

VIDEO GAMES INSIGHTS AND ANALYSIS

1. ANALYSIS

Total Sales Per Region:

Represented by pie chart indicates the distribution of sales across different regions (e.g., North America, Europe, Japan, Others).

1. North America has the highest share, followed by Europe and Other Sales recorded the lowest share.

Global Sales by Genre

Represented by bar graph compares global sales across various game genres.

- The top 5 genres (in descending order) are Action, Sports, Platform, and Shooter.
- The last 5 genres (in ascending order) are Strategy, Adventure, Puzzle, Simulation and Fighting.

Global Sales by Platform

Represented by a column chart shows global sales figures for different gaming platforms.

- The PlayStation 2 (PS2) appears to have the highest sales, followed by Xbox 360 and Wii.

Global Sales by Year

Represented by line graph illustrates the trend of global sales over the years captured in the dataset.

- Sales peaked around 2008 and have gradually declined since then.

Global Sales by Publisher

Also represented by a horizontal bar graph comparing sales figures for the different publishers.

Overall, we could base our analysis on only one KPI which is not a true representation of real-life sales analysis but for academic purposes, we still had to draw insights from the dataset provided since we cannot import external data to support our work unless it is provided by the source.

2. INSIGHTS

- North America and Europe are the dominant regions in terms of sales so investment in these regions will yield relatively high dividends as compared to the other regions.
- Nintendo publishers recorded the highest sales hence will be recommended to invest in.
- Sports and Shooter under genres are popular so will be the recommended fields to invest.
- PlayStation 2, Xbox 360, and Wii are leading platforms.
- Sales peaked around 2008 but have declined afterward because of the emergence of online video gaming. The observation shows that many people preferred playing video games online than owning them hence more investments can be made into online video games than the physical gaming consoles.