





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

Project Based Experiential Learning Program

Milestone 1: Define problem/Problem Understanding

Activity 1: Specify the busines problem

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.

ACTIVITY 2: BUSINESS REQUIREMENTS

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 .

ACTIVITY 3: LITERATURE SURVEY

The Hidden Gems of the Gaming Industry:

Everybody has played the big AAA video games of the past few years, right? But have you played these 5 hidden gems of the gaming industry? Without any further ado, let’s get straight into it!

1. Hellblade: Senua’s Sacrifice

I’ll start off with this: the guys at Ninja Theory, the development studio behind Hellblade, really outdid themselves with this one.

As soon as we could experience playing Senua in August 2017, we all knew this game had the ability to become an instant classic. And that’s exactly what happened! In fact, “Hellblade: Senua’s Sacrifice” was such a success, the second game in the series, “Senua’s Saga: Hellblade 2”, went into development immediately and is set to come out soon!

Why did gamers from all around the globe enjoy experiencing Senua’s story so much? Well, that comes down to these factors:

a) Gameplay:

If you’re serious about gaming, you probably already know the saying “Gameplay over everything else”. This encapsulates what makes us stick to playing a video games.

Sure, we can get into a game because it looks pretty, but we won’t be there for too long if it doesn’t play well.

And let me tell you: Hellblade’s gameplay and mechanics are top-tier! But don’t take my word for it, go play it yourself if you haven’t already!

b) Graphics:

We’ve already established graphics are not the most important thing to look for in a video game. That being said, I need to acknowledge how good Hellblade’s graphics really are!

People are also expecting to see an improvement in the graphics department for the second game, which is currently in the works.

c) Meaning:

Yes, we finally got around to discussing the deeper meaning behind “Hellblade: Senua’s Sacrifice”. If you pay attention to the game menu, you will notice there is a section dedicated to what the devs wanted to bring to light with this amazing video game.

In that section, you’ll find a video, where the developers share the story of working alongside various organizations in order to bring awareness about mental illness. They talk about how they created Senua’s voices (you know, the ones you can constantly hear in the background) and much more!

2. Don’t Starve Together

Alright, so “Don’t Starve” was a pretty good game. It scratched that survival game itch we all had at the time and managed to put a unique spin on it.

But “Don’t Starve Together” brought you and your friends to the edge as soon as the sunset.

I won’t divulge too much about the game, since it heavily relies on mystery to tell its story.

My recommendation: grab 2 copies of the game, gift one of them to a friend, and play “Don’t Starve Together”, well, together! If you have more friends, get them a copy as well! The more, the merrier! This game really shines in multiplayer mode!

3. Max Payne 3

I won’t lie: it’s kind of hard to qualify “Max Payne 3” as a hidden gem since it is definitely better known than all the other games on this list. But since it came out in 2012, I’ll gladly remind people of it again

“Max Payne 3” was developed and published by Rockstar Games in 2012. If you know anything about the gaming industry, then you were definitely convinced about Max Payne as soon as you heard “Rockstar”.

If you’re not acquainted with Rockstar Games, this might refresh your memory a bit: they’re the guys behind the Red Dead series, Bully, Grand Theft Auto, and more!

If you want a cinematic, realistic action game, look no further! You’ve got it right here! “Max Payne 3” is also a pretty short game by today’s standards, clocking in at 10–15 hours. This also makes it easier to replay again and again. And trust me: you’ll be replaying it a lot once you get a taste of what it can offer!

Do yourself a favor and get the first 2 games as well! Play all of them one after the other and you’re sure to have an amazing week doing it! Few video game series can truly compare to Max Payne in that department, in my opinion.

4. The Long Dark

We’re going from Max’s action-packed adventures straight into the cold winter of “The Long Dark”!

The Long Dark Steam Cover Image

Let me just start off with this: “The Long Dark” will keep you busy for a while! Developed and published by Hinterland Studios, this game is as much a cozy pass-time as it is a work of art.

Usually, when people refer to games as “walking simulators”, they mean it in a pejorative way. However, “The Long Dark” flips that narrative on its head. This is what a “walking sim” should be like!

Perfectly designed and structured throughout, this game intrigued me from the get-go when it was in alpha. Now, it is fully released and working better than ever on whatever machine you’ve got.

I urge you to play through the entirety of the Story Mode first. It will definitely leave you wanting more! And the game offers you exactly what you want, in the form of Survival Mode! As you get better and better, slightly turn up the difficulty and watch yourself become a master of the wilderness!

5. Sleeping Dogs

If you’ve been following me on Medium, you probably already know I love this game! “Sleeping Dogs” has made the list in a couple of my articles already.

However, I simply could not leave it out of this one. If there was a way to describe “Sleeping Dogs” in just two words, those two words would be “Hidden Gem”!

Since not a lot of people really know about this game, I’m more than grateful to be able to bring it to your attention. I truly believe “Sleeping Dogs” deserves more recognition and respect!

There is one thing I need to address first: this is not a GTA clone. This game was inspired by early GTA games, for sure. But people try to make it seem like anything in the open-world crime-game genre is a GTA clone, which is definitely not the case.

Keep in mind: “Sleeping Dogs” came out in 2012, one year before GTA5. So considering it was inspired by GTA4 and its predecessors, Square Enix’s “United Fronts Games” significantly improved on the formula!

Not only that, but the melee combat system in this game blows even GTA5s out of the water. Sure, the GTA series is more focused on guns, but if you’re looking for something more up-close and personal, you can’t go wrong with this game’s combat!

But enough about the gameplay! Let me tell you just a tad bit about the story. This takes place in Hong Kong, the present time. Since it’s a crime game, you would expect to be a gang member, right?

Wrong! You’re actually an undercover cop tasked with arresting triad members and shutting down their illegal businesses! I will stop right there and not reveal anything else. If this sounds intriguing to you, then please go buy “Sleeping Dogs: Definitive Edition”, which also includes all the DLCs!

Activity 4: Social or Business Impact:

Social Impact:

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

Business Impact:

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.