

# PROJECT REPORT

## 1.INTRODUCTION

### 1.1. Overview

The topic of our project is Uncovering the gaming industry's hidden gems: A comprehensive analysis of video game sales. Video game sales analysis is the process of collecting and analysing data about the sales of video games in order to understand market trends and consumer behaviour.

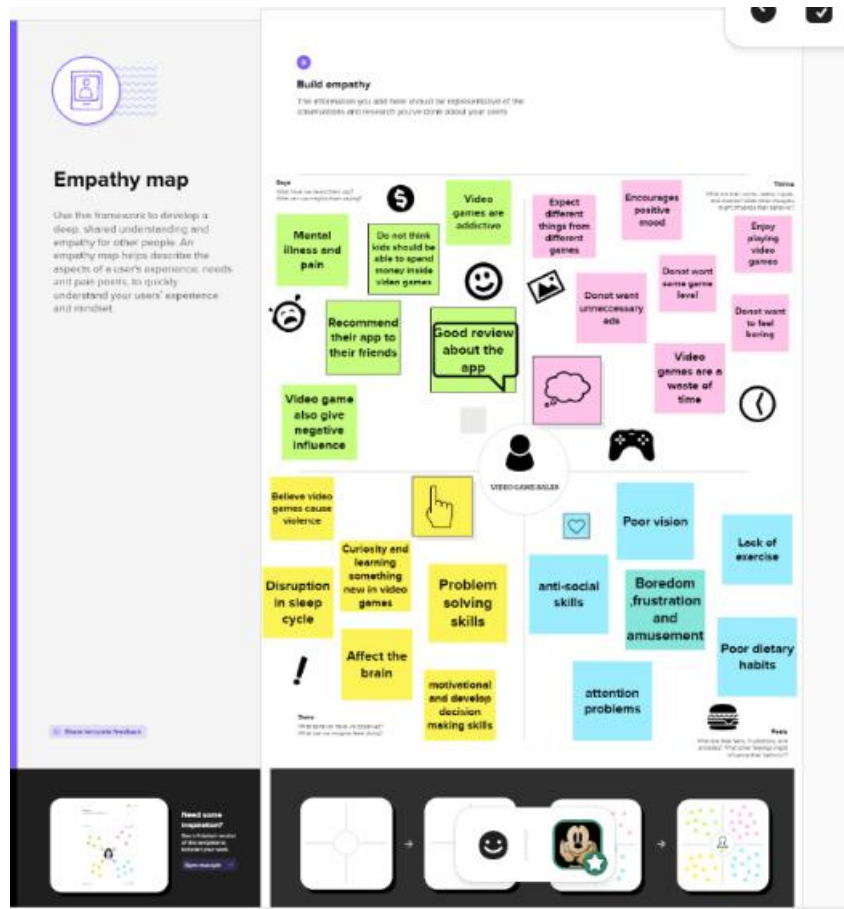
Video games are popular all over the world. They are enjoyed by all ages. Video game industry is huge and the spending on video games per year is huge too. Sales of different types of games vary widely between countries due to local preferences. According to the market research firm Super Data, as of May 2015, the global games market was worth USD 74.2 billion. By region, North America accounted for 23.6 billion dollars, Asia for 23.1 billion dollars, Europe for 22.1 billion dollars and South America for 4.5 billion dollars. There are different genres, publisher and platforms for video games. This project relates to the sales of there video games based on different regions and analyses the sales. Also I have analysed which genre, platform or publisher is the most popular and has maximum number of sales .

### 1.2.Purpose

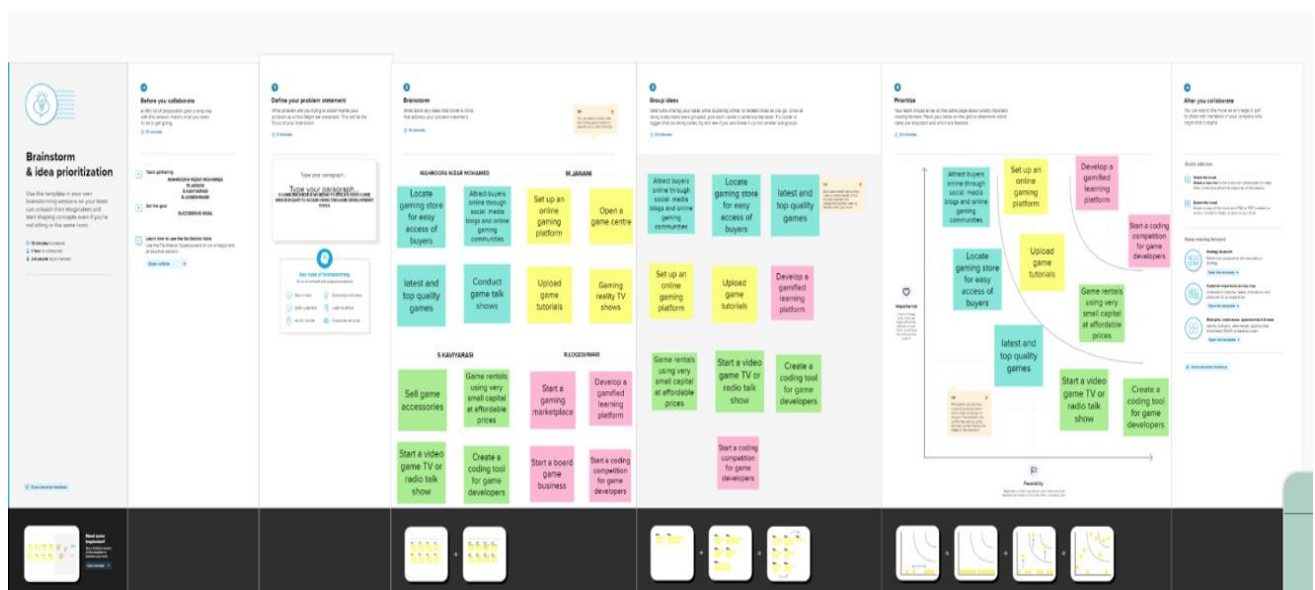
The objective of this project is to discover trends in video game sales with respect to genres, publishers and region. This type of analysis can be useful for a variety of purposes, including identifying the most popular games and genres, predicting future sales, and developing marketing strategies We must look at the parts of games and how they interact in order to understand how each part relates to the player experience. The more we analyse the games we play, the more we understand what makes a game good.

## 2.PROBLEM DEFINITION AND DESIGN THINKING

### 2.1 Empathy map



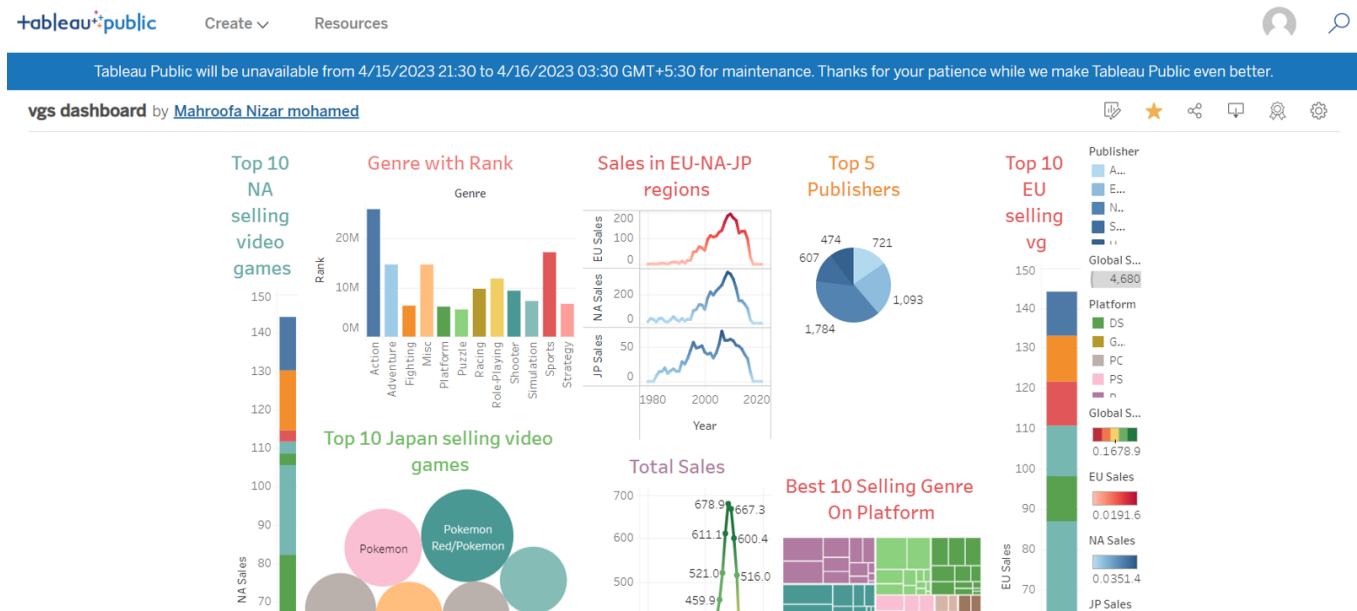
### 2.2. Brainstorming and idea prioritization



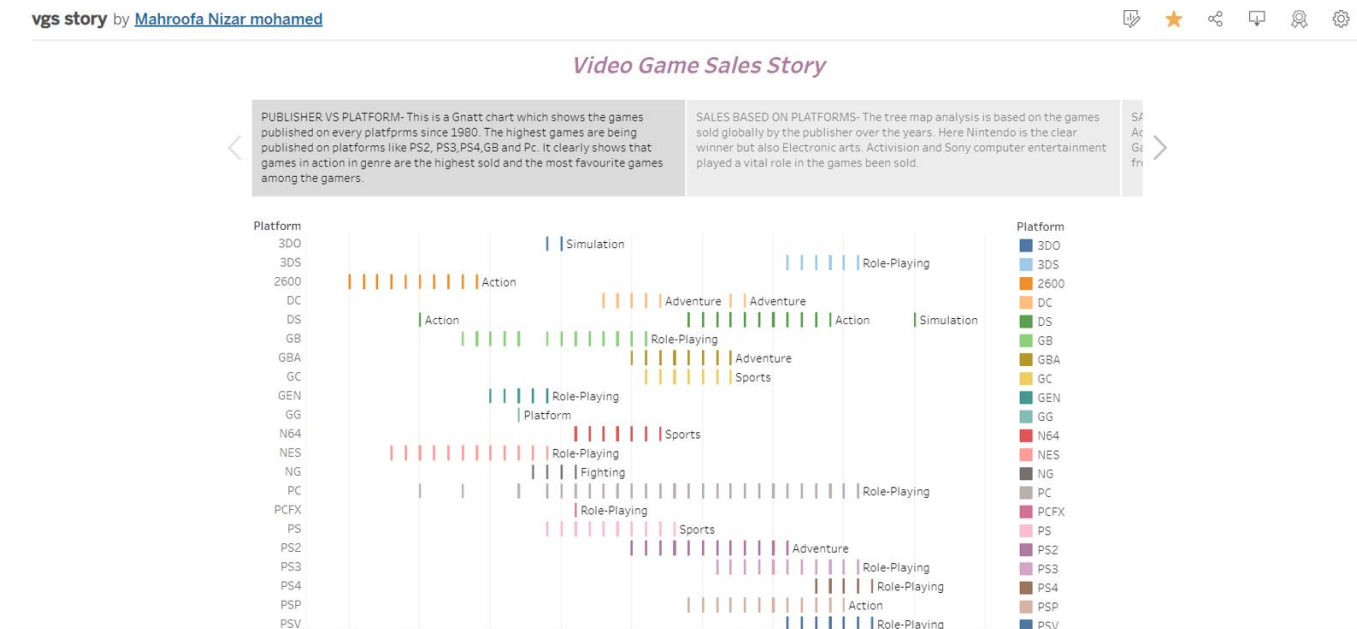
### 3.RESULT

The output of the project are as follows:

- Tableau public Dashboard

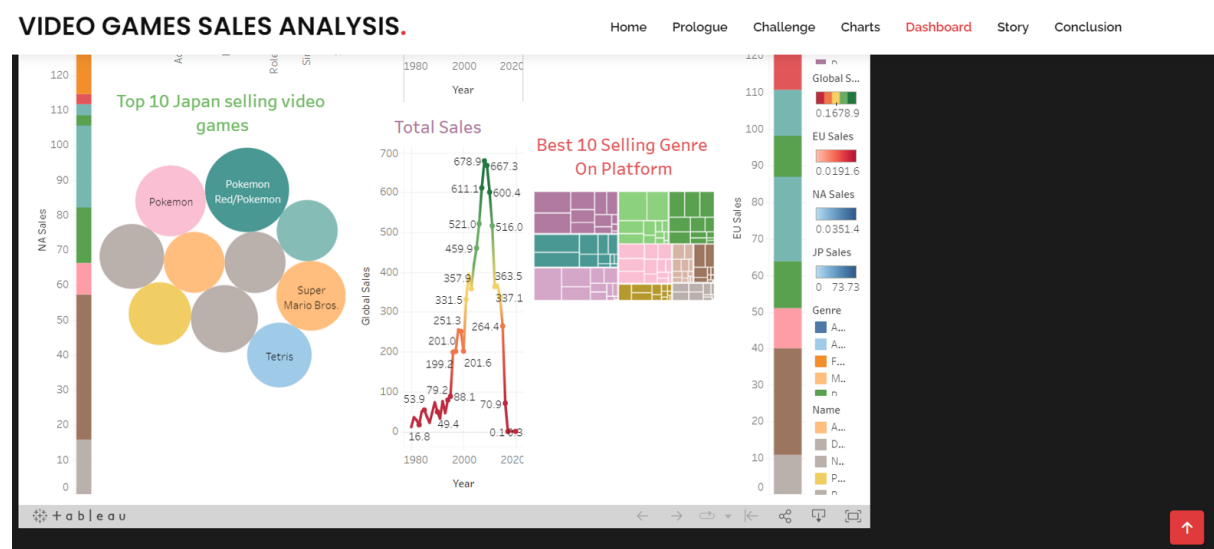
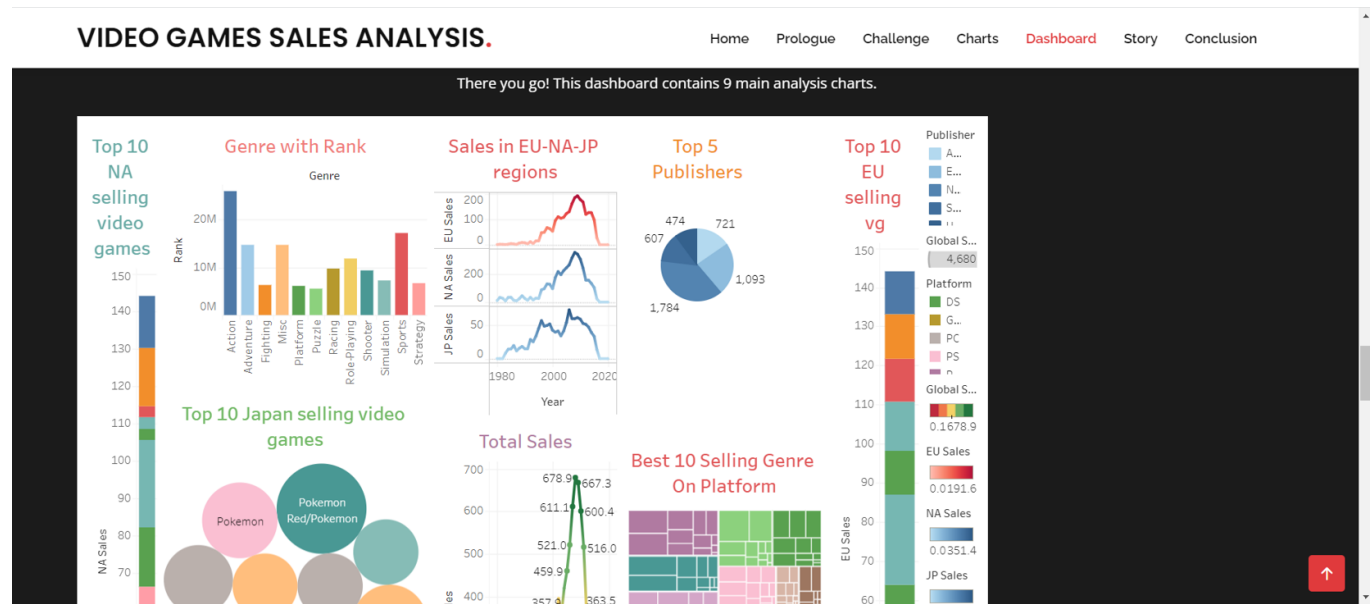


- Tableau public story



# WEB APPLICATION

- Dashboard



# STORY

## VIDEO GAMES SALES ANALYSIS.

Home Prologue Challenge Charts Dashboard **Story** Conclusion

### STORY

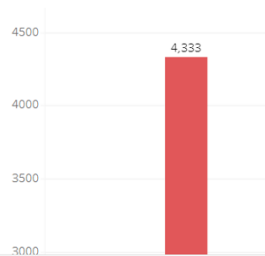
Stories of 5 charts

#### Video Game Sales Story

SALES PER GENRE- This bubble chart shows the sales per genre of games. Action being the top performer followed by sports and shooting games. Gamers are not very fond of startegical games, that is what we can infer from the bubbles.

SALES REGIONALLY- These bar represent the number of units sold in different regions like North America, Japan, Europe and other parts of the world. The most popular video games lovers are from North America as the units sold here are the highest and other parts of the world are yet get the craxe for the video games.

TOTAL the yet have a graph i the yei



Measure Names  
■ EU Sales  
■ JP Sales  
■ NA Sales  
■ Other Sales

## 4.ADVANTAGES AND DISADVANTAGES

There are many advantages of video games such as improved vision, brain booster, improved life skills, may ease anxiety and depression and painkiller. They also enhance the memory, improve the eyesight, improve your coordination, treat clinical depression, reduce stress and also makes the gamers to make better decisions

The disadvantages of video games are depression and social anxiety, lack of motivation, poor emotional regulation, Poor sleep hygiene, Muscle loss and fat gain, dehydration and exhaustion. They also decrease the ability to remain focused, activities are disturbed because of addiction and can reduce the performance in academic.

## **5.APPLICATIONS**

Some of the applications of video games are mentioned below which are as follows:

- TETRIS – It resulted to be more effective than a commercial brain training program in improving cognitive skills.
- FRUIT NINJA – it is an arcade video game group.
- GENTIAN IMPACT – it is a free to play action RPG, it is an open-world game that takes place in the fictional land.
- RAFT- it is fun survival and crafting game suitable for both kids and adults, it is an open-world sea adventure.
- MINECRAFT- since 2012, it has constantly been a popular game. Many games enjoy it's sandbox qualities because there are no set objectives.

## **6.CONCLUSION**

The video game industry has grown full and rapidly, earning the interest of both children and adults. Video games are a wondrous source of entertainment, but too much time spent on playing video games is bound to have a negative impact on gamer's lives. If the right steps are taken and the effort is given, video game addiction could be the farthest thing from people's mind. The future of video games, video game consoles, and for gamers looks to be very bright and entertaining. Video games are a form of media that is often associated with negative health consequences. However, when games are played in moderation and with mindfulness, they are a viable source of stress relief as well as a catalyst for mental health improvement and development of social skills.

## **7.FUTURE SCOPE**

The future of the video game industry looks dazzling. Consumer demand is growing, technology is advancing quickly, and new monetization models are taking off. Bain's analysis forecasts that **global revenue for games could grow by more than 50% over the next five years**. Gaming is now a bigger industry than movies and sports combined. Revenue for gaming reached \$184 billion in 2022, and the number of gamers is expected to grow to 3.6 billion by 2025. It's not just kids either: 38 percent of gamers are between the ages of 18 and 34 years, and 16 percent are older than 55.

## **8.APPENDIX**