



IST 719 Jon Kaplan and Tyler Marsh

Data Story and Audience

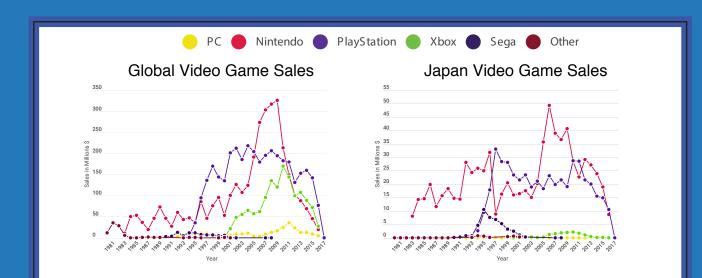
Nintendo is one of the world's most beloved and respected brands. For over 30 years, it has built its reputation on wholesome fun and nostalgia with cherished characters and stories in its games. In this poster, analysis was done on a video game sales and ratings dataset (1980-2016) with a focus on Nintendo in order to figure out the key attributes for Nintendo's continued success and sustainability in an ever-changing and increasingly

competitive video game industry. The dataset had 9935 rows and 16 columns. The audience for this poster is the general public and video game fans. For data cleaning, "Platform" factors were condensed into PC, Other, Xbox, Play Station, and Nintendo. Observations with AO, RP, K-A, "" were removed from data set. Subsets were made for each graph. We ommited NA values in calculations.

QUESTIONS How does Nintendo's global sales compare to other What are the majority of Nintendo's ESRB ratings? What genres does Nintendo target? What are Nintendo's most popular games? What are some of the key attributes of Nintendo

Global Sales

Nintendo has success selling games on its consoles and handhelds, the latter market comprising of all handheld sales.



Nintendo has 59% of all video game sales in Japan

Long-Running Franchises

Nintendo carries many console-exclusive franchises that are testament to the longevity of Nintendo and its ability to stay

relevant in any decade by keeping their franchises fresh. (115 games, 1985 - present)

(27 games, 1986 - present)

(36 games, 1996 - present)

Genre: Platformer

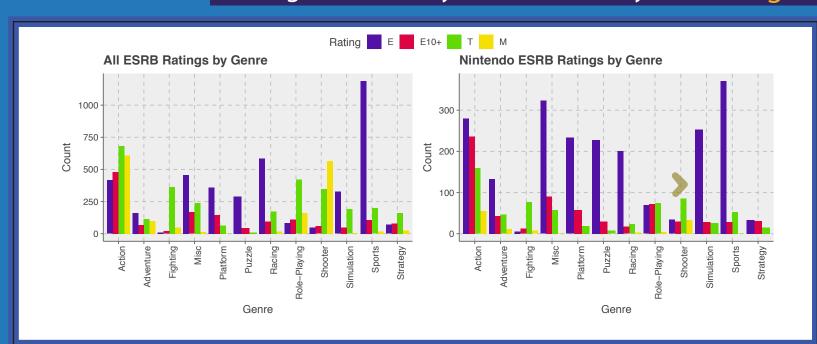
Genre: Action

Genre: RPG

Critical Acclaim

'E' ESRB Ratings

Nintendo has an overwhelming amount of 'E' rated games, opening up their catalogue to a wider audience compared to the rest of the video game industry (which is mainly 'T' rated games)



Nintendo

games that make them stand out?

VS

Industry

Nintendo has the largest amount of Platformer games and global sales for that genre across all consoles. Part of the reason for the large amount of Platformer games

has to do with Nintendo's popularity with mobile gaming and handhelds. The Platformer genre is a genre well-

suited towards mobile gaming due to its short bursts of fun and lower- level graphics complexity compared to

Nintendo Platformer Marketshare

Global Sales of Platformer Genre by Console (Circle size represents average sales)

PC Nintendo PlayStation Xbox Sega Othe

Notable Games

Genre types of Nintendo vs Industry

554.51 global sales

82.47 global sales

209.42 global sales

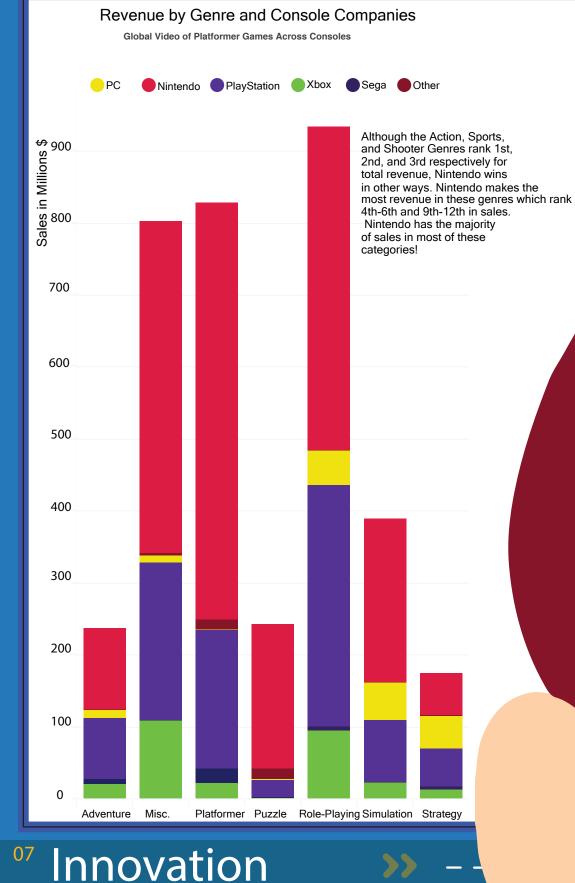
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Together, these three franchises represent % of all video game sales in history

Targeting Niche Genres

Nintendo enjoys much of its success by focusing on niche genres such as Simulation, Puzzle, RPG, and Platformer





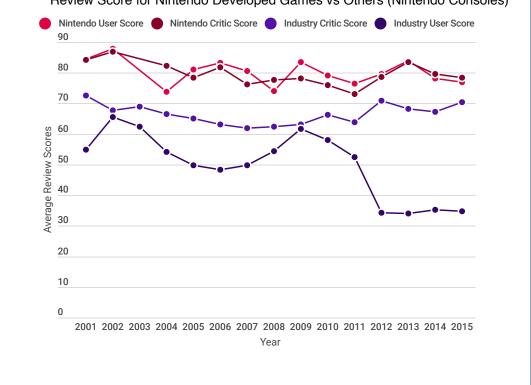
Nintendo is a leading innovator in the industry

in games such as Super Mario Bros (1985)

Review Score for Nintendo Developed Games vs Others (Nintendo Consoles) Nintendo User Score Nintendo Critic Score Industry Critic Score Industry User Score

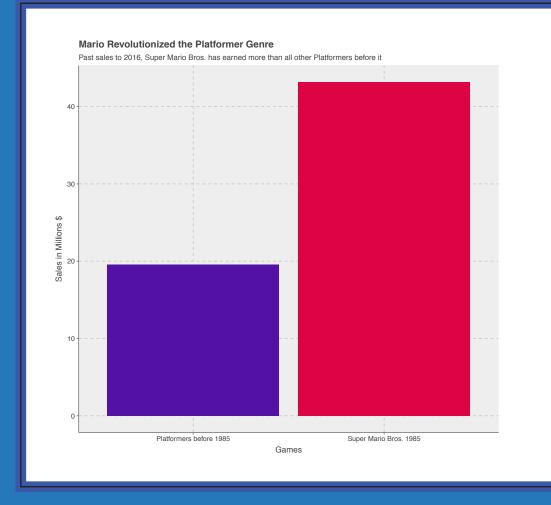
both higher than the 70.26 overall average critic score for all games.

Nintendo's average critic score is 80.47 as developer and 76.27 as publisher,



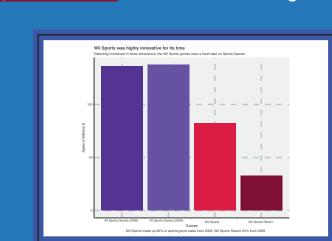
Nintendo games have the pattern of having a higher average user score compared to the critic score, likely due to the devoted fanbases and high quality standard for their games due to many of them being developed by Nintendo itself.

One way is through its creative and imaginative game design



Nintendo also is a innovator with its hardware and consoles Wii Sports (2006) remains one of its greatest successes and made exercise fun for all

Global Sales of Platformers



Conclusion

Nintendo's story is a story of niches. For its global sales, it holds a niche in the Japanese market. For the handheld market, Nintendo dominates as well.

The majority of Nintendo games are 'E' rated, allowing Nintendo to have a wider audience and appeal to as many people as possible.

Nintendo's most popular game are made up of games from their long-running franchise series, niche genres like Platformer, Puzzle, RPG, and Simulation, and innovative games that sometimes change the entire industry.

Nintendo's strategy of targeting these niche genres brings them a lot of success, especially in the domain of Platformers, where Mario games are dominant.

Platformer Sales

Through its continued innovation in game design and hardware, Nintendo remains a trendsetter in the video game industry and one of the most respected brands in the world.

REFERENCES:

DATA SOURCE:

Kaggle | Video Game Sales