GameCo Project

Analysing global video game sales

Project Overview

Context

GameCo, a video game company wants to develop new games and needs to understand how they might fare in the market.

Objective

Perform a descriptive analysis of a video game data set answer key questions that will inform GameCo's development plans.

Key Questions

➢ Are certain types of games more popular than others?
➢ What other publishers will likely be the main competitors in certain markets?
➢ Have any games decreased or increased in popularity over time?
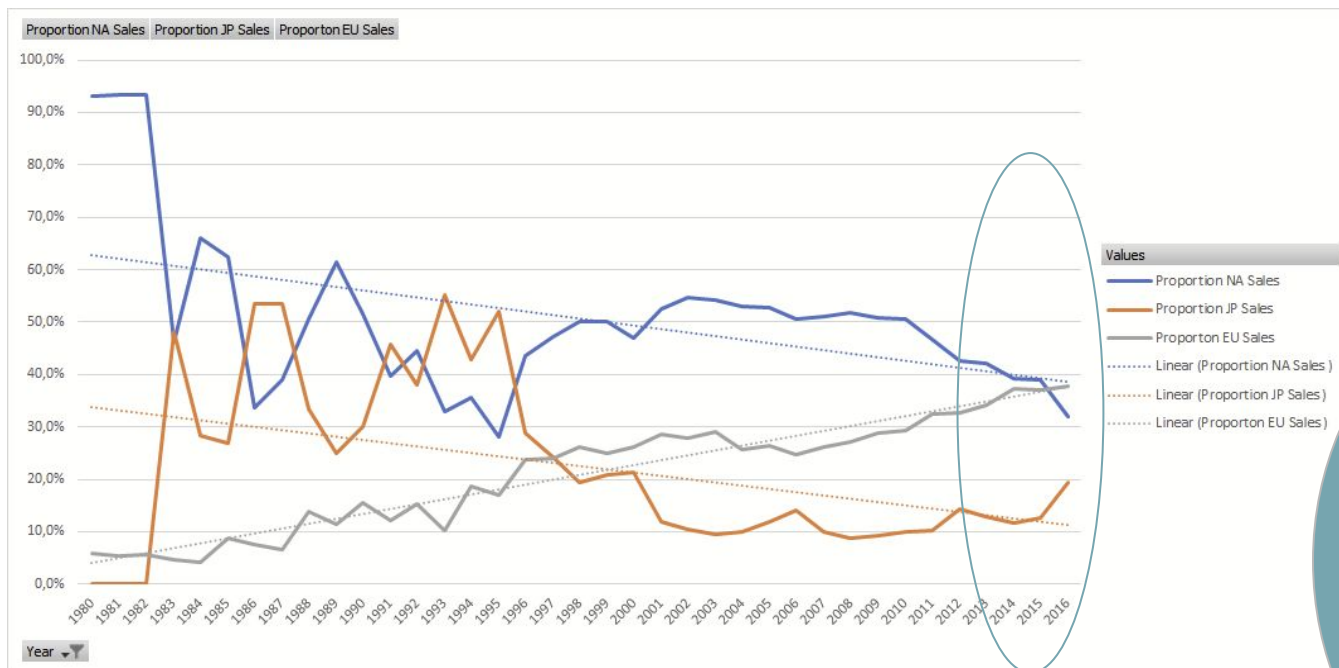➢ How have their sales figures varied between geographic regions over time?

Data & Tools

Video game data set with historical sales (units sold in millions) of games from VGChartz according to VGChartz's methodology

The analysis was conducted with Excel KL//VG_Sales_Files

Regional Market Share (1980-2016) Analysis

➢ *Against GameCo's expectations, **NA and JP's market share** has been **on a decreasing trend**.*
In 2016 the EU drove the highest share of sales followed by NA which showed a YoY decrease and JP which picked up in share of sales versus 2015.

Global Sales Analysis

➢
Global sales have been decreasing since 2013 *and were at a 5 year low in 2016. The decrease in sales is affecting all markets, but most heavily NA.*
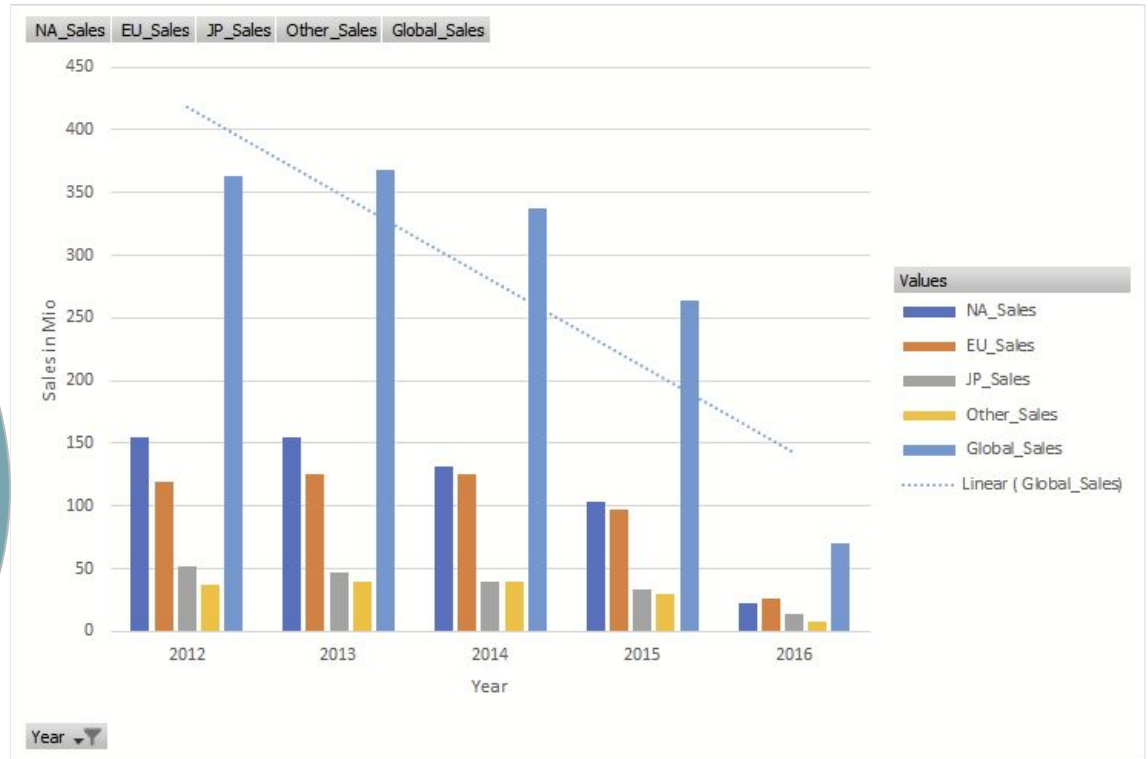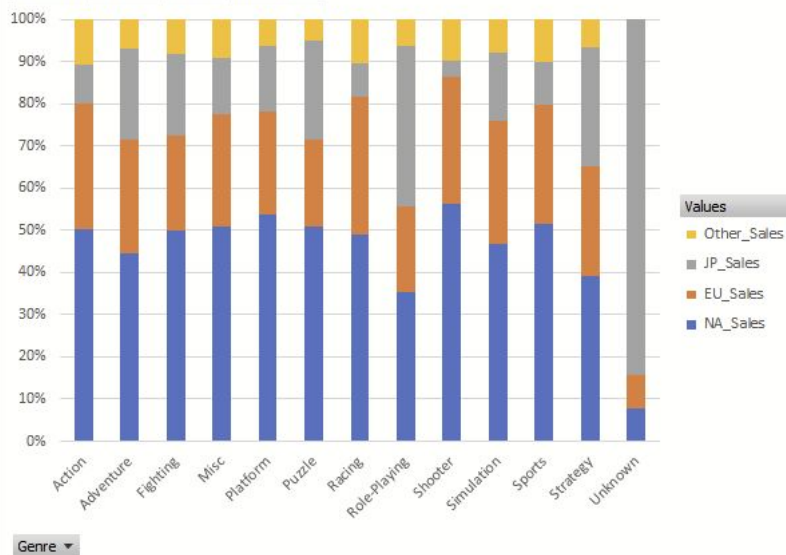
Video Game Genre Analysis

➢ **Action and Shooter Games** have been the leading revenue driving genres in the last 5 years. These genres are most successful in terms of sales in North America (NA) followed by Europe (EU).
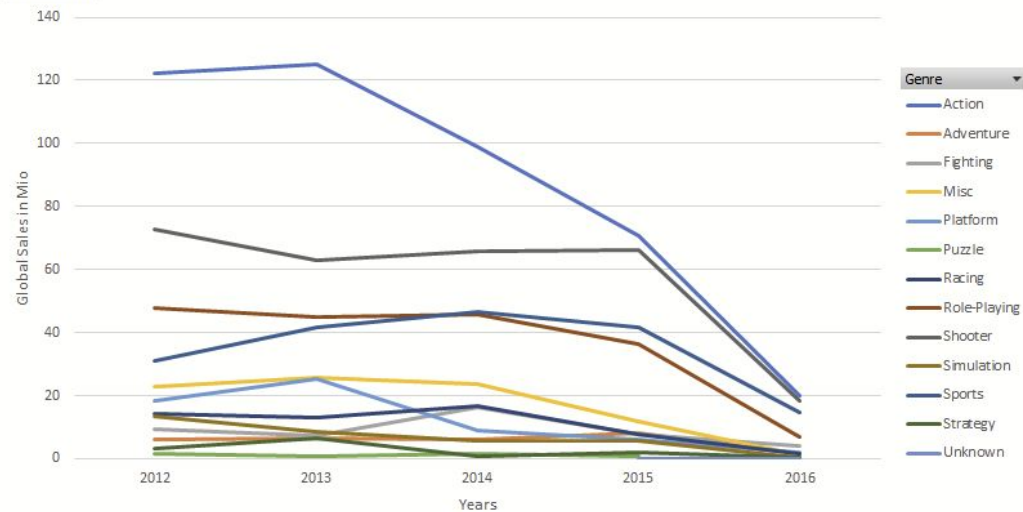
GameCo Summary & Recommendations

Based on the data insights of the previous slides GameCo should focus it's development budgets in 2017 on the most important markets, the EU and NA in regards to action and shooter games.

While the EU shows the highest sales potential in 2016 and has been on an increasing trend, North America has had the highest impact on global sales since 1996. Identifying reasons for the NA sales decrease and turning this trend around would have a major impact on global sales and could lead to different choices in budget allocation.

Open Question: It would be interesting to find out what caused the heavy sales drop in 2016 across all genres versus previous years and whether this indicated a general change in the industry that continued afterwards.

My Project Reflections

"Starting this project I had very limited understanding of what the Gaming industry looks like. The descriptive analysis of the data set helped me to understand the broad distribution of games on the market. It became clear that there were a few top publishers and games that stood out among a broad list and it was interesting to see how different platforms developed over time and new games were launched. I found it insightful to see how Nintendo addressed market demand in Japan versus e.g. Take-Two Interactive in the US and how the regions showed different distribution of sales in the 'Role-Playing' versus the 'Shooter' genre. Grouping and visualising the data in a digestible format proved crucial to answer GameCo's key questions and not losing the top view of a fast-moving, frequently innovating industry."