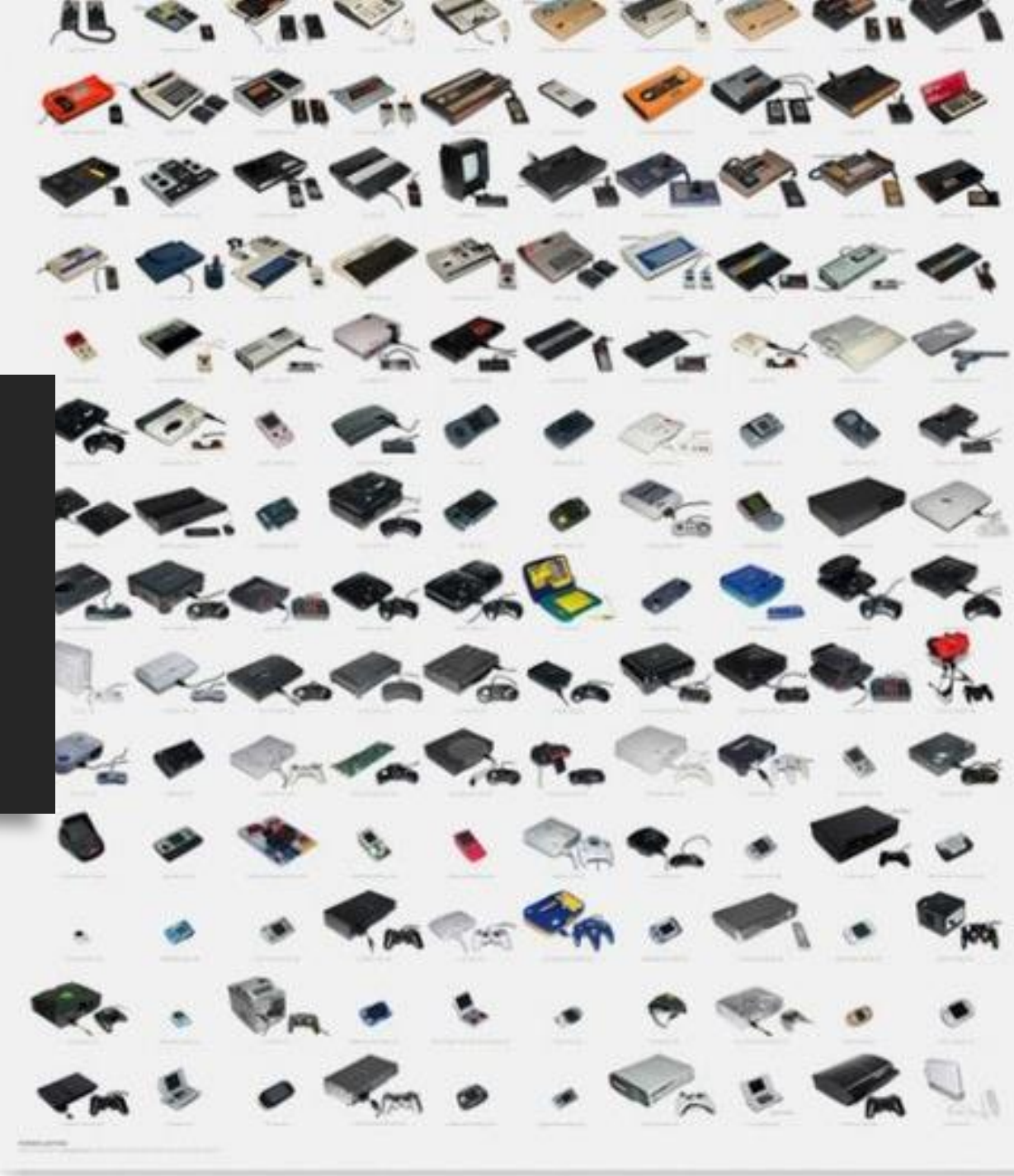


# Historical Console Video Game Sales

Robert Johnson



# Content



History of Consoles Sales



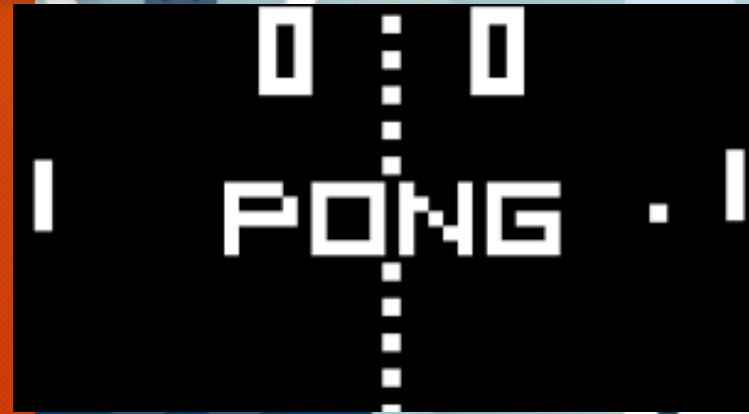
Game Sales by Platform



Game Sales by Genres

# GAMING CONSOLE HISTORY

Video gaming has come a long way since the early days of Pong and Pac-man.

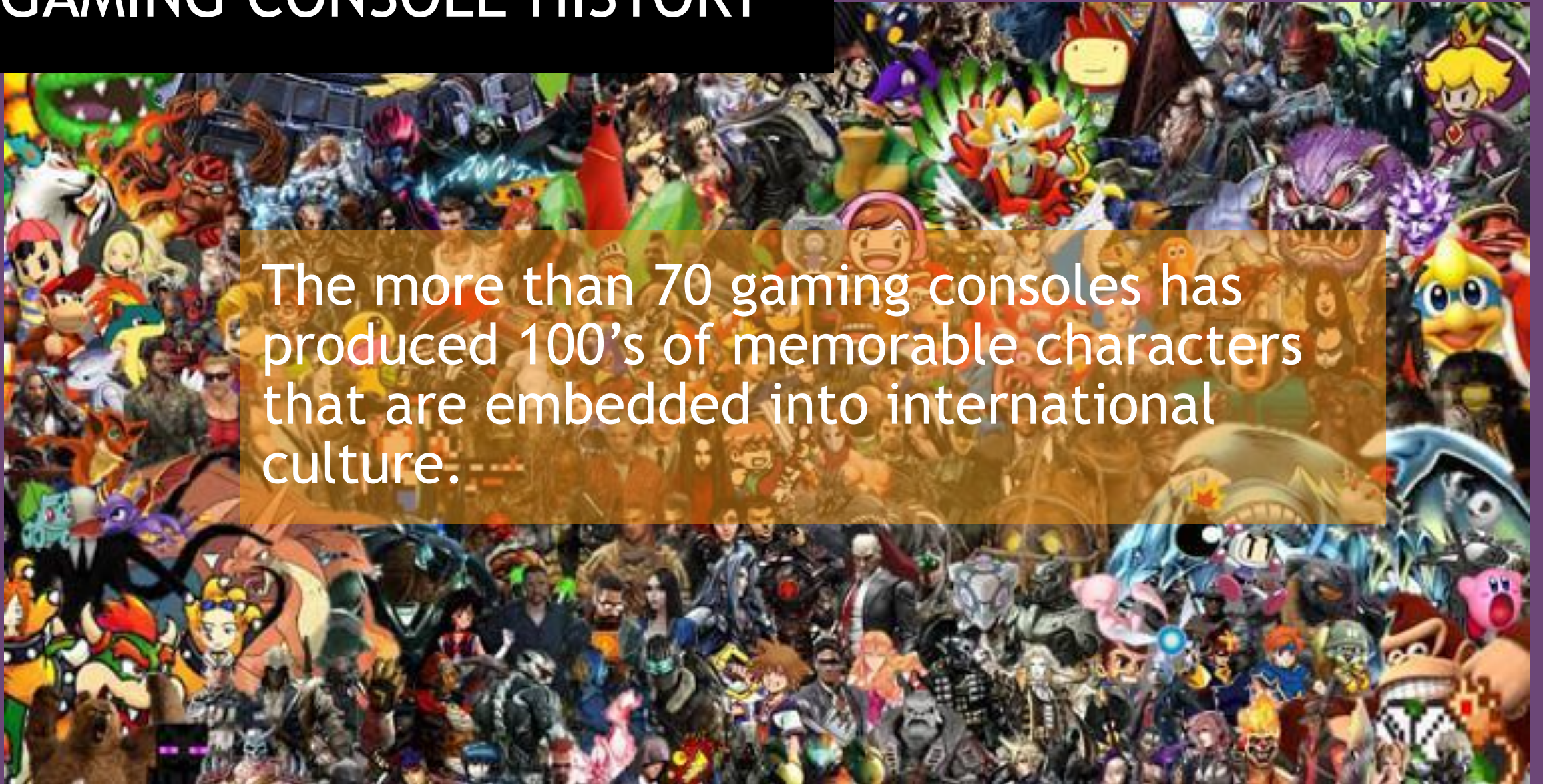


The aggressive competition between gaming companies has driven the technological leaps to superior features and video gaming quality we see today.



# GAMING CONSOLE HISTORY

The more than 70 gaming consoles has produced 100's of memorable characters that are embedded into international culture.





# GAMING CONSOLE TODAY

**\$116  
Billion**

Today, video games are a more than \$116 billion global industry, and nearly two-thirds of American homes have household members who play video games regularly.

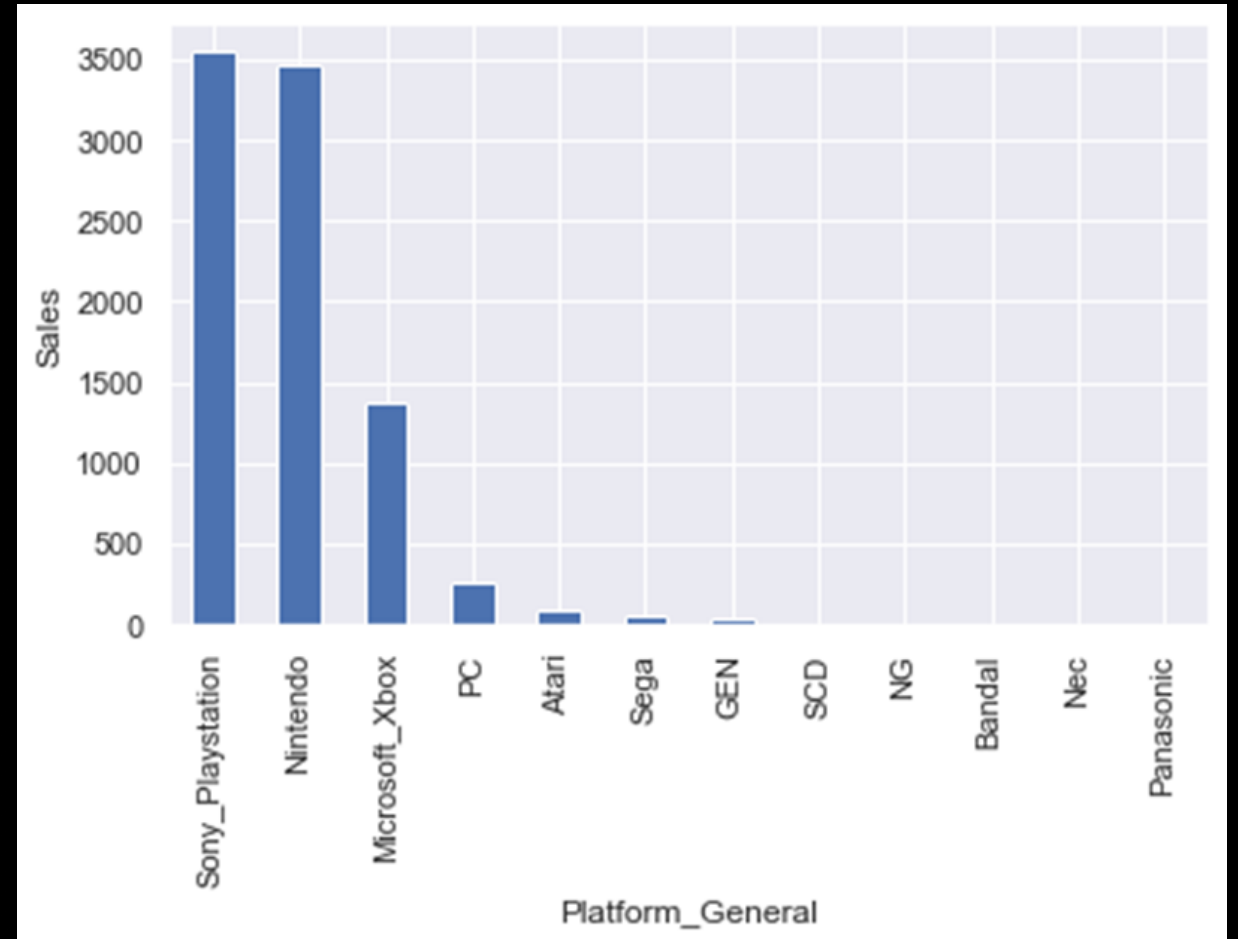
The game industry is also often at the forefront of computer technology and drives popular culture.



**2/3  
U.S.  
Household**

# SALES BY PLATFORM

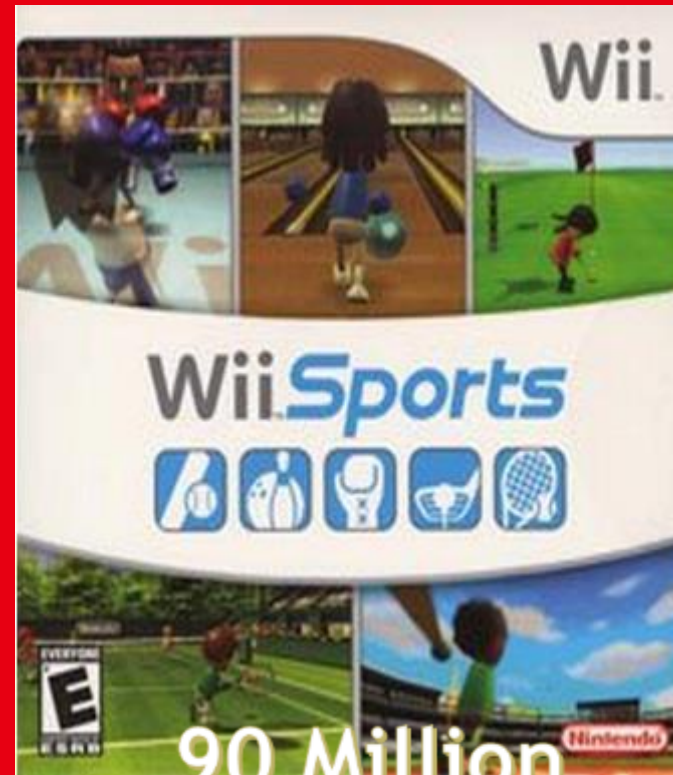
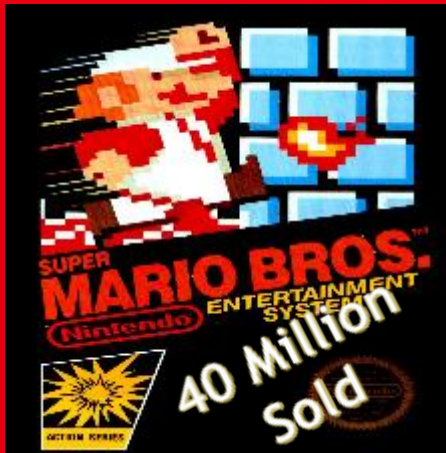
Video game historically have been spread out across the various consoles. With most of the success being concentrated with Nintendo, PlayStation, and Xbox





# SALES BY PLATFORM

## BEST SELLING GAMES FOR NINTENDO CONSOLES





# SALES BY PLATFORM

## BEST SELLING GAMES FOR PLAYSTATION CONSOLES





# SALES BY PLATFORM

## BEST SELLING GAMES FOR XBOX CONSOLES



# SALES BY GENRE

Video game genres are classifications assigned to a video game based on its gameplay interaction rather than visual or narrative differences.

Game genres are defined by consumer, so it is possible to see one game in a different genre or unique genres.

ACTION

ADVENTURE

MISC

PLATFORM

PUZZLE

RACING

ROLE-PLAYING

SHOOTER

SIMULATION

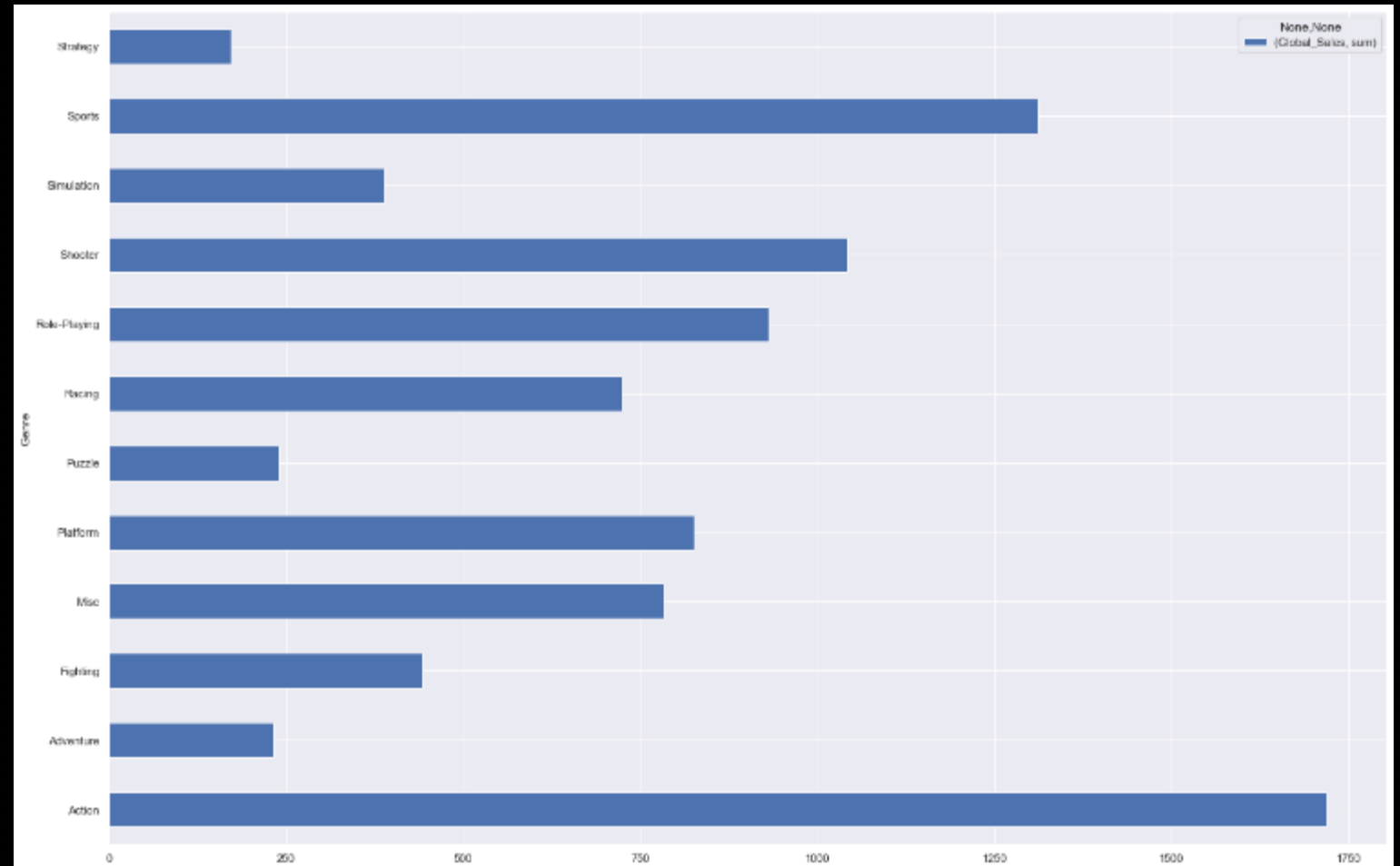
SPORTS

STRATEGY



# SALES BY GENRE

Historically  
Action games are  
the best-selling  
genre followed  
closely by sports







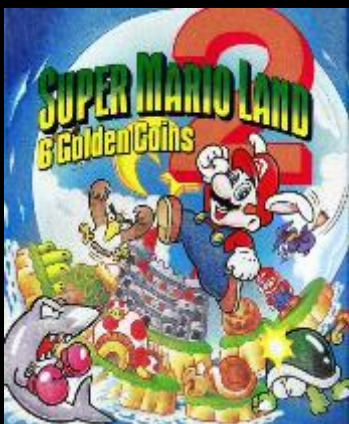
# SALES BY GENRE

BEST SELLING GAME FOR EACH GENRE

ACTION



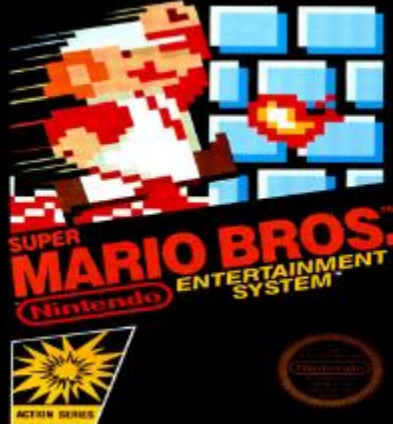
ADVENTURE



FIGHTING



PLATFORM

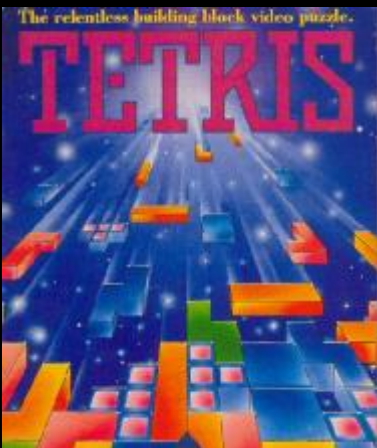


MISC

ROLE-PLAYING



PUZZLE



RACING



SHOOTER



SIMULATION



SPORTS



STRATEGY





# DATA SET SUMMARY

- While there have been more than 70 company to make gaming consoles three companies dominate the game sales market, Nintendo, PlayStation, Xbox.
- Nintendo has the overall sales lead because they focus on children and casual gamer, thus they have no direct competitor. From a market position, they are in the best place to differentiate themselves and experience exponential growth.
- PlayStation and Xbox are chasing the same customers. PlayStation has been winning since 2011.



# DATA SET SUMMARY

- The 30 years of data in this set shows the historical trend of the console industry is toward growth.
- Action games are the best-selling genre for console games.
- Nine of the 12 best selling games by genre are exclusive to Nintendo.
- This data set lends itself better for historical analyses instead of predictive model building.