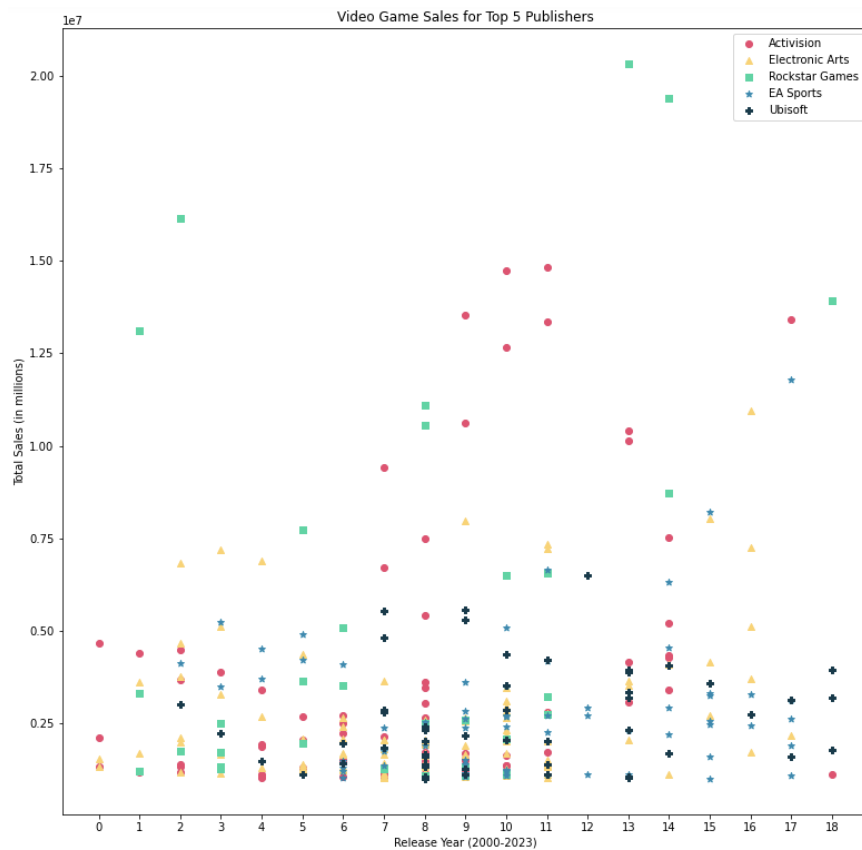


Total Video Game Sales by Release Year:  
Top Five Publishers



### Original Figure:



### Findings:

- Rockstar Games produced the three highest selling games despite being third for all-time total sales
- Activision had a top-selling games era from 2009-2011 and consistently made high-selling games 2007-2017 (Call of Duty franchise games)
- The highest-selling game from this data set amongst these five publishers is Grand Theft Auto V (2013) from Rockstar Games
- Ubisoft consistently makes relatively lower sales across all years, hence why they're in fifth place for total sales. EA Sports is similar but a bit higher, as expected
- EA accomplishes consistent mid-range sales while Rockstar leans towards massive incremental spikes in sales
- Activision has both consistent and inconsistent times, and decent sales spikes at some points. They come out on top in total all-time sales in this dataset

**Data and Methods:**

I found this dataset while researching for good ideas for a project on Kaggle.com. It started out as a large dataset with a lot of columns and missing data, as you'll see in my code. You'll also see that I used various methods to clean the data and eventually whittle it down to the subject I decided to focus on. It was a long and difficult process, but I believe it yielded great results.

**Significance:**

Video games are a huge part of our culture nowadays. Most people you talk to have played them at some point and a lot of people, especially younger generations, are avid gamers. Given all that, it's obviously a huge industry. I believed it would be interesting to investigate highest-selling video game publishers and see how they did in sales over the years, and how they compare to each other. I narrowed it down to the top five from the dataset and I do believe the results I've found are very significant and relevant.

**Link to GitHub Page:**

[https://github.com/kg117/KyleLehman\\_INFSCI1520\\_Final\\_Report](https://github.com/kg117/KyleLehman_INFSCI1520_Final_Report)