

## **Project Report Template**

### **1 INTRODUCTION**

#### **1.1 Overview**

Video game sales analysis is the process of collecting and analysing data about the sales of videogames 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. It was generated by a scrape of vgchartz.com. This data may include information about the number of units sold, the retail price, and the platforms on which the games are played. Once the data has been collected, it is typically analysed using tableau. The results of the analysis can be used to identify trends and patterns in the market, and to make informed decisions about the development and marketing of video games. Video game sales analysis may be conducted by game developers, publishers, retailers, and other industry professionals. It is an important part of the video game industry, as it helps to understand the needs and preferences of consumers and to identify opportunities for growth and innovation.

#### **1.2 Purpose**

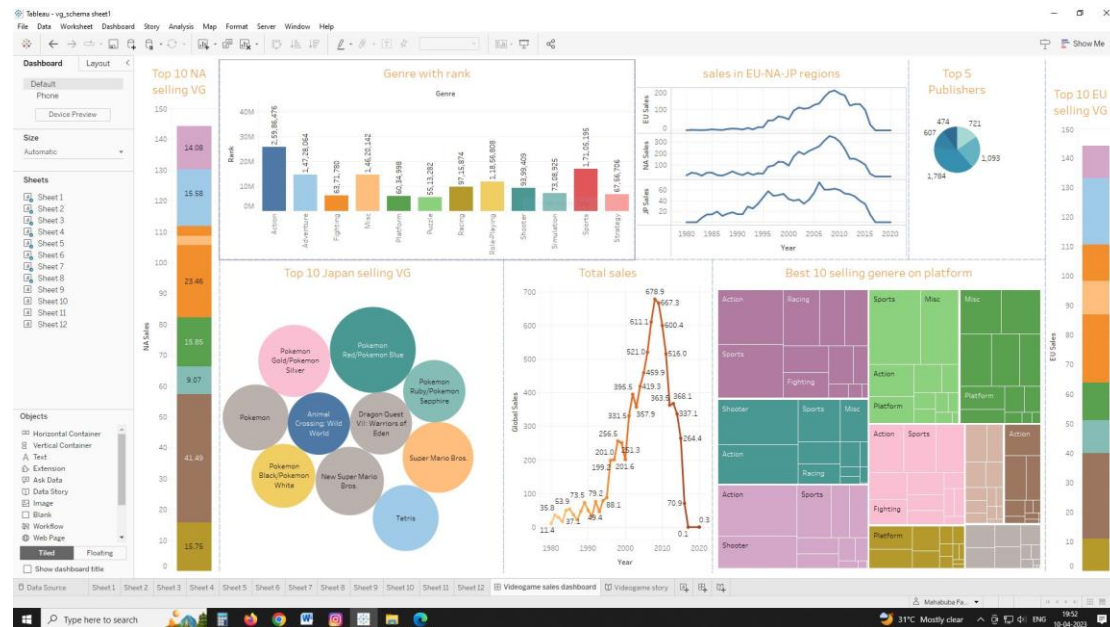
Understanding this project leads us to a clear sales statistics of gaming sales. This report will try to find what factors can help determine whether a video game release will be successful in terms of the number of units it sells worldwide, and which of these factors have the strongest impact on sales.

### **2 Problem Definition & Design Thinking**

#### **2.1 Empathy Map**



### 3 RESULT



### 4 ADVANTAGES & DISADVANTAGES

The advantages of sales forecasting pertain to the following:

Alignment of Strategy and Results - When utilizing sales forecasting and having it align with a company's business strategy, it enables for the right resources to be allocated at the right time. A company with a goal of increasing its customer base through 10 percent, may be basing this on extensive sales forecasts and allocates the necessary resources to salespeople to generate prospects. It is also important to note a business that utilizes aggressive sales forecasts will also invest more time and money in training salespeople for performance optimization. If incentive pay is also tied to business goals, sales representative are more than likely more motivated to hit targets. Having adequate sales forecasts and having it align with your strategy will allow production to be able to generate the amount with the quality that is being promised within the timeframe that is requested. This is why aligning sales and sales forecasting with your strategy and results is by far the most essential aspect when attempting to increase profitability within your operation.

The disadvantages of sales forecasting pertains to the following:

Involvement of Time - Time involvement is one of the key drawbacks pertaining to sales forecasting. Like any forecast, developing the most adequate and suitable one takes a period of time - and it is still more than likely incorrect. Companies will utilize various departments to develop a forecast, which may rely on salespeople, sales managers, or marketers to carry

out extra tasks. Regardless of any approach, a company pays for time and resources it takes to prepare sales forecasts. With heavy sales rep involvement in forecasting, there is less time that is spent on phones and in the fields of generating sales. Time involvement is a key aspect to consider within sales forecasting and aids with developing an understanding of how much time and resources to spend within that particular area of the operation. It is also important to note that the more time spent on developing a forecast, the less time the manufacturing operation is able to accurately generate enough product that needs to be sold.

## **5 APPLICATIONS**

In Gaming Industries. A data analyst's role is to calculate and visualize these metrics so that gaming companies can develop more effective strategies.

## **6 CONCLUSION**

If we keep our statistics updated then we can achieve our desired goal in the gaming industries, This kind of data collection makes our work easier which leads to fast completion of our goal

## **7 FUTURE SCOPE**

The Gaming Market is highly fragmented as the demand for online games and the increasing penetration of mobile applications across the region cater to an intense rivalry among the market players. The key players in the market, like Sony Corporation, Microsoft, and Nintendo, are continuously innovating and releasing next-generation gaming consoles, further increasing the competition.