



Ray Capstone Project Video Games Sales Prediction Modeling



With more than 2.5 billion video gamers from all over the world, more gamers are switching towards mobile gaming and traditional game consoles are slowly moving out of phase.

Being a Data Scientist, I would like to create a predictive model on future video gaming market revenue based on the data from VGchartz.

And by identifying what are the most important features that affect the revenue of video games, ultimately to maximise profit for future game developments.

MODEL DEVELOPMENT

**DATA
EXTRACTION
FROM
VGZCHART.COM**

**EXPLORATORY
DATA
ANALYSIS**

**BASELINE
MODEL
EVALUATION**

**PRODUCTION
MODEL**

**Over 15000 game titles from various gaming platforms between 1970 and 2018.
Extensive data cleaning and analysing.
Multiple baseline model evaluations
Work in progress, continuous Improvements and optimizations**

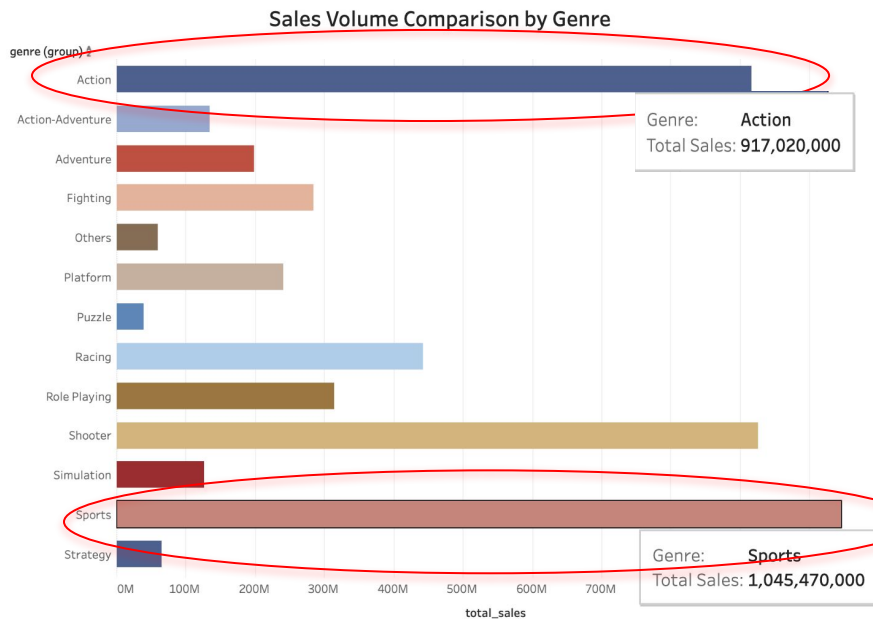
INTERESTING EDA INSIGHTS 1

- POPULAR GENRE OF THE VIDEO GAMES HAS EVOLVED OVER THE YEARS



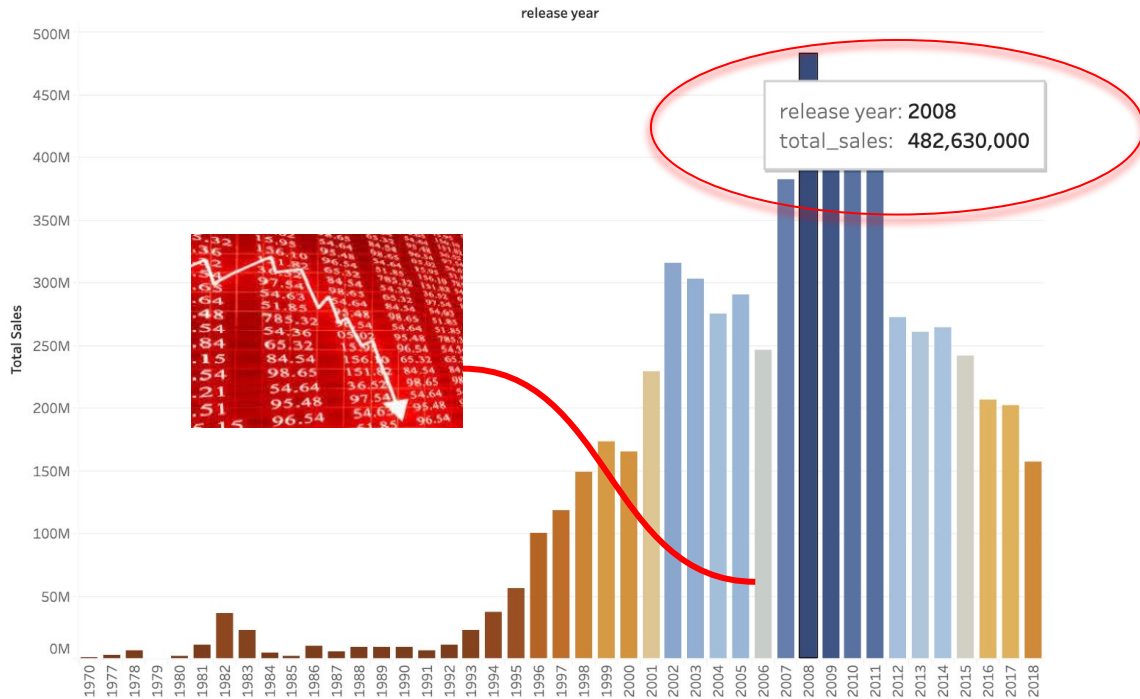
INTERESTING EDA INSIGHTS 2

- MOST INCOME GENERATING GAMES OF ALL TIMES AMONG ALL GENRE?



INTERESTING EDA INSIGHTS 3

Year with Highest Sales Globally



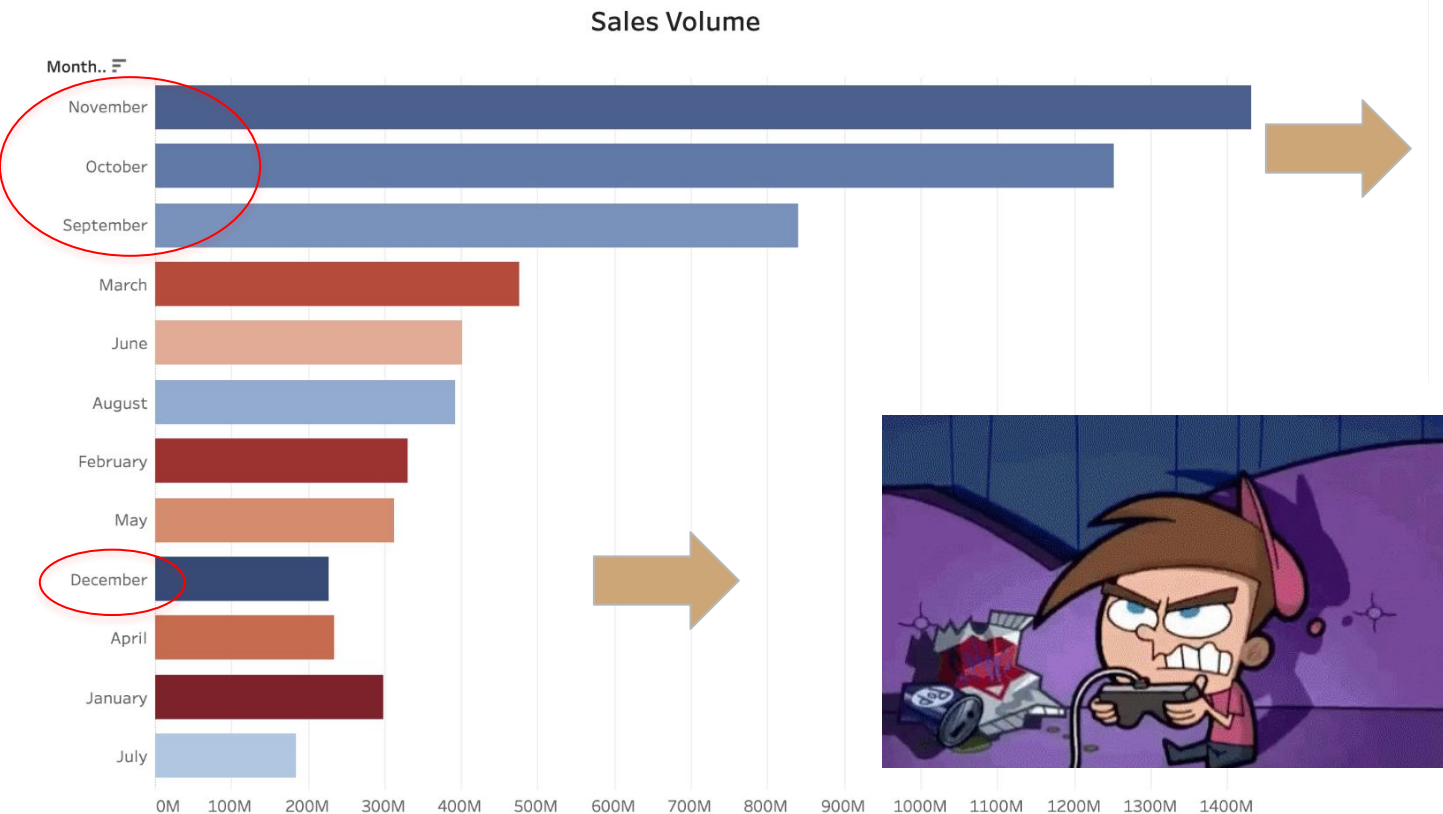
INTERESTING EDA INSIGHTS 4

Sales Comparison by Platform



- **STARTED SINCE 1994**
- **JAPANESE GAMES ONLY SUPPORT PLAYSTATION IS FROM JAPAN**
- **POPULAR GAMES SUCH AS *Uncharted 4*, *The Last of Us*, *Marvel's Spider-Man*, *Horizon Zero Dawn*, and *God of War* WERE CREATED EXCLUSIVELY FOR PLAYSTATION ONLY**
- **PLAYSTATION BEING THE CHEAPER CONSOLE WITH BETTER PERFORMANCE**

INTERESTING EDA INSIGHTS 5



WHAT ARE THE IMPORTANT FACTORS THAT AFFECTS THE OVERALL SALES VOLUME?

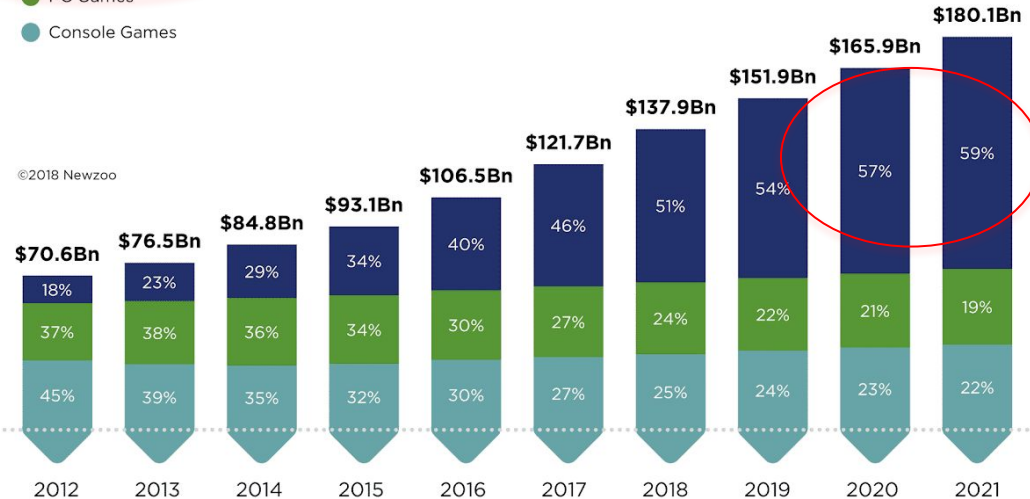
1. CRITICS SCORE
2. RELEASE MONTH IN NOVEMBER
3. PLATFORM PLAYSTATION
4. POPULAR GENRE



Coefficients	
Features	
critic_score	0.233443
release_year	0.175787
release_day	0.133212
11.0	0.0604086
release_day_of_week	0.0401135
platform_PLAYSTATION	0.0385195
genre_Shooter	0.038215
genre_Action	0.0349438
9.0	0.0290531


RECOMMENDATIONS

- Mobile Games
- PC Games
- Console Games



Reference:

<https://www.mobvista.com/en/blog/mobile-gaming-now-bigger-console-pc-gaming-combined-still-growing-always-changing/>

- LEECH ON  MOBILE GAMING TREND
- CROSS-PLATFORMS PLAYSTATION + MOBILE GAME APP
- FOCUS ON DOWNLOADABLE CONTENTS TO INCREASE REVENUE
- MAKING USE OF YOUTUBE INFLUENCERS TO MARKET NEW GAMES
- LAUNCH THE GAME IN OCT/NOV FOR MAXIMUM SALES



THANK YOU EVERYBODY!

