

UNCOVERING THE GAMING INDUSTRY HIDDEN GEMS: A COMPREHENSIVE ANALYSIS OF VIDEO GAME SALES

1. INTRODUCTION

1.1 OVERVIEW

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. In this modern world, video games are contended by all age teams of individual. These video games are contended on a video screen (on television, computer). There are many video games based on platform and genre like WII, NES, GB, etc., and puzzle, racing, shooting, etc., respectively. Video games are released by a publisher like Activision, Nintendo, etc., across different platforms. Video games have become a major platform of entertainment especially for kids and is used for business purpose as well. The video games such as NFS, Call of Duty, Battlefield and many more have produced exceptional income for about two to three decades and still earning.

Over the past 40 years, a veritable industry has grown up around the design, development, and delivery of video games for home video game consoles and the personal computer (PC). Collectively called the video games market and manufacturer, the U.S. video game market is now worth over \$20 billion annually in software and hardware sales, which is more than four times the market size in the 1990s.

Furthermore, video games are so entrenched in the daily lives of many people who are buying games in a variety of platforms (e.g., mobile smart phones, game consoles, PCs, etc.), are increasingly playing online (via the Internet), and are willing to pay for the privilege to do so. Blizzard Entertainment's World of Warcraft, for instance, has over 11 million player/subscribers worldwide and over \$1 billion per year in revenues. Microsoft's Xbox Live gaming service claims 20 million subscribers reaching 39 million gaming consoles and 10-million non-gaming accounts used solely for social networking benefits. Career options in the video game industry are also very healthy with 254 U.S. colleges and universities in 37 U.S. states now offering courses and degrees in computer and video game design, programming, and art.

Overall, a trend continues where video games are not just a fad or for the young, but increasingly an activity that incorporates nearly everyone. Sixty-eight percent of American households now play video games and many of these are online players; additionally, 43% of online U.S. game players are female. Moreover, the U.S. military spends around \$6 billion a year on virtual and simulated training programs, based around video games and virtual worlds in an offshoot of the industry dedicated to serious games.

1.2 PURPOSE

In this the main goal was to analyse the sales of video games in different regions. The regions are North America, Europe, Japan, other countries(combined) and then the global sales (total of all the regions). The main idea was to visualize the sales for different genres, publishers and platforms. This would give the basic idea about the most popular genres, publishers and platforms amongst all. Also analysing the effect of genres on sales in different regions.

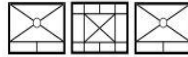
2. PROBLEM DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP

Empathy Map

EMPATHY MAP

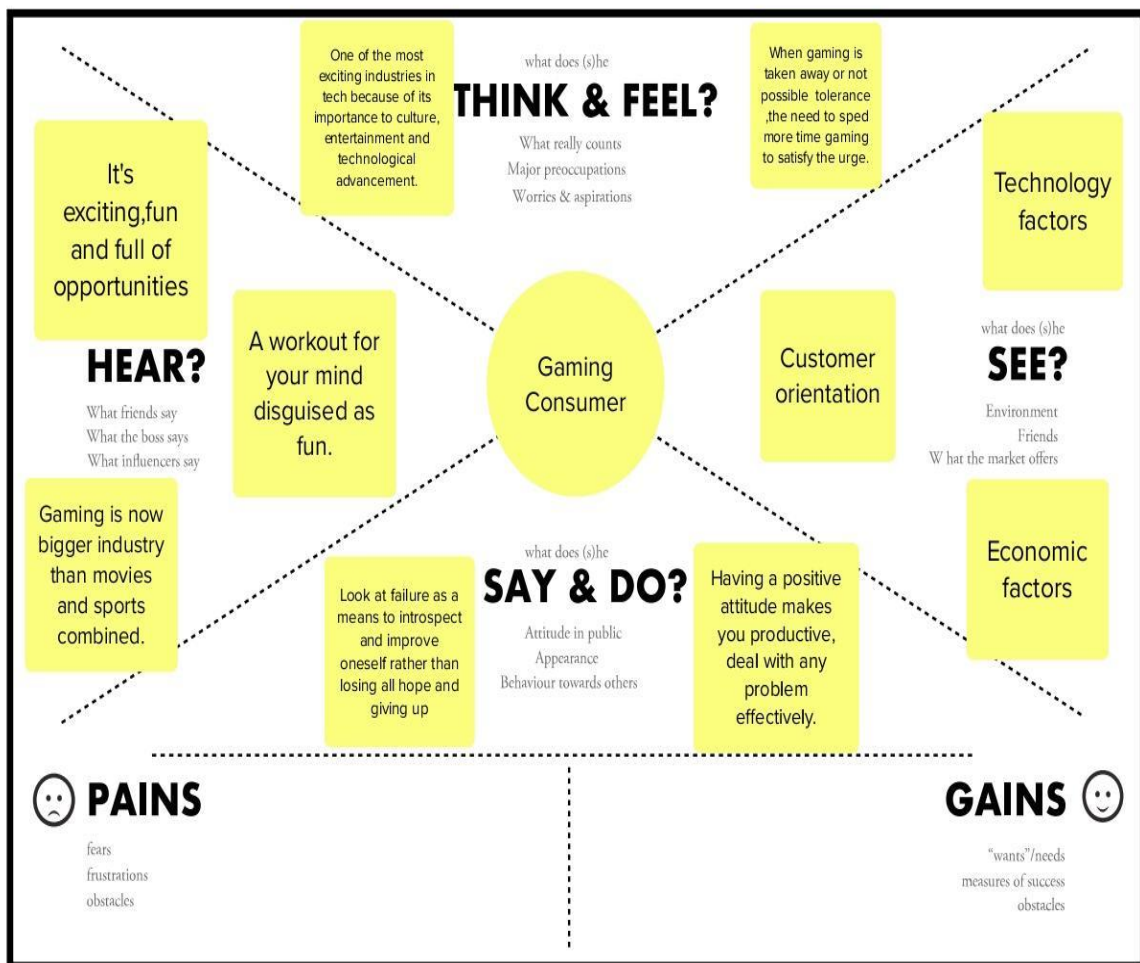
Identifying stakeholder behaviour



Project name:	
Designed for:	

Stakeholder:	
Designed for:	

Day:	Month:	Year:
Version:		



Designed by

EVENT DESIGN *alteration*

EVENT DESIGN USING THE EVENT CANVAS™ METHODOLOGY

version 20180621

Source: adapted from XPLANE

2.2 IDEATION & BRAINSTORMING MAP

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⌚ 5 minutes

A simple day Of asking what the designer oru team is trying to Do with the



Key rules of brainstorming

To run a smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Person 1

Analytic skills	Health problem	Improving one's brain

Person 2

Dehydration	Some games contain violence	Teaching driving

Person 3

Mood elevation	Failure to control	Critical thinking

Person 4

Learn new skills	Gaining a lot of knowledge	

Person 5

Improved vision	Some games contain violence	Helping people understand their world

Person 6

Person 7

Person 8

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

⌚ 20 minutes

many sales representatives work individually selling within a department is essentially a team effort, as individual sales professionals need to share various insights regarding the product, potential customers or the market.

TIP
Add customer-like tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

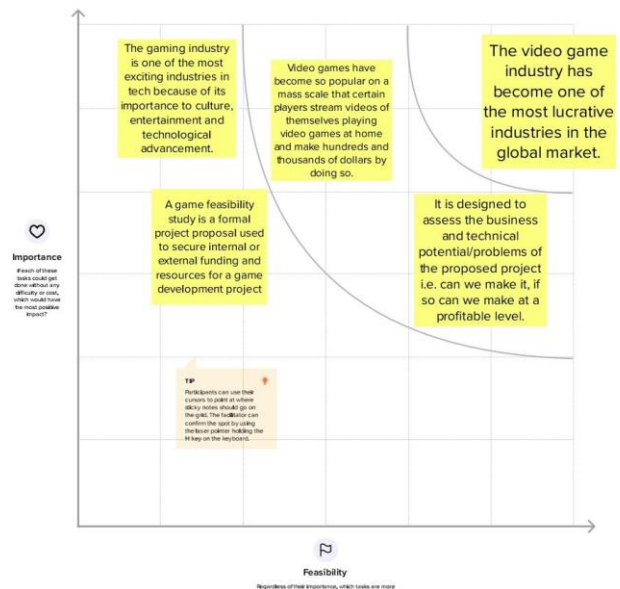
Sales meeting games are an excellent opportunity for coworkers to engage in friendly rivalry and competition and for sales managers to assess their employees' competitive spirit.

4

Prioritize

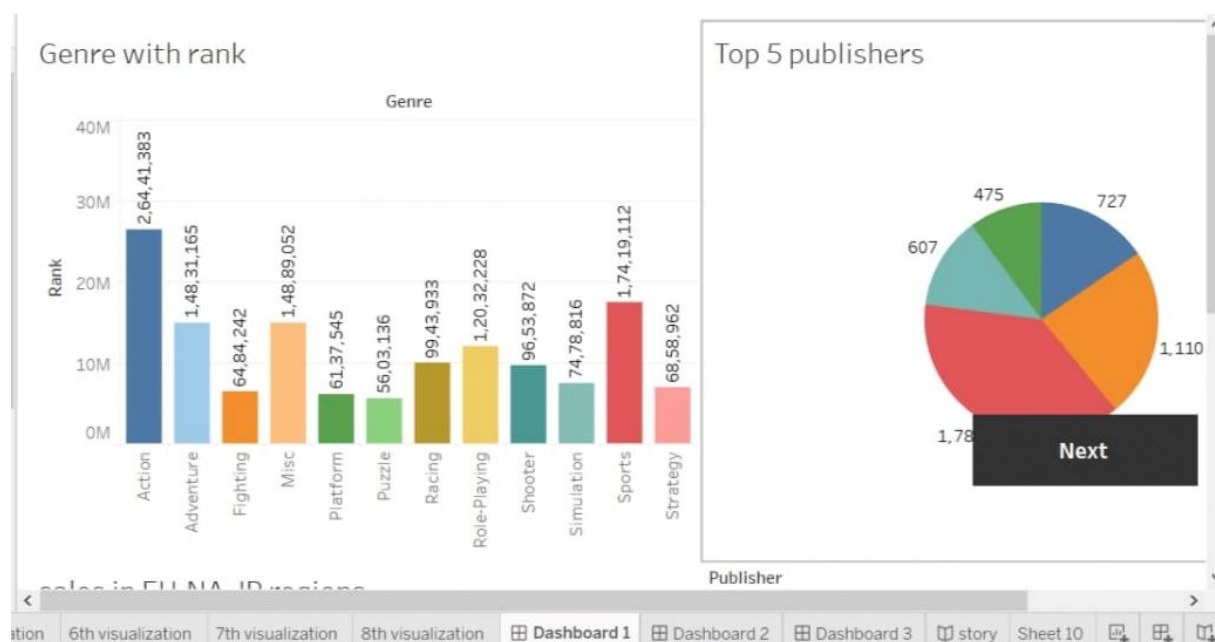
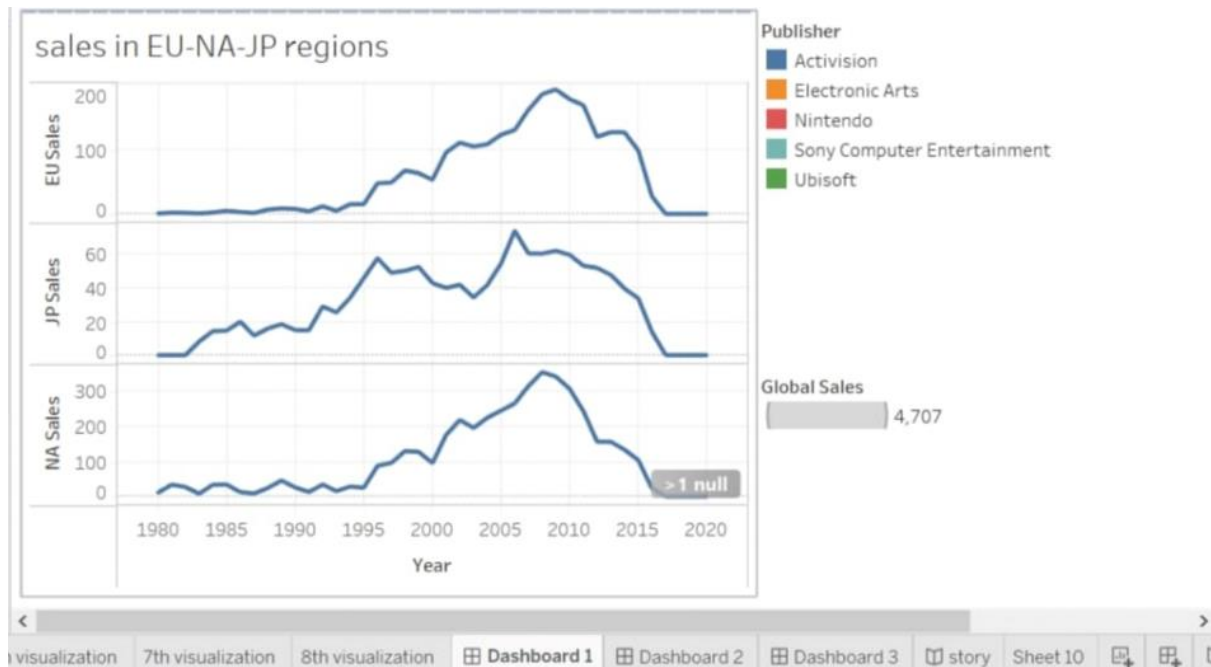
Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

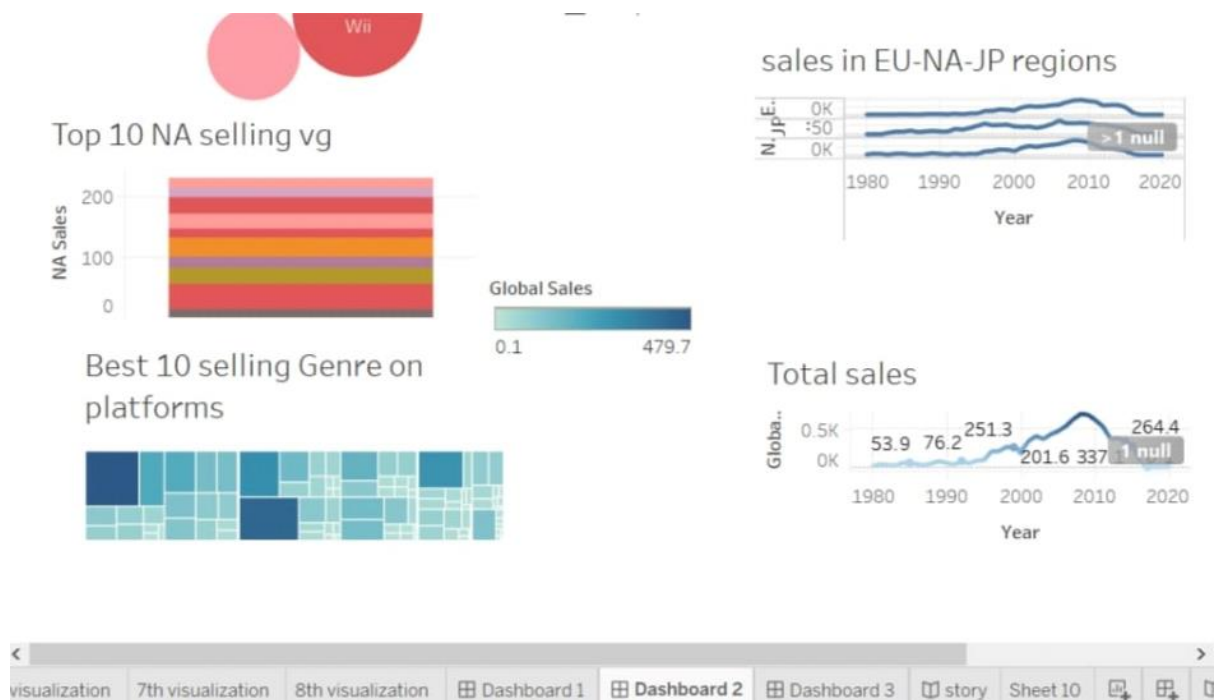
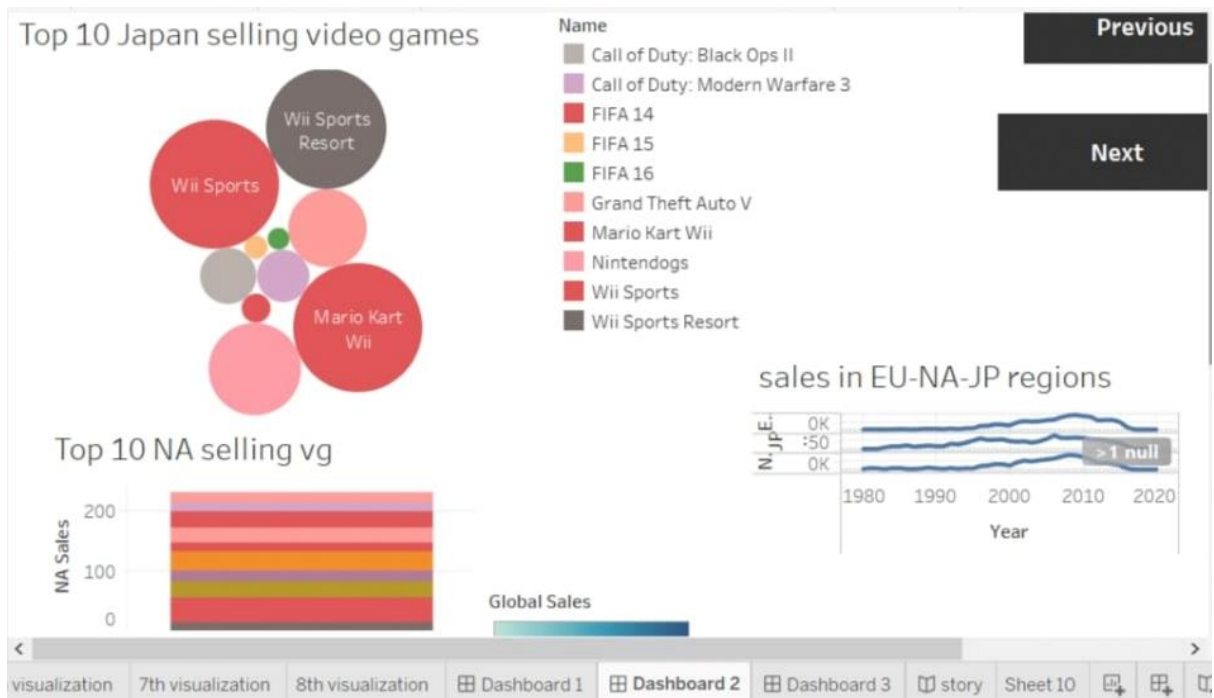
⌚ 20 minutes

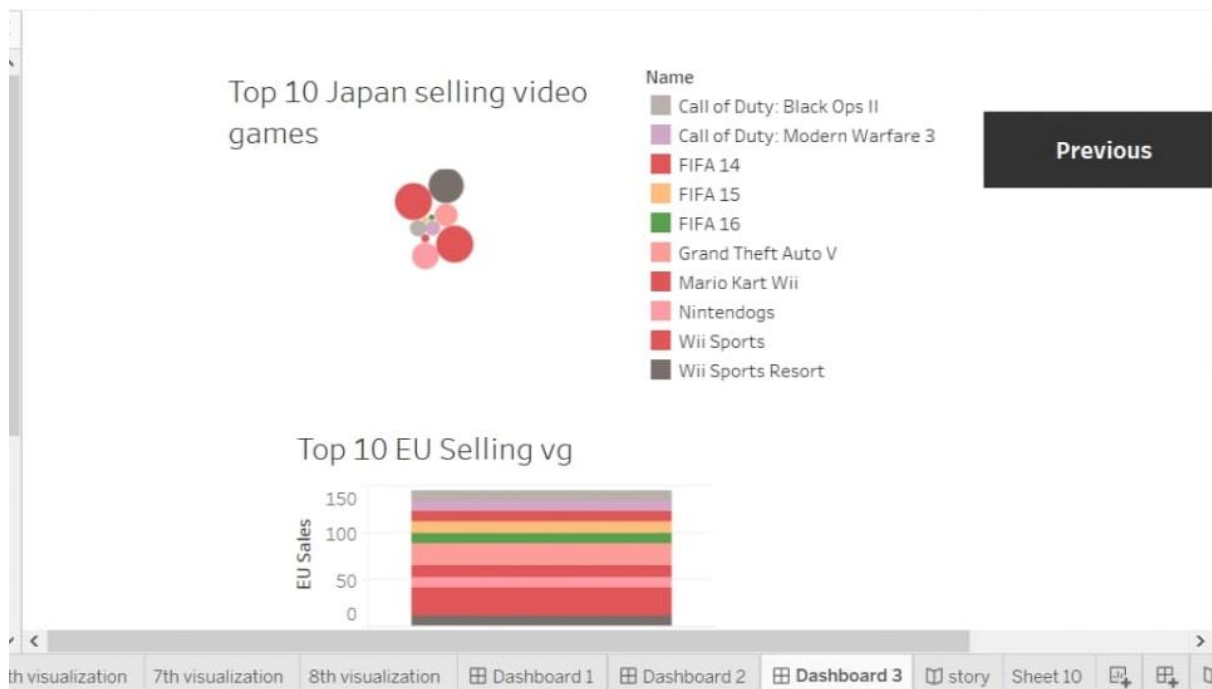


3. RESULT

The final output of Uncovering the hidden gems: Comprehensive analysis of Video Game sales of world wide







4. Advantages & Disadvantages

By analysis the advantages are:

- People engagement is one of the biggest plus points of marketing gamification. Marketing via interactive games holds the attention of customers almost 3x more on average.
- Gaming is fun, and fun is marketable. Interactive games that most gamified marketing techniques utilize focus on the fun quotient to attract potential customers.
- Gamification marketing also benefits from not being annoying like a traditional pop-up or banner adverts. These conventional methods have caused more adoption worldwide for Ad-Blockers, causing millions of dollars of lost revenue for organizations.
- Fun, quality content in a gamification marketing campaign increases brand loyalty as well.
- Games are near the top when it comes to content. In a world where more users are young and tech-savvy, furnishing marketing via interactive games increases the quality of the advertised content. The audio-visual nature of games is an important factor in engagement and user retention.

By analysis the disadvantages are:

- The industry grappled with varied headwinds ranging from worsening macroeconomic conditions, a post-pandemic softening in demand, ongoing supply issues, changes in the mobile privacy framework and a significantly increased legal and regulatory focus.

- If games are too complex, customers will get frustrated and stop playing. If games are too easy, they will not encourage creativity and quickly become boring to the user.
- Thirdly, gamification can be intrusive. If not done well, gamified content can be overwhelming or distracting for customers.
- Gamification is only effective when it encourages specific behaviors to achieve specific goals. Too many business gamification implementations don't identify success factors and therefore don't incentivize the right behaviours.

5. Applications

- Incredibly High Engagement
- Fun Without Using Pop-up Ads
- Increased Quality of Content
- Platform Independence
- Increased Affordability
- Easier Collection of User Data for Analysis
- Wider Market Reach

6. Conclusion

Hence, by summarizing all my visuals, datasets and my findings, I conclude that action games on DC or playstation for that matter are the most popular and are the ones responsible for maximum sales all over the globe. Also as these games are so abundant and popular(ranking wise), variation in the sales of one or two such games would not cause significant change in the overall sales.

7.Scopes

- There is a very wide and bright future in game design in India. Students can earn up to 3 Lakh to 5 Lakh PA.
- Due to less PC penetration, the game industry did not grow the way industry grow in the world. Nasscom estimates that India's gaming industry will reach approx 1 billion.
- Industry estimates predict that the number of online gaming users in India is poised to grow from 481 Mn in 2022 to over 657 Mn by 2025.