

EJECUTIVE SUMMARY: VIDEO GAMES MARKET ANALYSIS

This report presents a comprehensive analysis of the video game market based on data obtained from three distinct datasets. These datasets provide insights into various games available on both computer and console platforms. The analysis includes data preparation, cleaning, and the derivation of meaningful insights and conclusions aimed at potential investors and high-level executives.

Data Overview and Selection:

The analysis focuses on two primary segments within the video game market: console-based games and computer-based platform games. The dataset undergoes extensive cleaning, data quality assessments, and consolidation to ensure relevance and accuracy. The following key fields are selected for analysis:

Id_Game: A unique game identifier.

Name: The name of the game.

Developer: The company responsible for game development.

Platform: The console or platform for which the game is designed.

Release: The year of the game's release.

Genre: The game's category.

Rating: Age rating classification (ESRB).

Ranking: Game's popularity and sales ranking.

Average_Playtime: Average gameplay time per user.

Score: User ratings.

NA_Sales: Sales in North America.

EU_Sales: Sales in Europe.

JP_Sales: Sales in Japan.

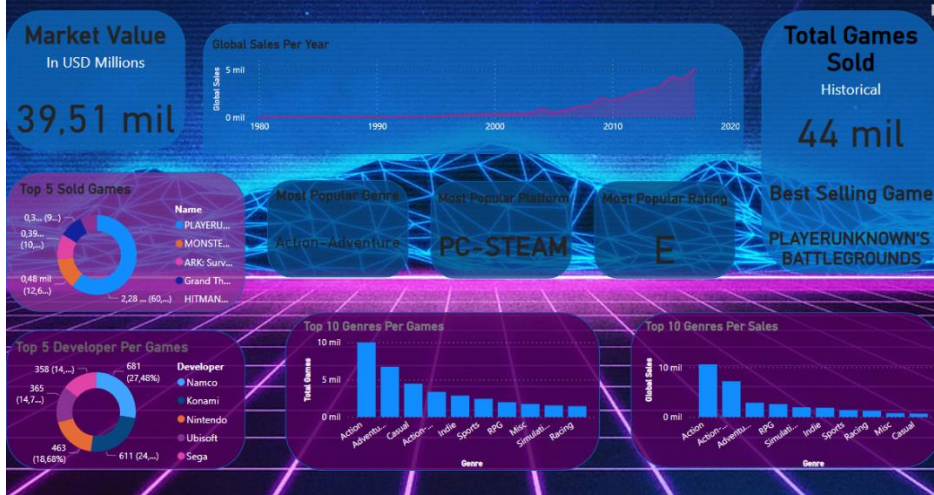
Other_Sales: Sales in the rest of the world.

Global_Sales: Total global sales.

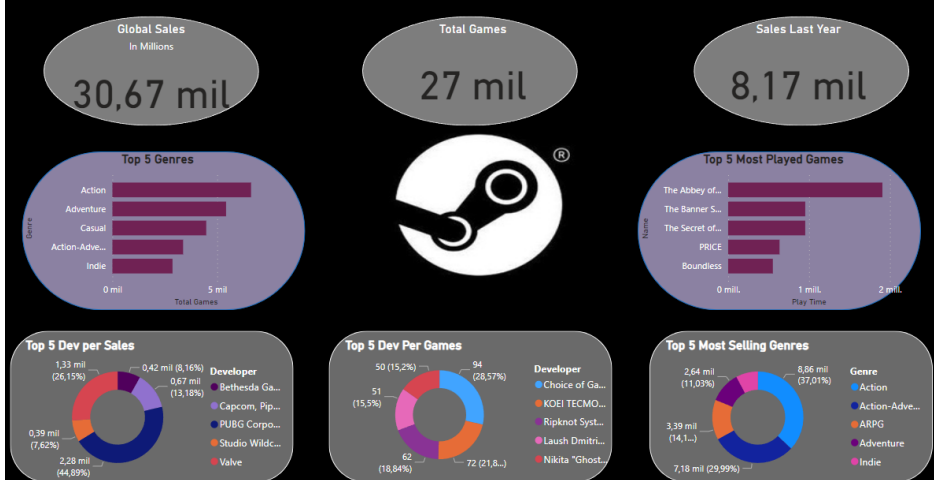
Insightful Reports:

The analysis culminates in generating several graphical reports, each tailored to provide valuable insights into the video game market. The reports are specifically designed to guide investment decisions and strategic planning.

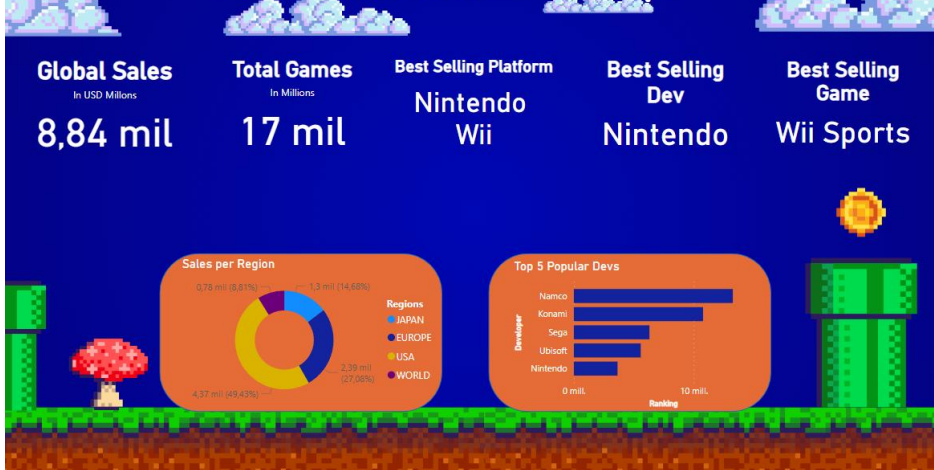
GENERAL REPORT ON SALES AND POPULARITY IN THE VIDEO GAMES MARKET



Steam Video Games Market Analysis



Consoles Market Analysis



Key Findings:

Based on the data analysis, several key findings emerge:

- The video game market has demonstrated consistent growth, with a total value of \$39.5 billion in 2018.
- PC platform games on Steam are highly favored by users, overshadowing console-based game development.
- While action games are the most numerous, action-adventure games are preferred by users.
- Steam accounts for approximately 75% of all game sales, illustrating its popularity.
- Sales distribution is shared among leading developers, with PUBG and Valve taking the lead.
- The console market, with a total value of \$8 billion, is a smaller segment compared to computer-based platforms, but companies like Nintendo maintain strong market presence.

Recommendations:

In conclusion, the video game market has been gravitating towards computer platforms like Steam. As such, investing in computer-oriented game development is advised. However, for those interested in the console market, it is recommended to explore the United States market, focusing on developers with a prominent presence in this niche.

This analysis serves as a valuable resource for investment decisions and strategic planning within the dynamic video game industry.