UNCOVERING THE GAMNG INDUSTRY'S HIDDEN GEMS – A COMPREHENSIVE ANALYSIS OF VIDEO GAME SALES
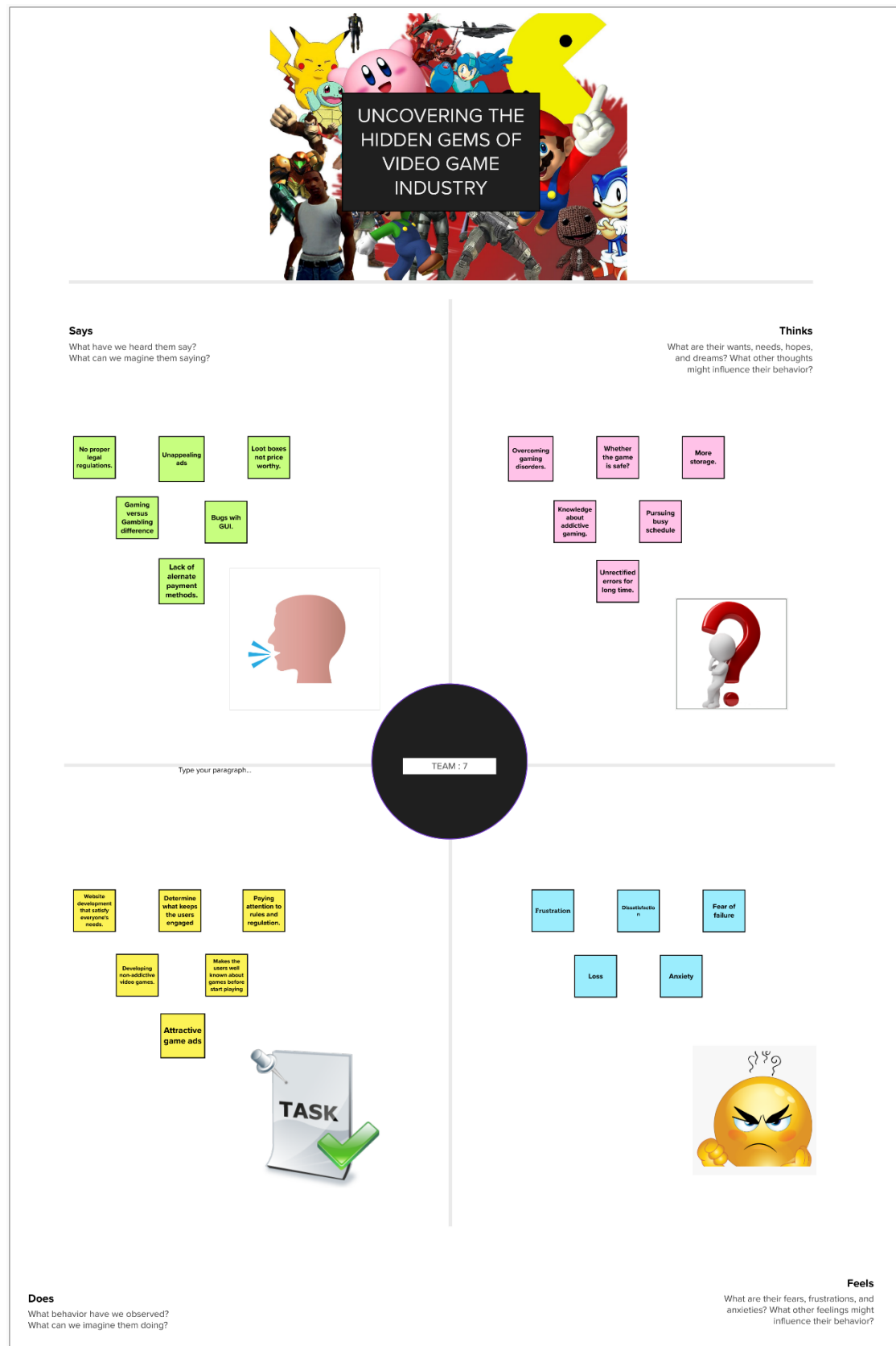
1 INTRODUCTION

1.1 Overview

In this project we will analyse and visualize the video game sales in various countries, to understand market trends and consumer behaviour. We collected data from Kaggle sources and generated by a scrape of vgchartz.com. The collected data was analysed using tableau.
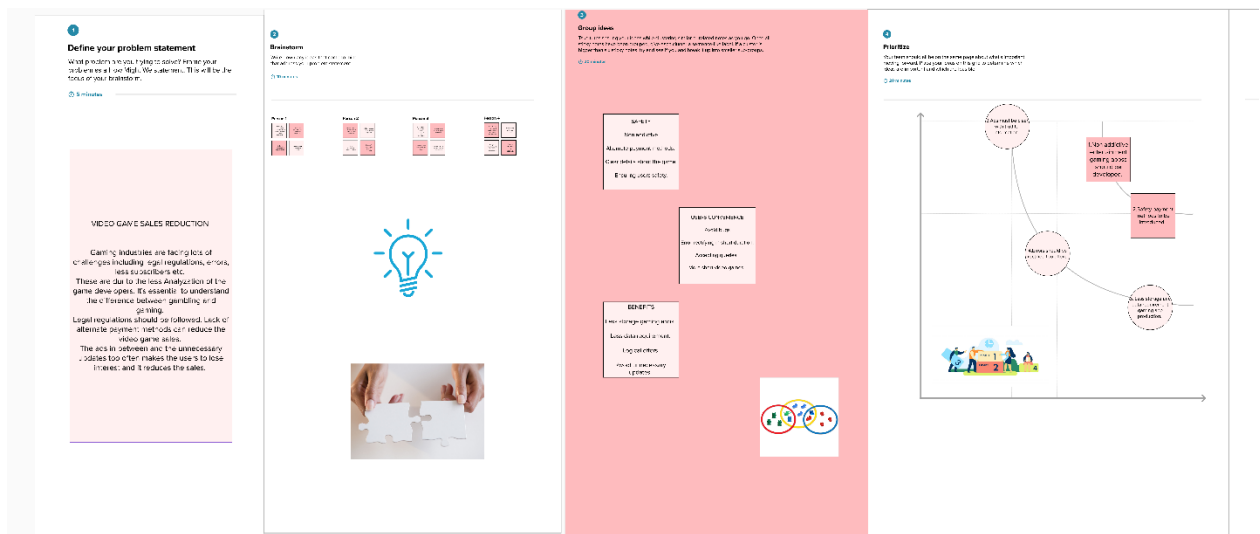
1.2 Purpose

Using this project, we were able to identify the most popular games and genres, to predict future sales, and develop marketing strategies.

2 PROBLEM DEFINITION & DESIGN THINKING
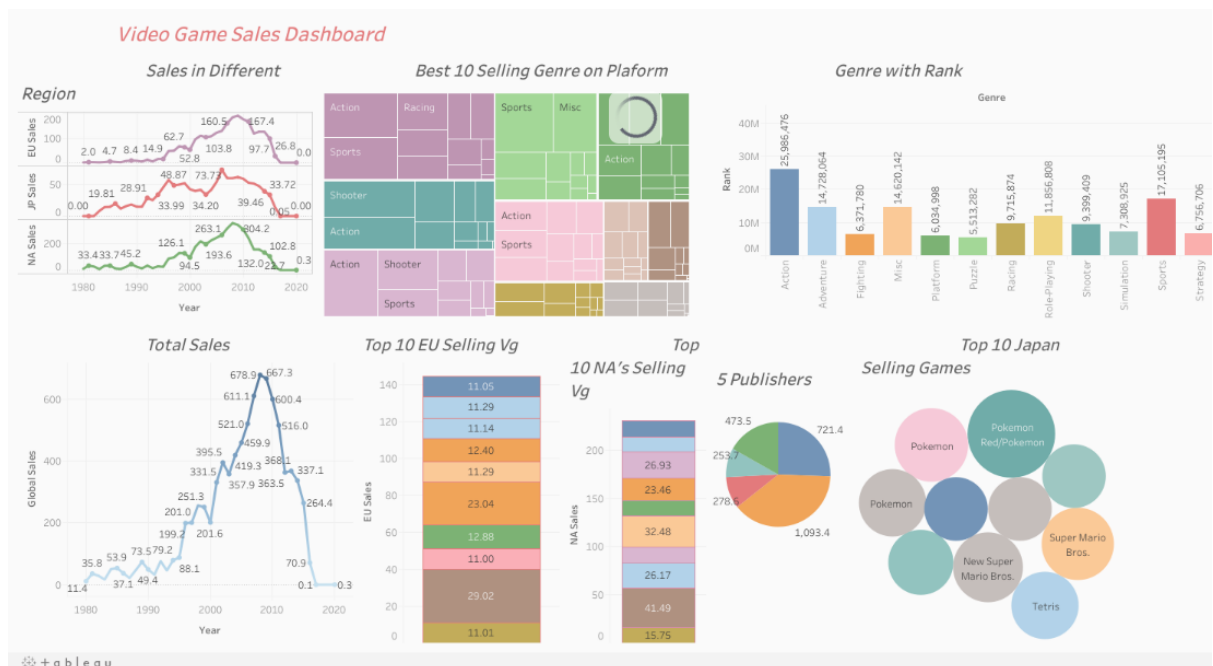
2.1 Empathy Map

UNCOVERING THE HIDDEN GEMS OF VIDEO GAME INDUSTRY

Says
What have we heard them say?
What can we imagine them saying?

Thinks
What are their wants, needs, hopes,
and dreams? What other thoughts
might influence their behavior?

- No proper legal regulations.
- Unappealing ads
- Loot boxes not price worthy.
- Gaming versus Gambling difference
- Bugs wih GUI.
- Lack of alernate payment methods.

- Overcoming gaming disorders.
- Whether the game is safe?
- More storage.
- Knowledge about addictive gaming.
- Pursuing busy schedule
- Unrectified errors for long time.

Type your paragraph...

TEAM : 7

- Website development that satisfy everyone's needs.
- Determine what keeps the users engaged
- Paying attention to rules and regulation.
- Developing non-addictive video games.
- Makes the users well known about games before start playing
- Attractive game ads

- Frustration
- Dissatisfection
- Fear of failure
- Loss
- Anxiety

TASK

Does
What behavior have we observed?
What can we imagine them doing?

Feels
What are their fears, frustrations, and
anxieties? What other feelings might
influence their behavior?

2.2 Ideation & Brainstorming Map
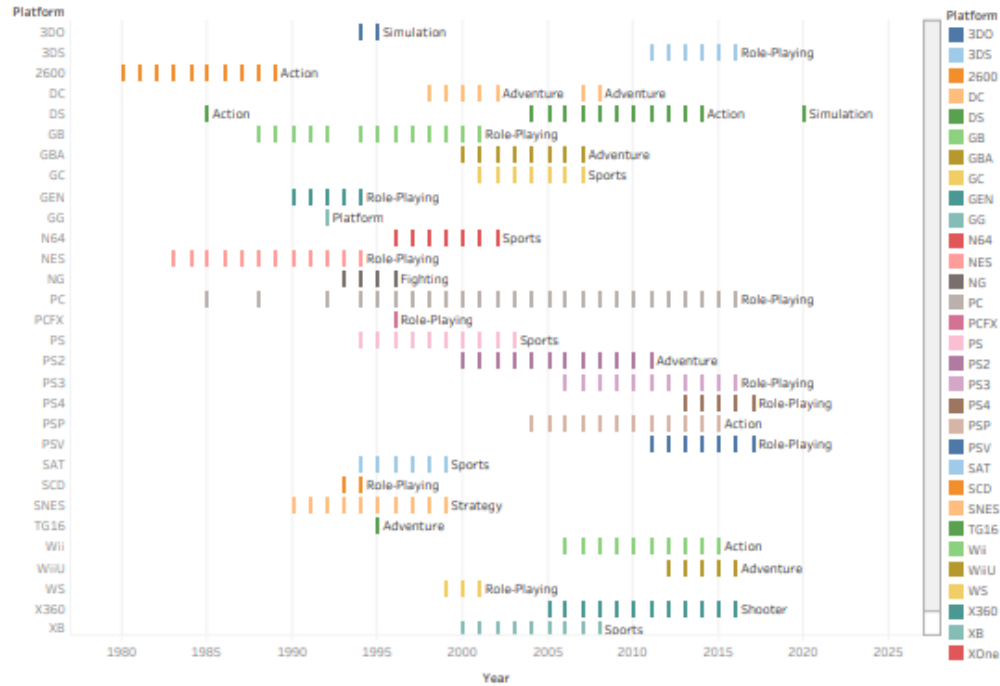

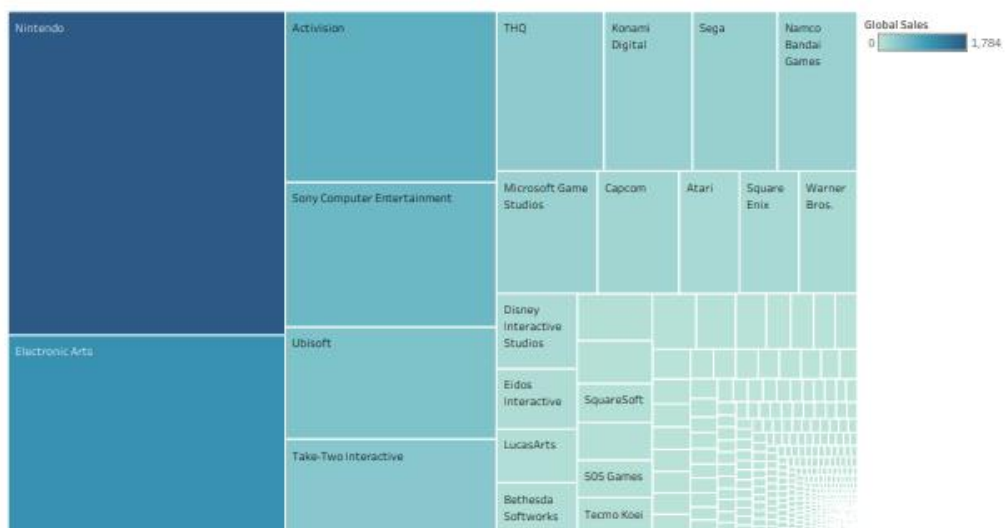## 3   RESULT

Dashboard

Story

Video Games Sales Story

PUBLISHER vs PLATFORM : This is a Gunshot which shows the games published o on platforms since 1980.The highest games being published on the platforms like X360,PS2,PS3,PS and Wii. It clearly shows that the games in action genre are the highest sold.

SALES BASED ON PLATFORMS :This tree map is based on the games sold by the publishers over the years.Here Nintendo is the winner but also electronic arts, activision, Sony Computer Entertainment played a vital role among the games being sold.

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SALES PER GENRE : This bubbles clearly shows us the sales count in each genre of games. Action being the top followed by sports and shooting games. Gamers are not very fondd of strategica...
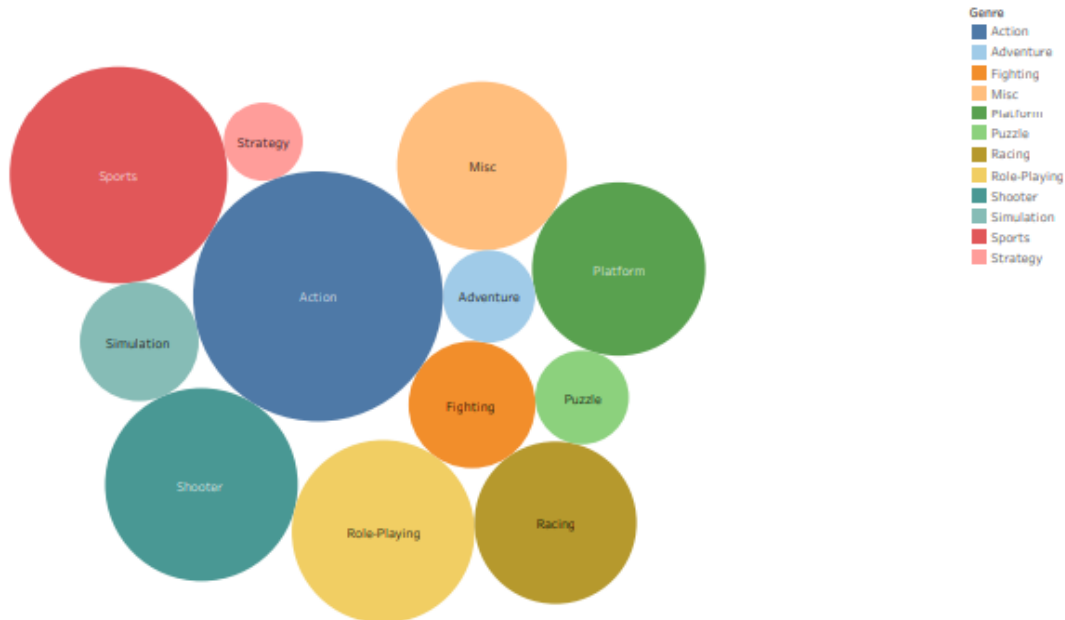
Video Games Sales Story

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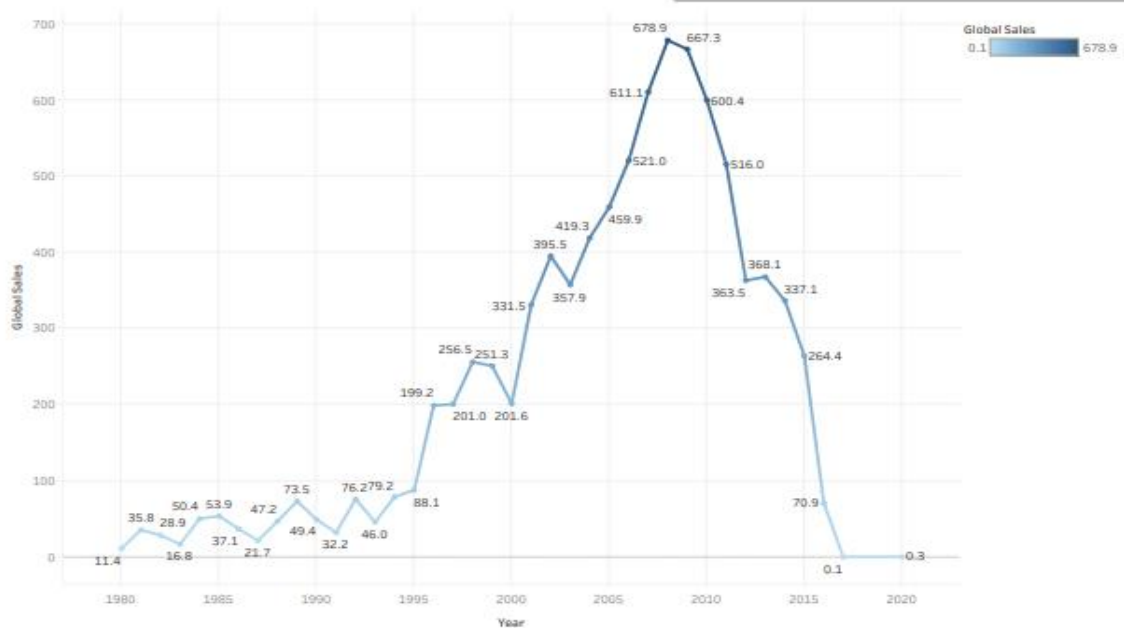
Genre
- Action
- Adventure
- Fighting
- Misc
- Platform
- Puzzle
- Racing
- Role-Playing
- Shooter
- Simulation
- Sports
- Strategy

Video Games Sales Story

TOTAL SALES : The line graph shown here represents the over all sales of video game over the years, and it is seen that the year 2008 seems to be the peak year where the sales were actually highest.The colour shades shows the difference between the highest and lowest.
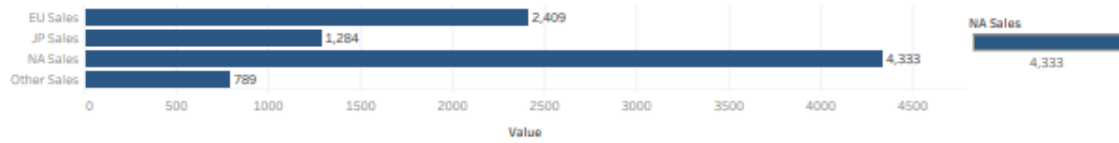
Video Games Sales Story

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SALES REGIONALLY : These bar represents the number of units sold in the regions like North America, Europe, Japan and other regions. From this graph, we can clearly understand that the game lovers are mostly from North America as the video game sales here is the highest of all.

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Web Integration

4 ADVANTAGES & DISADVANTAGES

Advantages

- Helps game developers to understand the needs and preferences of consumers
- Helps game developers to identify opportunities for growth and innovation

Disadvantages

- Time consuming

5 APPLICATIONS

This project persuades increased use of data analytics to track player behaviour and improve game design. It also induces increased use of microtransactions and in-game purchases for additional revenue streams.

6 CONCLUSIONS

We analysed about the video game sales that includes global sales, EU sales, NA sales and Japan sales. We identified the requirements of a game consumer.

7 FUTURE SCOPE

Games can be developed with highly secured payment gateway algorithms so that intruders cannot access without registration and proper subscription.