

Overview

Platform

Console

Genre

Publisher

Insights



Menu

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**658.51**

Total Sales

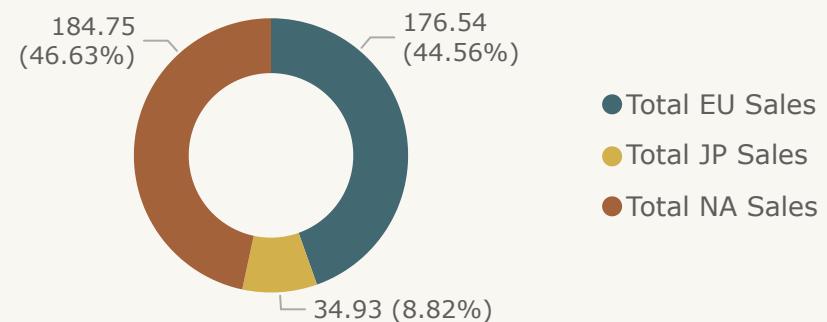
**11**

Active Platform...

**10**

Active Genres

### Total EU Sales, Total JP Sales and Total NA Sales



### Market Growth Trend





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Platform

(Blank)

2600

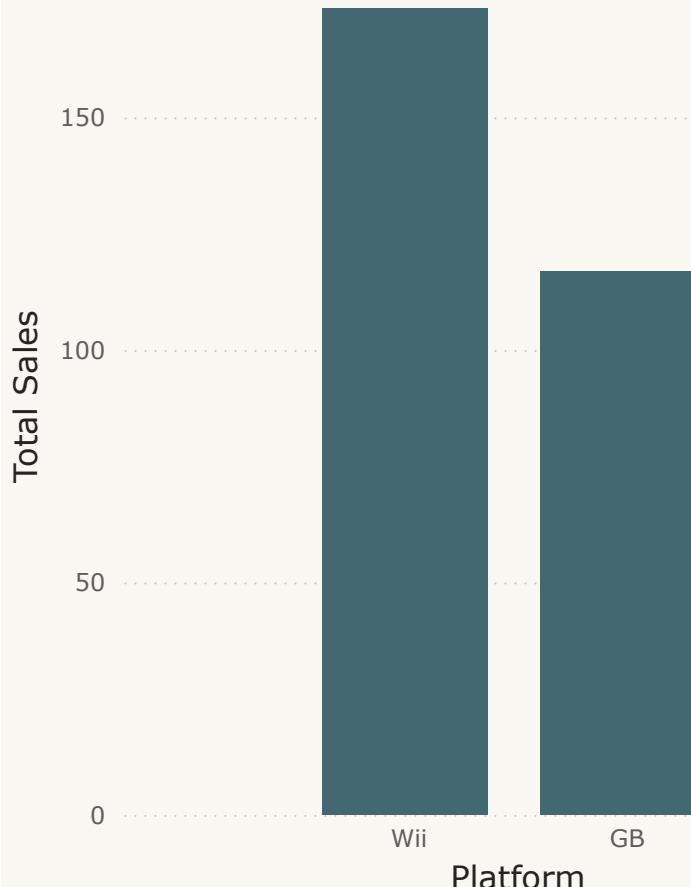
DS

GB

**100.00%**

Platform Market Share %

Total Sales by Platform



Total Sales by Platform





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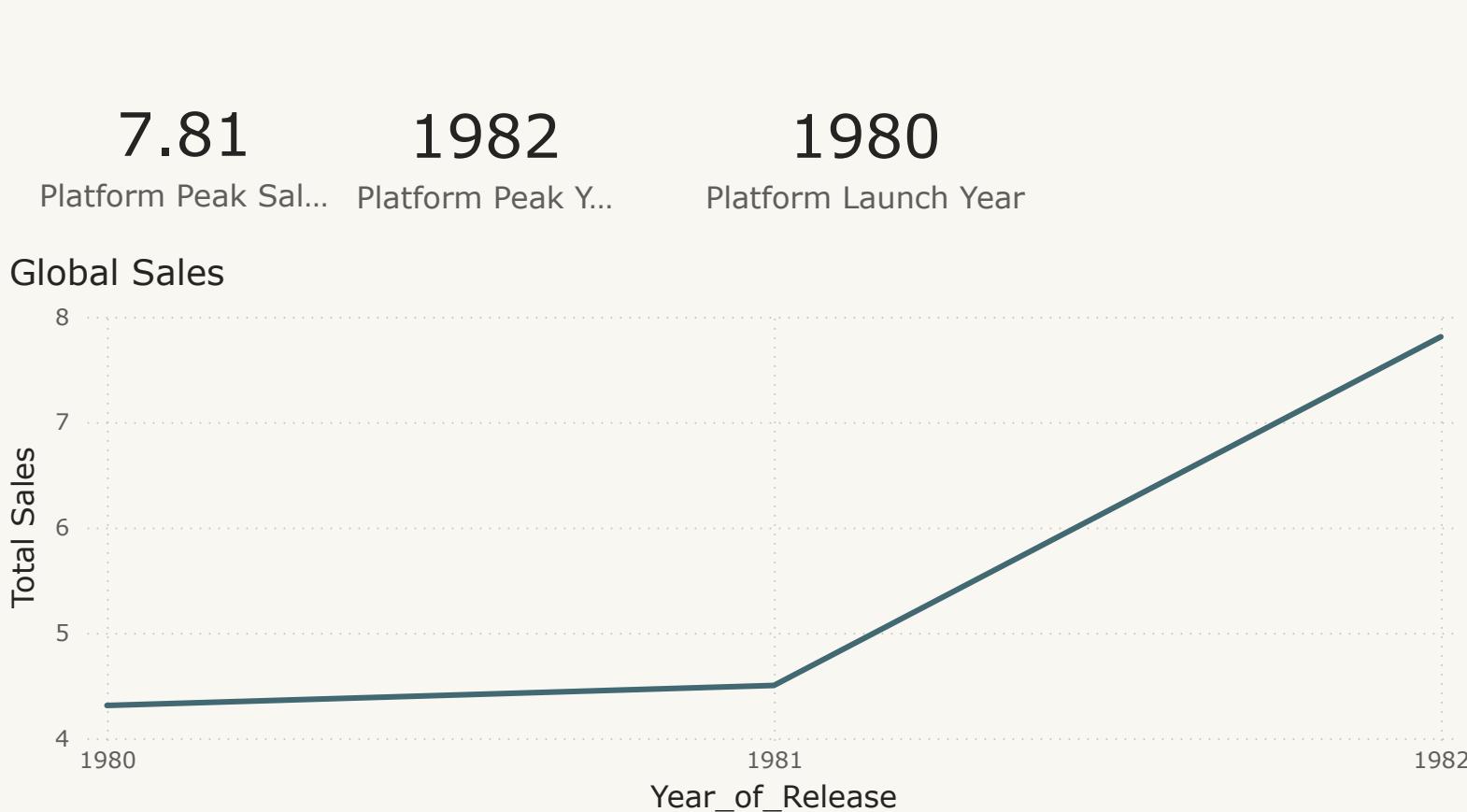
Console

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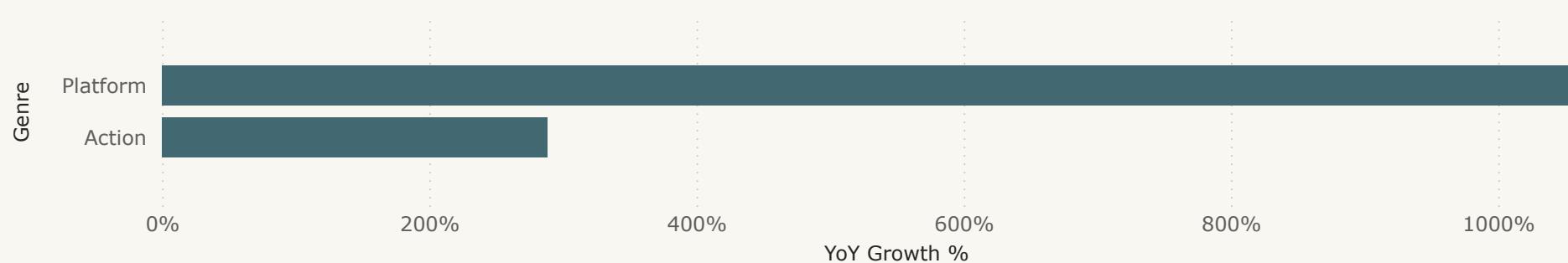
Genre

Publisher

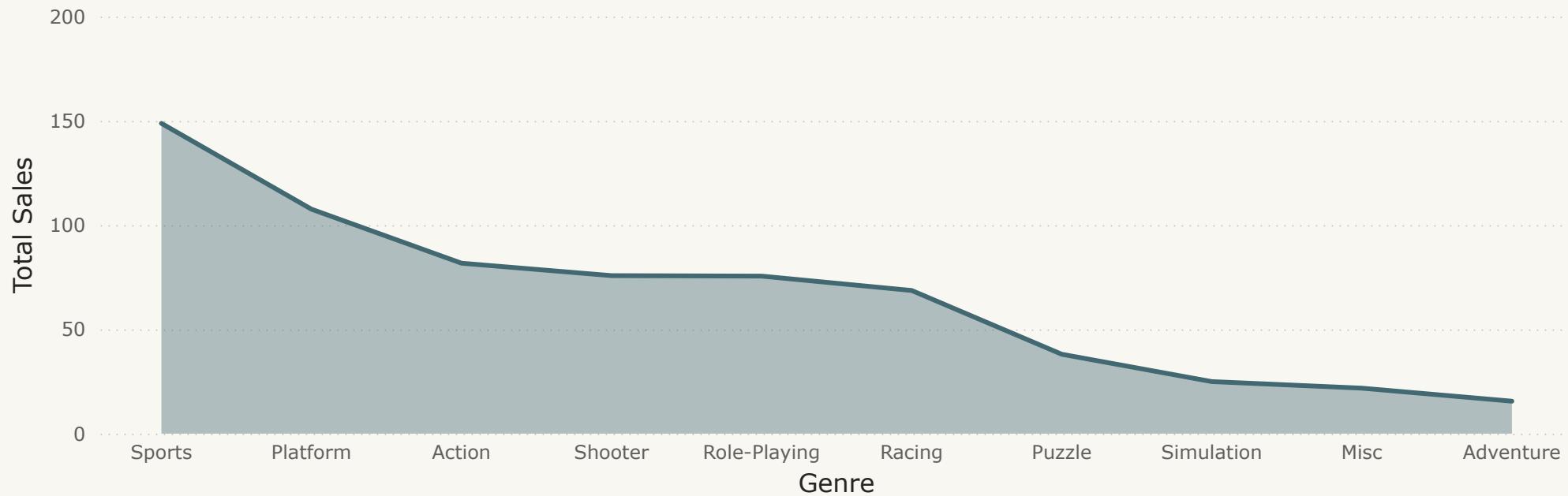
Insights

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## YoY Growth



## Total sales by genre



Genre

(Blank)

Action

Adventure

Misc

Platform

-

Year

02/06/1905

12/07/1905





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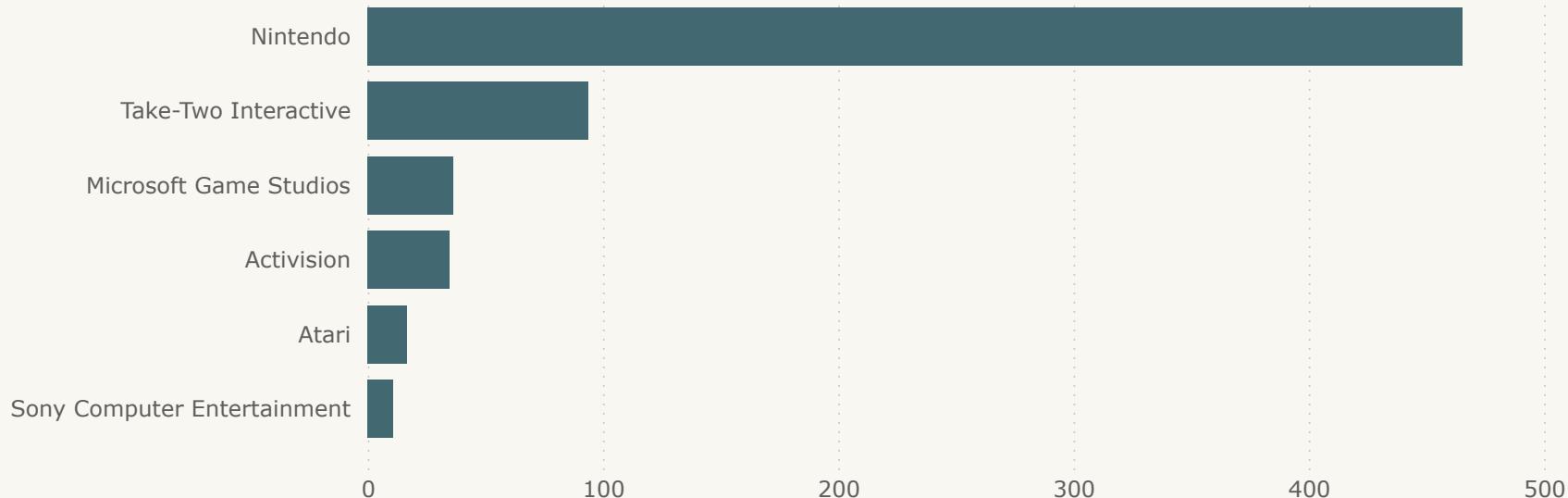
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## Total Sales by Publisher

Publisher



Publisher	Count of NA Sales	Count of EU Sales	Count of JP Sales
Activision	10	10	10
Atari	10	10	10
Electronic Arts	10	10	10
Microsoft Game Studios	10	10	10
Nintendo	10	10	10
Sega	10	10	10
Sony Computer Entertainment	10	10	10
Take-Two Interactive	10	10	10
Ubisoft	10	10	10
<b>Total</b>	<b>10</b>	<b>10</b>	<b>10</b>



Clear all slicers

## Key Insights

### Platform Dominance

- **Key Insight:** A small number of platforms drive the majority of global sales. Early platform releases show massive peaks, but their sales often decline after 4-6 years.

### Console Lifecycle

- **Key Insight:** Most platforms show significant peaks in sales 4-6 years after release. This insight is useful for predicting product life cycles and understanding when new platforms might enter the market.

### Genre Trends

- **Visuals:** Area chart for sales trends over time, bar charts for YoY growth in genres.

### Publisher Performance

- **Key Insight:** Different publishers have varied success in different regions. Some publishers perform well in North America but not in Europe or Japan, which can help publishers focus their strategies.