



# VIDEO GAME SALES DASHBOARD – BUSINESS

## INSIGHTS REPORT

### **1 EXECUTIVE SUMMARY — BUSINESS INSIGHTS**

#### **Total Global Sales**

##### **Observation:**

- Global video game sales show strong growth from early 2000s.
- Peak sales period appears between 2005–2012.
- After peak years, overall market growth slows down or stabilizes.

##### **Business Insight:**

- Industry growth aligns with major console innovation cycles.
  - Technology advancements and platform launches drive revenue spikes.
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#### **Top Genres by Global Sales**

##### **Observation:**

- Action genre dominates global sales performance.
- Platform and Shooter genres also show strong market demand.
- Puzzle and Racing genres contribute smaller portions.

##### **Business Insight:**

- Players prefer fast-paced and action-oriented gameplay experiences.
- Competitive and immersive gameplay drives higher adoption.

##### **Strategic Recommendation:**

- Studios investing in Action/Shooter genres may achieve higher revenue potential.
  - Hybrid genre innovation could capture broader audiences.
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## Top Platforms by Global Sales

### **Observation:**

- Wii and Xbox 360 appear among top-performing platforms.
- Certain console generations significantly outperform others.

### **Business Insight:**

#### **Platform success influenced by:**

- Hardware popularity
- Exclusive titles
- Strong ecosystem and developer support

### **Recommendation:**

- Platform lifecycle planning is critical for sustained performance.
  - Exclusive game releases can boost platform adoption.
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## Regional Sales Distribution

### **Observation:**

- North America (NA) and Europe (EU) dominate overall revenue.
- Japan (JP) contributes smaller but consistent share.

### **Business Insight:**

- Western markets drive majority of global revenue.
- Regional gaming preferences vary significantly.

### **Recommendation:**

- Localization strategies essential for Japanese market success.
  - Marketing strategies should adapt regionally.
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## **2 MARKET PERFORMANCE ANALYSIS — BUSINESS INSIGHTS**

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### **👉 Top Publishers by Global Sales**

#### **Observation:**

- Nintendo leads significantly compared to other publishers.
- Major publishers dominate due to strong IP franchises.

#### **Business Insight:**

- Long-standing franchises and ecosystem strategies drive success.
- Brand loyalty influences sales consistency.

#### **Strategic Recommendation:**

- Investment in recognizable IP increases long-term profitability.
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### **👉 Platform Sales Trend Over Time**

#### **Observation:**

- Platform popularity shifts across decades.
- Console generations show lifecycle patterns.

#### **Insight:**

- Consumer preferences evolve with technological innovation.

#### **Example:**

- Improved graphics and hardware capabilities increased Action genre growth.
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## Genre Performance Over Time

### **Observation:**

- Different genres peak during different time periods.
- Genre popularity evolves with market trends.

### **Business Insight:**

- Market trends influenced by:
  - technology
  - cultural shifts
  - gameplay innovations

### **Recommendation:**

- Continuous trend monitoring helps studios adapt to audience demand.
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## Regional Market Share by Platform

### **Observation:**

- Some platforms perform stronger in specific regions.

### **Business Insight:**

- Regional strategies affect platform success.

### **Recommendation:**

- Focus marketing campaigns based on regional strengths.
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### Engagement Ratio vs Global Sales

#### **Observation:**

- High engagement does NOT always guarantee highest sales.
- Some highly engaged games generate moderate revenue.

#### **Business Insight:**

- Marketing reach and brand awareness impact sales beyond engagement metrics.
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### Wishlist vs Sales Relationship

#### **Observation:**

- Games with higher wishlist numbers generally show higher sales.

#### **Insight:**

- Wishlist is a strong early demand indicator.

#### **Business Application:**

- Studios can predict success based on pre-release interest.
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### Engagement Metrics by Platform

#### **Observation:**

- Some platforms show high reviews but moderate sales performance.

#### **Insight:**

- Engagement ≠ direct revenue correlation.

## Possible reasons:

- niche audience
  - marketing limitations
  - pricing strategies
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## 👉 Top Performing Games — Detailed Metrics

### Observation:

- High-rated games often correlate with strong sales.
- Popular franchises dominate top rankings.

### Insight:

- Quality perception influences purchasing decisions.
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## ✅ FINAL BUSINESS CONCLUSION

- Console innovation cycles strongly influence sales trends.
- Action-oriented genres dominate global market.
- Western regions generate majority revenue.
- Wishlist data useful for predicting game success.
- Engagement metrics provide insight but are not sole sales drivers.
- Strong publisher ecosystems and IP franchises drive long-term dominance.