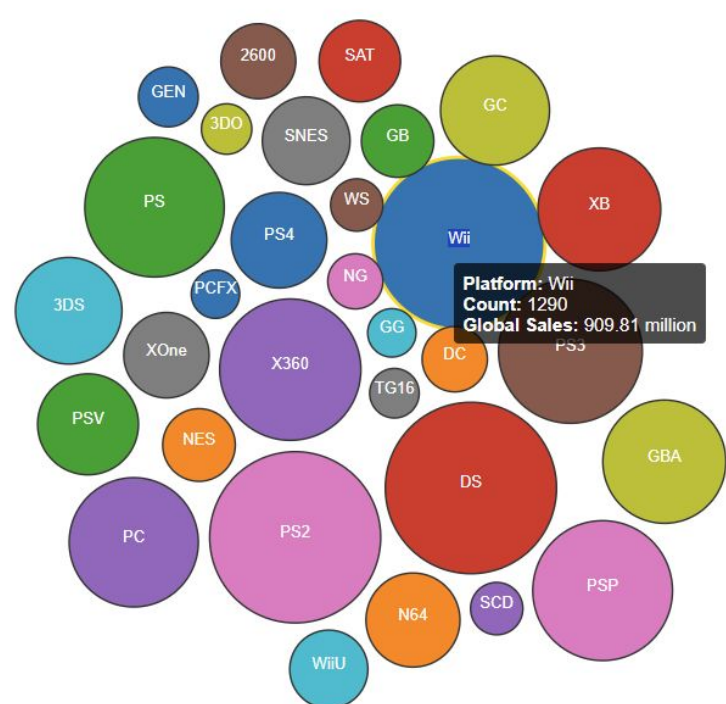
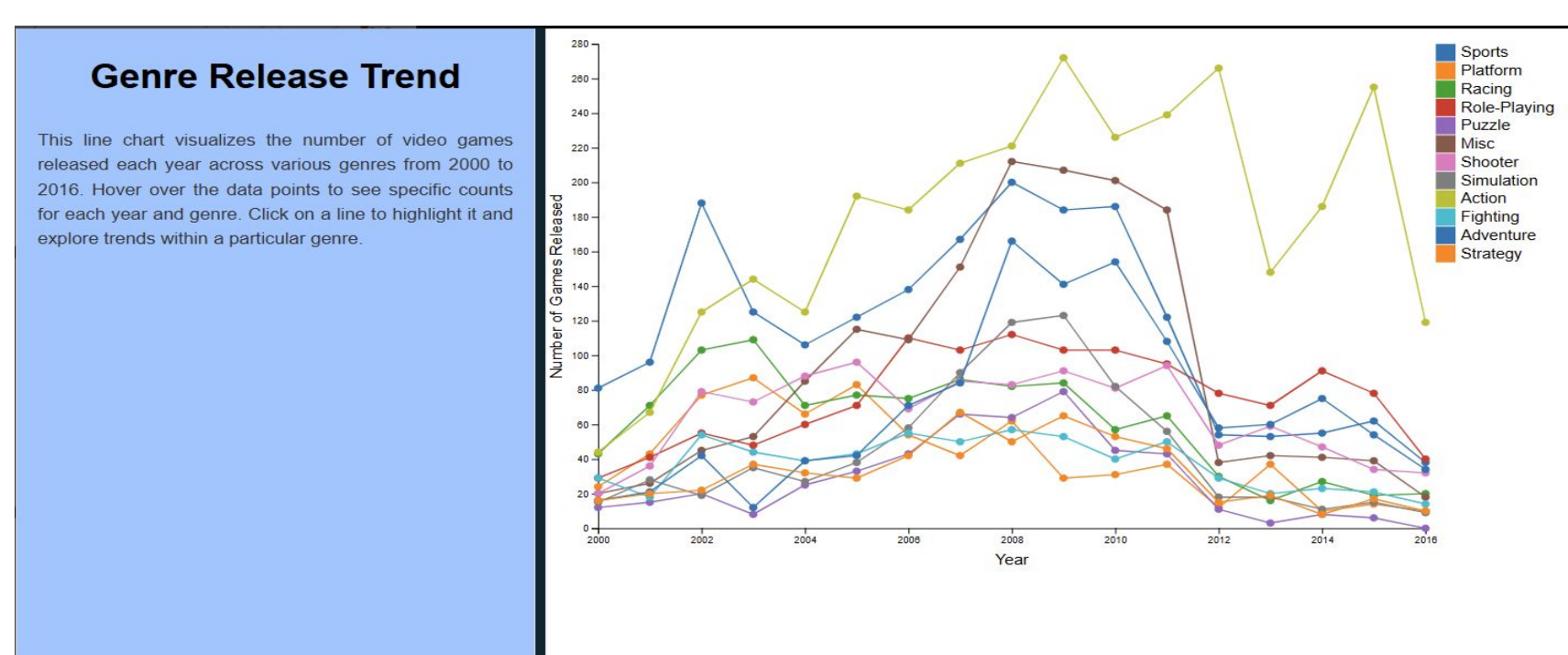
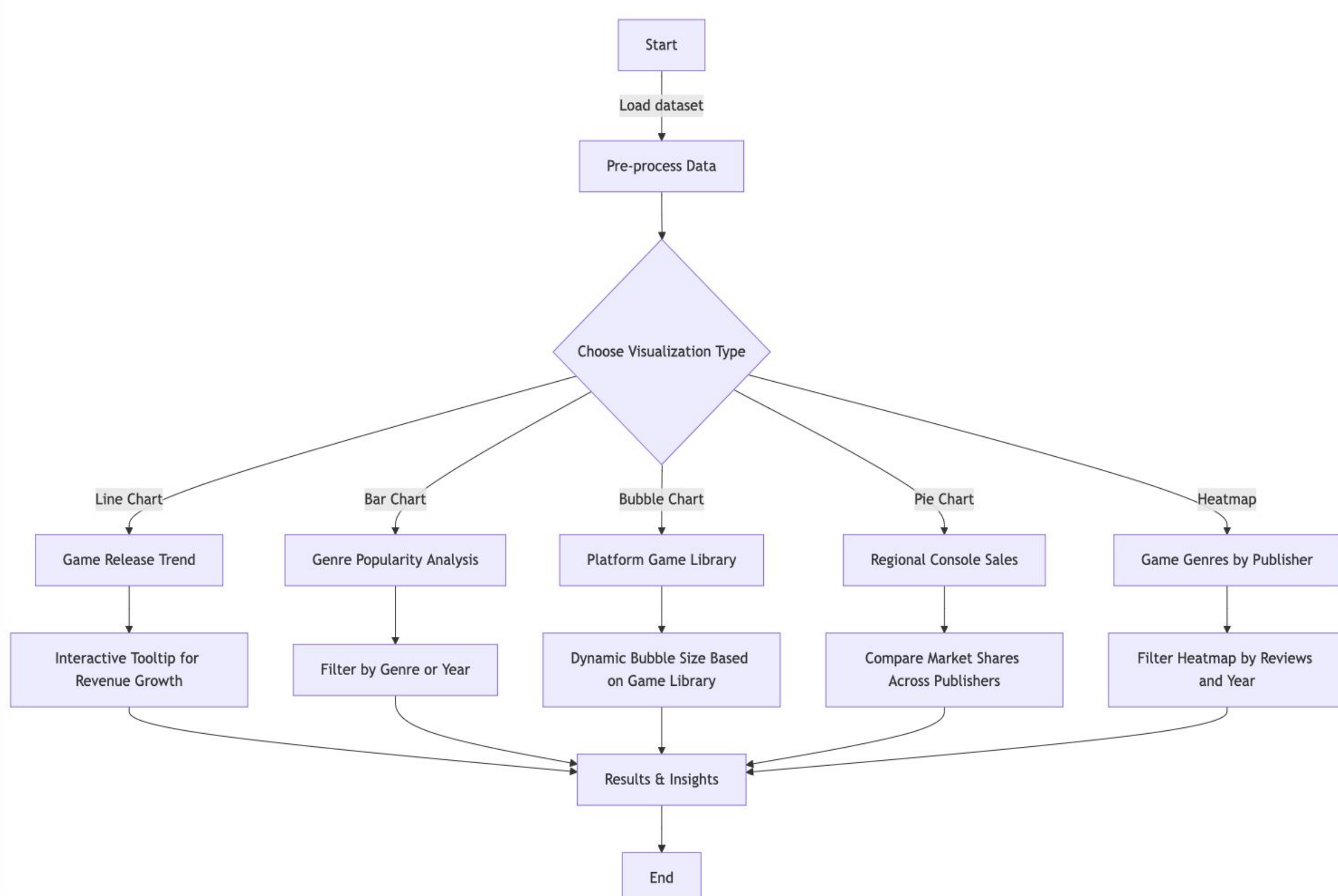


Introduction

- Aim: to visualize trends in global video game sales across platforms, genres and regions.
- Motivations: to provide an interactive storytelling experience for users to explore shifts in consumer preferences and market dynamics.
- Tasks: analyse video game sales data to reveal trends in platform growth, genre popularity, market share and regional differences.
- Data overview: the dataset includes sales data for various platforms, genres and regions along with game rankings, publication years and more details.



System Description

- Genre Release Trends Analysis: The line chart tracks significant trends in video game releases from 2000 to 2016, including tooltips to explore trends genre-wise.
- Genre Performance Across Platforms: The bar chart shows genre popularity across different gaming platforms, revealing several key trends. It includes interactive features allowing users to filter by platform through legend item selection.
- Platform Distribution Visualization: The visualization presents a bubble chart displaying the games library by platform, where each platform is represented by a colored circle. The size of each bubble corresponds to the platform's game library size, with larger platforms like Wii, PS3, and PS2 having visually larger circles.
- Publisher Market Share Analysis: The pie chart illustrates the market distribution among major video game publishers, with Nintendo dominating at 28.7% of market share, followed by Electronic Arts at 17.6%.

Datasets:

- The dataset(vgsales.csv) contains video game sales information encompassing global video game sales data across different regions, platforms, genres and publishing years.
- A Kaggle dataset containing over 16,500 records consisting of 11 key attributes. The sales figures are measured in millions of units, tracking video game performance across different geographical markets.
- Supplemental data is integrated for enhanced analysis, such as review scores or additional attributes about the games.

Results:

- Showcase the shift in trends from console specific games to cross platform games over two decades.
- Identification of peak years for specific genres.
- Regional preference patterns highlighting cultural influences.
- Demonstrates the effectiveness of dynamic filtering and zooming capabilities, enabling users to identify market trends over different categories.
- Customizable visuals for deeper insights like sales tracking or publisher dominance.

