# Platform and Genre analysis of GameCo

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Video Game Sales By Platform

- This Data Set shows video games sales from 1980-2016.

- Atari was the first gaming platform and started in 1980

- Nintendo is the longest running platform maker

- In the Mid-90s Video Games started to ramp up with the advent of the Sony PlayStation which surpassed Nintendo in 1996

- Since the mid 90s, the three Biggest Platform Makers are Sony PlayStation, Microsoft XBox, and Nintendo

Video Game Unit Sales by Platform & Year

Video Game Sales By Genre

Break Down By Genre
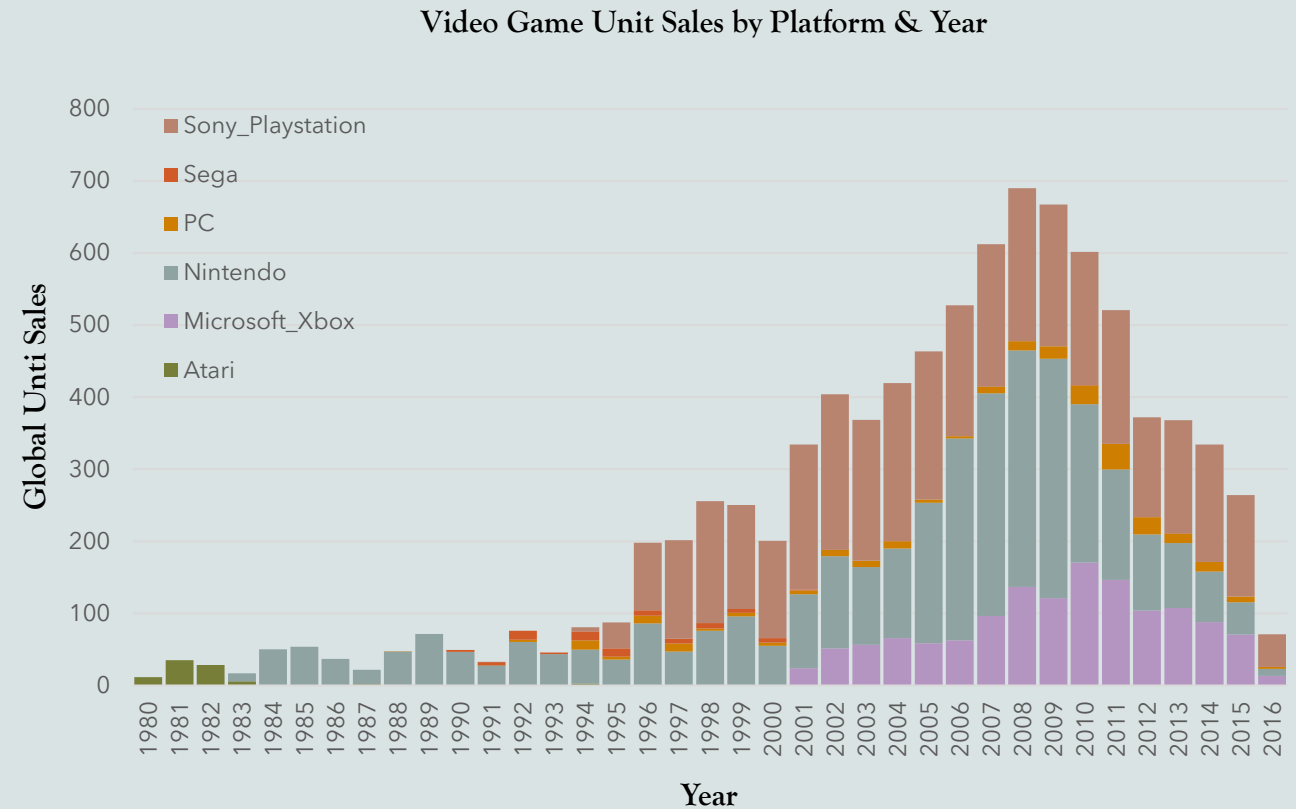
Global Unit Sales by Genre
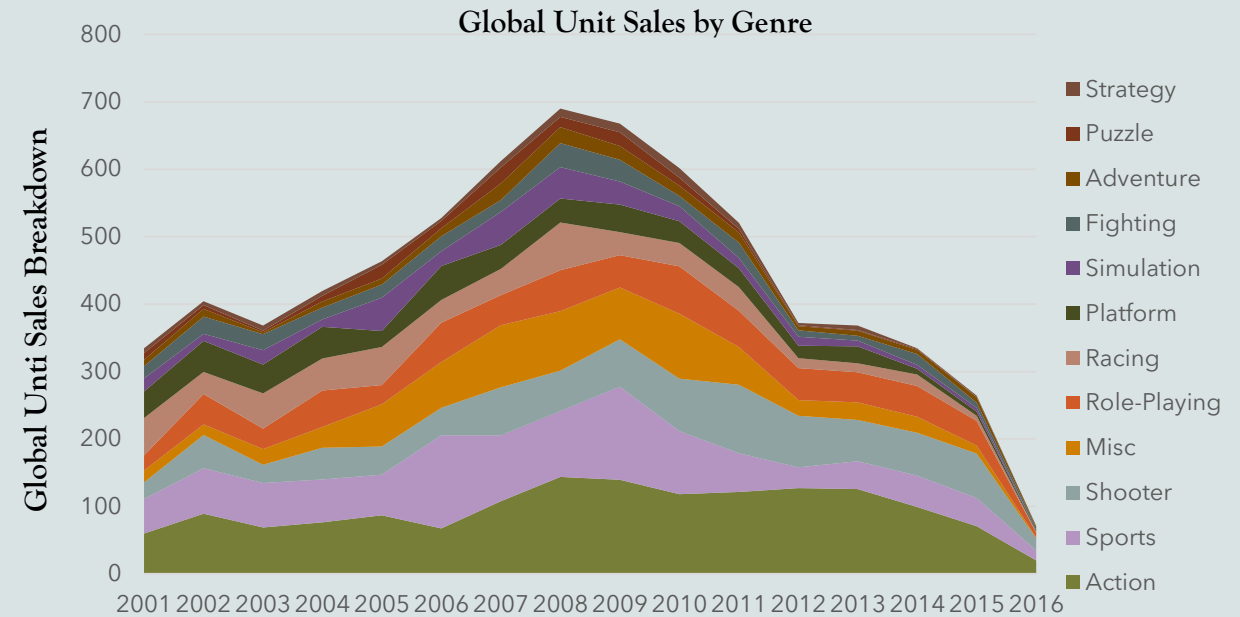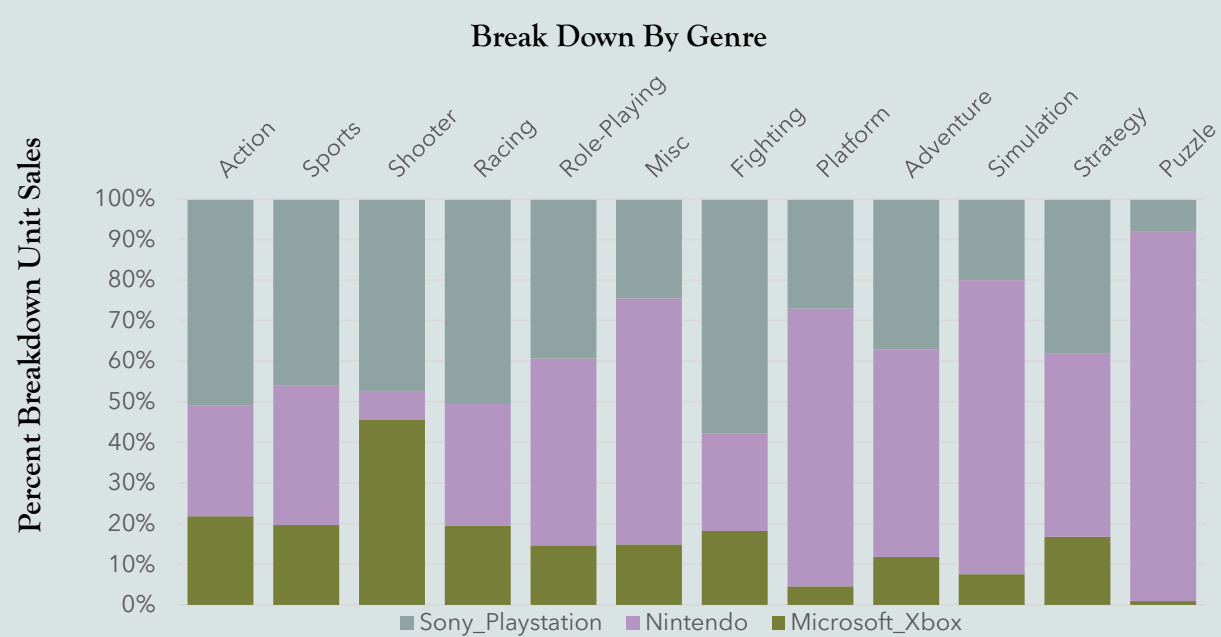
- A closer look at 2001-2016 since this was the first year Sony, Nintendo & Microsoft platforms manufacturers had the market share of games.

- The Sony PlayStation leads in the Top three biggest Genres in terms of global unit sales which are Action, Sports and Shooter.

- Although Nintendo Clearly leads in puzzles, this Genre is the smallest category.

Closer look At The Top Three Genres

**Top Three Genres By Region – 2012-2016**
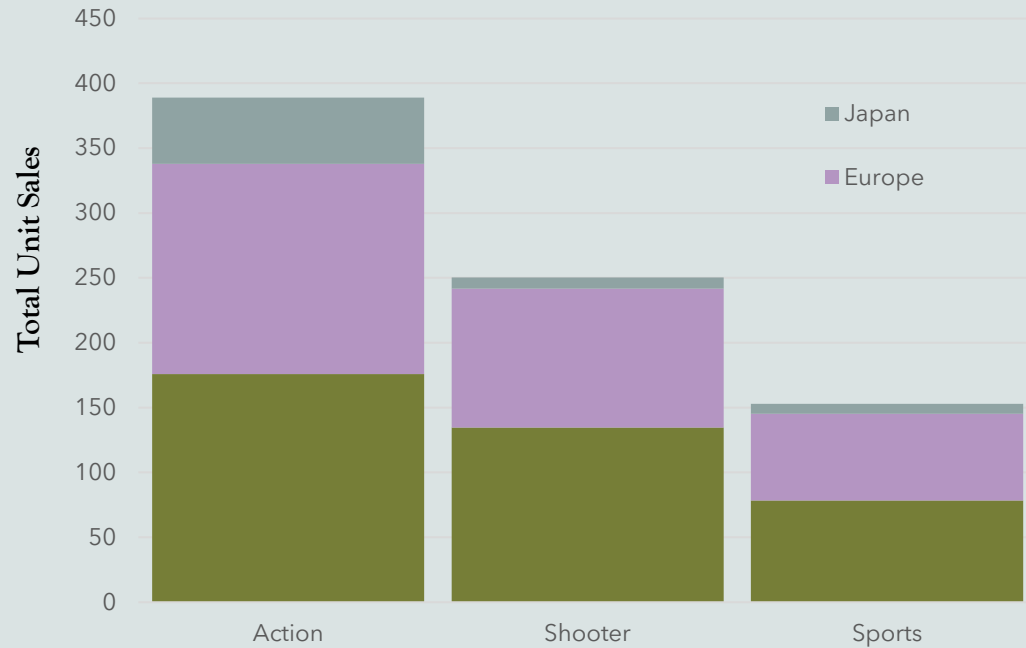
Percent Breakdown For Top Three Genres By Year
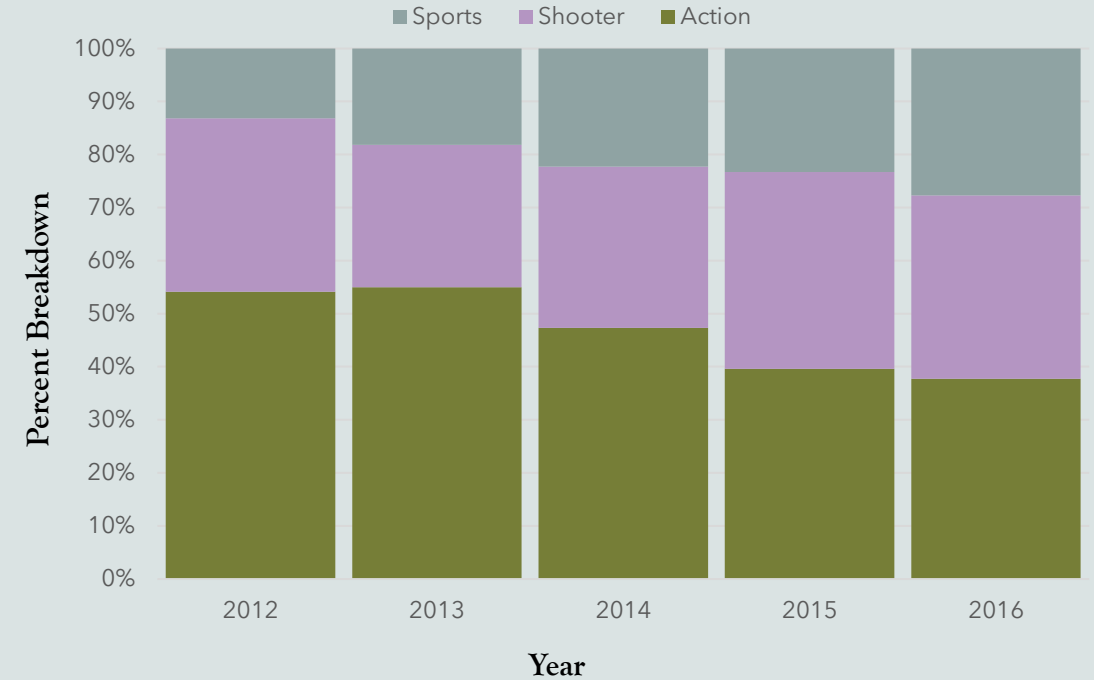
- Action games have the most total sales looking back five years followed by shooter games then sport.
- Sport and Shooter games have been taking market share form actin games since 2012

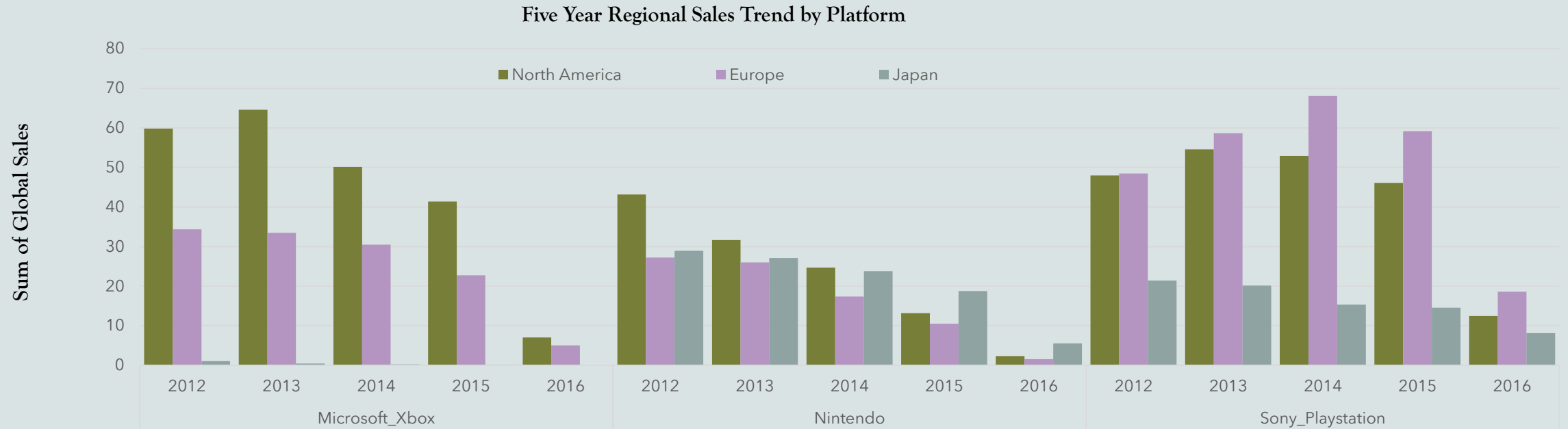# Number Of Publishers - Top Three Platforms

Yearly Count of Gaming Publishers by Top 3 Platform Makers

■ Sony_Playstation   ■ Nintendo   ■ Microsoft_Xbox

Number of Publishers

Year
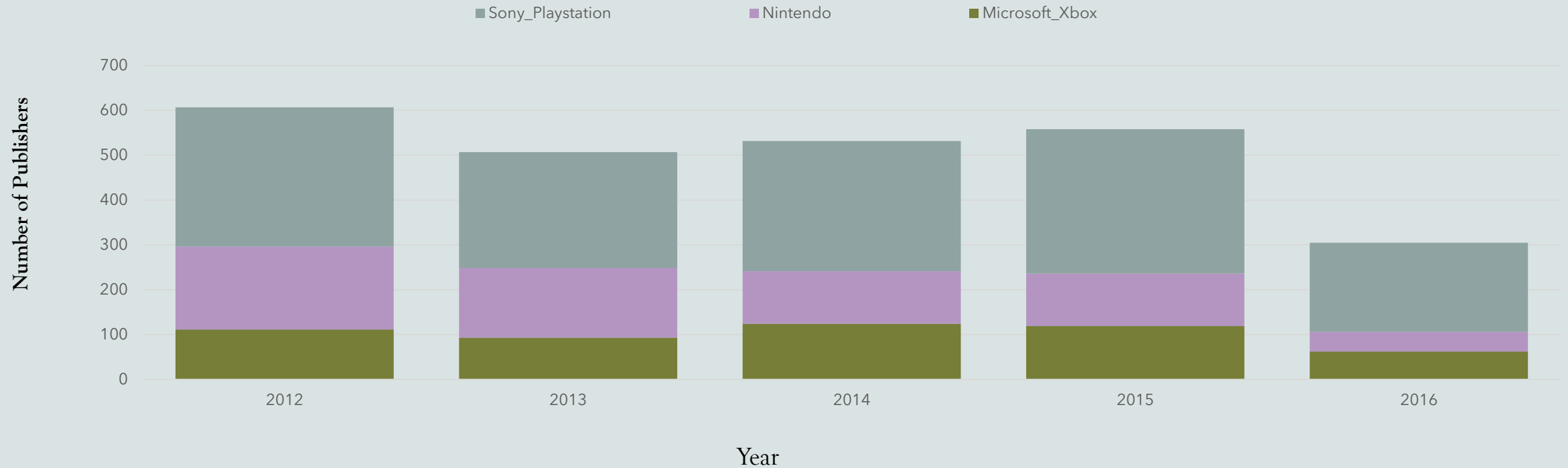
- Sony has the most publishers making games for its platforms

Sales Comparison By Platform– Top Three

Five Year Regional Sales Trend by Platform

- Sony is the dominant platform as compared to Microsoft and Nintendo
- 2016 has the least sales across the three platforms.
- Sony European sales have been trending upward and have surpassed North American sales with the exception of 2016.
- Microsoft & Nintendo sales have been trending downwards
- Japan sales are mostly Nintendo and Sony although sales for both have been trending downward.

Closer Look At The Latest Gaming Platforms By Top Three

- The most recent platforms as of this data set (2016) are the generation 8 Gaming Platforms developed by the Top 3 makers (Sony Playstion 4, Microsoft Xbox One & Nintendo Wii U).

-]Nintendo was the first to release the generation 8 Wiil U Platform in 2012.

- Since the release of the Playstation 4 Sony dominates in Global game unit Sales as compared to the other two.

Percentage of Global Sales by the Major Gen 8 Platforms
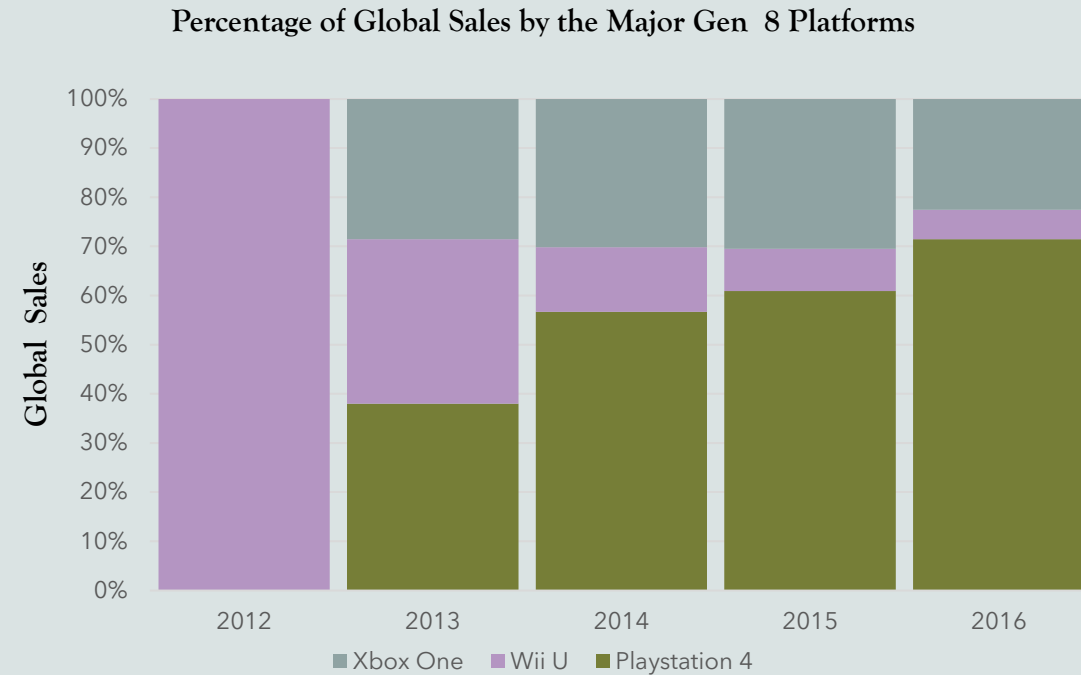
Summary

- Sony has the most publishers making games for its Platforms.
- Nintendo is losing market share rapidly.
- Although Sales have been on decline across the three major Gaming Platforms since 2008, Sony is the dominant Gaming Platform leading in Sales globally.
- Historically North America has been the largest sales region for Sony however, its European sales have surpassed North American sales in the last several years.
- Action, Sports and Shooter are the top three genres and Sony leads in these categories.
- Sony should continue to focus on European Sales and look into why North American sales are slowly in decline.
- Further investments in the top three genres (Action, Shooter & Sports) may improve sales.

End