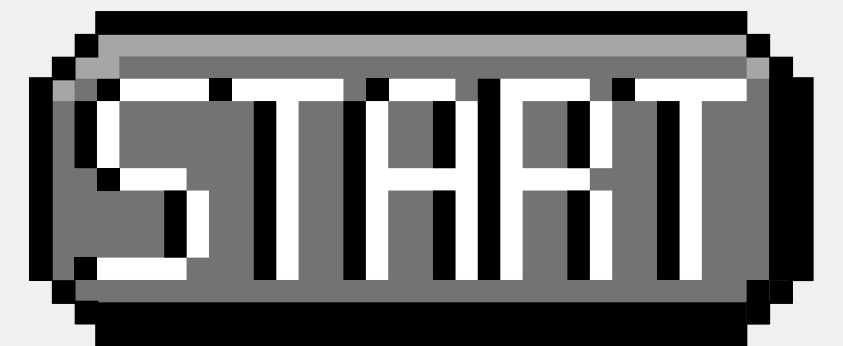


# Donkey Games -- Game Sales Report

Marcus Eilertsen



# Brief



- ✦ Donkey Games are planning their next release and need help deciding what kind of game to make.
- ✦ What types of games typically perform well in terms of sales?
- ✦ Which direction should they take their company?

# Tools

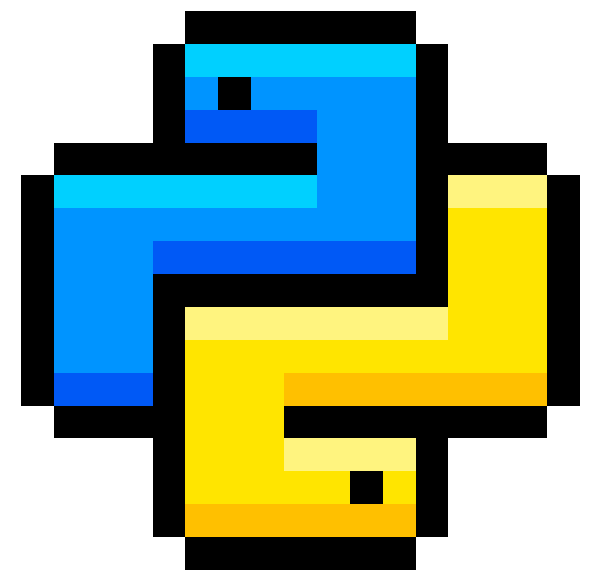
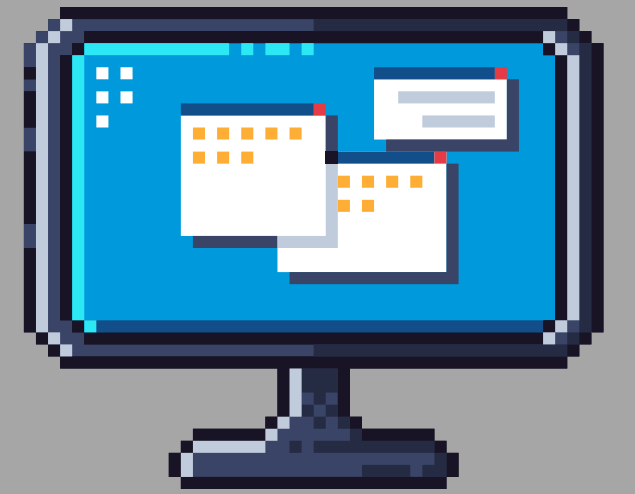
Report: Python, Jupyter notebooks

Data cleaning/wrangling: Pandas, Pyjanitor

Modelling: Pandas Profiling, Scikit Learn, Scipy, Statsmodels

Visualisations: Plotly Express

Dashboard: Streamlit

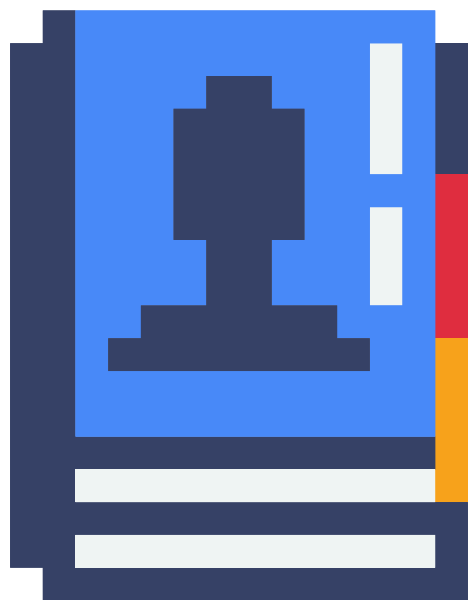


# Data Ethics



No personally identifiable information

Links to box art included in the data,  
potential copyright law considerations



# Initial Assumptions

Shooters have been consistently popular in recent years

Resurgence of Metroidvania titles

Rise of open-world survival games

Rise of battle royale games

Popularity of Xbox Game Pass and PlayStation Now

Casual gaming (Wii etc.) perhaps not as popular as it once was



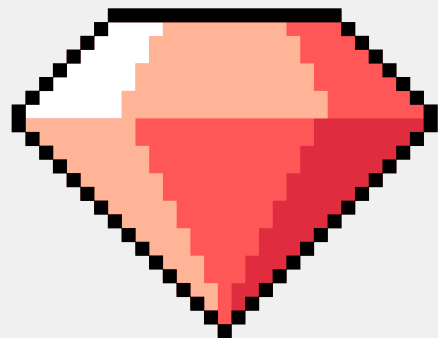
# Modelling

Method:

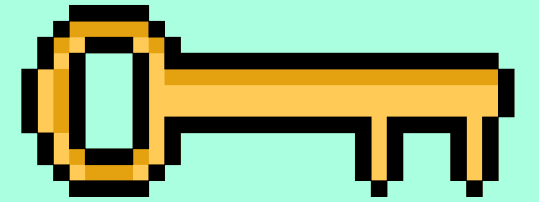
Multiple Linear Regression

Several models created and refined following an iterative process

Insights gained leading to further streamlining



# Insights



EU and NA sales good indicators of a game's global sales performance

Critic scores good indicator of how well a game will perform globally

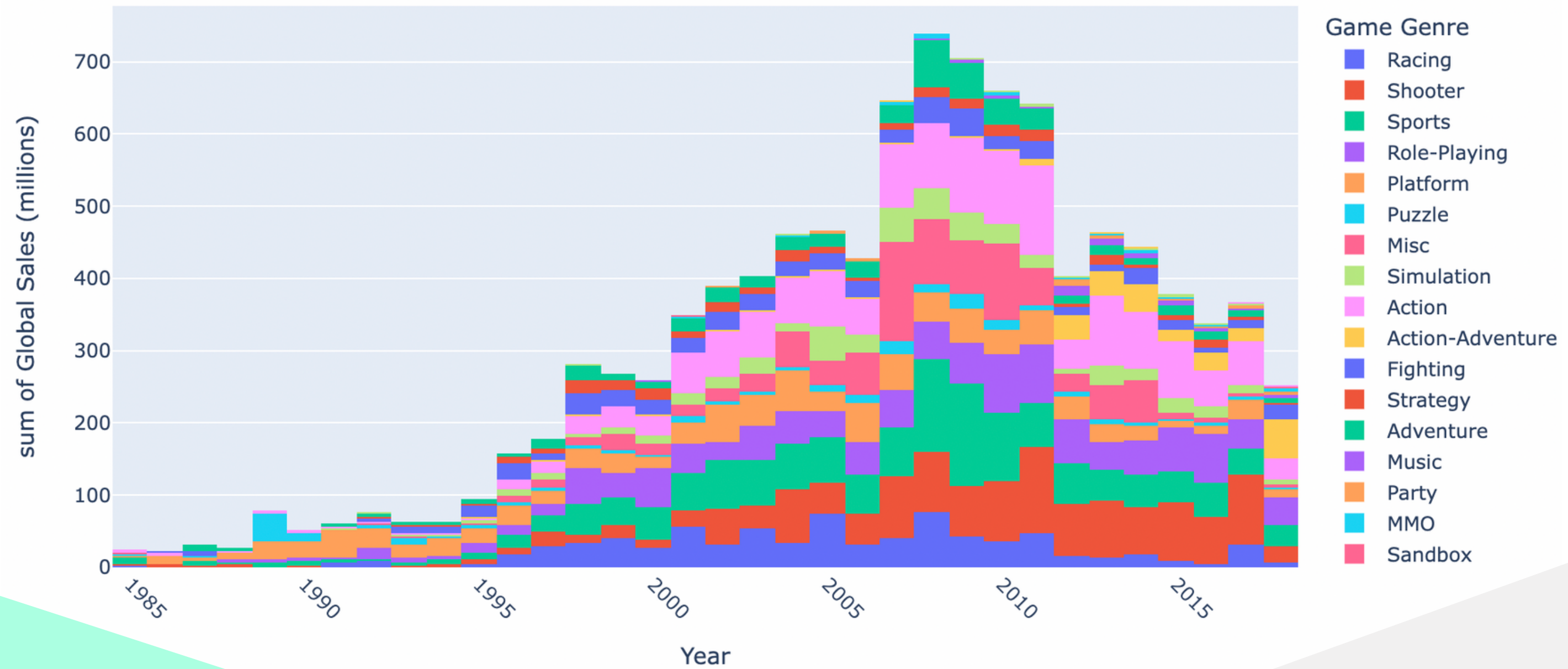
User scores on the other hand less correlated to global sales

Genres likely to perform well: action, MMO, RPG, sandbox, shooter

Difficult to determine publishers likely to perform well

# Global Overview

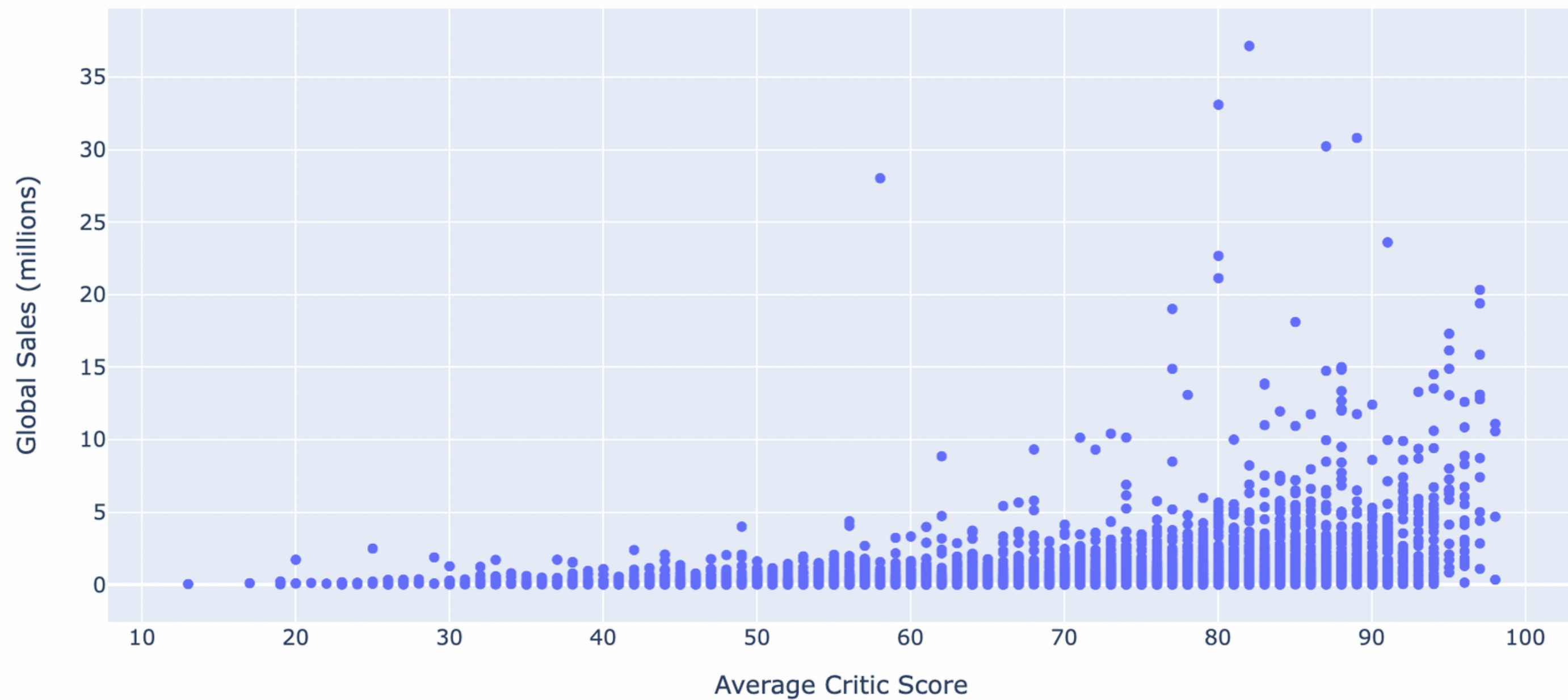
## Global Game Sales Across All Platforms





# Global Overview

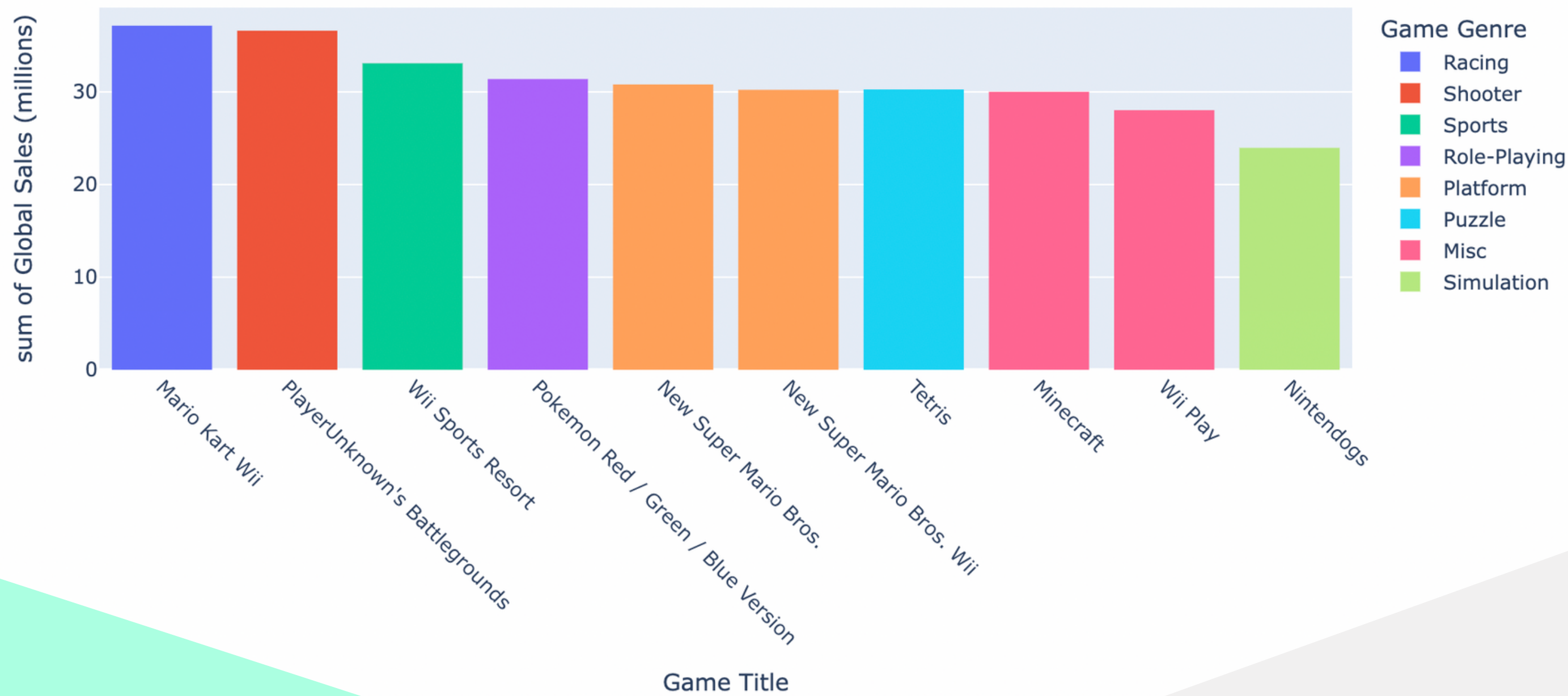
Global Game Sales by Average Critic Score



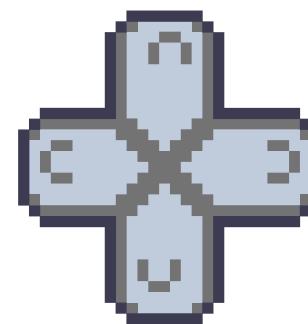
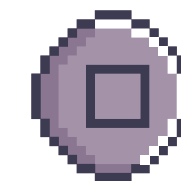
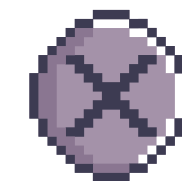
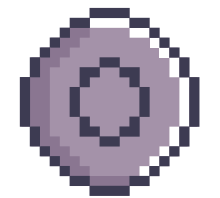
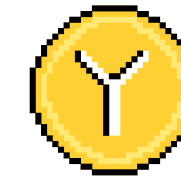
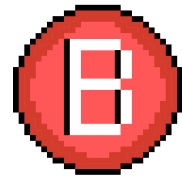


# Global Overview

Top 10 Best Selling Games Across All Platforms



Xbox One



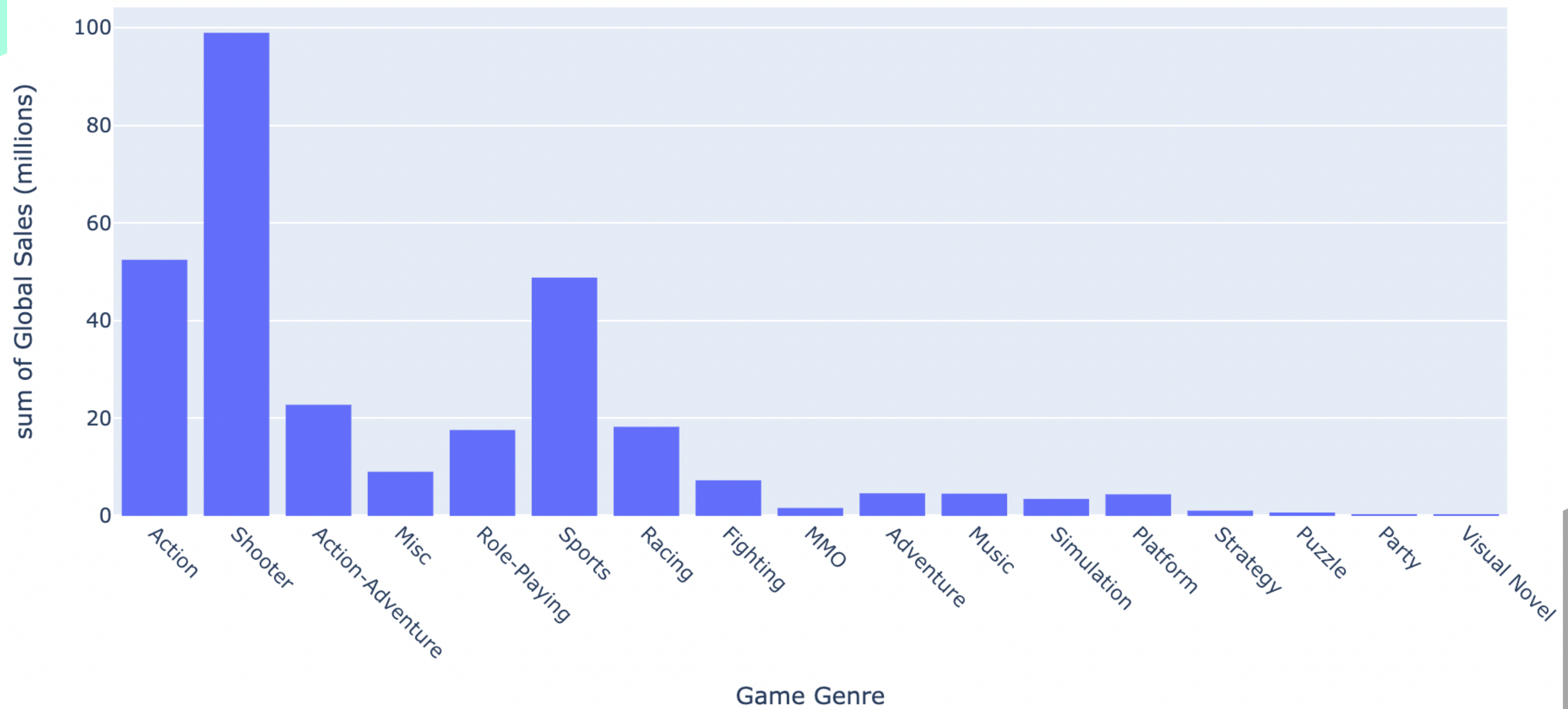
PC



PS4

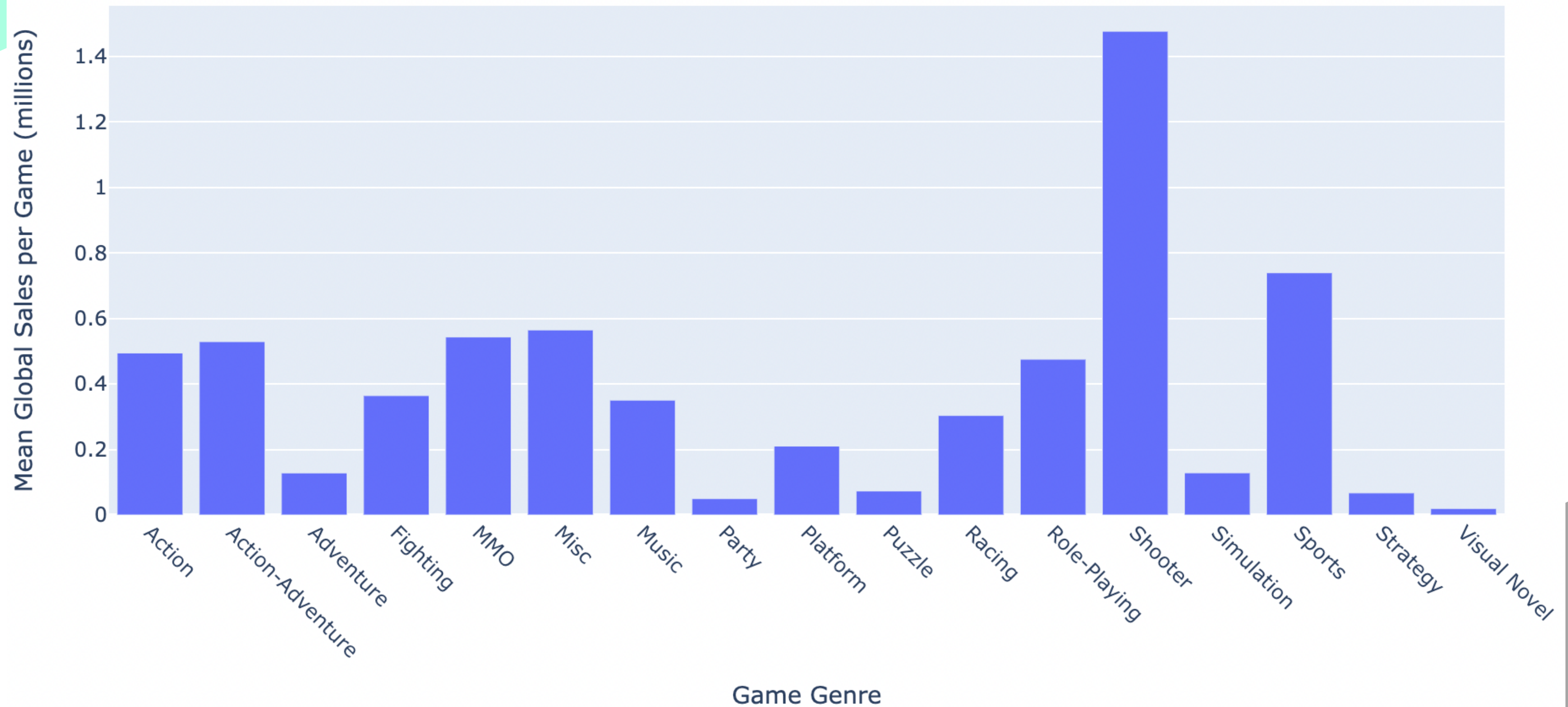
# Xbox One

Global Sales by Game Genre (Xbox One)



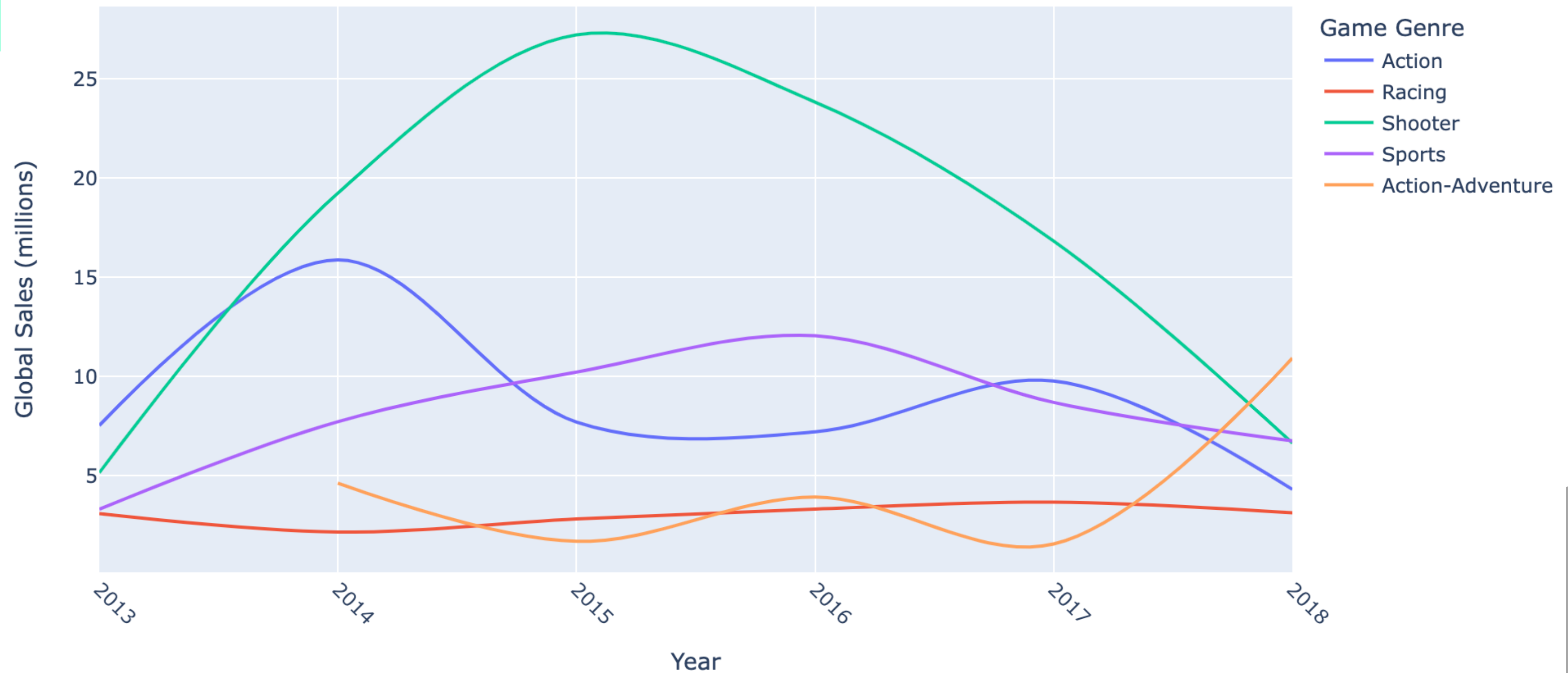
# Xbox One

Mean Global Sales by Game Genre (Xbox One)



# Xbox One

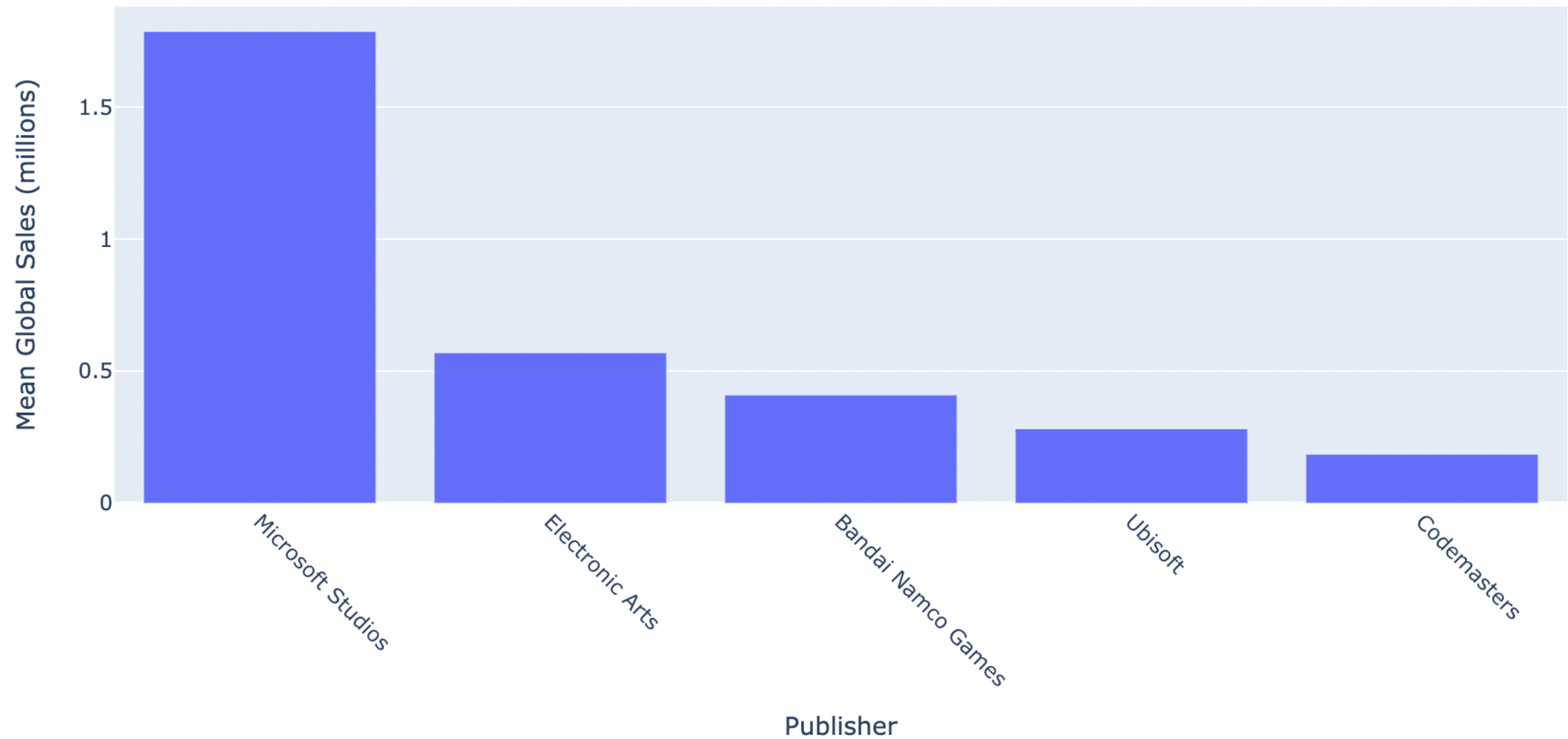
Global Sales by Year and Genre - Top 5 Xbox One Game Genres





# Xbox One

Mean Global Sales by Publisher - Racing Games (Xbox One)



# Recommendations



Select platform based on report insights, team's strengths and prior experience

Consider whether exclusive or multi-platform release

Select game genre based on sales and trends observed

Select publisher based on sales numbers within chosen game genre

Consider releasing in a test market

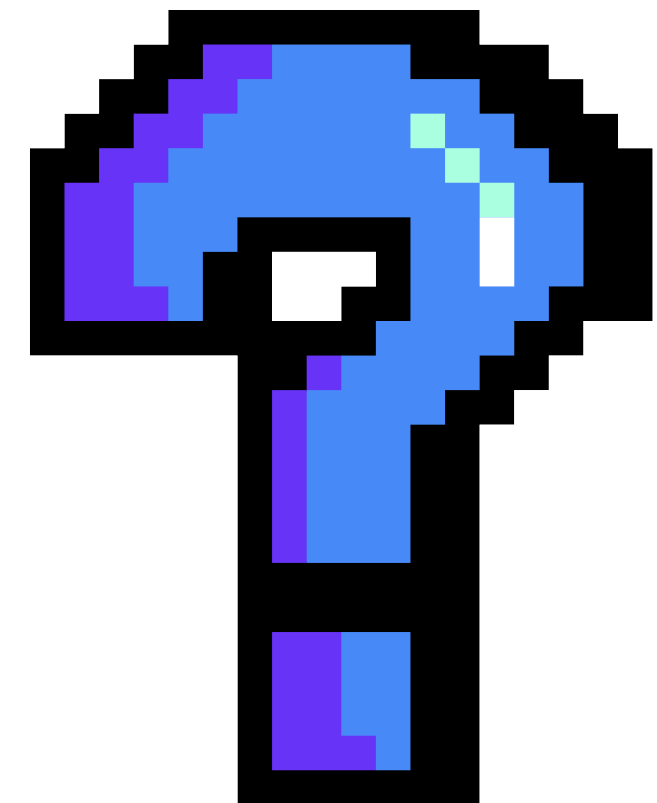


# Limitations

No quarterly sales

No revenue figures

No budget data



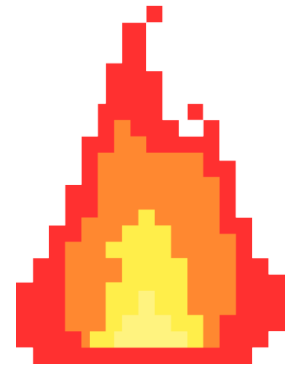
# Challenges

Time Management

Modelling

Python

My Anaconda  
Environment



Thank You!

