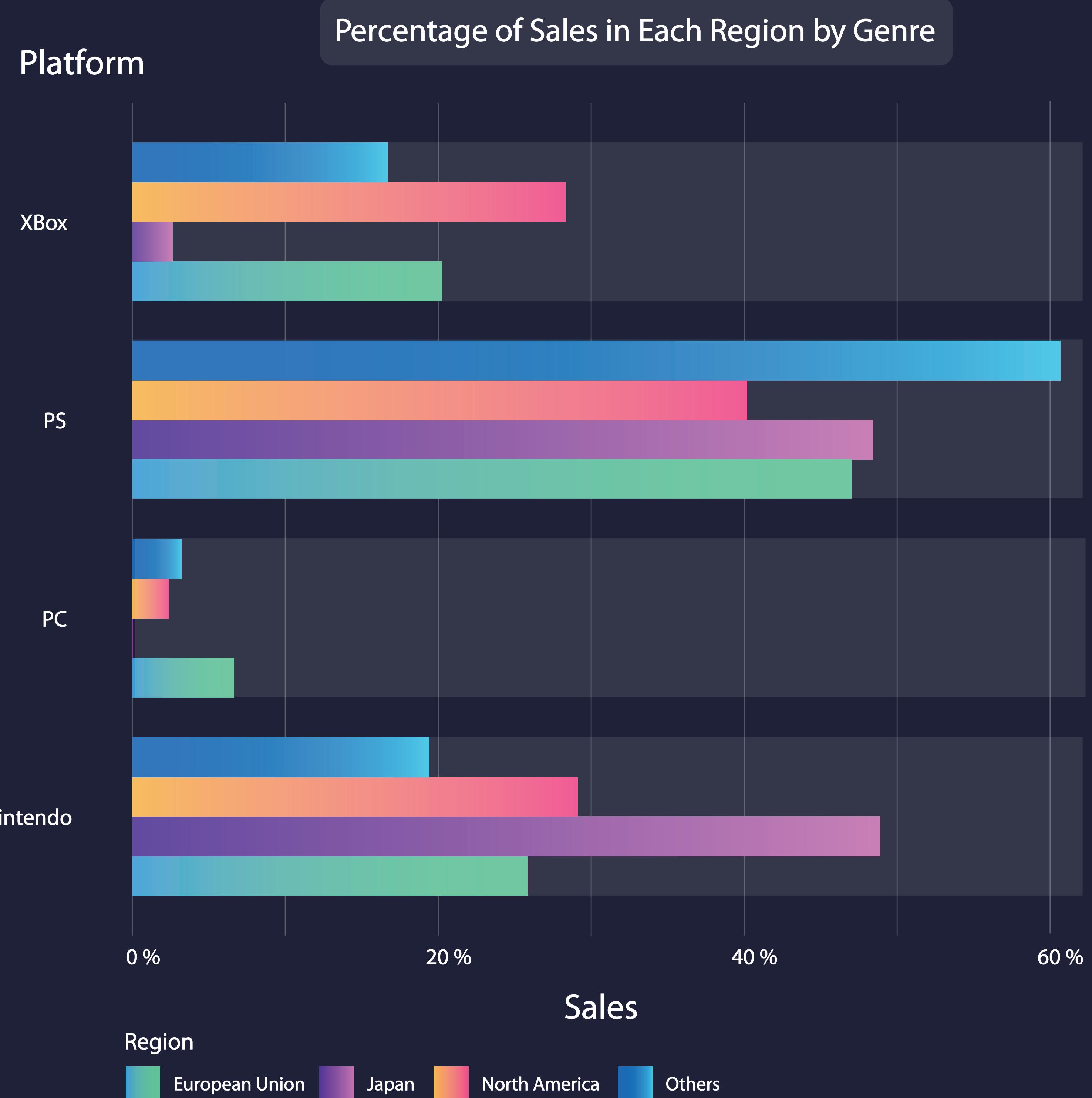


Exploring Video Game Sales Dynamics

Unveiling Genre Insights and Global Patterns

How do genre preferences and platform choices influence video game sales across different regions?



Khushi Shetty
IST 719 Information Visualization

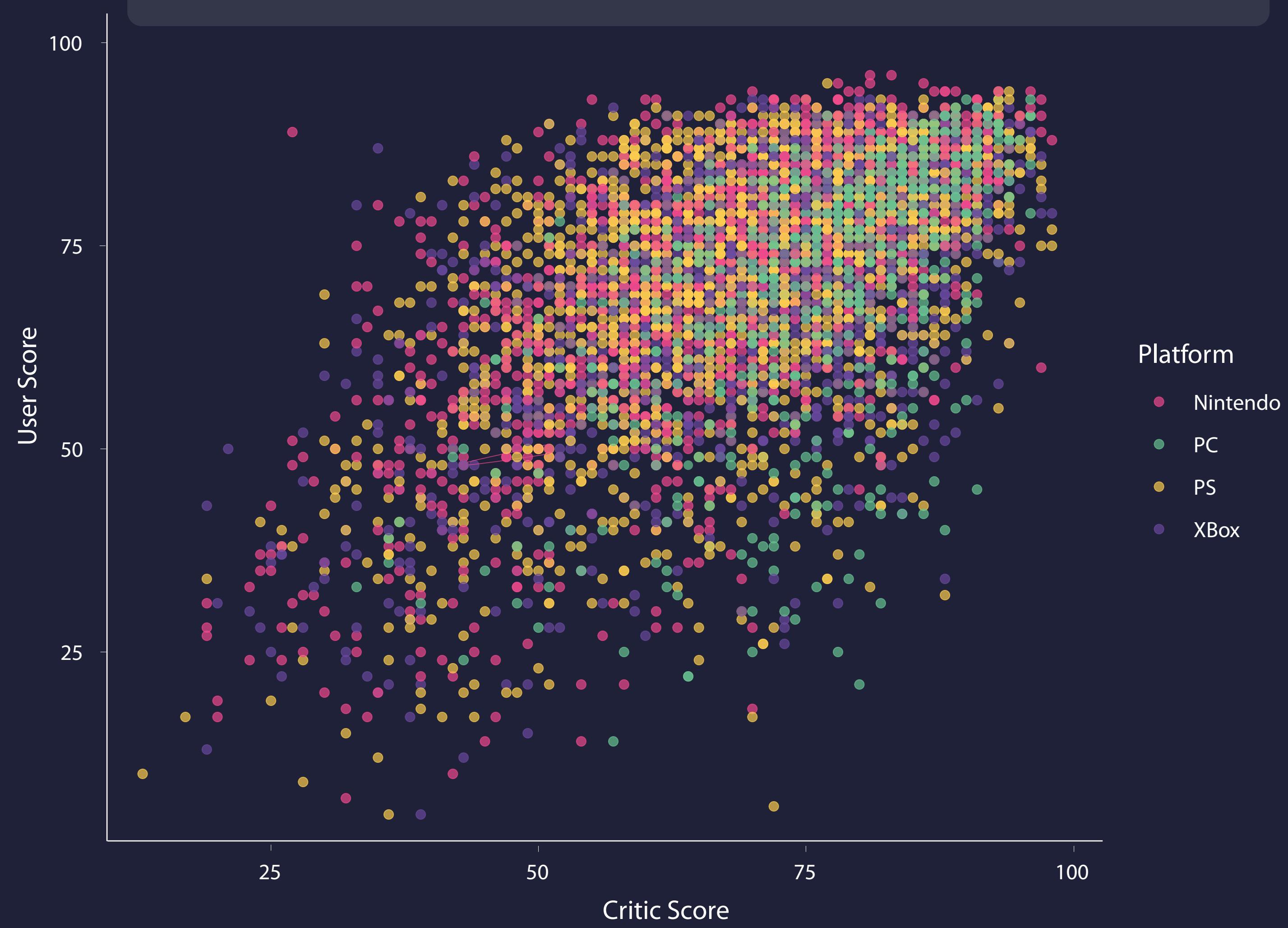
Poster Story:

Video game sales vary across genres and regions, revealing intriguing patterns. This poster explores these dynamics through visualizations, offering a comprehensive overview of the industry landscape.

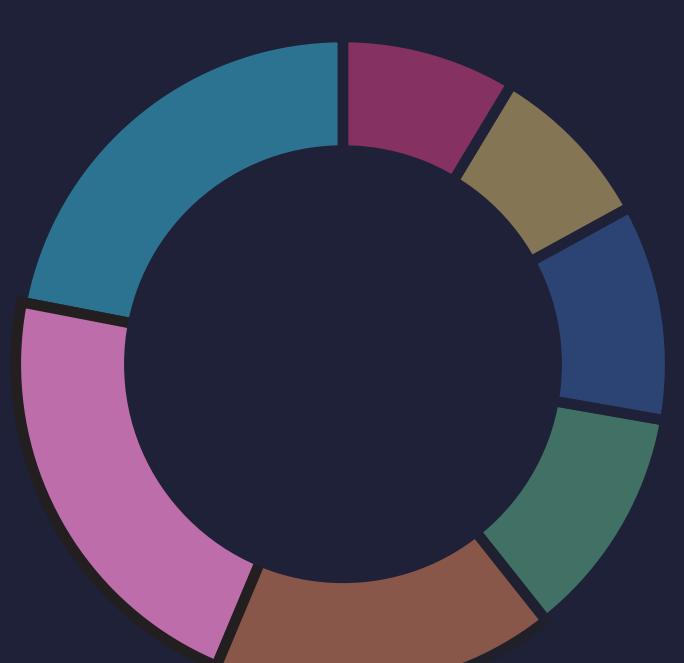
Motivation:

This poster is designed for industry analysts, gaming enthusiasts, and market researchers. It unveils hidden patterns in video game sales, providing valuable insights for game developers, publishers, and investors.

Mapping Critic Scores Against User Ratings in Gaming

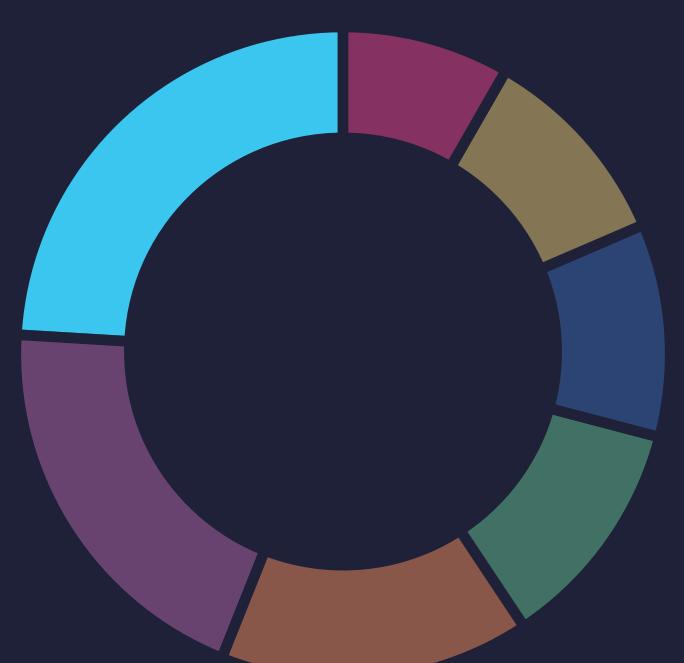


Global Gaming Preferences: Genre Dominance Across Regions



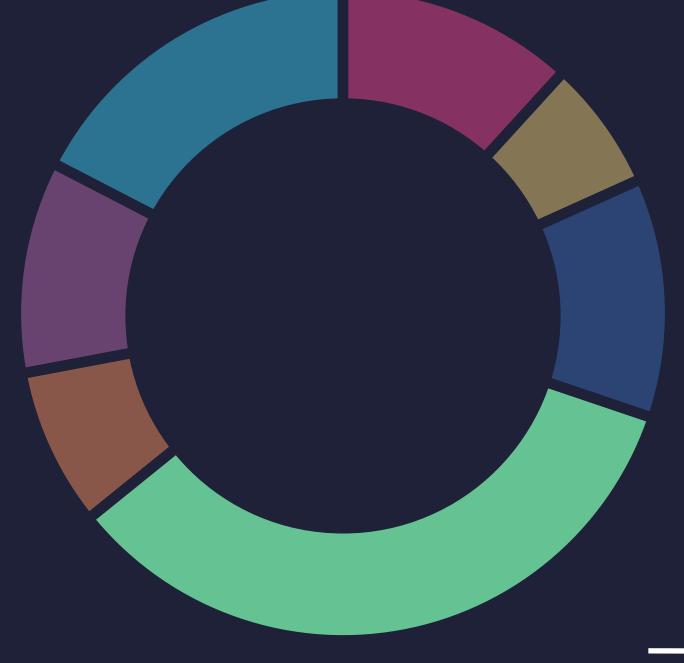
North America

In North America, the graph indicates that 'Fighting' is the most played video game genre, accounting for a substantial 22% of overall gaming preferences.



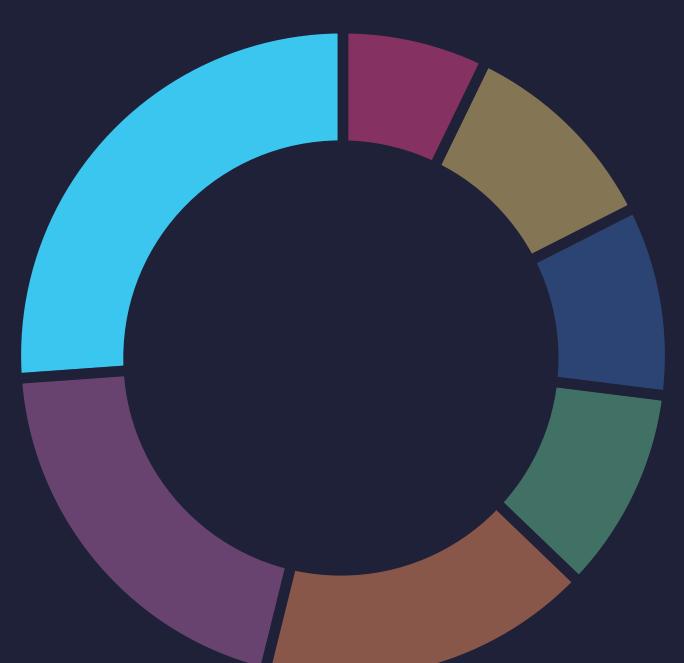
European Union

In the European Union, data shows the 'Action' genre leads with a significant 24%, emphasizing its widespread popularity among gamers in the region.



Japan

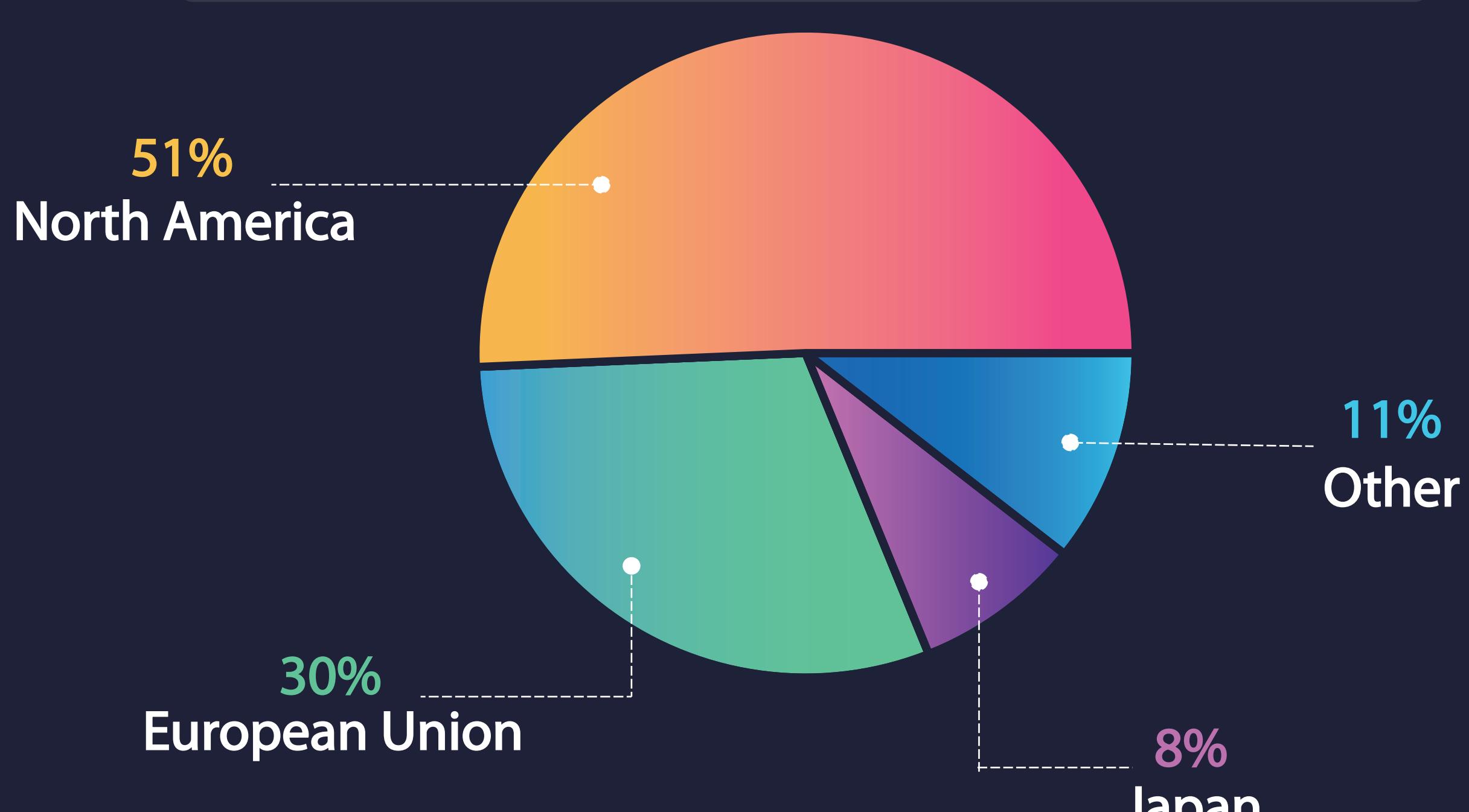
In Japan, data highlights the 'Simulation' genre as the leader, commanding a substantial 34%, underscoring its extensive popularity among gamers in the region.



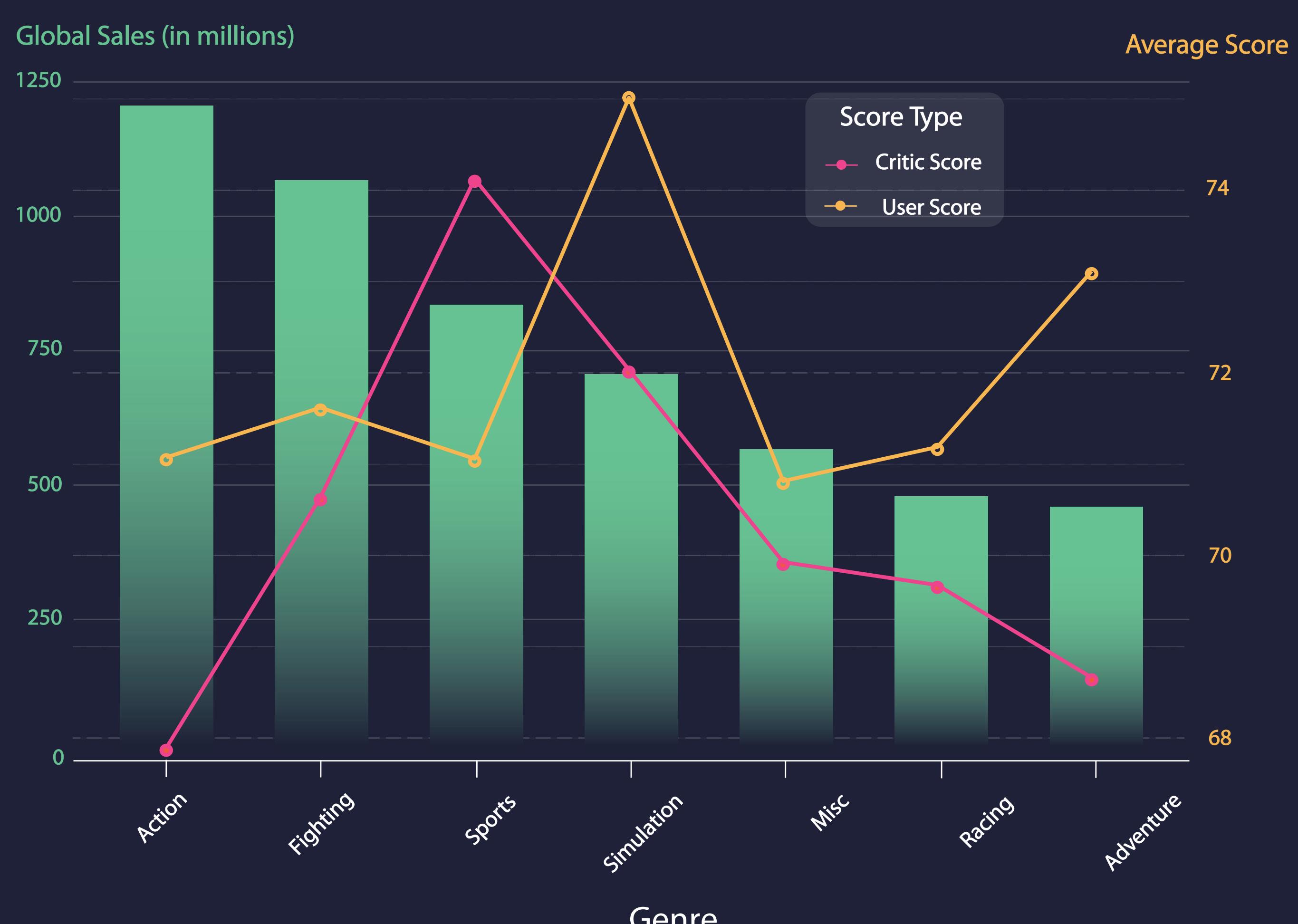
Others

In other regions, the 'Action' genre claims the forefront, comprising a notable 26%, reflecting its widespread appeal among gamers across different locales.

Exploring Sales Distribution Across Regions



Exploring Global Sales and Critic/User Scores Across Gaming Genres



Data Description:

This dataset, sourced from Kaggle, encompasses 6,893 rows and 18 columns, expanding upon Gregory Smith's VGChartz Video Games Sales web scrape. Additionally, it incorporates data from a Metacritic web scrape, providing a comprehensive set of variables for analysis.

Source:

<https://www.kaggle.com/datasets/rush4ratio/video-game-sales-with-ratings/data>

Data Cleaning:

The data cleaning process involved removing rows with missing values, converting data types, addressing "N/A" values, scaling 'User_Score,' and creating new variables for categorization.

R Libraries Used:

ggplot2, dplyr

Tools:

R studio, Adobe Illustrator