

PROJECT DOCUMENTATION

Uncovering the Gaming Industry's Hidden Gems: A Comprehensive Analysis of Video Game Sales

1. INTRODUCTION

1.1 OVERVIEW

This project is a complete analysis of video games sold since 1983 to 2016. Video game sales is the process of collecting and analyzing data about the sales of video games in order to understand market trends and consumer behaviour .This type of analysis can be useful for a variety of purposes, including identifying the most popular games and genres, predicting future sales, and developing marketing strategies. Video game sales analysis typically involves collecting data from Kaggle sources. This project analysis can be used to identify trends and patterns in the market, and to make informed decisions by game developers, publishers, retailers, and other industry professionals.

1.2 PURPOSE

In this project the main purpose was to analyze the sales of video games in different regions. The region are North America, Europe, Japan, other countries (combined) and then the global sales(total of all the regions). The main idea was to visualize the sales for different genres, publishers and platforms. This would give the basic idea about the most popular genres, publishers amongst all. Also analyzing the effect of genres on sales in different regions.

2.1 EMPATHY MAP

Template

Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says
What have we heard them say?
What can we imagine them saying?

Thinks
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Does
What behavior have we observed?
What can we imagine them doing?

Feels
What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

Central Circle: Give them a name and a portrait to empathize with your persona.

Statements in boxes:

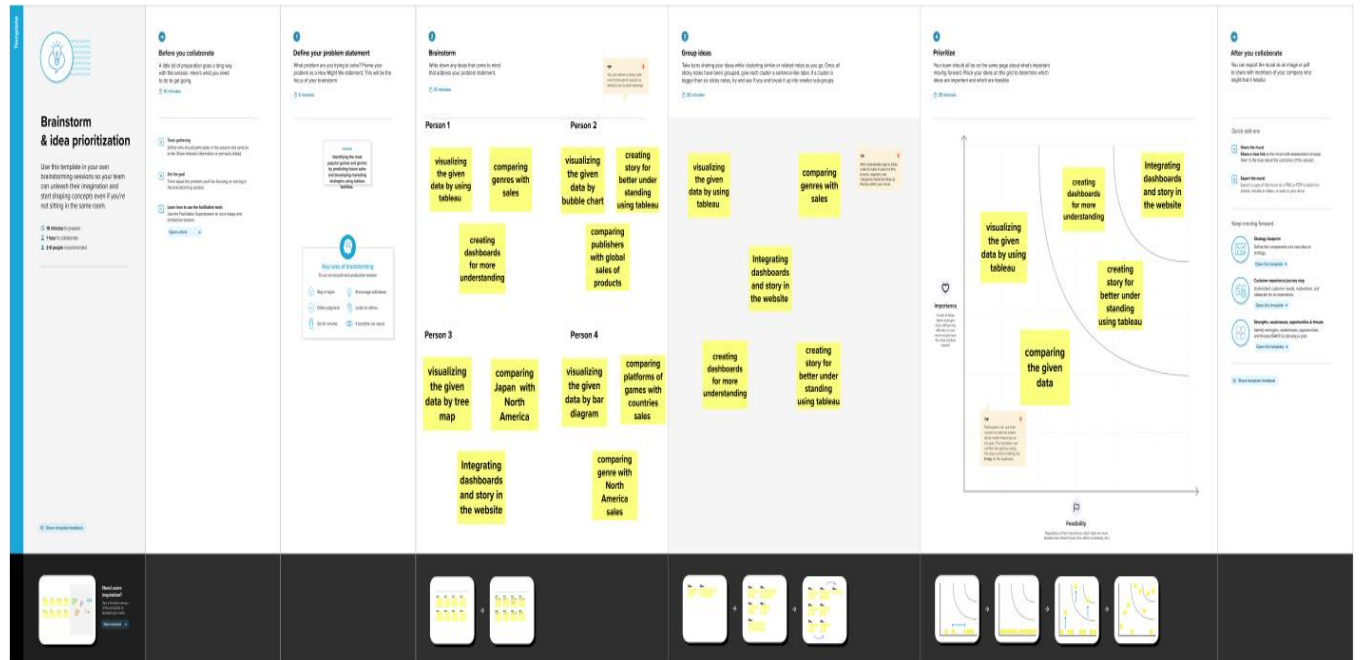
- Says (Green):** Looking for video game that matches elements; I've been expecting something useful; I want best video game product.
- Thinks (Pink):** I need best video game comparing to others; Which publisher does that job in a good way?; Which platform is best?; Why some products are sales best?
- Does (Yellow):** Discuss with web professionals; We can give variety; Analyze up or bottom and make comparison with others.
- Feels (Blue):** I want best publisher's high level video game; It seems like you if the products are well in quality; Is this affect our eyes?

Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#) →

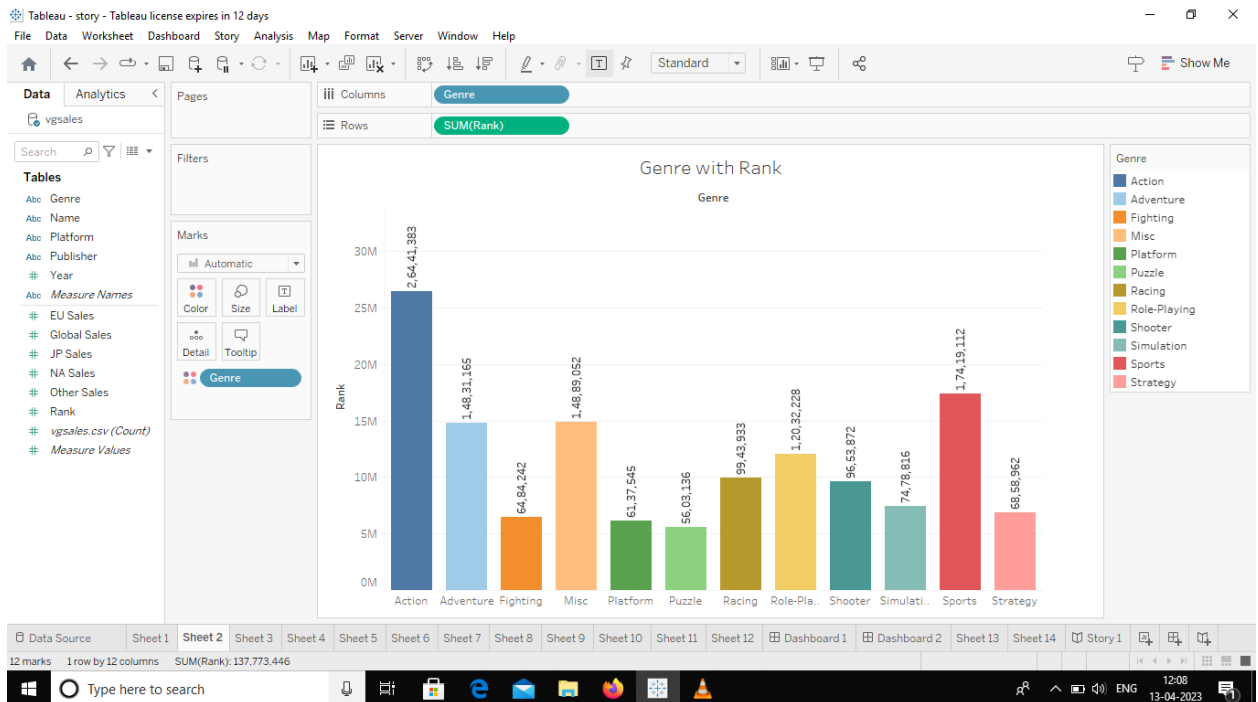
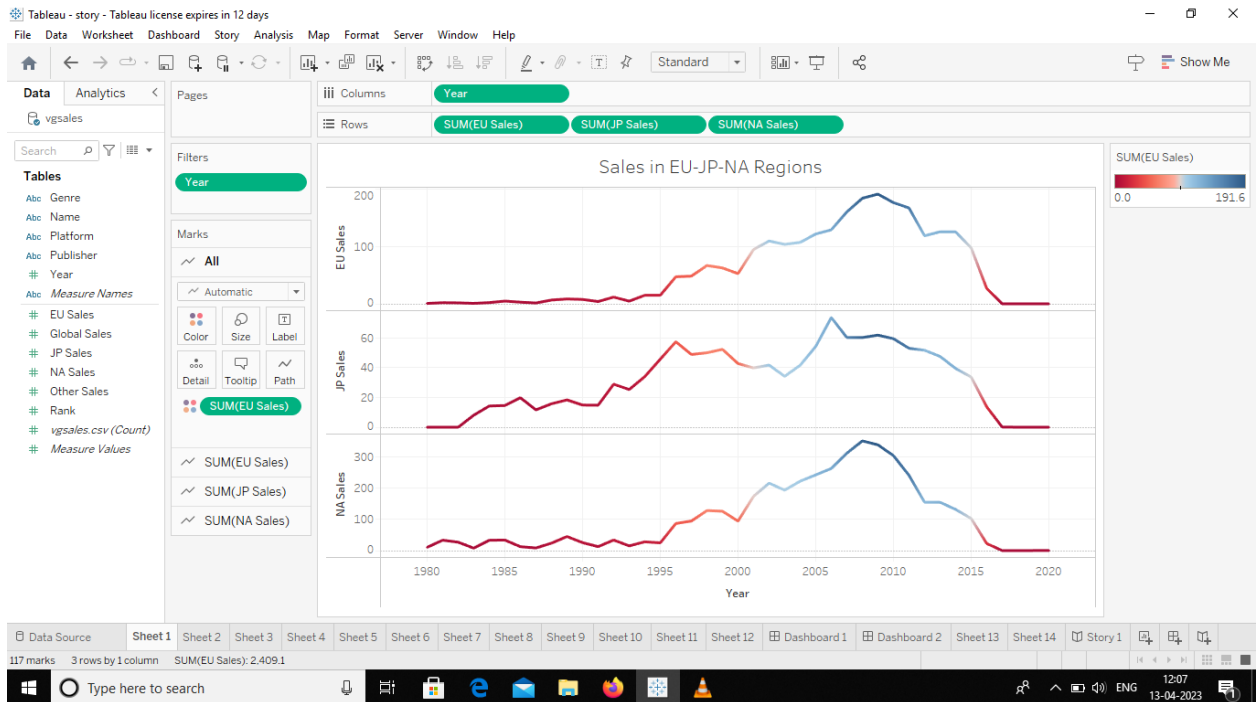
2.2 IDEATION & BRAINSTORMING MAP

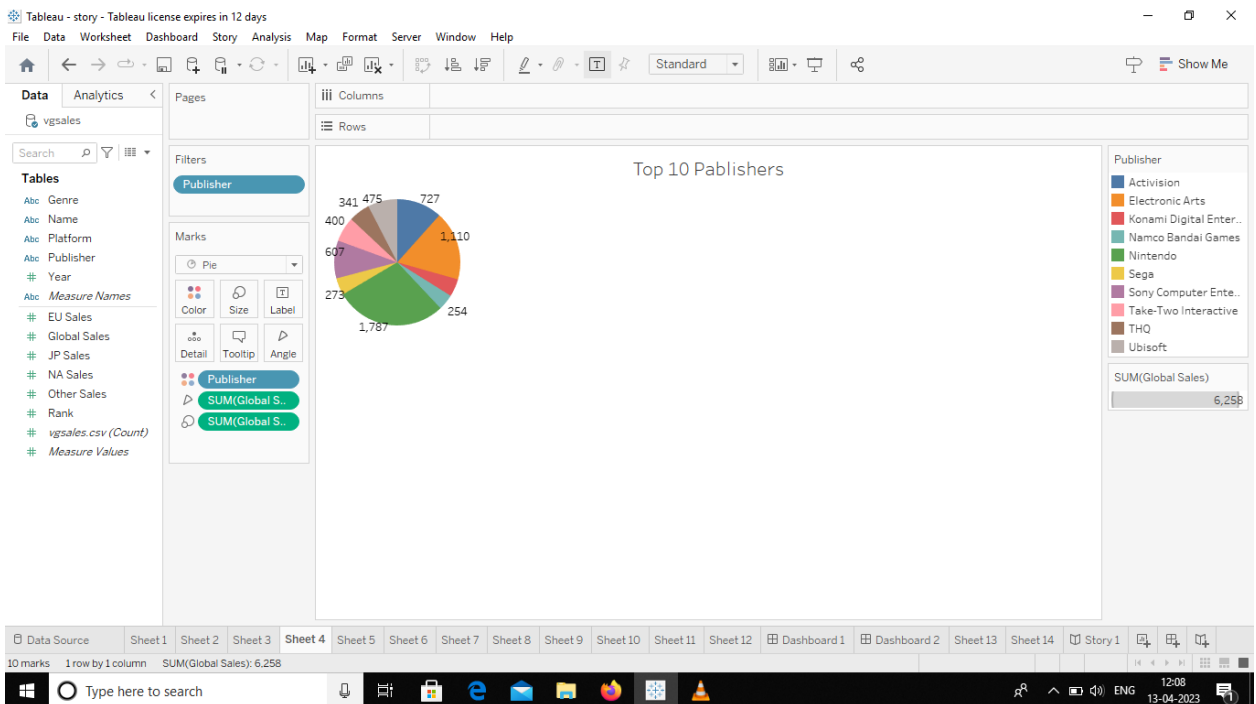
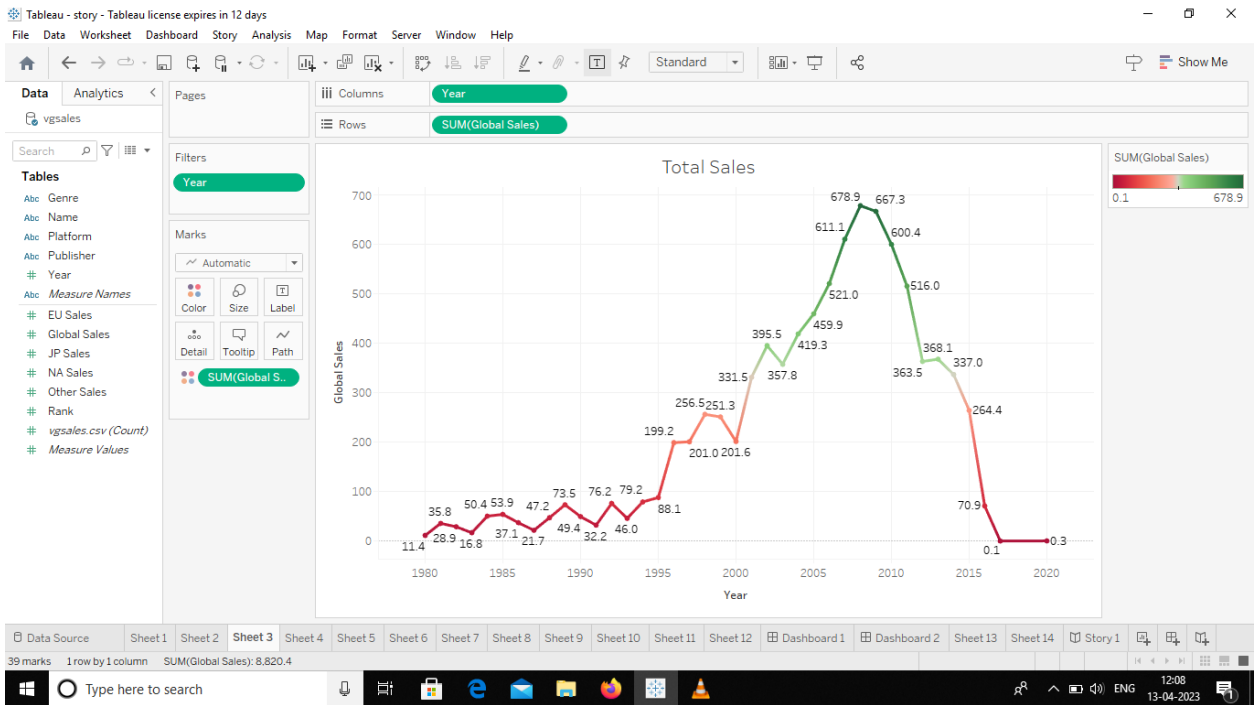


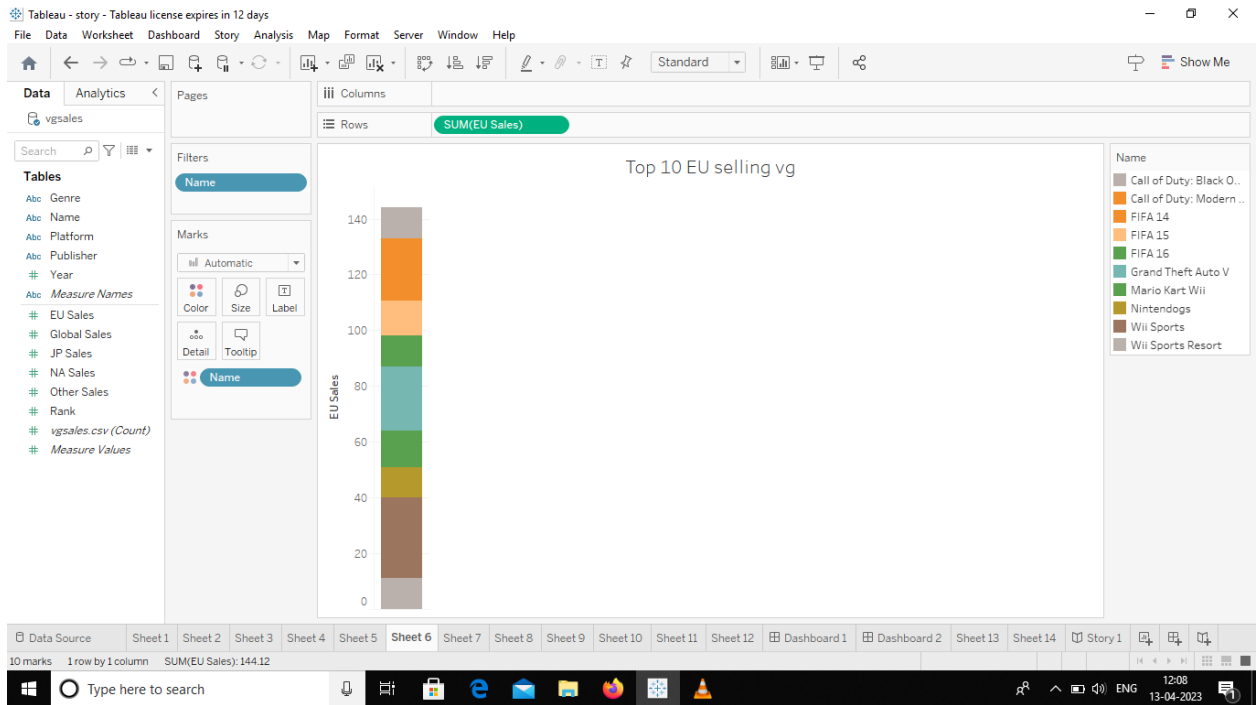
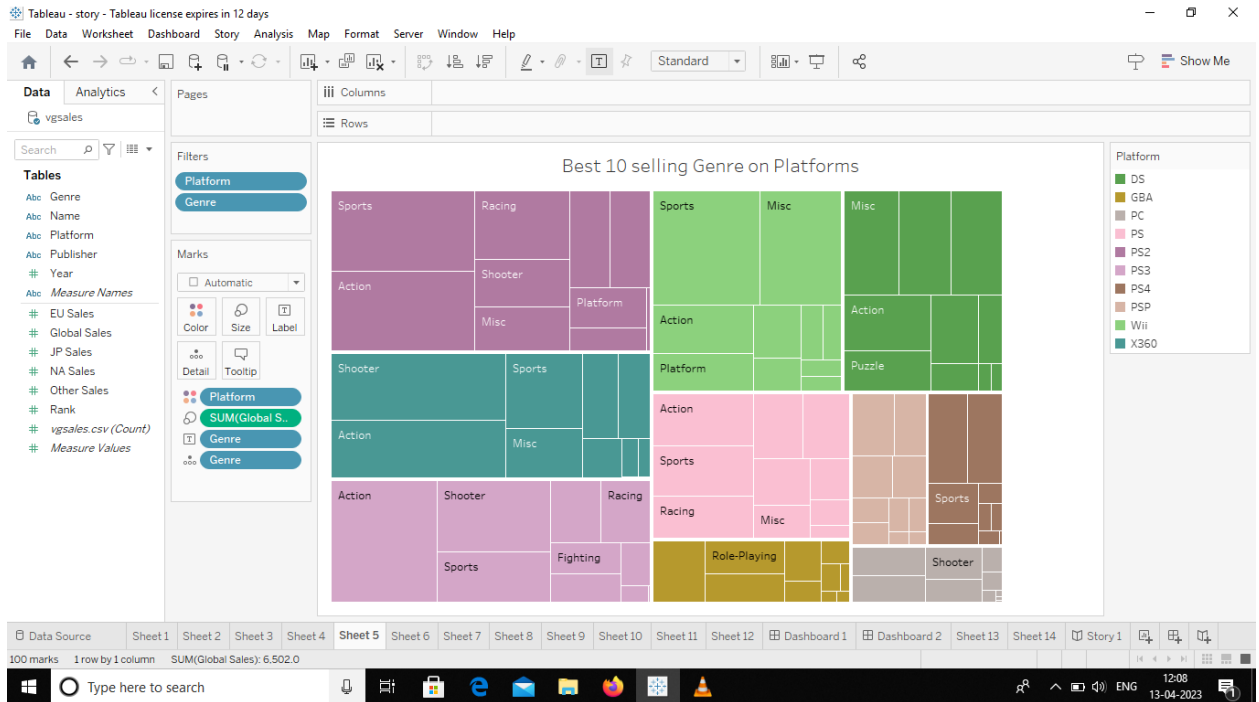
3. RESULT

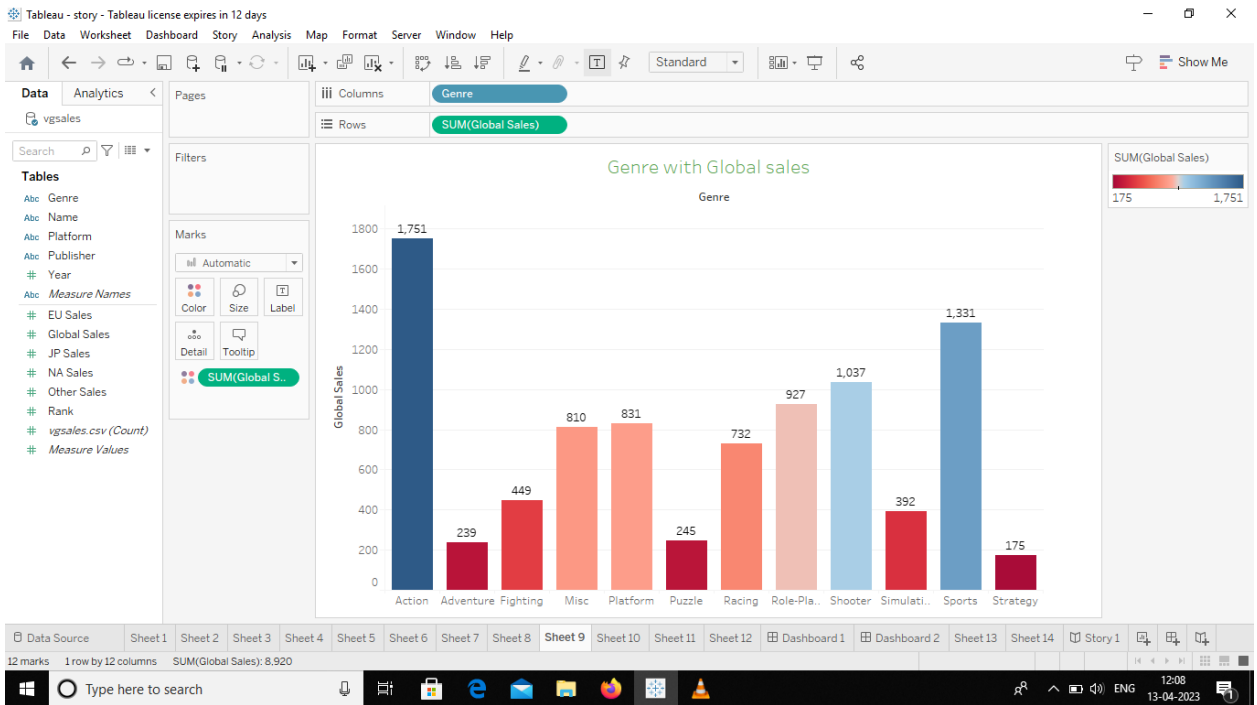
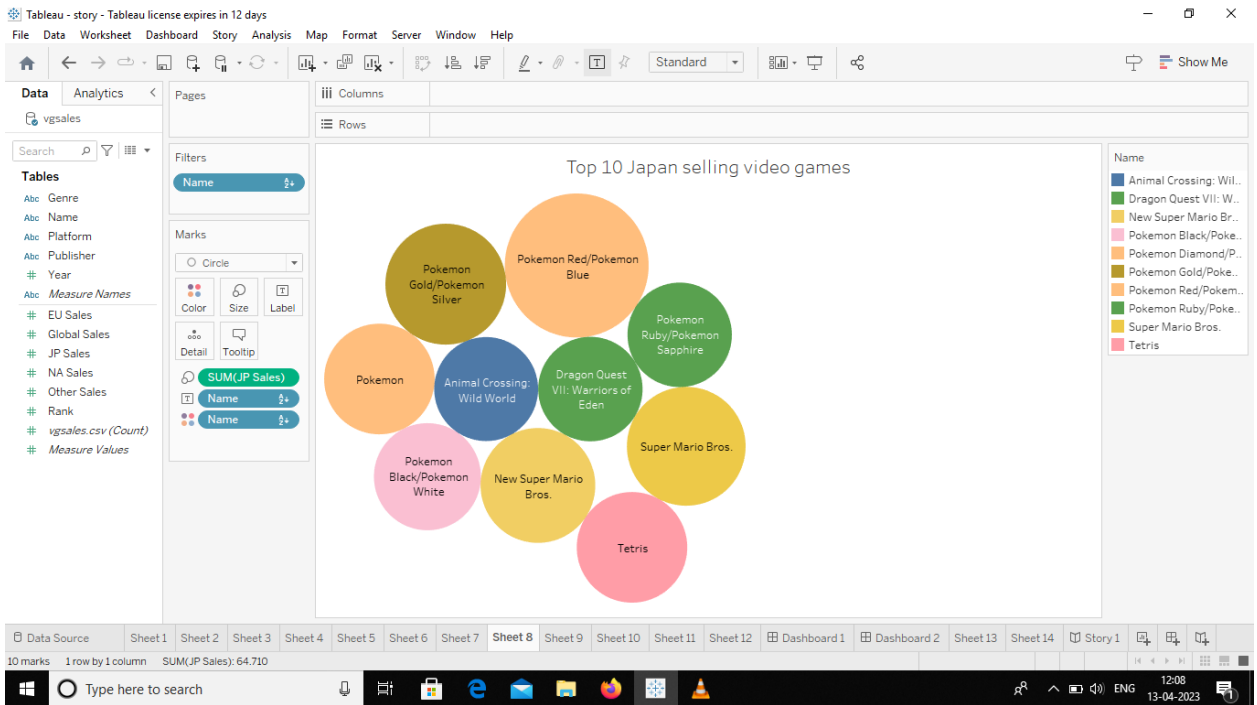
Through the analysis of visualizations, dashboards and story, we can conclude that production of games in the past 40 years has arisen to peak in year 2008 but there is still downfall. North America has highest sales volume for the pasting years. Likewise we can see more results. The visualization, dashboards images are given below.

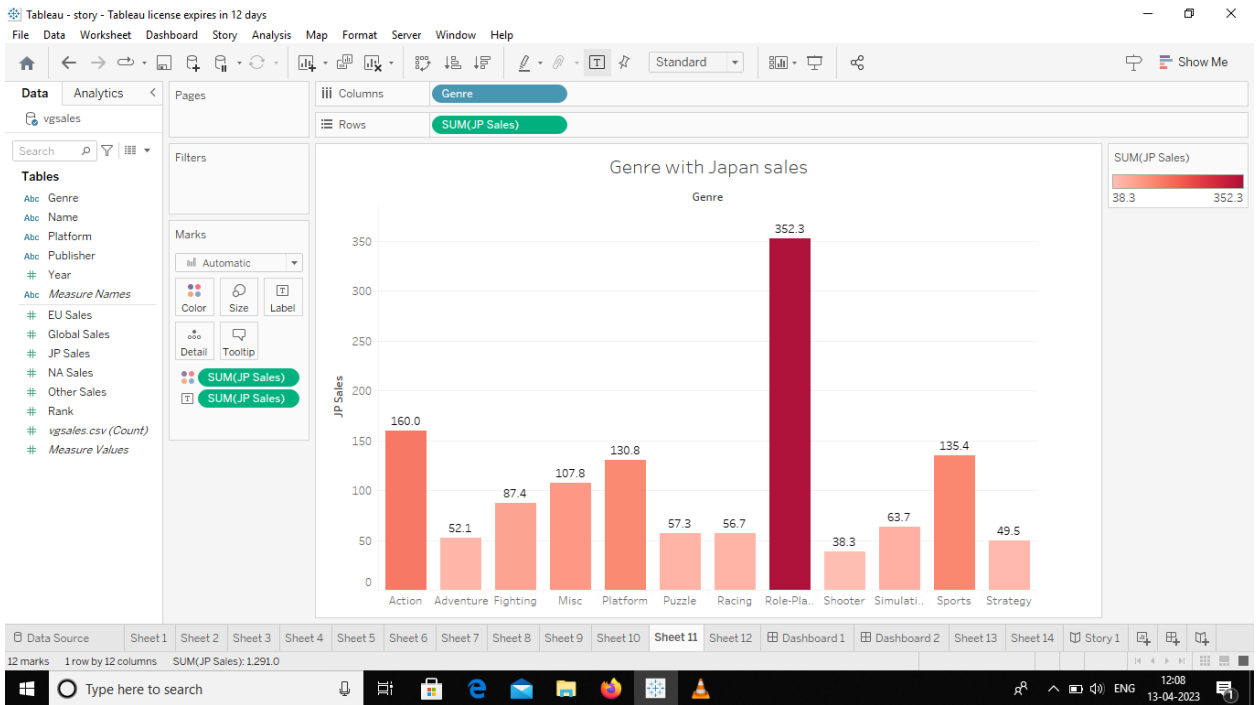
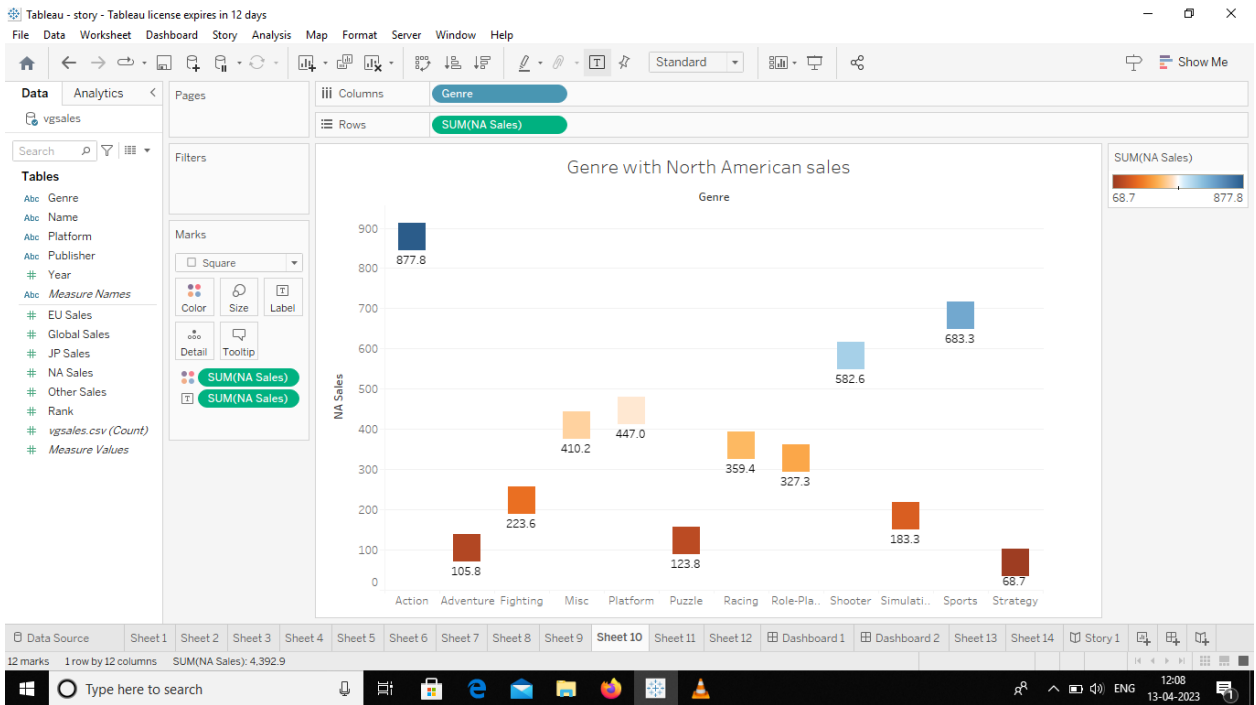
VISUALIZATIONS

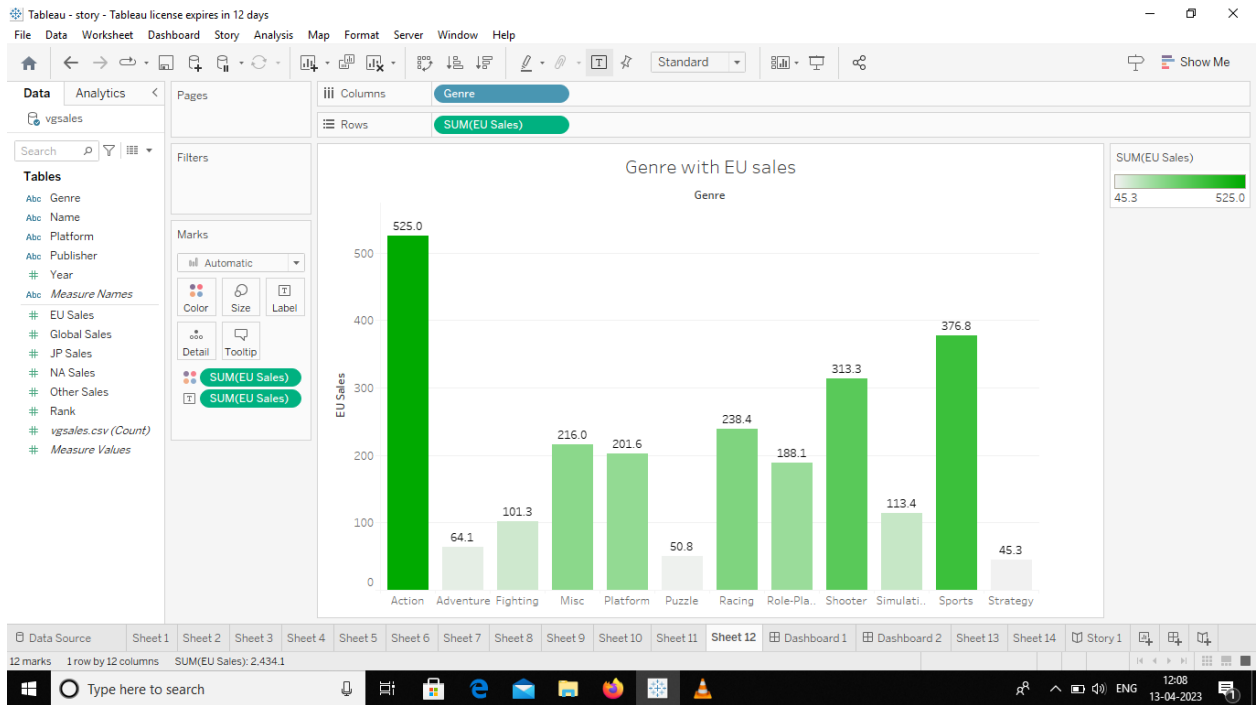




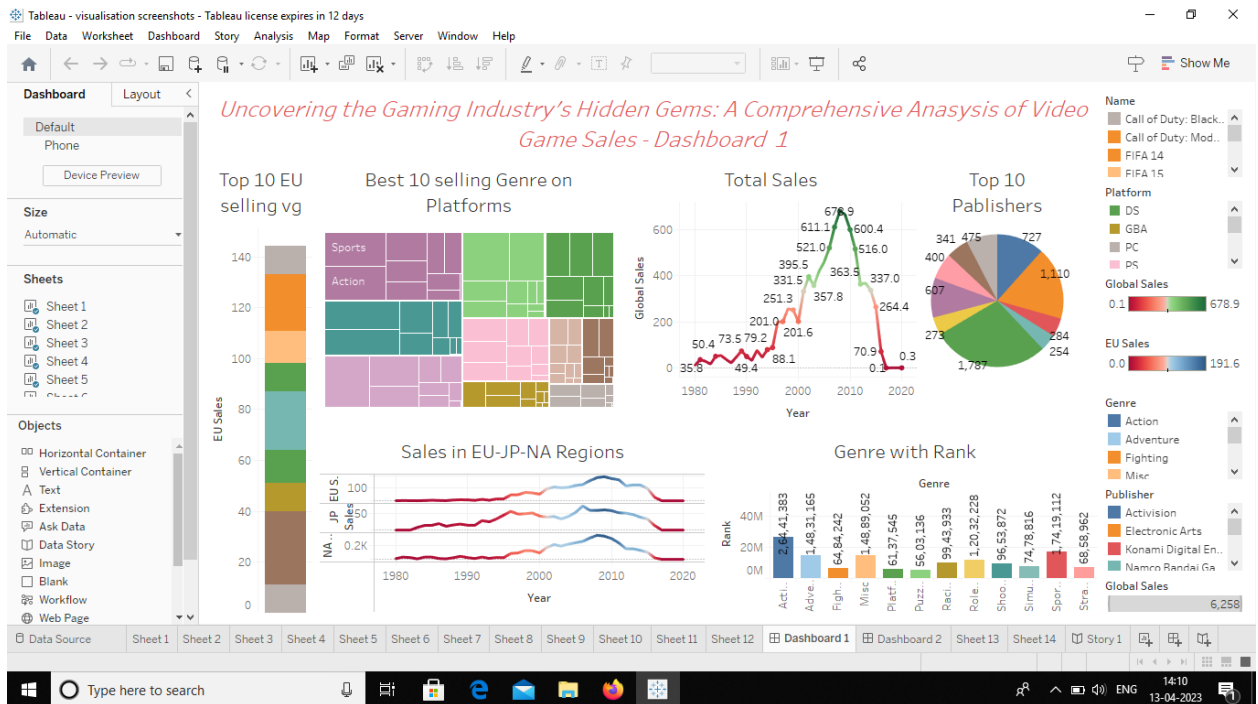


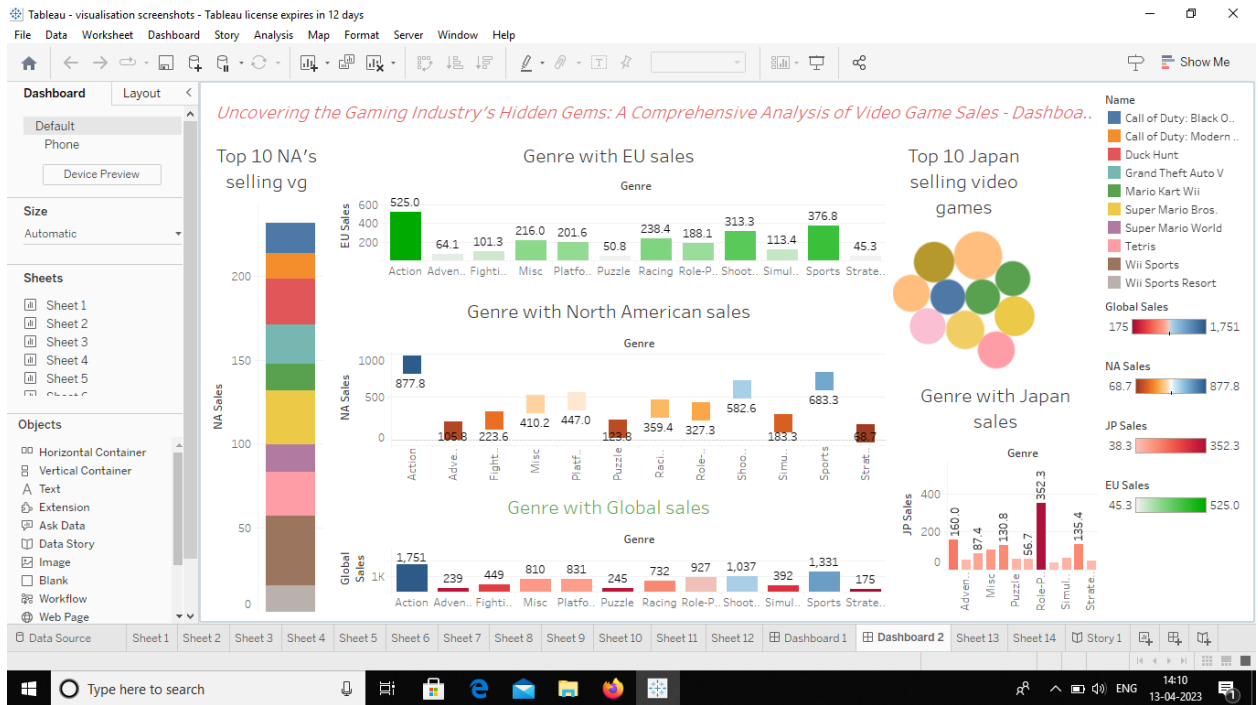




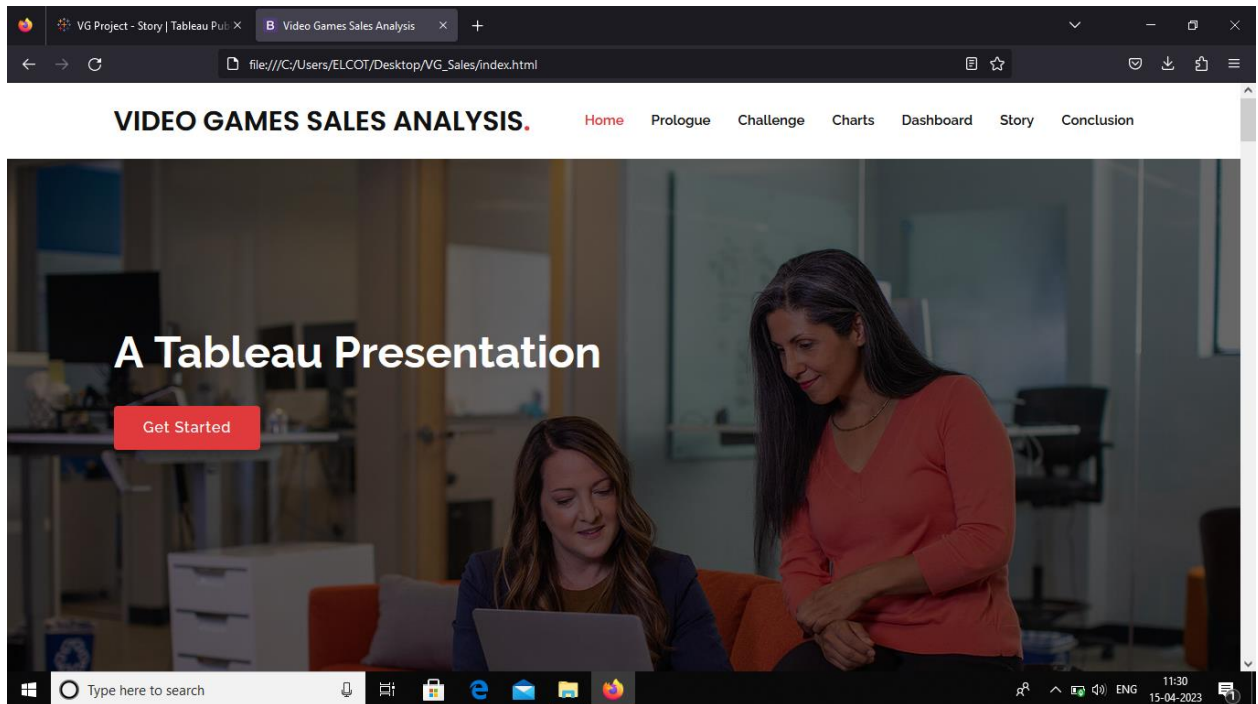


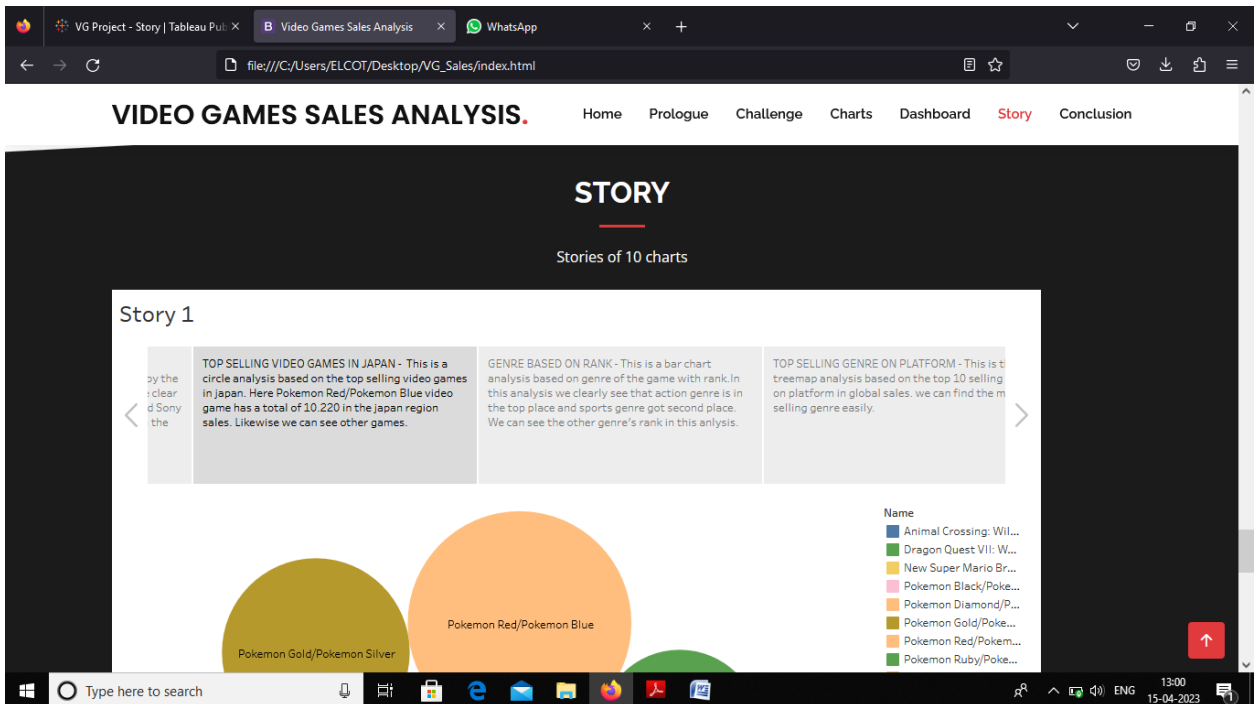
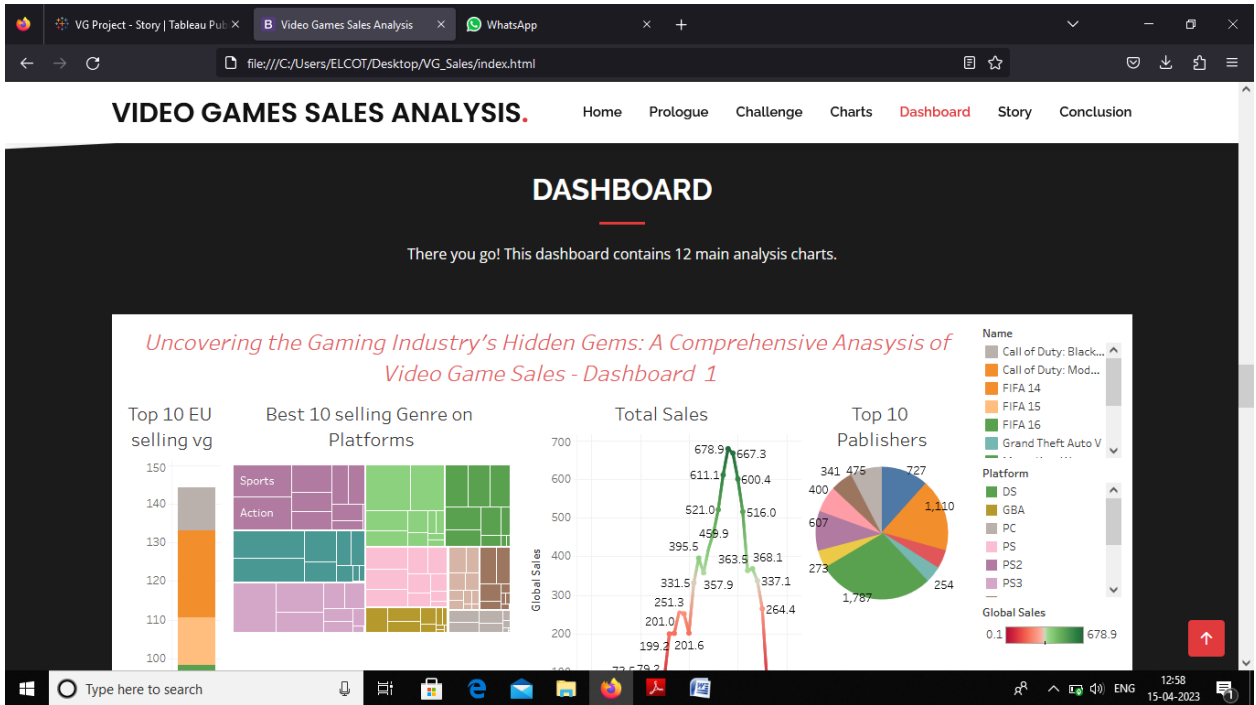
DASHBOARDS





WEB INTEGRATION





4. ADVANTAGE & DISADVANTAGE

ADVANTAGES

- We can predict the sales of video game in the market.
- We can find the trend of video games sales.
- We can analysis the top publishers and their published games.
- Also we can find the trend of genre and platform in sales of video games.

DISADVANTAGE

- Publishers may change their decisions.
- Sales prediction provides relevant information than may make strategic business model.

5.APPLICATION

This project will use various organizations belonging to such as supermarket, mobile store, videogames store etc.

6. CONCLUSION

It is best opt for the games releasing in PC and also if you are looking for action games look for the publisher "Ninendo" as they have sold the highest number of games. The love for the video games was increasing exponentially till 2008 but it is gradually decreasing since then, this is due to the lack of creativity, awareness or interest. This is the reason why most of the games are sold in North America as compared to the other part of the world. Well, there are lots of efforts going into

creating a single game and due to modern era mobile games other platforms are getting deprived of the attention which had created a lot of awesome experiences for gamers from 1980-2010.

7. FUTURE SCOPE

The future scope of this project is that the product owners can make more informed decisions on their project scope, which could reduce game budgets and improve production efficiency.

8. APPENDIX

Source code: file:///C:/Users/ELCOT/Desktop/VG_Sales/index.html