

Video Game Sales Analysis

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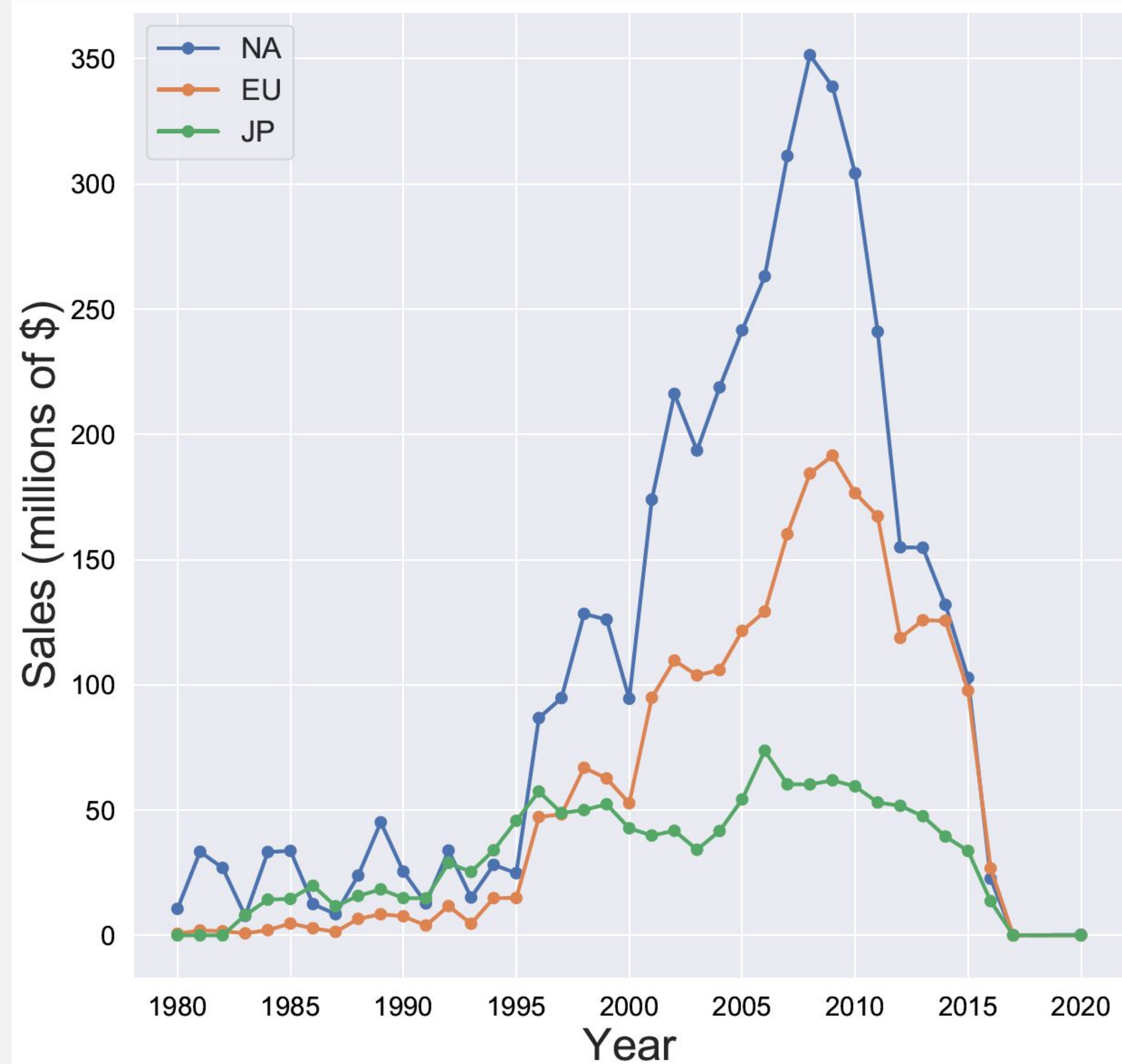
Outline

Target audience: Video game producer

Deliverables:

1. Differences in markets
2. Trending genres
3. Feature importance for success

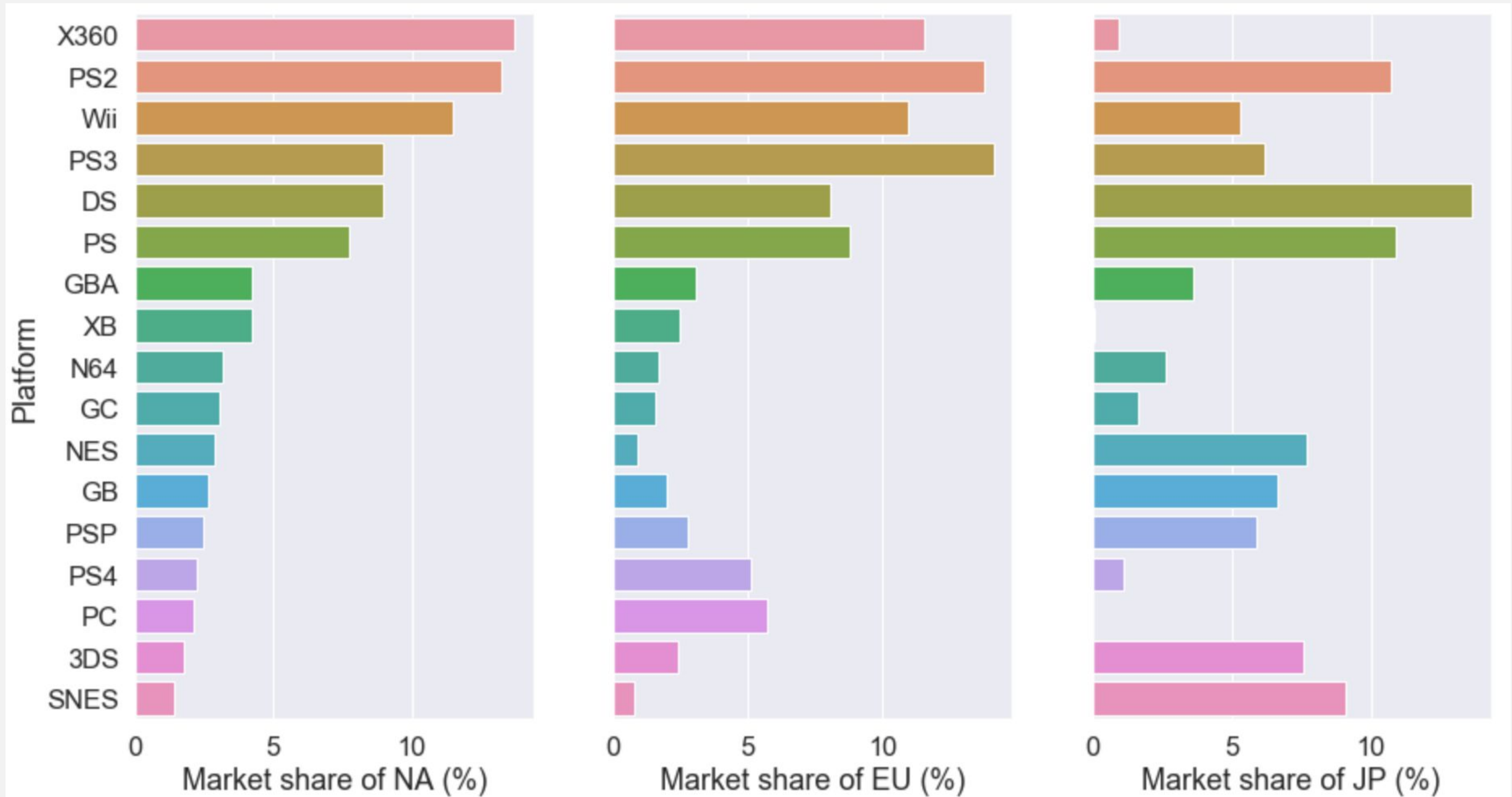
Difference between markets



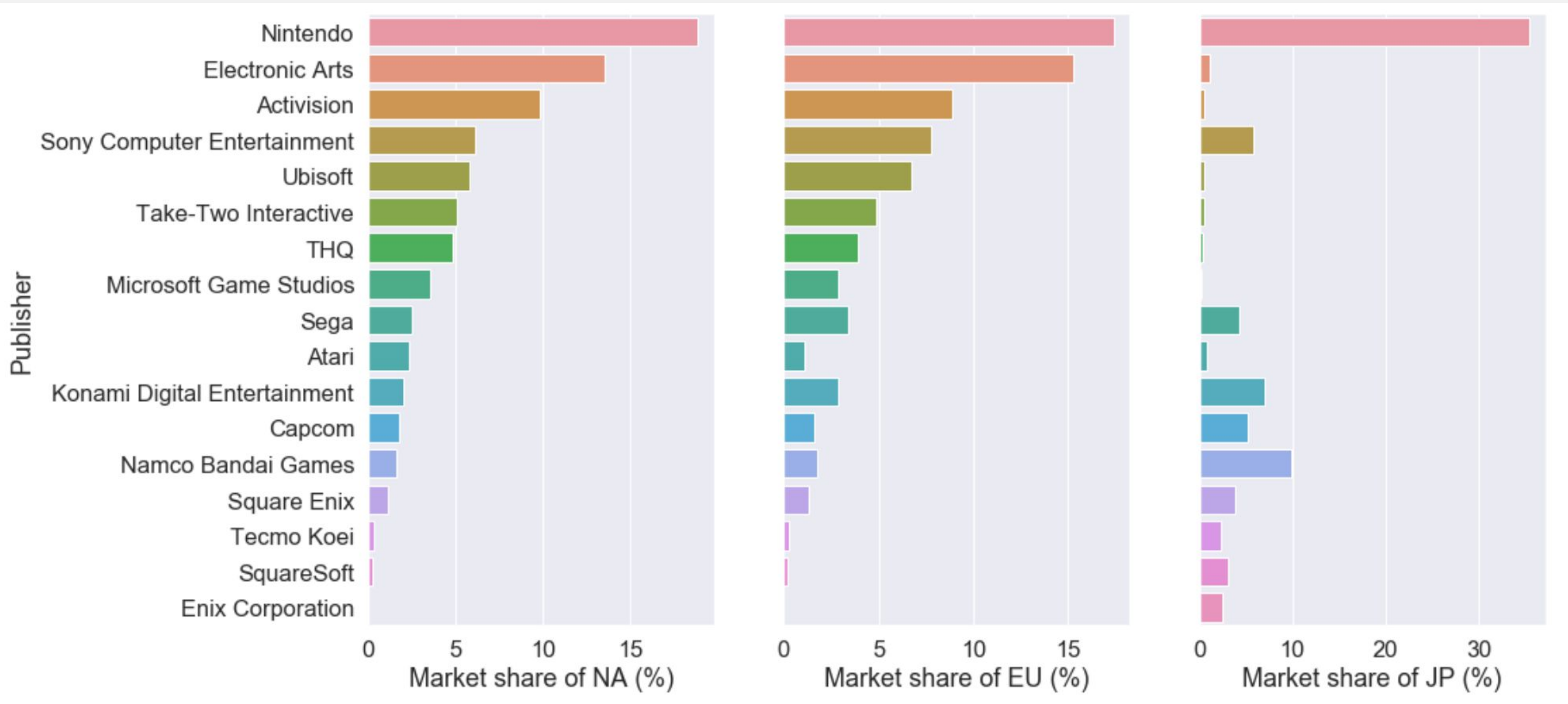
Market: $NA > EU > JP$

Sales decreased since 2009

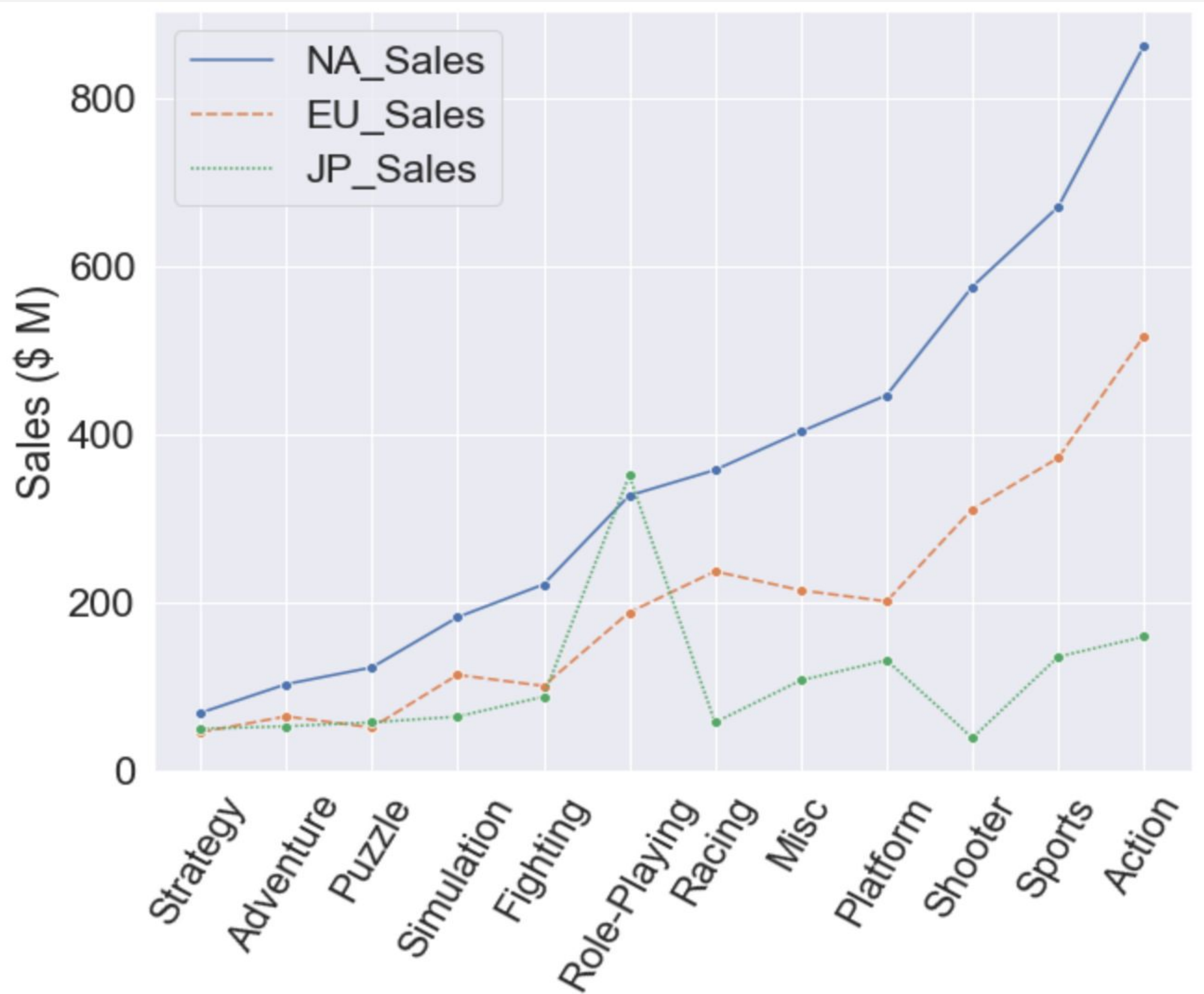
NA, EU: Stationary, JP: Mobile



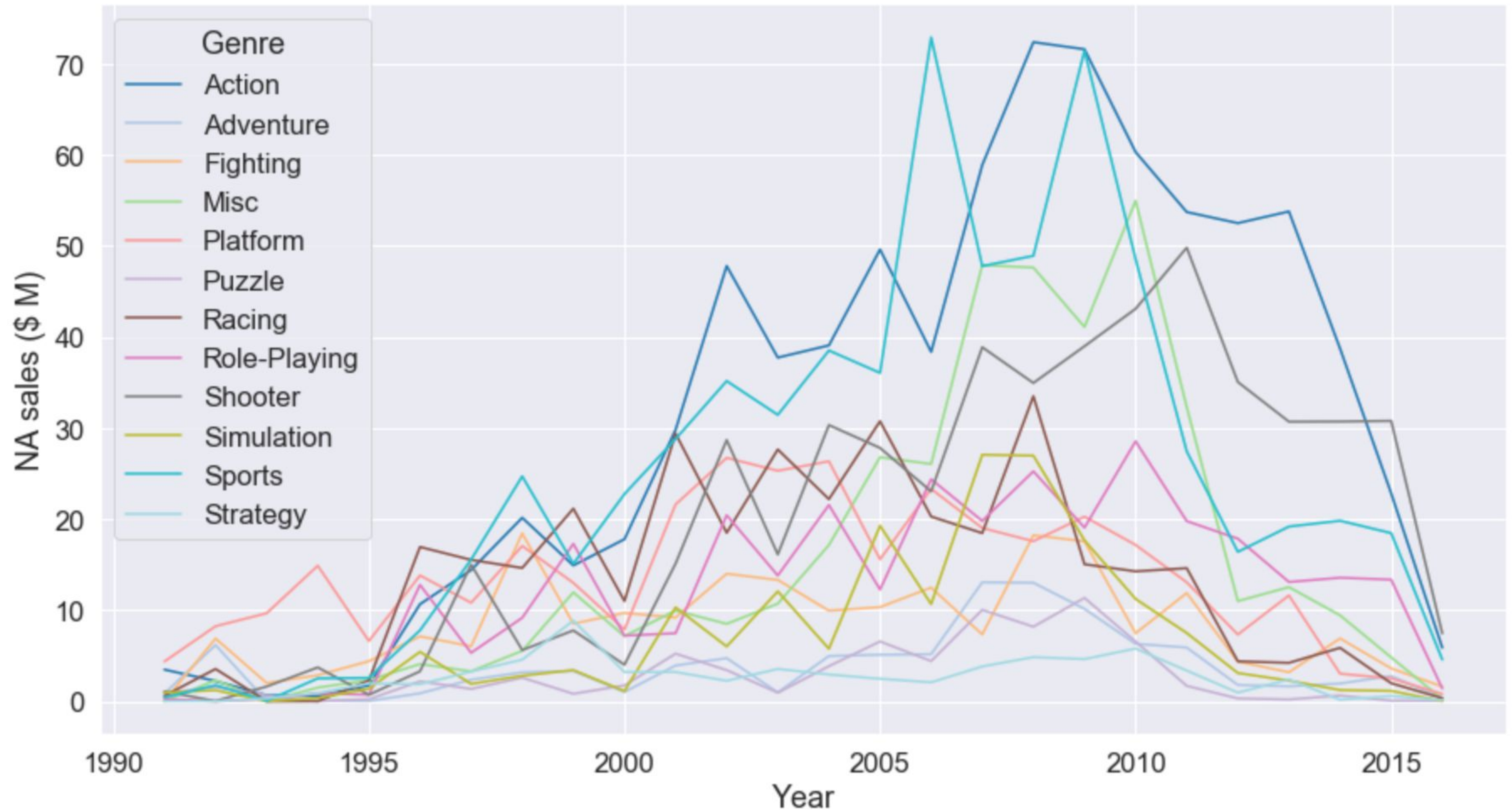
Top 10 popular consoles



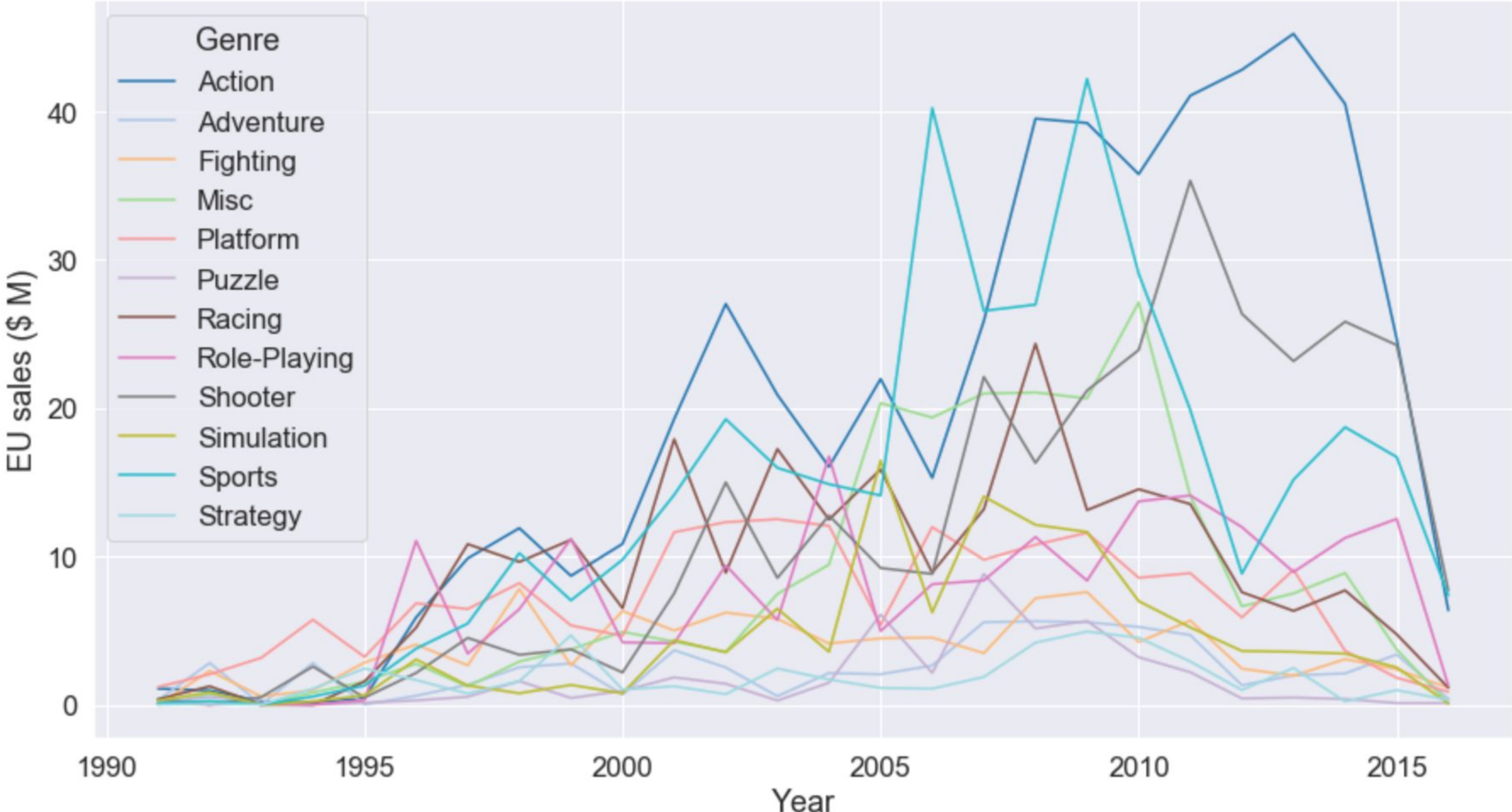
Genre distribution



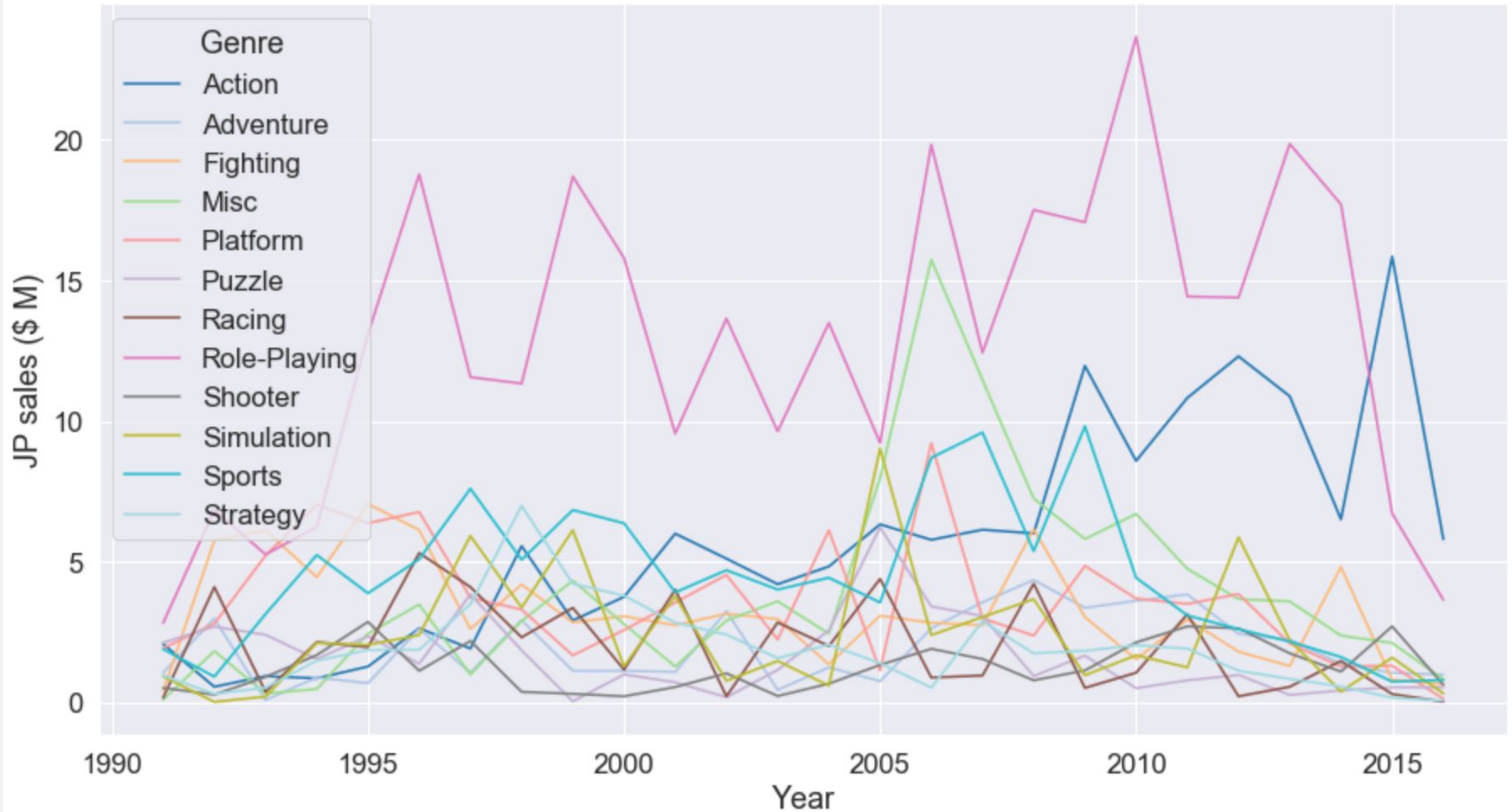
Action, Sports popular in NA



Action, Sports popular in EU



Role Playing popular in JP



Genre distribution

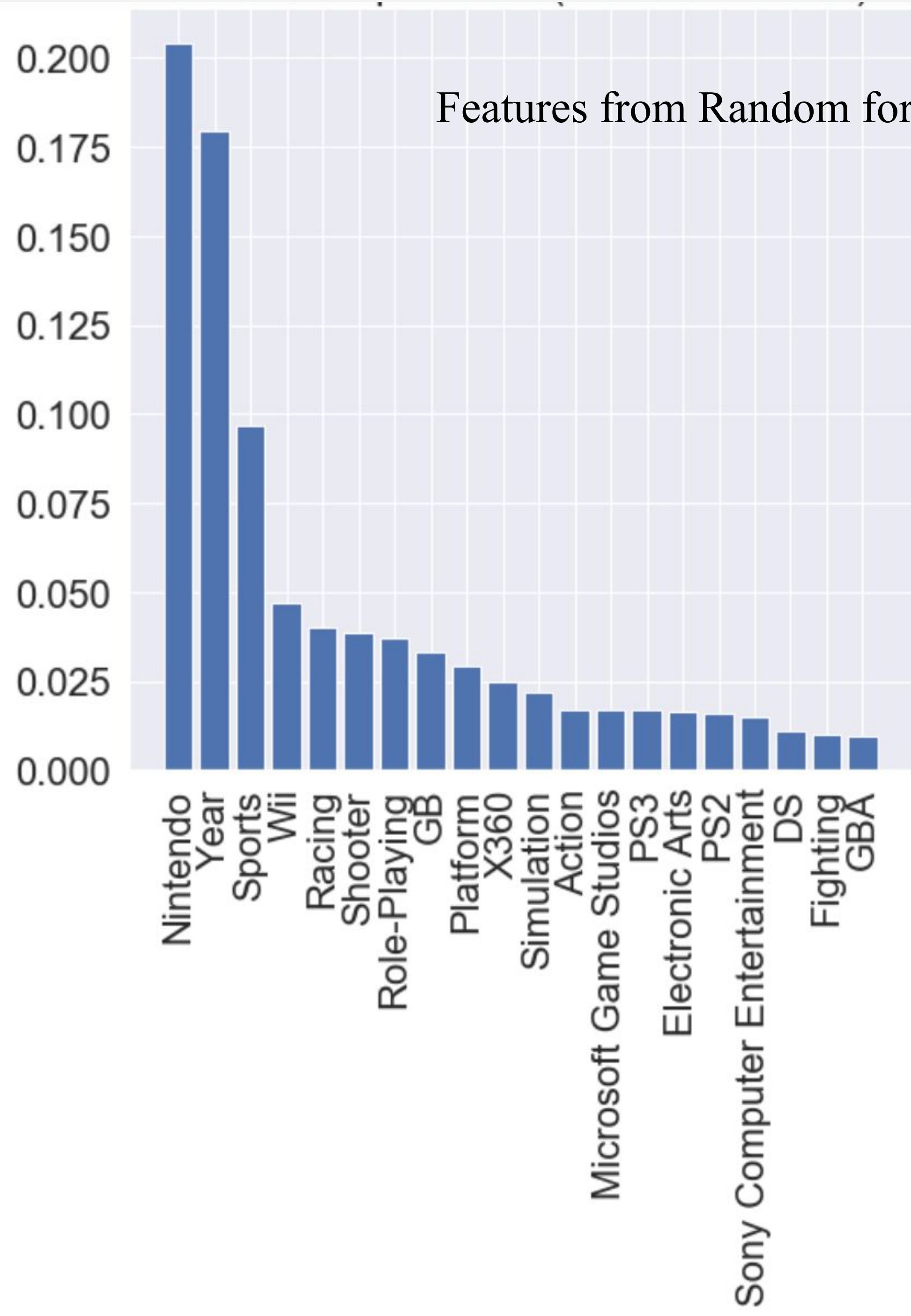
Training data

Features	Platform	Publisher	Genre	Year
Game 1				
Game 2				
Game 3				

Target data

Global Sales

Models:
Linear Regression
Random Forest



Features from Random forest model

Linear regression: bad accuracy

Random forest: better accuracy

Summary

1. Differences in markets

NA/EU: stationary; JP: mobile

2. Trending genres

NA/EU: action, sports; JP: role playing

3. Feature importance for success

Platform, genre