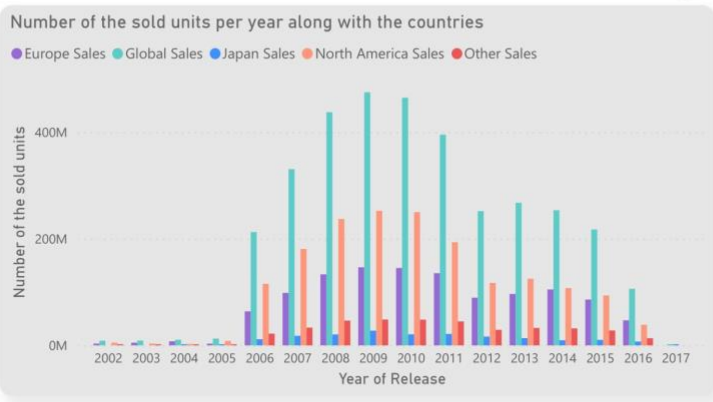
Video Games Sales Dashboard

total of sold units
7,104.76M

Number of Games
3488

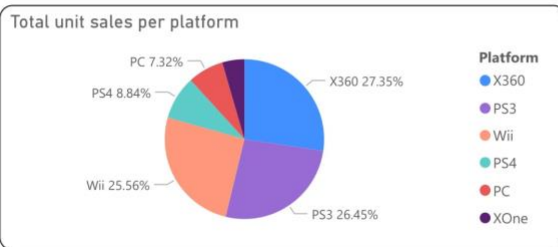
Publisher

- ☐ Activision
- ☐ Electronic Arts
- ☐ Konami Digital E...
- ☐ Namco Bandai G...
- ☐ Sega
- ☐ Sony Computer ...
- ☐ Take-Two Interac...
- ☐ THQ
- ☐ Ubisoft
- ☐ Warner Bros. Int...



Rating

- ☐ E
- ☐ E10+
- ☐ M
- ☐ T



Japan Sales 2015
10.15M!
Goal: 10.38M (-2.25%)

Europe Sales 2015
85.96M!
Goal: 115.39M (-25.5%)

Global Sales 2015
217.56M!
Goal: 278.93M (-22%)

North America Sales 2015
93.54M!
Goal: 118.21M (-20.87%)

Dear Mr. _____ , Greetings

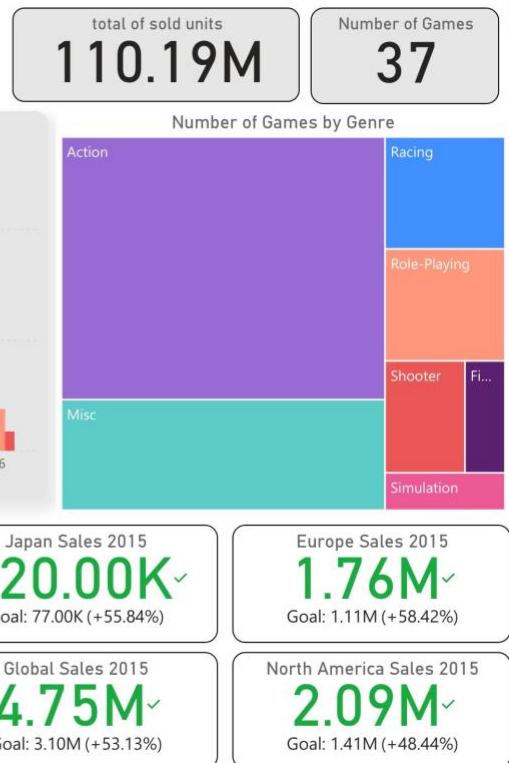
We are writing this email to inform you about our **Video Games Sales** dashboard.

It analyzes the sales and gives us information about the Number of Games by Genre.

On the left we have filters for Publisher and Rating. If you choose one, it will give you information based on that.

For example :

Video Games Sales Dashboard



The **Sony computer** entertainment company for the teen rating shows that a total of sold units was 110.19M. And the number of games was 37.

In 2009, there was the highest number of sold units, especially in global sales. The action games have the biggest portion of the games and there were 19 games. The highest percentage of total unit sales per platform goes to the PS3 with 76.3%.

Japan sales exceeded the goal by more than 55.48% in 2015, Europe sales exceeded the goal by more than 58.42% in 2015, Global sales exceeded the goal by more than 53.13% in 2015, and North American sales exceeded the goal by more than 48.44% in 2015.

In general, the PS3 looks like a promising platform, and for the teen rating, focusing on the action games seems like the right thing to do since we have reached the goal with more profit.

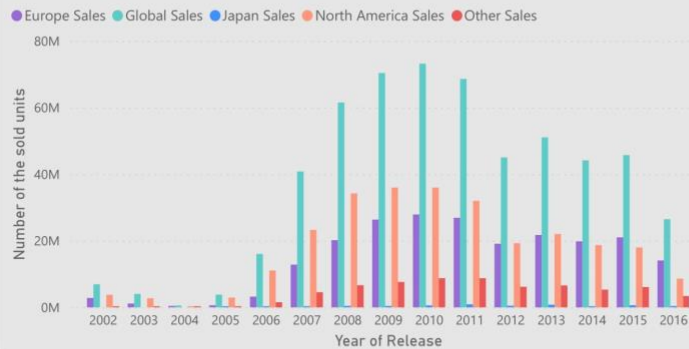
Video Games Sales Dashboard

total of sold units
1,153.35M

Number of Games
309

- Publisher
- ☐ Activision
 - ☒ Electronic Arts
 - ☐ Konami Digital E...
 - ☐ Namco Bandai G...
 - ☐ Sega
 - ☐ Sony Computer ...
 - ☐ Take-Two Interac...
 - ☐ THQ
 - ☐ Ubisoft
 - ☐ Warner Bros. Int...

Number of the sold units per year along with the countries

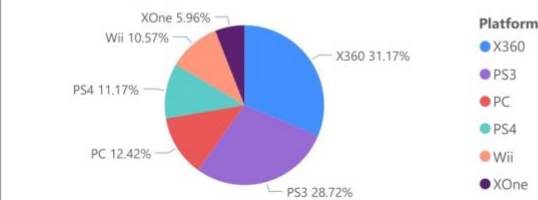


Number of Games by Genre



- Rating
- ☐ E
 - ☐ E10+
 - ☐ M
 - ☐ T

Total unit sales per platform



Japan Sales 2015
620.00K ✓
Goal: 352.00K (+76.14%)

Europe Sales 2015
21.02M !
Goal: 21.80M (-3.59%)

Global Sales 2015
45.74M !
Goal: 48.57M (-5.82%)

North America Sales 2015
17.99M !
Goal: 20.57M (-12.54%)

The **Electronic arts** shows that a total of sold units was 1153.35M and the number of games was 309

In 2010, there was the highest number of sold units, especially in global sales.

Sports games have the biggest portion of the games, and there were 214 games. Action comes next with 91 games. The highest percentage of total unit sales per platform goes to the X360 with 31.17%, and the PS3 comes next with 28.72%.

Japan sales in 2015 achieved the goal with a profit of more than 76.14%, Europe sales in 2015 didn't achieve the goal and it was -3.59% below the goal. Global sales in 2015 didn't achieve the goal and were -5.82% below the goal. The goal for North American sales in 2015 wasn't achieved, and it was -12.54% below the goal.

In general, the publisher had plenty of platforms for the games, which explains the total sales number. We suggest focusing on marketing for the current games and developing for the current games to go further with the game's users. We also suggest reducing the production of CDs to avoid losses and focusing more on digital versions.

Thank you
BTD