

# PROJECT REPORT TEMPLATE

## Uncovering the Gaming Industry's Hidden Gems: A Comprehensive Analysis of Video Game Sales

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### 1. INTRODUCTION :

#### OVERVIEW :

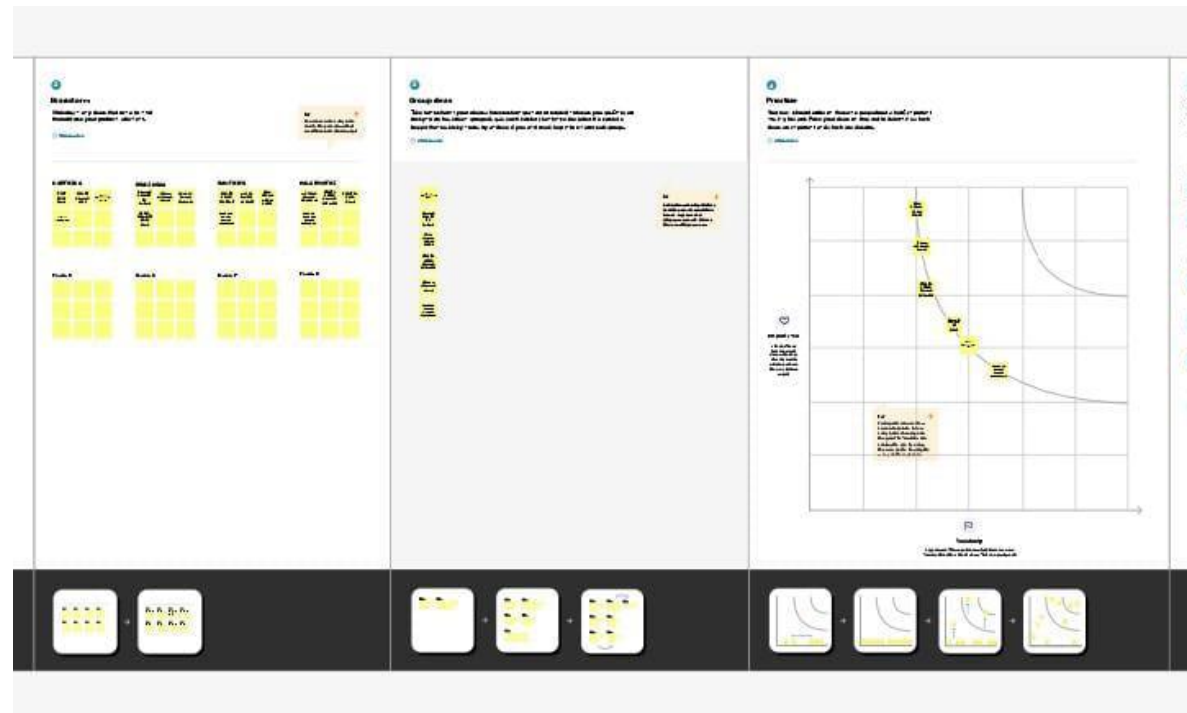
Video game sales analysis is the process of collecting and analyzing data about the sales of video games in order to understand market trends and consumer behavior. This type of analysis can be useful for a variety of purposes, including identifying the most popular games and genres, predicting future 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.

#### PURPOSE :

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 helps to understand the needs and preferences of consumers.

## EMPATHY MAP :

## IDEATION & BRAIN STORMING :

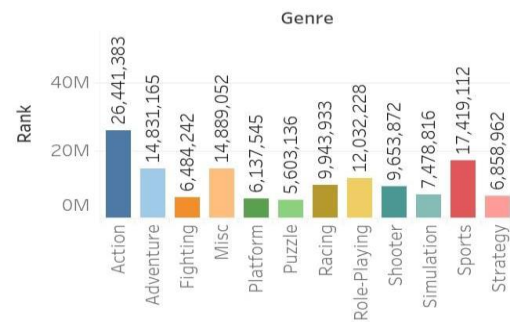


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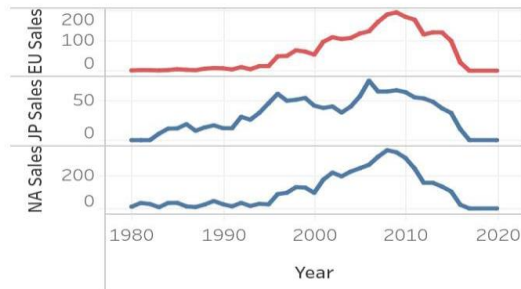
## 3.RESULT :

### DASHBOARD :

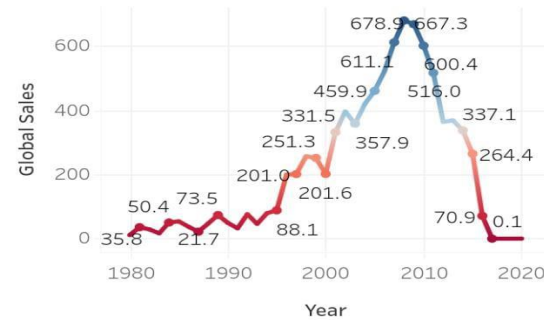
Genre with rank analysis



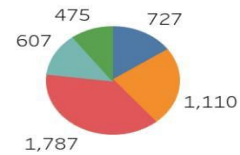
Sales in different region analysis



Total sales analysis

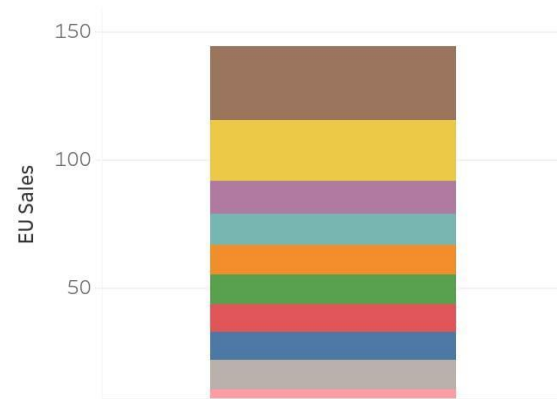


Top 5 Publishers analysis

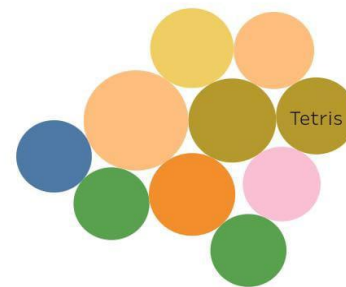


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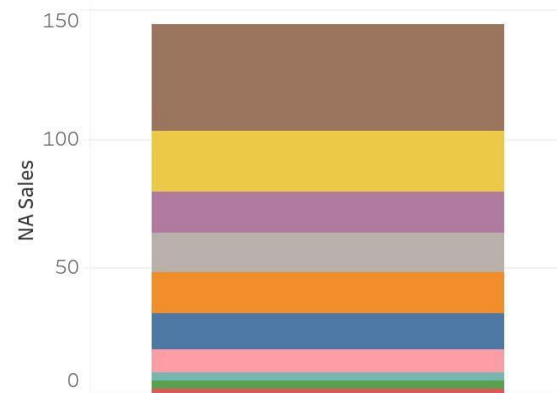
Top 10 EU selling Vg



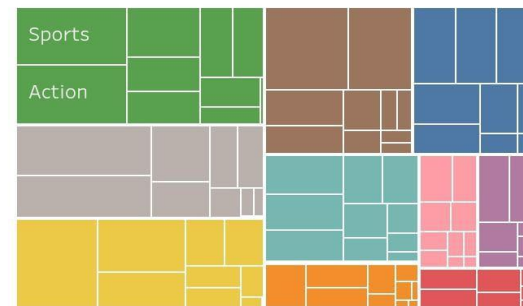
Top 10 Japan selling video games



Top 10 NA's selling Vg



Best 10 selling Genre on platforms



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## STORY :



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## 4. ADVANTAGES & DISADVANTAGES :

### ADVANTAGES :

- People engagement is one of the biggest plus points of marketing gamification.
- Gaming is fun and fun is marketable.
- The audiovisual nature of games is an important factor in engagement and user retention.
- Gamified marketing techniques can be applied irrespective of platforms.

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## DISADVANTAGES :

- 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.
- Gamification can be intrusive.
- If not done well, gamified content can be overwhelming or distracting for customers.
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## 5. APPLICATIONS :

- **Points.** Users can collect points by winning a game or each time they purchase something. The points can be exchanged for a discount or free stuff. (Travel credit cards excel at this.)
- **Badges.** Award customers badges for accomplishing something. For example, Grammarly sends writers badges like “Goal Crusher” for using their service a LOT.
- **Levels.** Appeal to customers’ sense of achievement by offering bigger rewards for saving more points. Think: 200 Starbucks Stars could get you a free sandwich...just saying.
- **Virtual currency.** Invent your own money to be used only at your store, then use it to reward frequent shoppers, like Kohl’s has done with Kohl’s Cash.
- **Leaderboards.** Post players’ names and scores on your website or social media to encourage competition.
- **Countdowns.** Challenge players to complete a task within a certain timeframe.
- **Progress bars.** Show customer’s progress toward reaching the next level.



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## 6.CONCLUSION :

- Define Problem / Problem Understanding
  - o Specify the business problem
  - o Business requirements
  - o Literature Survey
  - o Social or Business Impact.
- Data Collection & Extraction from Database
  - o Collect the dataset,
  - o Storing Data in DB
  - o Perform SQL Operations o Connect DB with Tableau
- Data Preparation
  - o Prepare the Data for Visualization
- Data Visualizations
  - o No of Unique Visualizations

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## 7.FUTURE SCOPE :

Game Designing is one of the most upcoming Courses for students who wanted to make a Game Designer Career in India in animation. The gaming industry is rapidly growing at a pace of 50% per annum. There is a very wide and bright future in game design in India. Students can earn up to 3 Lakh to 5 Lakh PA.