HarvardX Capstone: Choose Your Own

Most Popular Video Game Console: 1980-2017

By

Jillian Combest

Introduction

In this project we will be using a dataset that consists of about several video games and information regarding their sales, customer ratings, game consoles, and producer details

Dataset link is below for more detail:

https://www.kaggle.com/rush4ratio/video-game-sales-with-ratings

The goal of this analysis is to determine which video game console was most preferred among players between the years 1980 to 2017. We will be analyzing sales, game release quantities, and user scores.

First, we will begin by importing the libraries we will be using.

```
# import of several libraries that will be used in project
library(readr)
library(dplyr)
library(ggplot2)
library(tidyr)
options(warn = -1)
```

Next, let's import the dataset and the generic functions we will be using.

We will be looking at type of data, categorical and numeric variables, and statistical distributions.

```
# Import and read dataset

Video_Games_Sales_as_at_22_Dec_2016 <--
read.csv("~/Downloads/Video_Games_Sales_as_at_22_Dec_2016.csv")

View(Video_Games_Sales_as_at_22_Dec_2016)

# Examine the data types of every variable
str(Video_Games_Sales_as_at_22_Dec_2016)

'data.frame': 16719 obs. of 16 variables:
$ Name : chr "Wii Sports" "Super Mario Bros." "Mario Kart Wii" "Wii Sports

Resort" ...
$ Platform : chr "Wii" "NES" "Wii" "Wii" ...
```

\$ Year of Release: chr "2006" "1985" "2008" "2009" ...

\$ Genre : chr "Sports" "Platform" "Racing" "Sports" ...

\$ Publisher : chr "Nintendo" "Nintendo" "Nintendo" "Nintendo" ...

\$ NA_Sales : num 41.4 29.1 15.7 15.6 11.3 ... \$ EU_Sales : num 28.96 3.58 12.76 10.93 8.89 ...

\$ JP Sales : num 3.77 6.81 3.79 3.28 10.22 ...

\$ Other Sales : num 8.45 0.77 3.29 2.95 1 0.58 2.88 2.84 2.24 0.47 ...

\$ Global Sales : num 82.5 40.2 35.5 32.8 31.4 ...

\$ Critic_Score : int 76 NA 82 80 NA NA 89 58 87 NA ...

\$ Critic_Count : int 51 NA 73 73 NA NA 65 41 80 NA ...

\$ User_Score : chr "8" "" "8.3" "8" ...

\$ User_Count : int 322 NA 709 192 NA NA 431 129 594 NA ...

\$ Developer : chr "Nintendo" "" "Nintendo" "Nintendo" ...

\$ Rating : chr "E" "" "E" "E" ...

Examine statistical details of non-categorical variables

 $summary (Video_Games_Sales_as_at_22_Dec_2016)$

Name Platform Year_of_Release Genre

Length:16719 Length:16719 Length:16719

Class: character Class: character Class: character Class: character

Mode :character Mode :character Mode :character

Publisher NA_Sales EU_Sales JP_Sales

Length:16719 Min.: 0.0000 Min.: 0.000 Min.: 0.0000

Class:character 1st Qu.: 0.0000 1st Qu.: 0.000 1st Qu.: 0.0000

Mode :character Median: 0.0800 Median: 0.020 Median: 0.0000

Mean: 0.2633 Mean: 0.145 Mean: 0.0776 3rd Qu.: 0.2400 3rd Qu.: 0.110 3rd Qu.: 0.0400

Max. :41.3600 Max. :28.960 Max. :10.2200

Other_Sales Global_Sales Critic_Score Critic_Count Min.: 0.00000 Min.: 0.0100 Min.: 13.00 Min.: 3.00

1st Qu.: 0.00000 1st Qu.: 0.0600 1st Qu.:60.00 1st Qu.: 12.00

Median: 0.01000 Median: 0.1700 Median: 71.00 Median: 21.00 Mean: 0.04733 Mean: 0.5335 Mean: 68.97 Mean: 26.36 3rd Qu.: 0.03000 3rd Qu.: 0.4700 3rd Qu.: 79.00 3rd Qu.: 36.00 Max.: 10.57000 Max.: 82.5300 Max.: 98.00 Max.: 113.00

NA's :8582 NA's :8582

User_Score User_Count Developer Rating

Length:16719 Min.: 4.0 Length:16719 Length:16719 Class:character 1st Qu.: 10.0 Class:character Class:character

Mode :character Median : 24.0 Mode :character Mode :character

Mean : 162.2 3rd Qu.: 81.0 Max. :10665.0 NA's :9129

Examine the details of categorical variables

categorical <-

 $names(Video_Games_Sales_as_at_22_Dec_2016)[sapply(Video_Games_Sales_as_at_22_Dec_2016, is.character)]$

print(categorical)

[1] "Name" "Platform" "Year_of_Release" "Genre"

[5] "Publisher" "User_Score" "Developer" "Rating"

summary(Video_Games_Sales_as_at_22_Dec_2016[categorical])

Name Platform Year_of_Release Genre

Length:16719 Length:16719 Length:16719 Length:

Class:character Class:character Class:character

Mode :character Mode :character Mode :character

Publisher User_Score Developer Rating

Length:16719 Length:16719 Length:16719 Length:

Class: character Class: character Class: character

Mode :character Mode :character Mode :character

Data Cleaning

Now, before we begin visualization, let's go through the statistical information of the dataset to gather more details.

First, null values will be controlled in the data;

```
# Count of NA values
sum(is.na(Video_Games_Sales_as_at_22_Dec_2016))
[1] 26293
```

Sum of NA values per column

According to the null value check, null values generally seem to fill in some of the columns. We are not planning to use it in our analysis so let us get rid of all the null values. There is no need to fill them in with mean, median or any other type of generic data.

```
url <- na.omit(Video_Games_Sales_as_at_22_Dec_2016)
.
# Convert "Year of Release" variable to an object
url$Year_of_Release <- as.character(url$Year_of_Release)
head(url$Year_of_Release)
[1] "2006" "2008" "2009" "2006" "2006" "2009"</pre>
```

According to unique variables of "Platform" it will be useful to add one more "Platform_General" column to group some of these platform types under larger groups such as PS,PS3 and PS4 under Playstation and X360,XB and Xone under Xbox categories. We should assume this categorization will lead us to perform comparisons between the two biggest game consoles..

After we create the Platform_General column, let's group and name the three main console brands under the same name, such as Playstation, Nintendo and Microsoft(XBox).

```
# Check unique values of Platform
unique(url$Platform)
[1] "Wii" "DS" "X360" "PS3" "PS2" "3DS" "PS4" "PS" "XB" "PC" "PSP"
[12] "WiiU" "GC" "GBA" "XOne" "PSV" "DC"
# Copy and add one more platform column to the end of dataset
url$Platform General <- url$Platform
#Convert console subnames to the general names
url$Platform General[url$Platform == 'PS3'] <- 'Sony Playstation'
url$Platform General[url$Platform == 'PS'] <- 'Sony Playstation'
url$Platform General[url$Platform == 'PS2'] <- 'Sony Playstation'
url$Platform General[url$Platform == 'PS4'] <- 'Sony Playstation'
url$Platform General[url$Platform == 'PSP'] <- 'Sony Playstation'
url$Platform General[url$Platform == 'PSV'] <- 'Sony Playstation'
url$Platform General[url$Platform == 'Wii'] <- 'Nintendo'
url$Platform General[url$Platform == 'DS'] <- 'Nintendo'
url$Platform General[url$Platform == 'GBA'] <- 'Nintendo'
url$Platform General[url$Platform == '3DS'] <- 'Nintendo'
url$Platform General[url$Platform == 'WiiU'] <- 'Nintendo'
url$Platform General[url$Platform == 'NES'] <- 'Nintendo'
url$Platform General[url$Platform == 'SNES'] <- 'Nintendo'</pre>
url$Platform General[url$Platform == 'N64'] <- 'Nintendo'
url$Platform General[url$Platform == 'GB'] <- 'Nintendo'
url$Platform General[url$Platform == 'GC'] <- 'Nintendo'
url$Platform General[url$Platform == 'X360'] <- 'Microsoft_Xbox'
url$Platform General[url$Platform == 'XB'] <- 'Microsoft_Xbox'</pre>
url$Platform_General[url$Platform == 'XOne'] <- 'Microsoft_Xbox'</pre>
url$Platform General[url$Platform == '2600'] <- 'Atari'
url$Platform General[url$Platform == 'DC'] <- 'Sega'</pre>
url$Platform General[url$Platform == 'SAT'] <- 'Sega'
url$Platform General[url$Platform == 'GG'] <- 'Sega'
url$Platform General[url$Platform == 'WS'] <- 'Bandal'
url$Platform General[url$Platform == 'TG16'] <- 'Nec'
url$Platform General[url$Platform == 'PCFX'] <- 'Nec'
```

url\$Platform General[url\$Platform == '3DO'] <- 'Panasonic'

Check uniq values of Platform_General

unique(url\$Platform_General)

- [1] "Nintendo" "Microsoft_Xbox" "Sony_Playstation" "PC"
- [5] "Sega"

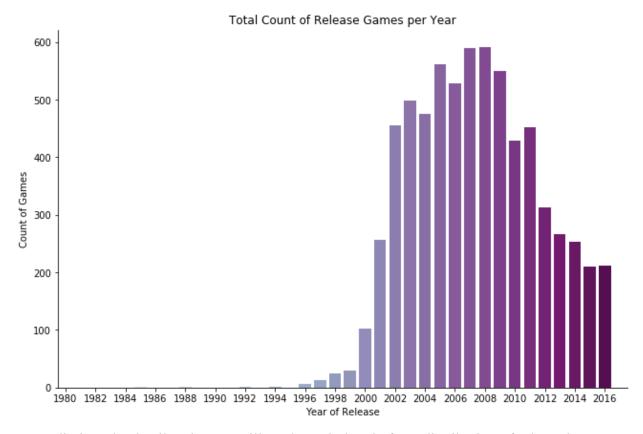
Generic Data Analysis

As we start our analysis, let's see how the game industry evolved based on the number of games published every year between 1980 and 2017.

The Number of games published started to increase in the mid 1990's and it is estimated that one of the biggest reasons for this is due to the release of first versions of the Playstation in 1994 and the Xbox in 2001.

```
c(1980:2017)
[1] 1980 1981 1982 1983 1984 1985 1986 1987 1988 1989 1990 1991 1992 1993 1994 1995
[17] 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011
[33] 2012 2013 2014 2015 2016 2017

ggplot(url, aes(x = Year_of_Release)) +
geom_bar(fill = BuPu) +
scale_x_discrete(breaks = seq.default(min(url$Year_of_Release), max(url$Year_of_Release),
by = 2)+
labs(x = Year_of_Release, y = Count_of_Games, title =
Total Count of Release Games per Year)
```



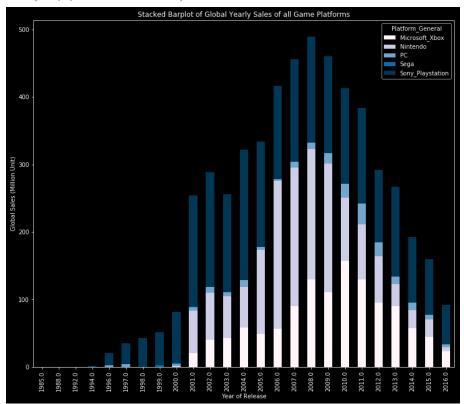
Let us dig into the details. First we will go through the platform distribution of released games per year and global sales per year between 1994 - 2017. To do this, we will check for all consoles and after that we will pick the top three to continue our analysis.

According to the graph below, Sony Playstation, Xbox and Nintendo dominate the market in reference to the amount of published and sold games.

```
yearlySales <- url%>%
group_by(Year_of_Release, Platform_General) %>%
summarize(Global_Sales = sum(Global_Sales))

yearlySales %>%
pivot_wider(names_from = url$Platform_General, values_from = Global_Sales) %>%
ggplot(aes(x = Year_of_Release)) +
geom_bar(aes(fill = url$Platform_General), stat = "identity", position = "stack") +
scale_fill_brewer(palette = "PuBu") +
theme(panel.grid = element_blank()) +
labs(title = "Stacked Barplot of Global Yearly Sales of all Game Platforms",
    y = "Global Sales (Million Unit)",
    x = "Year of Release")
```

Text(0.5,0,'Year of Release')



From this point moving forward, we will continue our analysis using these three consoles only. To perform this we need to create a dataset that contains information of these selected game consoles.

First, let's make a statistical analysis of the dataset to define outliers or any other possible data that may affect the solution.

Statistical Analysis

Because we are only going to analyse the top 3 consoles, we need to create a subset of Sony_Playstation, Microsoft_Xbox and Nintendo.

	NA_Sa les	EU_Sa les	JP_Sal	Other_ Sales	Global _Sales	Critic_ Score	Critic_ Count	User_S core	User_C ount	dummy _count
co un t	6160.0 00000	6160.0 00000	6160.0 00000	6160.0 00000	6160.00 0000	6160.0 00000	6160.0 00000	6160.0 00000	6160.00 0000	6160.0
me an	0.4264 69	0.2445 13	0.0706 25	0.0887 03	0.83041 9	69.600 325	28.979 383	7.1958 12	119.513 961	1.0
std	1.0068 61	0.7086 45	0.3017 80	0.2822 32	2.04704	13.971 186	19.397 787	1.4297 99	417.314 998	0.0
mi n	0.0000 00	0.0000 00	0.0000	0.0000 00	0.01000 0	13.000 000	3.0000 00	0.5000 00	4.00000 0	1.0
25 %	0.0800 00	0.0200 00	0.0000	0.0100 00	0.13000 0	61.000 000	14.000 000	6.5000 00	10.0000	1.0
50 %	0.1700 00	0.0600 00	0.0000	0.0300 00	0.33000	72.000 000	25.000 000	7.5000 00	23.0000 00	1.0
75 %	0.4300 00	0.2200 00	0.0200 00	0.0800	0.82000 0	80.000 000	39.000 000	8.2000 00	69.0000 00	1.0
ma x	41.360 000	28.960 000	6.5000 00	10.570 000	82.5300 00	98.000 000	113.00 0000	9.6000 00	10179.0 00000	1.0

Now, let's check the statistical details of Global_Sales quantities. It is clear that there are some outliers because of the difference between mean (0,83) and median (0,33).

According to the quantile details below, 90% of global sales are under 1.81 M and 95% are under 3.01 M. So we can consider the 95% quantile of Global Sales for a more feasible analysis in terms of sales amounts.

```
url platform$`Global Sales`[c(0, 0.01, 0.25, 0.5, 0.75, 0.95, 1)]
```

```
0.00
      0.0100
0.01
      0.0200
0.25
      0.1300
0.50
     0.3300
0.75
     0.8200
0.95
     3.0105
1.00 82.5300
Name: Global Sales, dtype: float64
url platform <- url platform Global Sales < quantile (url platform Global Sales,
0.95)
quantile(url platform$Global Sales, c(0, 0.01, 0.25, 0.5, 0.75, 0.95, 1))
0.00 0.01
0.01 0.02
0.25 0.13
0.50 0.30
0.75 0.70
0.95 1.86
1.00 3.01
Name: Global Sales, dtype: float64
```

Global Sales & Games Released per Year

Let us look at the correlation between the number of games released per year and global sales according to the game consoles. To be able to do this analysis we need to create a subset including the sales per game in terms of consoles.

```
# First group by the data
urlgc <- urla platform %>%
 group by (Year of Release, Platform General, Platform)
# Second add counts according to group by info and then join with the statistical information
required
counts <- vdpg %>%
 summarise(counts = n()) %>%
 as.data.frame()
global sales <- vdpg %>%
 summarise(Global Sales M = sum(Global Sales)) %>%
 as.data.frame()
url df pf grouped <- merge(counts, global sales, by = c("Year of Release",
"Platform General", "Platform"))
url df pf grouped$GS Amount per Game <- url df pf grouped$Global Sales M /
url df pf grouped$counts
url df pf grouped[] <- lapply(url df pf grouped, function(x) as.numeric(as.character(x)))
```

Now let's check the descriptive statistics of each platform separately before visualization. The below tables have been created for Playstation, Xbox and Nintendo. Playstation dominates the market both in terms of games released and global sales.

```
url_df_pf_grouped %>%
filter(Platform_General == 'Sony_Playstation') %>%
summary()
```

	Year_of_Release	counts	Global_Sales(M#)	GS_Amount_per_Game
count	48.000000	48.000000	48.000000	48.000000
mean	2007.479167	55.083333	31.262500	0.545623s
std	5.786961	51.544995	32.331395	0.280213
min	1994.000000	1.000000	0.020000	0.020000
25%	2003.750000	12.750000	5.097500	0.370187
50%	2008.000000	38.500000	19.050000	0.546404
75%	2012.250000	87.250000	45.830000	0.682222
max	2016.000000	191.000000	120.400000	1.356923d

url_df_pf_grouped %>%
filter(Platform_General == 'Microsoft_Xbox') %>%
summary()

	Year_of_Release	counts	Global_Sales(M#)	GS_Amount_per_Game
count	22.000000	22.000000	22.000000	22.000000
mean	2008.227273	68.863636	35.737273	0.551475
std	4.790187	45.437865	24.729521	0.227895
min	2000.000000	1.000000	0.550000	0.183333
25%	2005.000000	29.000000	14.420000	0.390407
50%	2007.500000	64.500000	37.250000	0.547944

75%	2012.750000	112.250000	52.902500	0.686163
max	2016.000000	133.000000	79.020000	1.064286

```
url_df_pf_grouped %>%
filter(Platform_General == 'Nintendo') %>%
summary()
```

	Year_of_Release	counts	Global_Sales(M#)	GS_Amount_per_Game
count	40.000000	40.000000	40.000000	40.000000
mean	2008.375000	42.325000	19.921000	0.485024
std	4.406798	33.933863	16.880217	0.196187
min	2001.000000	1.000000	0.220000	0.110000
25%	2005.000000	17.000000	7.525000	0.371885
50%	2008.000000	30.500000	17.875000	0.454232
75%	2012.000000	59.000000	28.395000	0.562500
max	2016.000000	121.000000	71.200000	1.113333

In the graph below we visualized the statistical information above to support the idea about Playstation global sales per game. In these graphs it can be seen that Nintendo and Xbox have a more straightforward trend while Playstation has a decreasing trend. We can make some assumptions regarding to Playstation's trend:

• Because Playstation is the most sold console around the world, game companies publish much more games for Playstation than Xbox and Nintendo. This most likely will result in a lot of games with low sales amounts.

• Nintendo and Xbox game companies may publish higher quality, but a less amount of games which may lead to higher sales per game than Playstation.

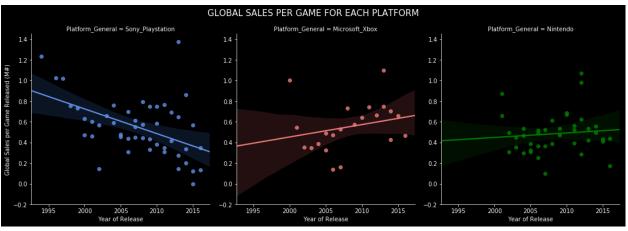
Now we will have to check these assumptions and see whether they are true or not.

```
# Make a custom palette with platform colors
pal <- list(Sony_Playstation = "#6495ED", Microsoft_Xbox = "#F08080", Nintendo = "Green")

# Show the survival proability as a function of platforms
g <- ggplot(url_df_pf_grouped, aes(x = Year_of_Release, y = GS_Amount_per_Game, color = Platform_General)) +
geom_point(position = position_jitter(height = 0.05)) +
geom_smooth(method = "lm") +
facet_wrap(~ Platform_General) +
scale_color_manual(values = pal)

# Use more informative axis labels than are provided by default
g <- g + labs(x = "Year of Release", y = "Global Sales per Game Released (M#)")
g <- g + ggtitle("GLOBAL SALES PER GAME FOR EACH PLATFORM") + theme(plot.title = element_text(size = 15, vjust = 1.5))
```

Text(0.5,1.05,'GLOBAL SALES PER GAME FOR EACH PLATFORM')



```
# Make a custom palette with platform colors

pal <- list(Sony_Playstation = "#6495ED", Microsoft_Xbox = "#F08080", Nintendo = "Green")

# Show the survival proability as a function of platforms

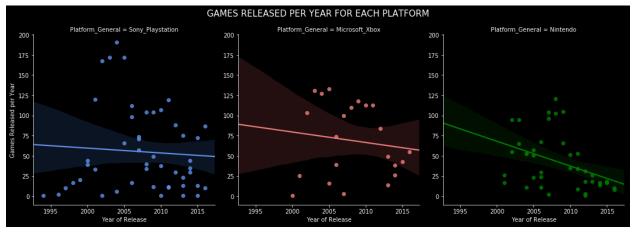
g <- ggplot(url_df_pf_grouped, aes(x = Year_of_Release, y = counts, color = Platform_General))

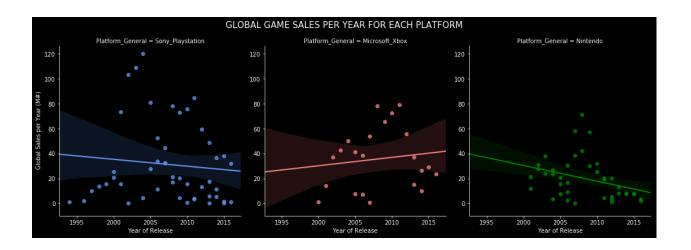
+

geom_point(position = position_jitter(height = 0.05)) +
```

```
geom smooth(method = "lm") +
 facet_wrap(~ Platform General) +
 scale color manual(values = pal)
# Use more informative axis labels than are provided by default
ggplot2::ggtitle("GAMES RELEASED PER YEAR FOR EACH PLATFORM", size = 15) +
 xlab("Year of Release") +
 ylab("Games Released per Year")
# Make a custom palette with platform colors
pal <- c(Sony Playstation = "#6495ED", Microsoft Xbox = "#F08080", Nintendo = "Green")
# Show the survival proability as a function of platforms
ggplot(vgs df pf grouped, aes(x = Year of Release, y = Global Sales.M., color =
Platform General, group = Platform General)) +
 geom point(position = position jitter(width = 0, height = 0.05)) +
 geom smooth(method = "lm") +
 facet wrap(~ Platform General) +
 scale color manual(values = pal)
# Use more informative axis labels than are provided by default
ggplot(data, aes(x = Year of Release, y = Global Sales per Year)) +
 geom line() +
 labs(x = "Year of Release", y = "Global Sales per Year (M#)") +
 ggtitle("GLOBAL GAME SALES PER YEAR FOR EACH PLATFORM") +
 theme(plot.title = element text(size = 15, vjust = 1.05))
```

Text(0.5,1.05,'GLOBAL GAME SALES PER YEAR FOR EACH PLATFORM')

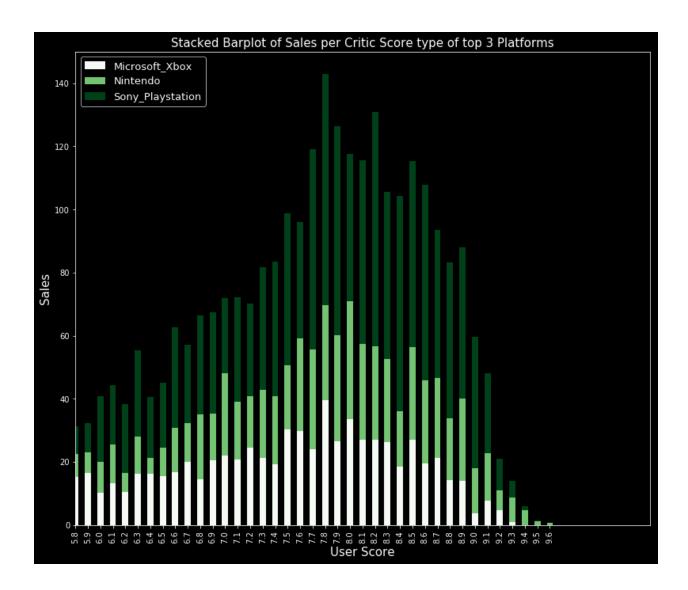




Critic Scores comparison between platforms

According to the comparison below, Playstation games not only get higher scores than Nintendo and Xbox, but are also selling a lot more games than its competitors. From the graph below we can assume that customer satisfaction of Playstation is much more preferred than its competitors. For specific cases we may encounter some outliers, but they won't be changing the result.

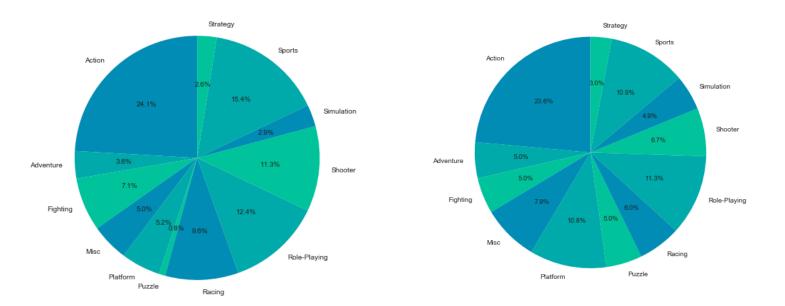
```
url platform$Platform General <- as.factor(url data platform$Platform General)
url data platform$User Score <- as.numeric(url data platform$User Score)
ratingSales <- url platform %>%
 group by(User Score, Platform General) %>%
 summarize(Global Sales = sum(Global Sales))
ratingSales wide <- ratingSales %>%
 pivot wider(names from = Platform General, values from = Global Sales)
ggplot(ratingSales wide, aes(x = User Score)) +
 geom bar(aes(y = ``, fill = `Platform General`), stat = "identity", position = "stack") +
 scale fill brewer(palette = "Greens") +
 theme dark() +
 labs(title = "Stacked Barplot of Sales per Critic Score type of top 3 Platforms",
    x = "User Score",
    y = "Sales") +
 xlim(50, 96) +
 theme(legend.position = "top", legend.text = element text(size = 13))
<matplotlib.legend.Legend at 0x1131ae390>
```



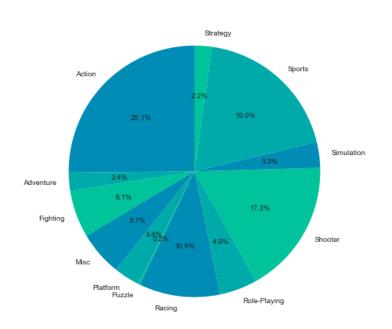
Genre distribution of games

Genre distribution of games for the different consoles can be seen in the pie charts below. According to these charts action games are the most desirable genre in all platforms then it goes to sports, shooter games and role & playing.

```
colors <- c('#008DB8', '#00AAAA', '#00C69C')
# Sony Playstation
sony data <- aggregate(dummy count ~ Genre, data =
url data platform[url data platform$Platform General == 'Sony Playstation', ], sum)
par(mfrow=c(1, 2), mar=c(5, 5, 4, 2))
pie(sony data$dummy count,
  labels = sony data$Genre,
  col = colors.
  main = 'Pie Chart of Genre Distribution of Playstation',
  init.angle = 90,
  radius = 1
# Microsoft Xbox
xbox data <- aggregate(dummy count ~ Genre, data =
url data platform[url data platform$Platform General == 'Microsoft Xbox', ], sum)
pie(xbox data$dummy count,
  labels = xbox data$Genre,
  col = colors,
  main = 'Pie Chart of Genre Distribution of Xbox',
  init.angle = 90,
  radius = 1)
# Nintendo
nintendo data <- aggregate(dummy count ~ Genre, data =
url data platform[url data platform$Platform General == 'Nintendo', ], sum)
pie(nintendo data$dummy count,
  labels = nintendo data$Genre,
  col = colors.
  main = 'Pie Chart of Genre Distribution of Nintendo',
  init.angle = 90,  radius = 1)
```



Pie Chart of Genre Distribution of Xbox



Conclusion

As a result when compared, Playstation, Xbox and Nintendo, Playstation shows better results in terms of:

- Customer satisfaction
- Amount of games released for that platform
- Total sales amount
- Sales amount per game