



VIDEO GAME SALES

Group A

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Methodology



Overview



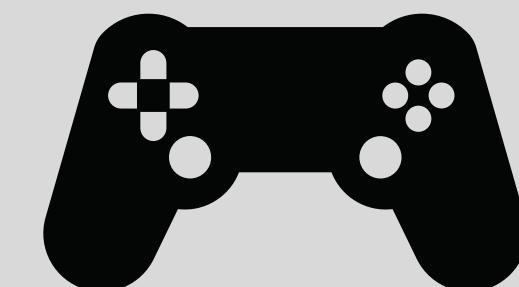
Total Global Sales

\$8.995M



Region

North America
Europe
Japan
Other



Total Games

17,4k Games
(1976 - 2016)

Background

- ★ Video games, played on electronic devices including consoles, computers, and smartphones, have become an integral part of technology and people's lives, offering a popular source of entertainment, leisure activity, and well-being to individuals of different ages across the world.
- ★ The video game industry is complex, and game developers face the challenge of producing and maintaining high-quality games while staying relevant.
- ★ Genres, platforms and publishers are determined by sales.
- ★ Recognizing the trend of customer preferences is the main step developing games in the future.

Scope of problem

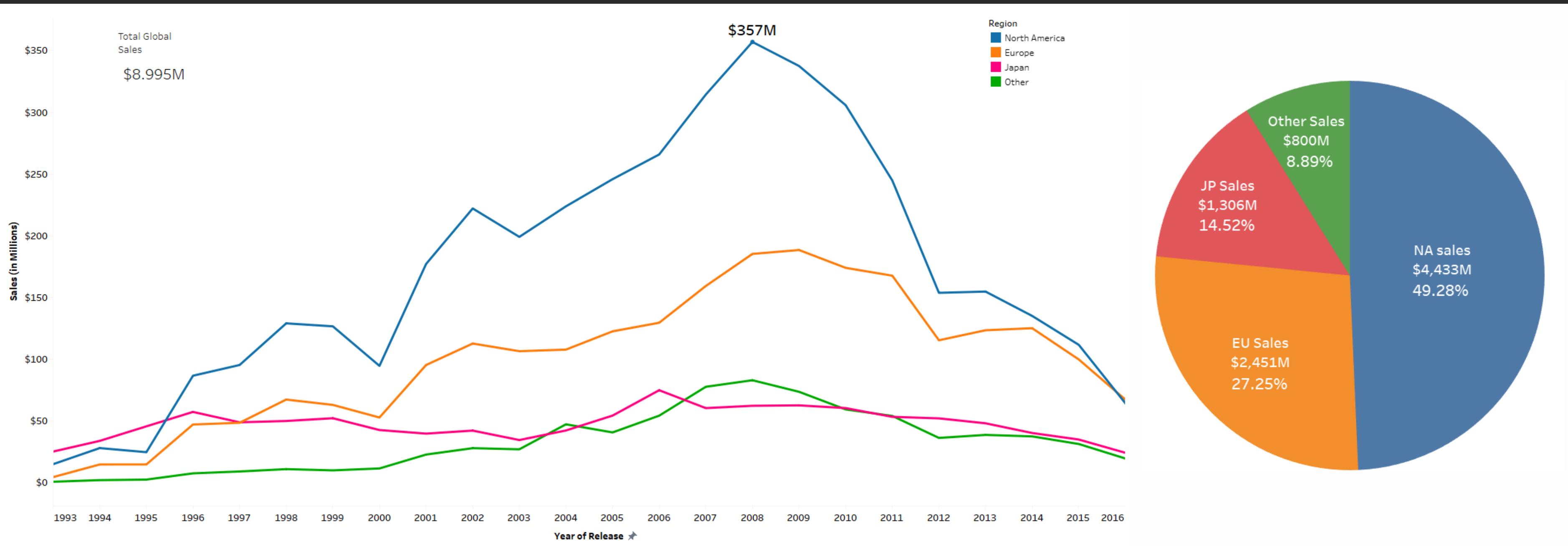
How to provide recommendations for game developers on preferred **games, platforms and publishers** for **maximizing game sales**.





Goals

To recommend game development based on genre and platform to developers in accordance with **market preferences** and **publishers** to **maximize their game sales in 2018.**



Video Game Sales

Sales in each Region

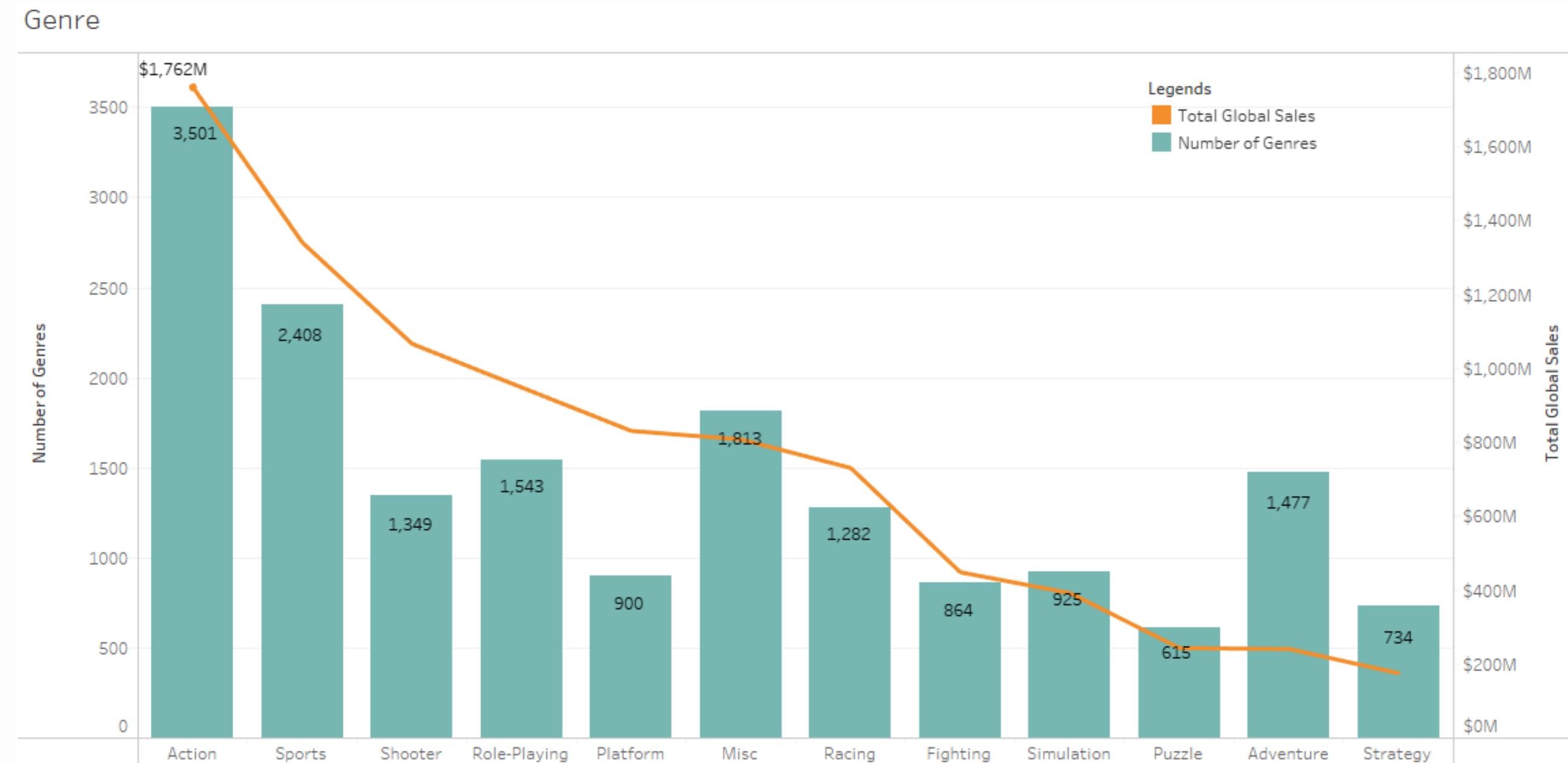
Globally, the overall sales of games reached \$8.995M.

North America dominates 49,28% of overall video game sales with total sales of \$4,433M
 The highest sales happened in 2008 with total sales of \$357M

Video Game Genres Ranked by Global Sales

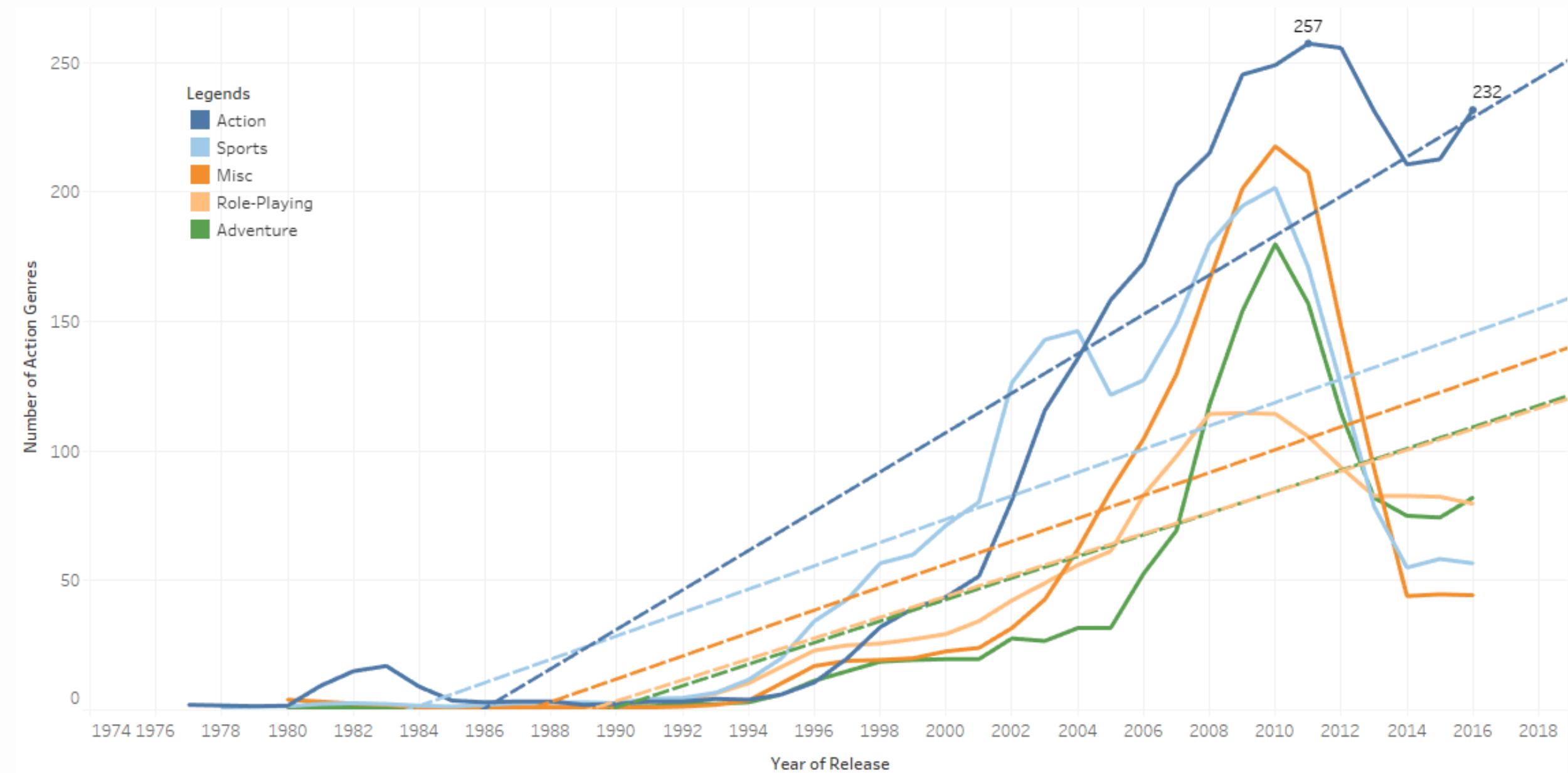
Number of Genres vs Global Sales

Action is the best-selling genre based on both total genres with **3.5K** game release and global sales with **\$1.762M** sales.



Trend of Action Genre

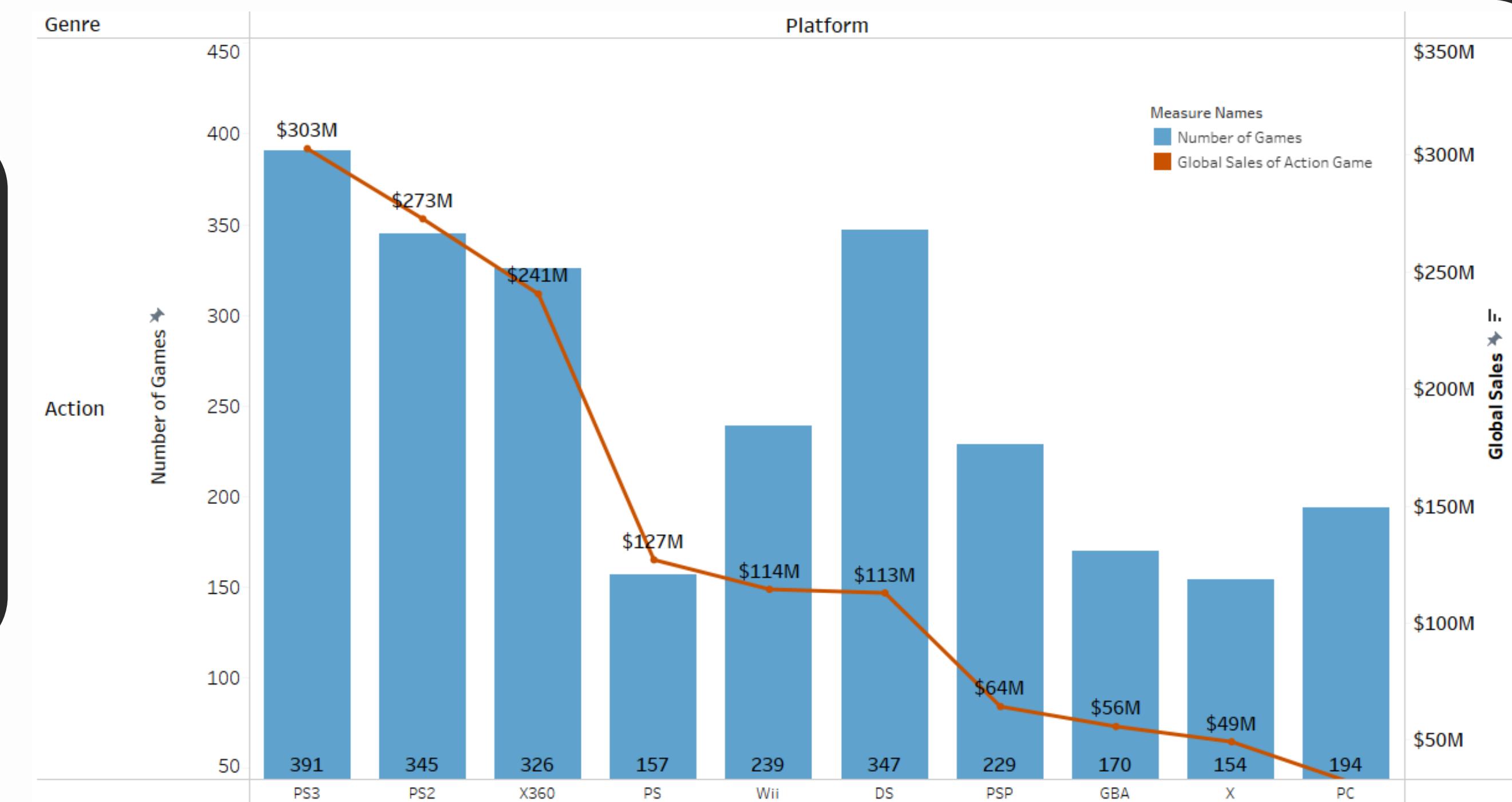
Action is the most popular genre by the end of 2016 and has a positive trend that suggests it is likely to exceed its previous sales peak, according to the moving average of the top 5 most used genres.



Video Game Platform Ranked by Number of Action Game and Global Sales

PS3 is the most widely used gaming platform for the action genre with 391 games available, resulting in global action game sales of \$303M.

Apart from PlayStation, X360 is also a platform used for playing action genre games with a total of 326 playable action games and global sales of \$241M.

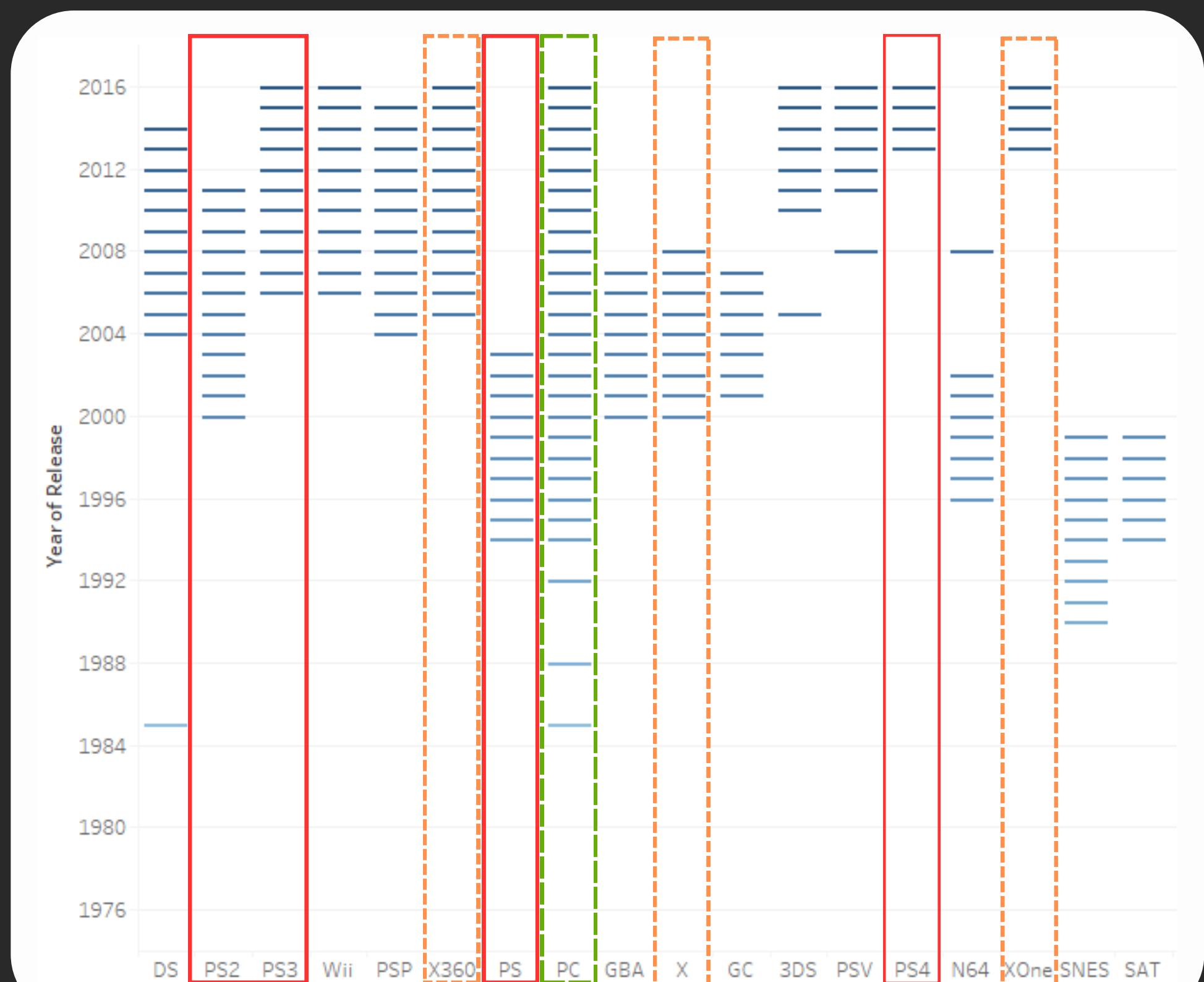


Continued Development and Popularity of Platform

PlayStation remained a popular gaming platform and underwent further development until the end of 2016, which includes both the PS3 and PS4.

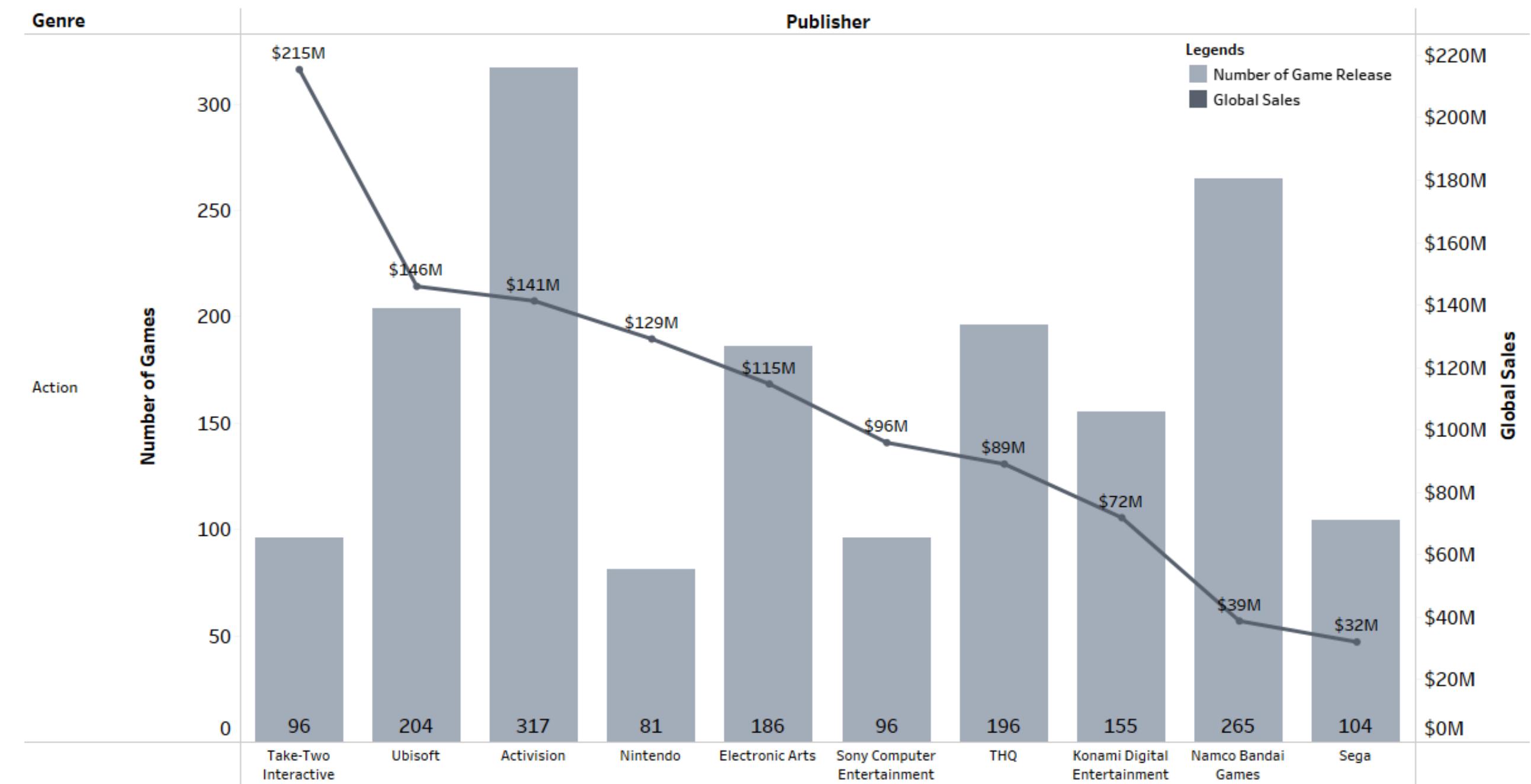
On the other hand, Xbox series has also undergone developments over the years starting from the release of Xbox in 2001, followed by Xbox 360 in 2005, and lastly Xbox One in 2013.

PC has consistently received game development since 1994.



Top 10 publishers in Global with the highest sales of the action genre games

Take-Two Interactive has become the top-selling publisher in the action genre due to their ability to generate a significant amount of revenue despite producing a relatively small number of games, having created 96 action games and generating \$215M in revenue.



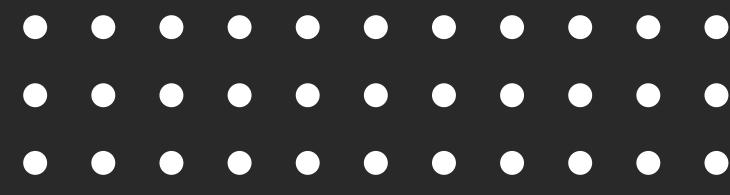
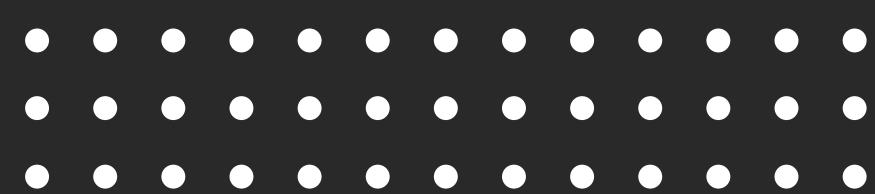
Insights and Recomendation

Insights

- Action is the best-selling genre games
- PS3 and X360 are the most widely used gaming platforms for action genre games, while PC has consistently received game development and offers the advantage of flexible mobility as a platform that can be carried and used for playing anywhere and anytime.
- Take-Two Interactive is the top-selling publisher in the action genre games followed by Ubisoft and Activision

Recommendation

- Recommendation action genre games that have open-world and multiplayer gameplay similar to those released by Take-Two Interactive, Ubisoft and Activision
- Develop a game that can be played on multiple platforms, with a focus on sustainable platforms like the PlayStation series featuring console PS3, and the Xbox series with X360, or on each subsequent console generation such as PS4 and XONE. Developers can also create games for the PC platform due to its flexible capabilities and continuous advancements.



Thank You

For Your Attention

Dashboard

