

Video Game Sales and Engagement Analysis

Prepared By :- Krishna Vekariya

Role: Data Analyst Trainee

Tools Used :- Python | SQL | Power BI

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Project Overview

The global video game industry has experienced significant growth over the past two decades, driven by technological advancements, console innovation, and expanding digital distribution channels. Understanding sales performance across platforms, genres, publishers, and regions is essential for strategic decision-making in this competitive market.

This project focuses on analyzing historical video game sales data to identify key revenue drivers and market patterns. The goal is to extract meaningful insights that can help gaming companies, publishers, and stakeholders understand consumer preferences and optimize business strategies.

Objectives of the Project

- Analyze global sales trends over time
- Identify top-performing genres and platforms
- Compare regional sales contributions (North America, Europe, Japan, Others)
- Evaluate publisher performance
- Develop an interactive Power BI dashboard for dynamic analysis

Through structured SQL queries and interactive Power BI visualizations, this project transforms raw gaming sales data into actionable business intelligence.

Data Cleaning

- Removed records with missing Year values
- Checked and corrected data types (Year as numeric, Sales as decimal)
- Removed duplicate entries
- Standardized platform and genre names
- Validated sales values to ensure no negative or inconsistent data
- Created calculated fields where required for analysis

SQL Analysis

```
Select  
sum(Global_Sales) As  
Total_Global_Sales  
From vgsales_clean;
```

	Total_Global_Sales
▶	8820.36

This query uses the SUM() aggregation function to calculate total worldwide sales from all video game records. It provides a high-level view of overall industry revenue.

Business Insight:

This value represents the total market size covered in the dataset.

SQL Analysis

This query groups data by Genre and calculates total global sales for each category. ORDER BY sorts results from highest to lowest sales.

Business Insight:

Identifies the most profitable game genres.

```
select Genre,  
SUM(Global_sales) As  
Total_Sales From  
Vgsales_clean  
group by Genre  
order by Total_Sales  
desc;
```

	Genre	Total_Sales
▶	Action	1722.88
	Sports	1309.24
	Shooter	1026.20
	Role-Playing	923.84
	Platform	829.15
	Misc	797.62
	Racing	726.77
	Fighting	444.05
	Simulation	390.16
	Puzzle	242.22
	Adventure	234.80
	Strategy	173.43

SQL Analysis

This query sorts games by Global_Sales in descending order and limits the output to the top 10 entries.

Business Insight:
Highlights blockbuster titles driving maximum revenue.

```
SELECT NAME,  
GLOBAL_SALES FROM  
VGSALES_CLEAN ORDER BY  
GLOBAL_SALES DESC LIMIT  
10;
```

	Name	Global_Sales
▶	Wii Sports	82.74
	Super Mario Bros.	40.24
	Mario Kart Wii	35.82
	Wii Sports Resort	33.00
	Pokemon Red/Pokemon Blue	31.37
	Tetris	30.26
	New Super Mario Bros.	30.01
	Wii Play	29.02
	New Super Mario Bros. Wii	28.62
	Duck Hunt	28.31

SQL Analysis

```
SELECT YEAR,  
SUM(GLOBAL_SALES) AS  
YEARLY_SALES FROM  
VGSALES_CLEAN  
GROUP BY YEAR  
ORDER BY YEAR;
```

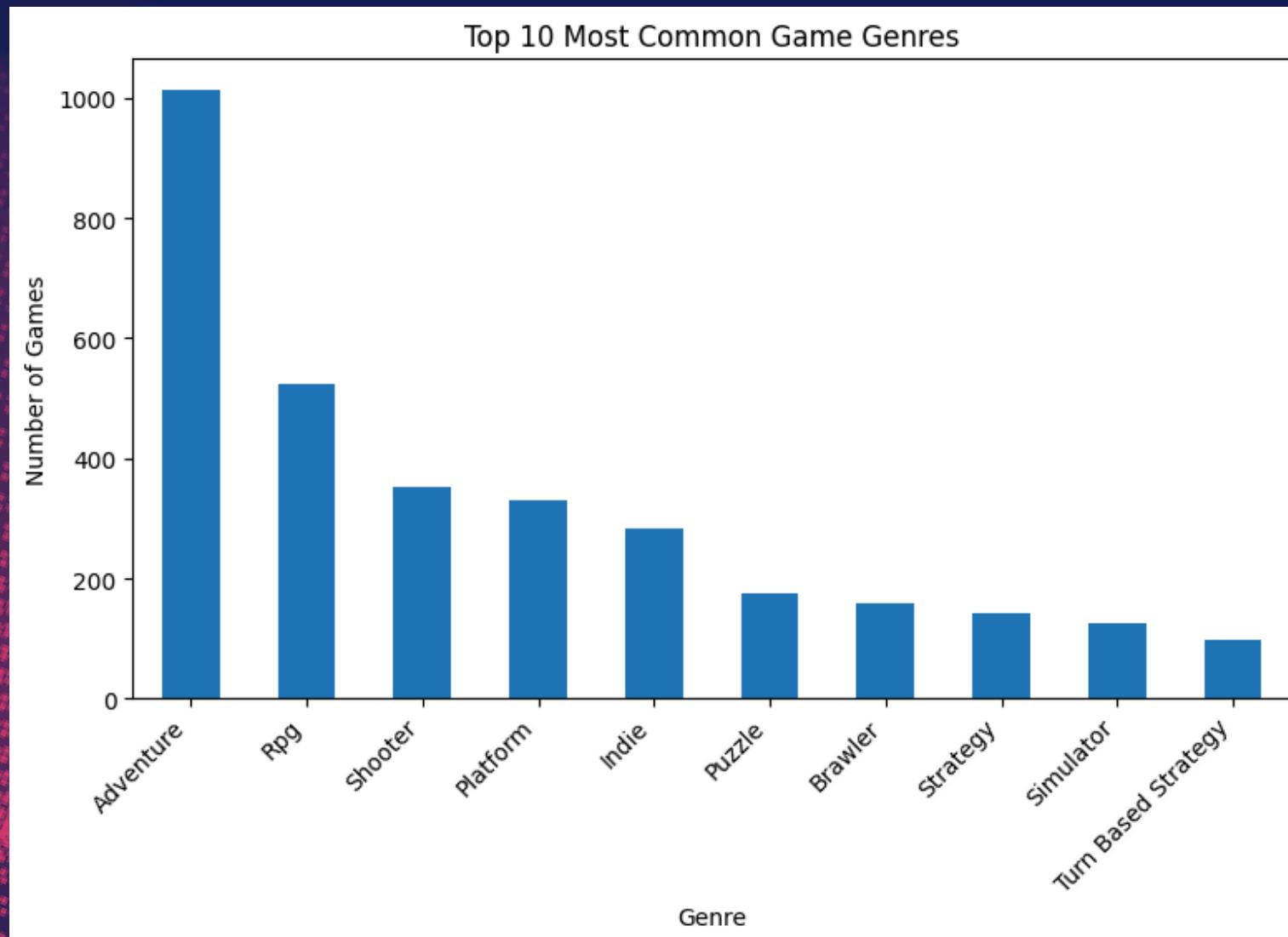
	Year	Yearly_Sales
▶	1980	11.38
	1981	35.77
	1982	28.86
	1983	16.79
	1984	50.35
	1985	53.94
	1986	37.07
	1987	21.74
	1988	47.22
	1989	73.45

This query aggregates global sales by release year to analyze industry growth trends.

Business Insight:

Shows periods of peak industry performance and potential decline phases.

Data Visualizations



Insight :-

The chart shows that a few genres dominate in terms of number of games released, while other genres have significantly fewer titles. This indicates strong concentration of development efforts in popular categories.

Business Impact :-

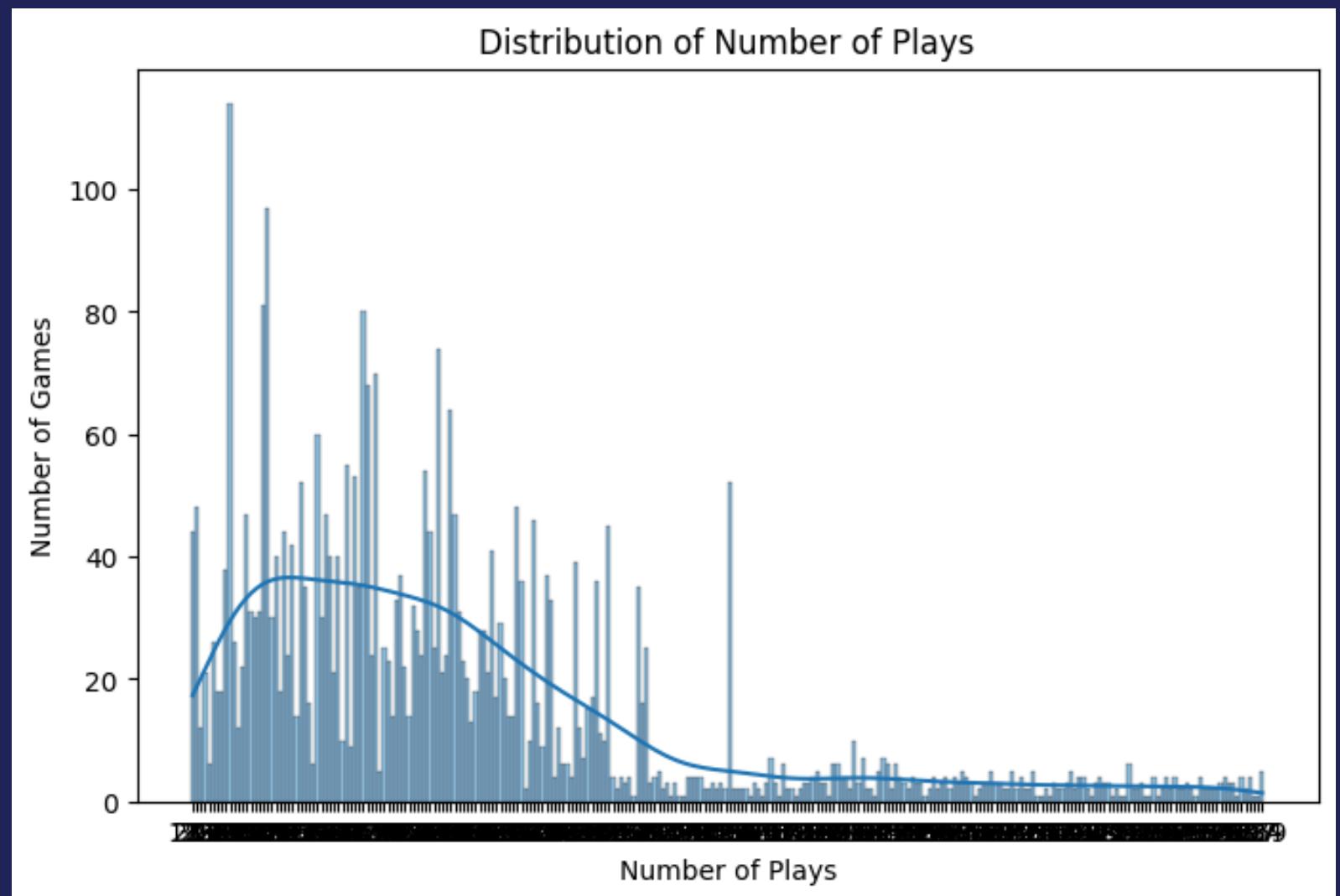
High-volume genres may face intense competition, requiring differentiation strategies. Meanwhile, less common genres may offer niche growth opportunities with lower competitive pressure.

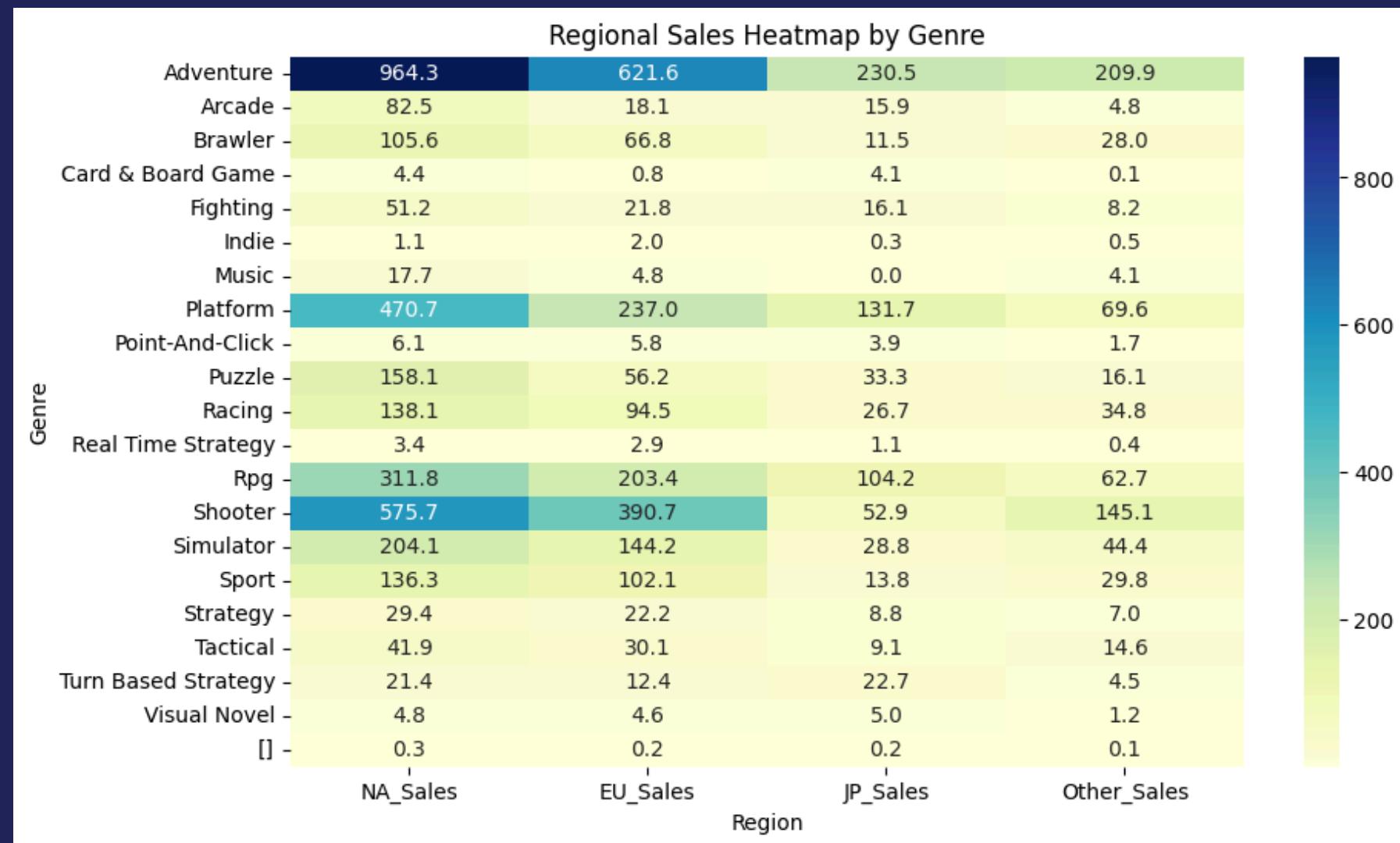
Insight :-

The chart indicates that game releases are not evenly distributed. There is a peak period where the number of games significantly increased, followed by a gradual decline. This suggests a growth phase in the industry followed by stabilization or market saturation.

Business Impact :-

The peak period likely represents strong market expansion and high consumer demand. The decline phase may indicate increased competition, platform transitions, or market maturity. Companies should align product launches with growth cycles and avoid overproduction during saturation phases.





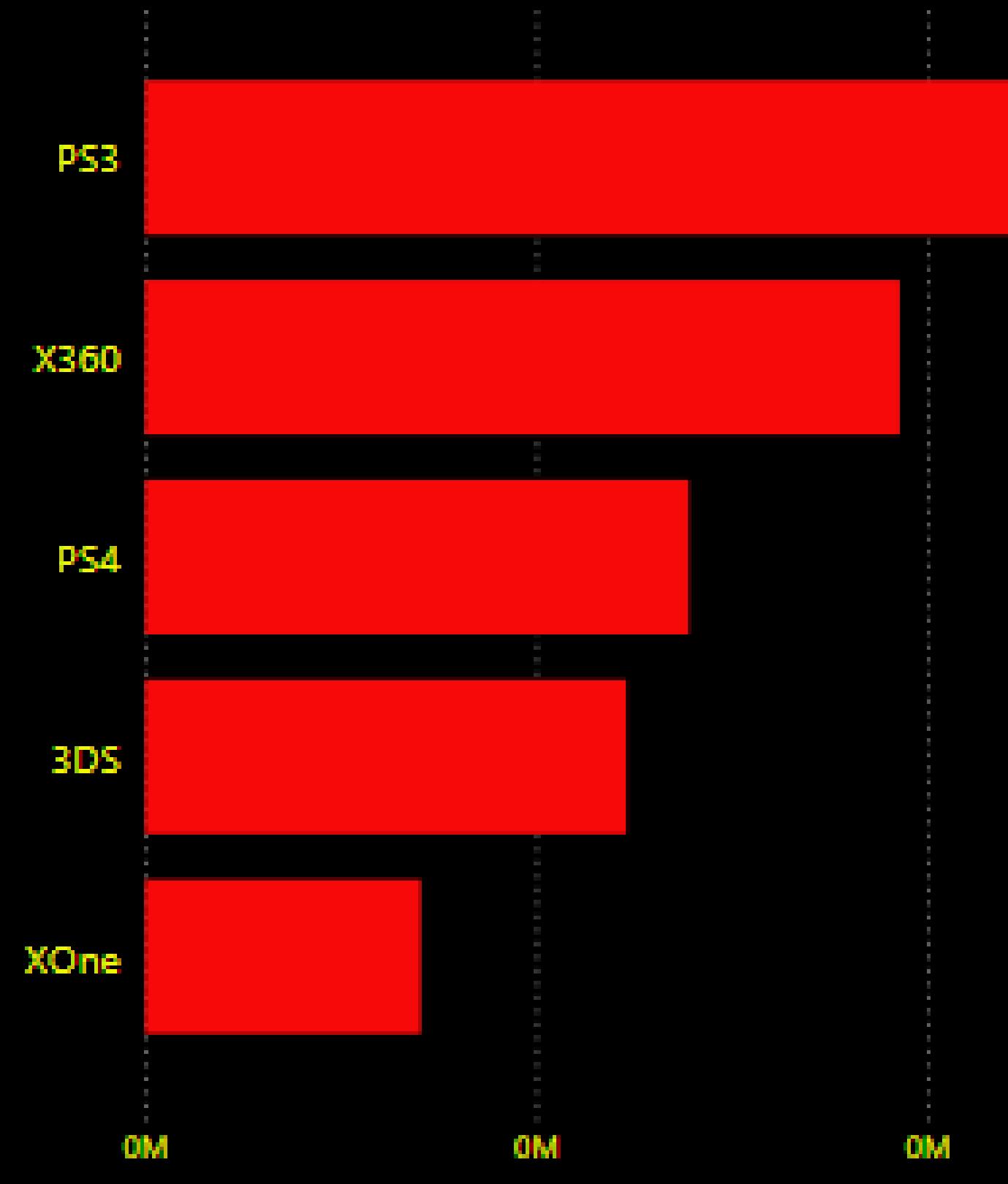
Insight :-

Sales performance varies significantly by region. Action and Shooter genres show strong dominance in North America and Europe, while Role-Playing (RPG) performs comparatively stronger in Japan. Some genres have limited impact across all regions, indicating niche appeal.

Business Impact :-

Game publishers should localize strategies by region. High-performing genres in North America and Europe require strong marketing investment, while RPG-focused titles should target the Japanese market more aggressively. Regional preference alignment can significantly improve revenue and market penetration.

Marketing Priority : Top Platforms by Global Sales

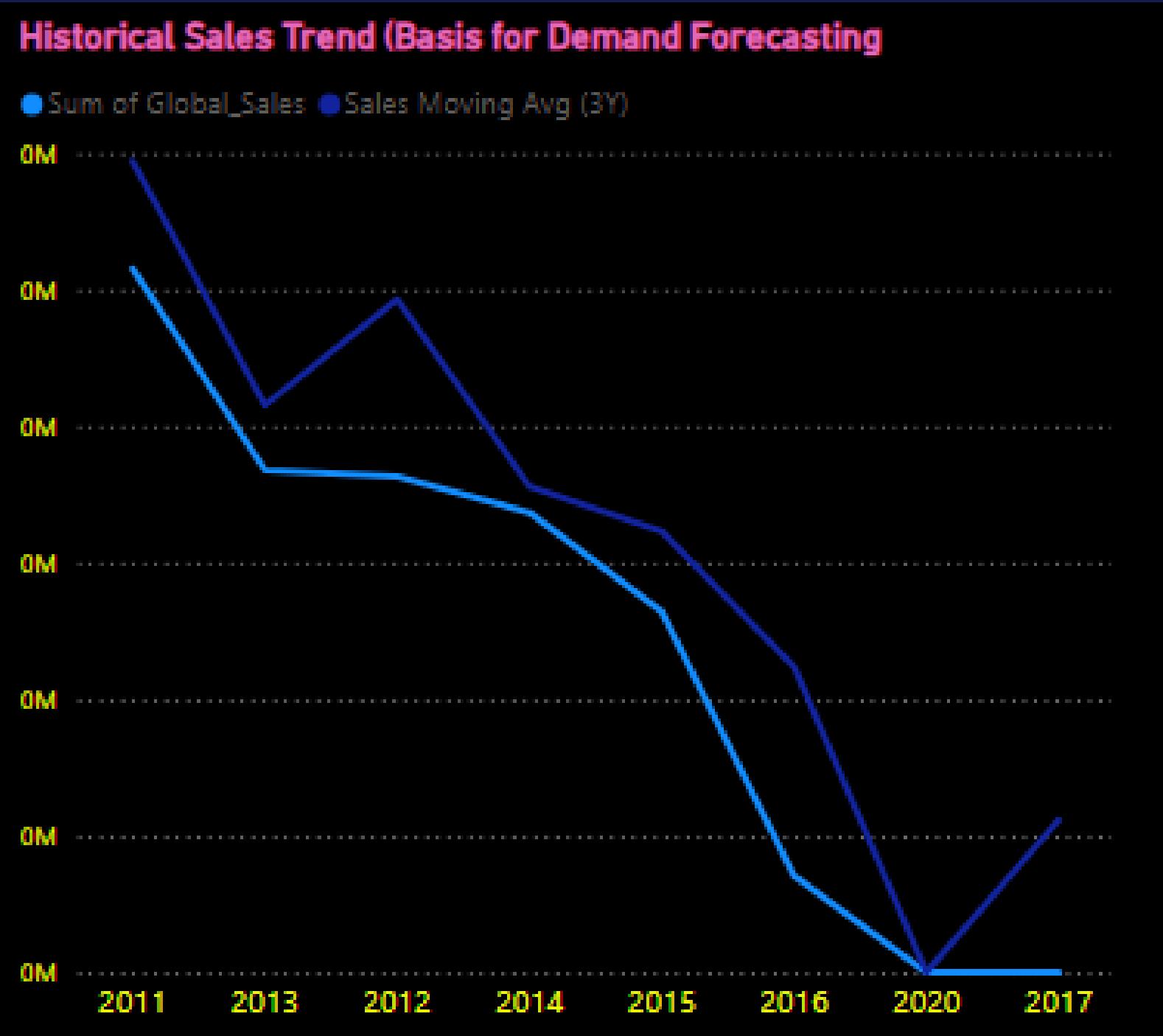


Insight :-

PS3 leads in global sales, followed by Xbox 360 and PS4. Older-generation consoles dominate total sales, indicating strong historical market performance during that console cycle.

Business Impact :-

Marketing and development investment should prioritize high-performing platforms with proven sales history. Platform dominance suggests that console lifecycle timing significantly impacts revenue. Companies must align game releases with peak console adoption periods to maximize sales potential.

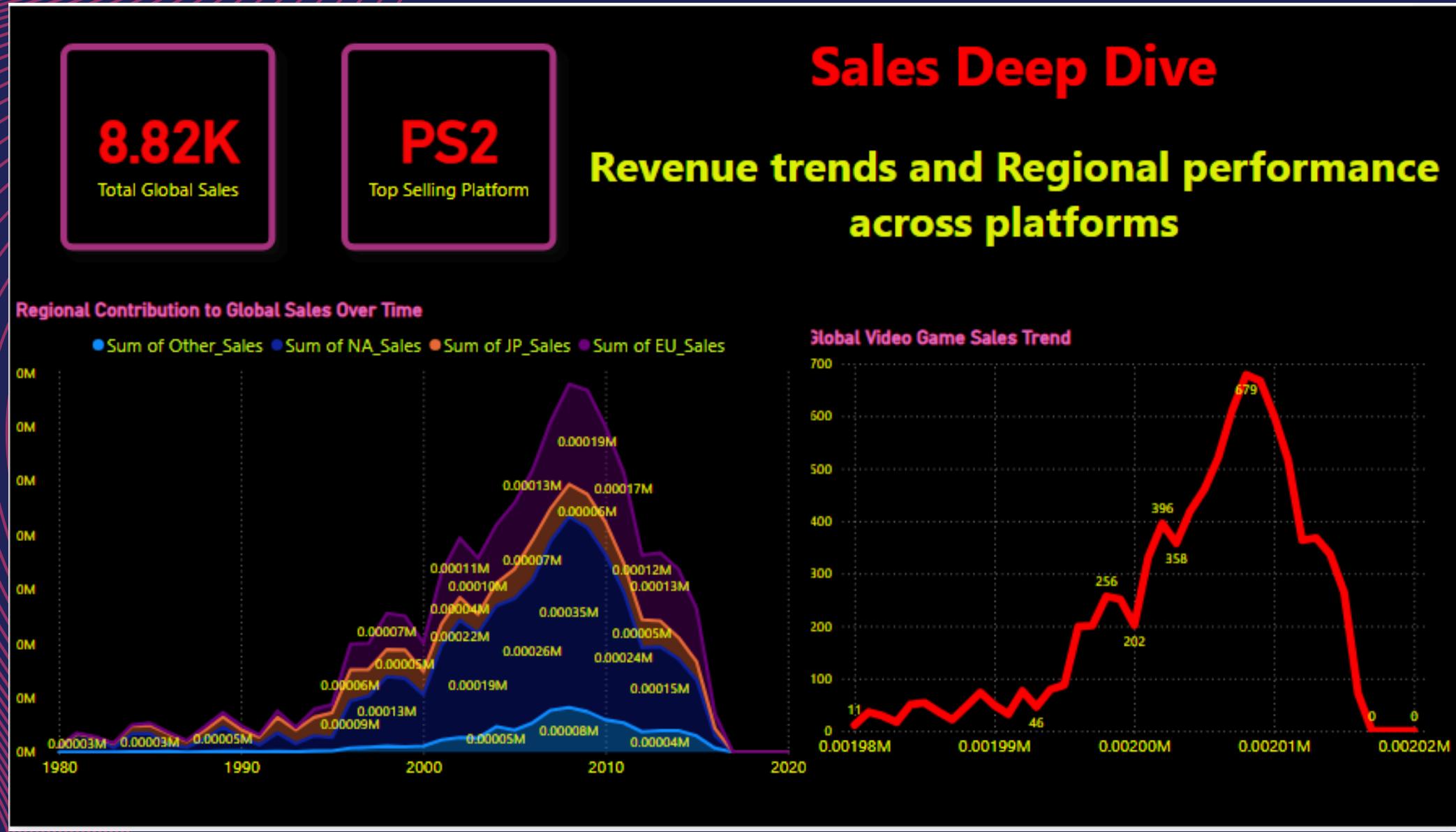


Insight :-

The trend indicates a steady decline in sales after an initial peak period. Sales drop significantly around the later years, suggesting market slowdown or transition between console generations. The slight recovery at the end may indicate early signs of market stabilization.

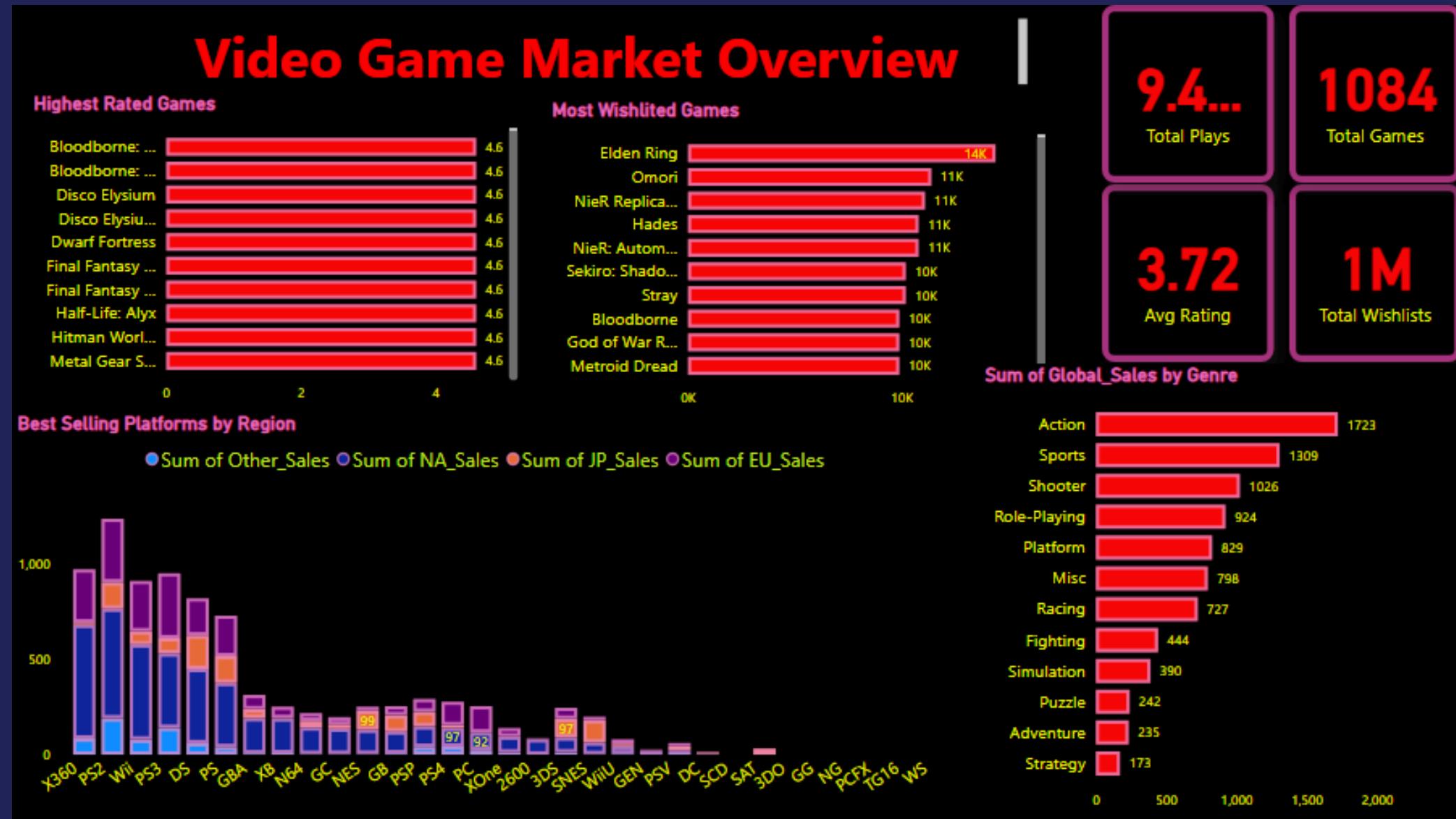
Business Impact:-

The declining trend signals the need for strategic innovation, new platform launches, or digital expansion to revive growth. Forecasting models should account for console lifecycle effects and shifting consumer behavior. Companies must plan product releases during growth cycles rather than late-stage decline phases.



The dashboard highlights that total global sales are substantial (8.82K), with PS2 identified as the top-selling platform. Sales peaked during the mid-to-late 2000s, driven primarily by North America and Europe, before declining in later years. Regional contribution patterns show NA and EU as dominant revenue drivers.

Platform lifecycle significantly influences revenue performance, as seen with PS2's dominance. Regional sales concentration suggests that marketing budgets and distribution strategies should prioritize North America and Europe. The declining trend in recent years indicates the need for innovation, new console adoption strategies, and expansion into emerging markets to sustain growth.



The dashboard shows strong concentration of global sales in Action and Shooter genres. A limited number of platforms and titles drive the majority of revenue. Despite high total plays and wishlists, the average rating remains moderate (3.72), indicating room for quality improvement.

Revenue is heavily dependent on a few dominant genres and platforms, increasing competitive intensity in those segments. Companies should balance high-demand genres with innovation to improve ratings and long-term brand loyalty. Engagement metrics (plays and wishlists) suggest strong market interest, but improving game quality could further enhance monetization and retention.

Key Insights

- Sales are concentrated in a few dominant genres, particularly Action and Shooter.
- Certain platforms (e.g., PS2, PS3, Xbox 360) contributed the majority of global revenue.
- North America and Europe are the strongest revenue-generating regions.
- Sales peaked during major console lifecycle periods and declined afterward.
- A small number of titles drive a large share of total sales.

Business Recommendations

- Prioritize high-performing genres while exploring niche categories to reduce competition risk.
- Align game launches with peak console lifecycle stages.
- Focus marketing and distribution efforts on North America and Europe.
- Diversify platform strategy to reduce dependency on a single console.
- Improve game quality and innovation to sustain long-term growth and player retention.

Conclusion

The Video Game Analysis project demonstrates that revenue in the gaming industry is strongly influenced by genre popularity, platform lifecycle, and regional demand patterns. Sales are concentrated within a few dominant genres and platforms, with North America and Europe contributing the largest share of global revenue.

Historical trends show that industry performance peaks during major console generations and declines during transition phases. This highlights the importance of timing, innovation, and strategic platform selection in maximizing profitability.

Overall, data-driven analysis enables gaming companies to make informed decisions regarding product development, market targeting, and investment allocation, ultimately improving competitive positioning and long-term growth.

The background features a complex, abstract design of red lines on a dark blue background. The lines are thin and light red, forming a series of nested, wavy, and intersecting patterns that create a sense of depth and motion. Some lines are straight, while others are curved, contributing to a dynamic feel. The overall effect is reminiscent of a stylized architectural drawing or a microscopic view of a complex structure.

Thank You