

REPORT FOR VIDEO GAMES SALES ANALYSIS

1. INTRODUCTION :

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. According to the market research firm SuperData, as of May 2015, the global games market was worth USD 74.2 billion. By region, North America accounted for 23.6 billion dollars, Asia for 23.1 billion dollars, Europe for 22.1 billion dollars and South America for 4.5 billion dollars. There are different genres, publisher and platforms for video games. This project relates to the sales of these video games based on different regions and analyzes the sales. Also I have analyzed which genre, platform or publisher is the most popular and has maximum number of sales.

1.1 OVERVIEW:

In this the main goal was to analyze the sales of video games in different regions. The regions are North America, Europe, Japan, other countries(comined) 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 analyzing the effect of genres on sales in different regions.

Video game sales analysis is the process of collecting and analyzing data about the sales of video games in order to understand market trends and consumer behavior. This type of analysis can be useful for a variety of purposes, including identifying the most popular games and genres, predicting future sales, and developing marketing strategies. Video game sales analysis typically involves collecting data from Kaggle sources. It was generated by a scrape of vgchartz.com. This data may include information about the number of units sold, the retail price, and the platforms on which the games are played. Once the data has been collected, it is typically analyzed using tableau. The results of the analysis can be used to identify trends and patterns in the market, and to make informed decisions about the development and marketing of video games. Video game sales analysis may be conducted by game developers, publishers, retailers, and other industry professionals. It is an important part of the video game industry, as it helps to understand the needs and preferences of consumers and to identify opportunities for growth and innovation.

Analysing sales data from more than 16,500 games. This dataset contains a list of video games with sales greater than 100,000 copies. It was generated by a scrape of vgchartz.com.

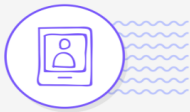
1.2 PURPOSE:

Business requirements for analyzing video game sales would include data on the sales of specific video games, information on the gaming industry as a whole, and data on consumer demographics and purchasing habits. This information can be used to identify trends and make informed decisions on marketing and development strategies for future video game releases. Additionally, it's also important to have information on platform sales, region, and competition in the market. Increased social interaction and connection through online multiplayer gaming. Increased awareness and representation of diverse groups in the gaming industry. Increased accessibility to gaming through mobile and online platforms. Increased use of gaming as a form of therapy or rehabilitation, Increased revenue for the gaming industry. Increased competition among game developers and publishers. Increased investment in research and development for new technologies and platforms. Increased use of data analytics to track player behaviour and improve game design. Increased use of microtransactions and in-game purchases for additional revenue streams

2. PROJECT DEFINITION AND DESIGN THINKING

2.1 EMPATHY MAPPING

Template



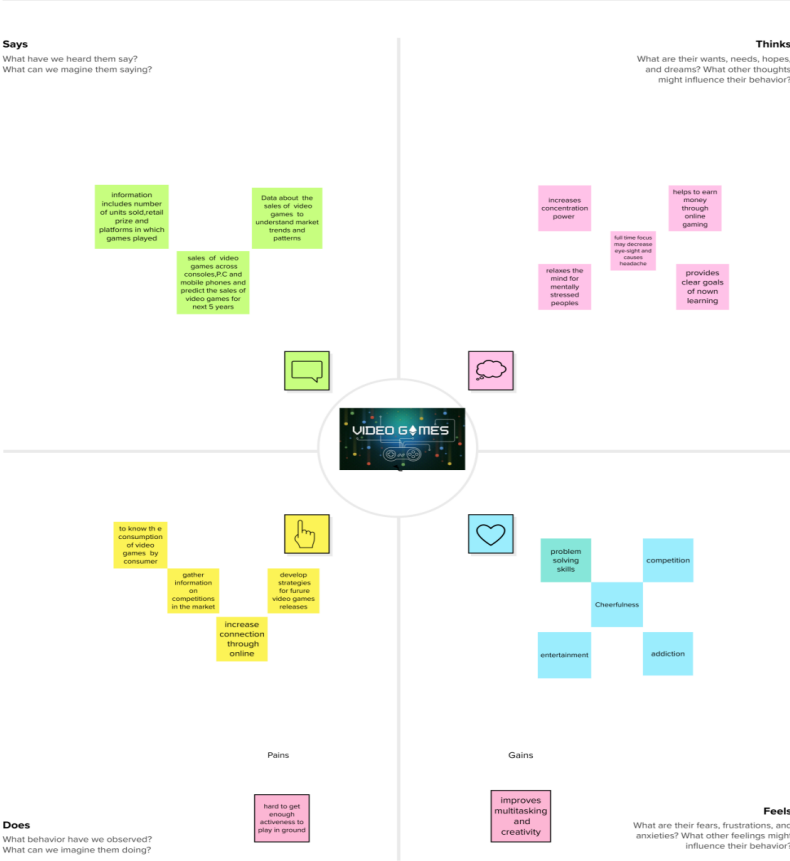
Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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Build empathy

The information you add here should be representative of the observations and research you've done about your users.



Says
What have we heard them say?
What can we imagine them saying?

Thinks
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Does
What behavior have we observed?
What can we imagine them doing?

Feels
What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

VIDEO GAMES

Says:

- Information: includes number of units sold, retail price and platforms in which games played
- Data about the sales of video games to understand market trends and patterns
- sales of video games across consoles, PC and mobile phones and predict the sales of video games for next 5 years

Thinks:

- increases concentration power
- helps to earn money through online gaming
- relaxes the mind for mentally stressed peoples
- full time focus may decrease eye sight and causes headaches
- provides clear goals of learn learning

Does:

- to know the consumption of video games by consumer
- gather information on competitors in the market
- develop strategies for future video games releases
- increase connection through online

Feels:


- problem solving skills
- competition
- Cheerfulness
- entertainment
- addiction

Pains:

- hard to get enough attention to play in ground





Gains:

- improves multitasking and creativity

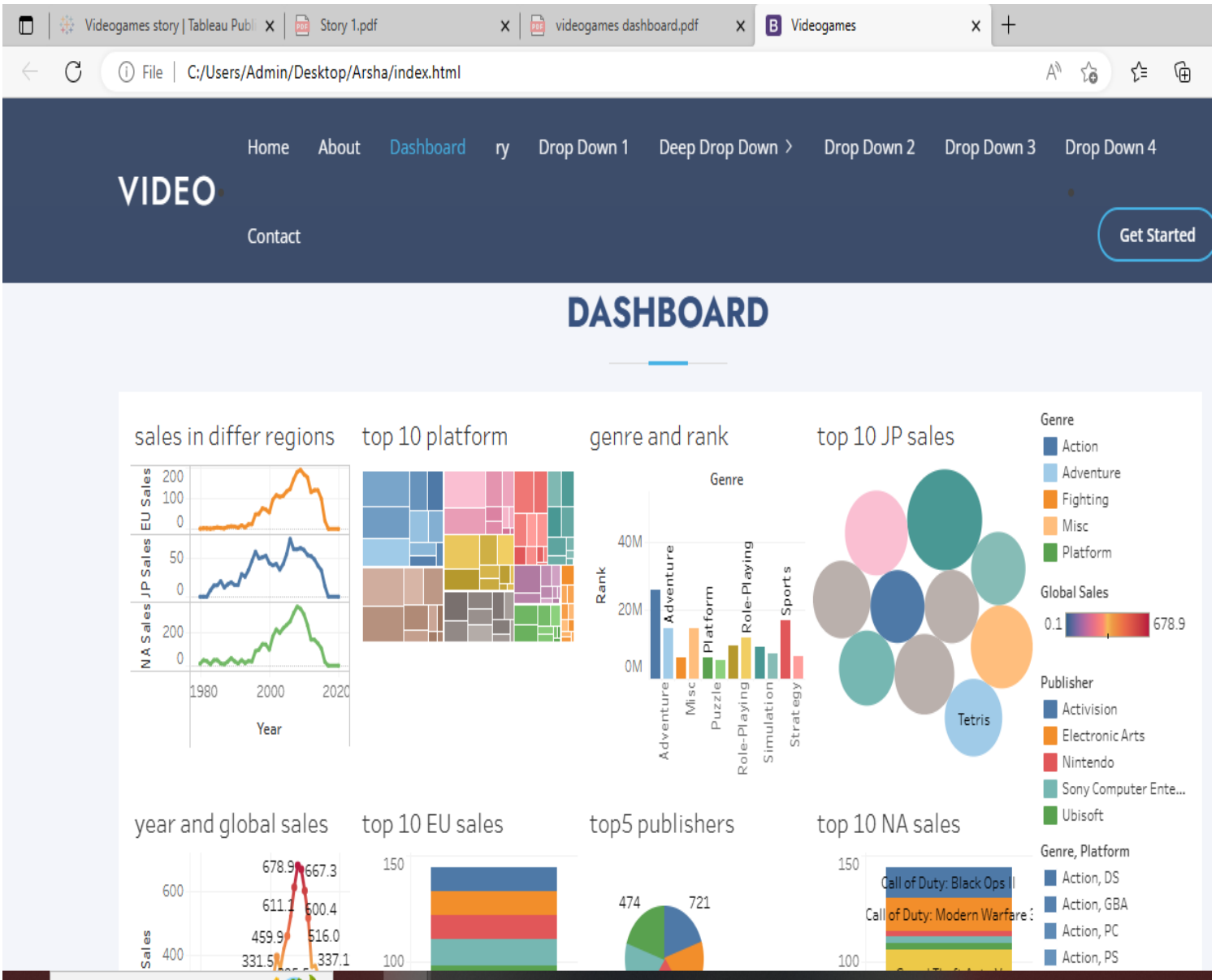


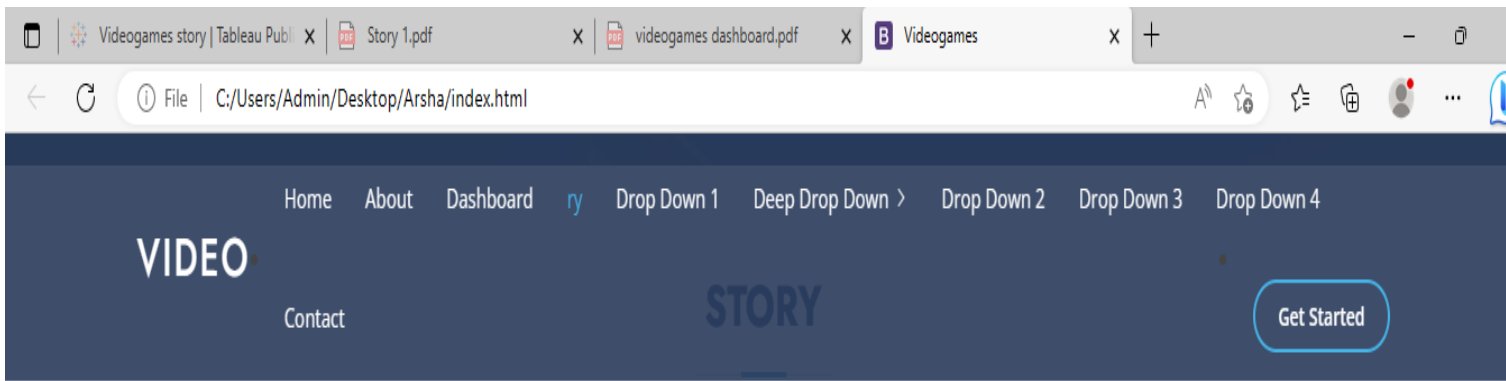
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2.2 BRAINSTORMING AND IDEA PRIORITIZATION:





Story 1

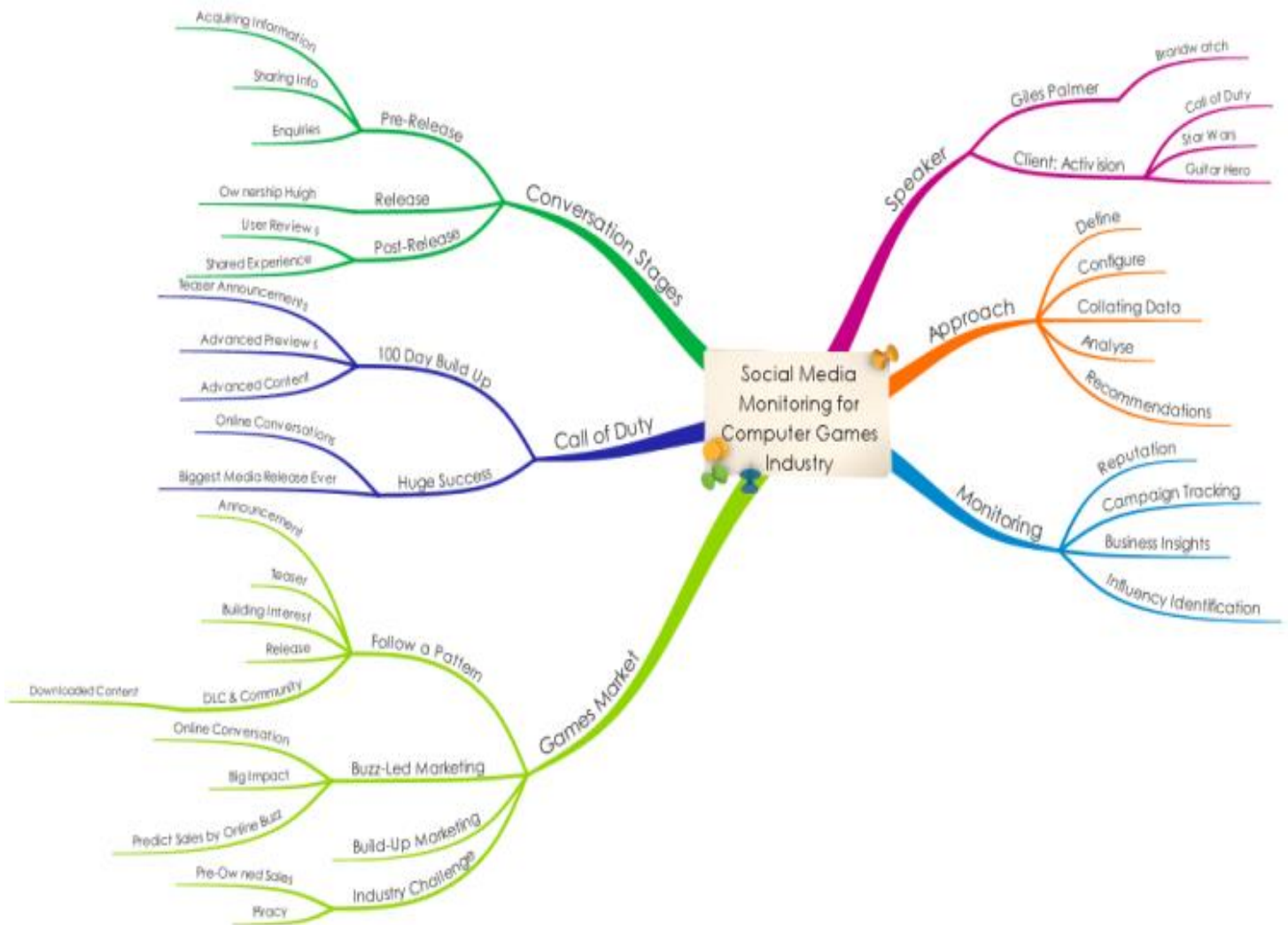


4. ADVANTAGES AND DISADVANTAGES

- **Advantages of Video Games**
 1. Improved Vision
 2. Brain Booster
 3. Improved Life Skills
 4. May Ease Anxiety and Depression
 5. Painkiller
- **Disadvantages of Video Games**
 1. Addiction
 2. Social Replacement
 3. Obesity
 4. Stress
 5. Could Limit Academic Process
 6. Violence

5. APPLICATIONS:

A video gaming application is a web, mobile, or desktop application that enables users to play games against each other. Gaming apps may also include features for managing the game and interacting with friends. Games are often categorized as either casual games or immersive, engaging games. designed to increase learner engagement and productivity by incorporating gaming elements into the training strategy.



6. CONCLUSION:

By the above data we can say 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.

the impact of technology on the gaming industry is enormous. Games are becoming more realistic, detailed, and immersive than ever before — thanks to advances in graphics and processing power. And as VR technology becomes more common, we can expect even more incredible experiences from our favorite games.

Predicting sales of a company is not only for planning new opportunities, but also allow knowing the negative trends that appear in the prediction.

Finally we conclude that prediction of sales on video games has done and we observed which game has more sales in the market globally.

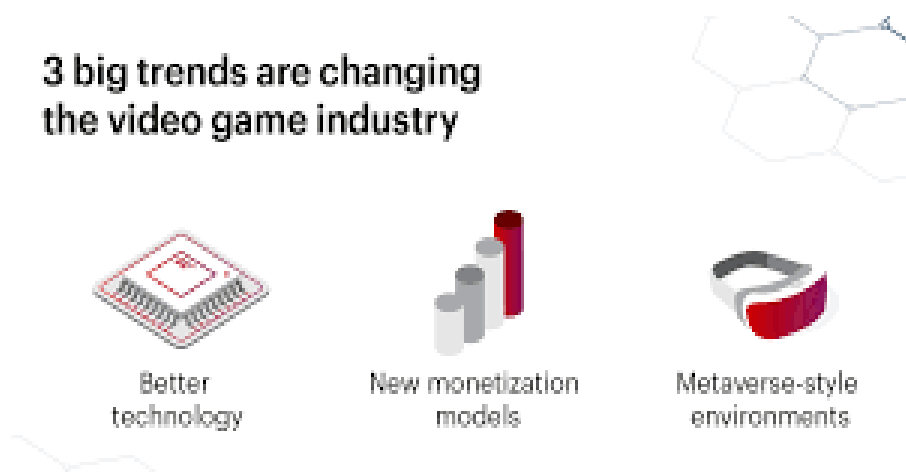
7. FUTURE SCOPE:

- Better technology,

- Metaverse-style environment
- New monetization models.

As competition increases, scale will become even more important, since big games are expensive to make and require a massive global audience to succeed.

3 big trends are changing the video game industry



8. APPENDIX:

A. SOURCE CODE:

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</div>

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