



# What Makes **Nintendo** Special?

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## 01 Data Story and Audience

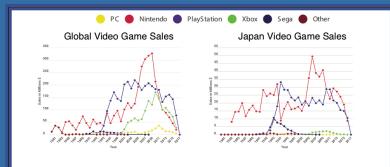
**Nintendo** is one of the world's most beloved and respected brands. For over 30 years, it has built its reputation on wholesome fun and nostalgia with cherished characters and stories in its games. In this poster, analysis was done on a video game sales and ratings dataset (1980-2016) with a focus 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, PlayStation, and Nintendo. Observations with AO, RP, K-A,™ were removed from data set. Subsets were made for each graph. We omitted NA values in calculations.

- QUESTIONS**
- How does Nintendo's global sales compare to other consoles?
  - 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 games that make them stand out?

## 02 Global Sales

Nintendo has success selling games on its consoles and handhelds, the latter market comprising 82% of all handheld sales.



Nintendo has 59% of all video game sales in Japan

**Nintendo**

**60%**

VS

**Industry**

**40%**

## 04 Notable Games

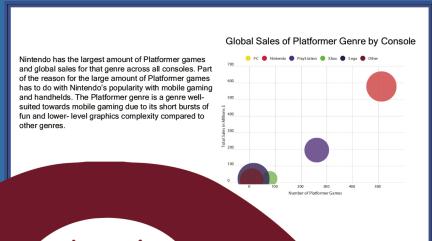
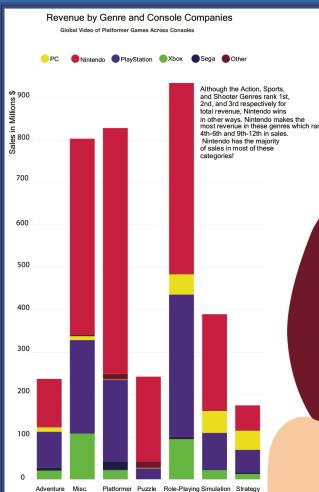
Genre types of Nintendo vs Industry



## 05 Targeting Niche Genres

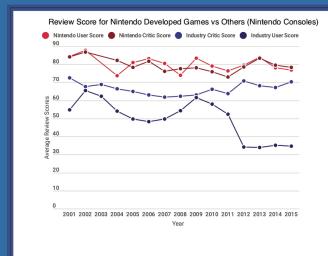
Nintendo enjoys much of its success by focusing on niche genres such as **Simulation, Puzzle, RPG, and Platformer**

This is in contrast to the rest of the industry where the top sellers are in genres such as **Shooter, Action, and Sports**



## 06 Critical Acclaim

Nintendo's average critic score is 80.47 as developer and 76.27 as publisher, both higher than the 70.26 overall average critic score for all games.

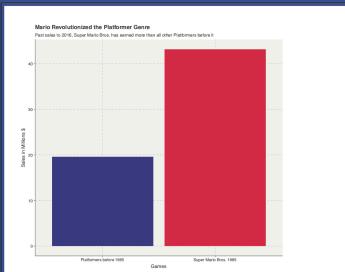


Nintendo games have the pattern of having a higher average user score compared to the critic score, likely due to the **devoted fanbases** and **high quality standard** for their games due to many of them being developed by Nintendo itself.

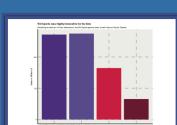
## 07 Innovation

Nintendo is a leading innovator in the industry

One way is through its **creative and imaginative game design** in games such as **Super Mario Bros (1985)**



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



## 08 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**.

Through its continued **innovation in game design and hardware**, Nintendo is a trendsetter in the video game industry and one of the most respected brands in the world for the foreseeable future.

## REFERENCES:

<https://www.kaggle.com/sushiletao/video-game-sales-with-ratings>

## DATA SOURCE:

Kaggle | Video Game Sales

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