

Pioneers of The Video Game Industry

Video games have been a popular means of recreation and have evolved into a large and fiercely competitive market across the world. We aim to trace its evolution from 1980s, try identify the market leaders and changing user preferences.

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Video Game Sales Data

The data contains sales figures of video games released over a period of 36 years from 1980-2016. The sales figure is split into four regions – North America, Europe, Japan and Rest of the world; it contains the overall global sales figure as well.

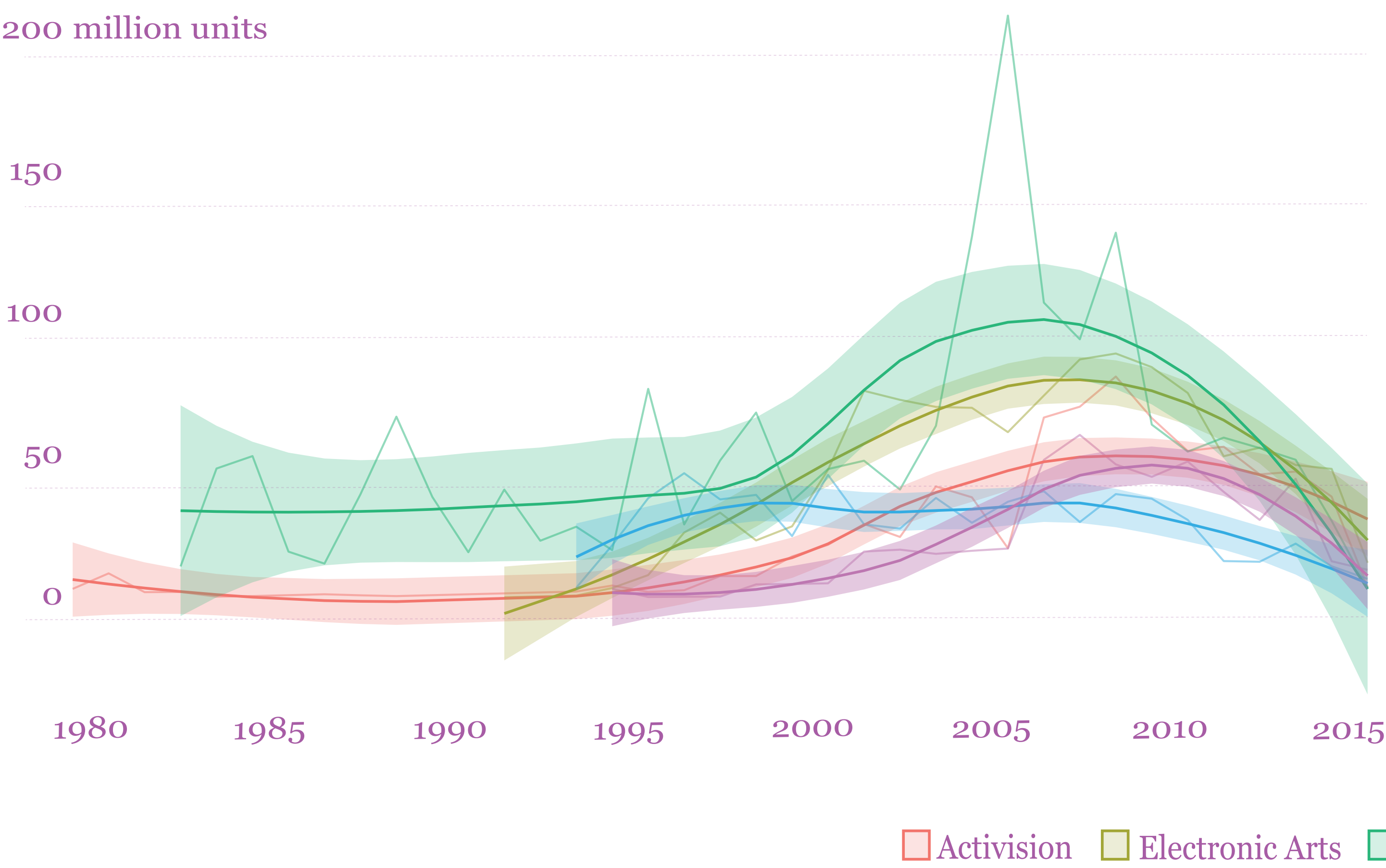
Data Questions

Which game genre has shown change in popularity over the years?
Which are the top 5 video game publishers?
Is there a particular video game console favored by these publishers and whether they have video games catering to all genres ?
Which consoles have dominated the market in different periods from 1980 to 2015?



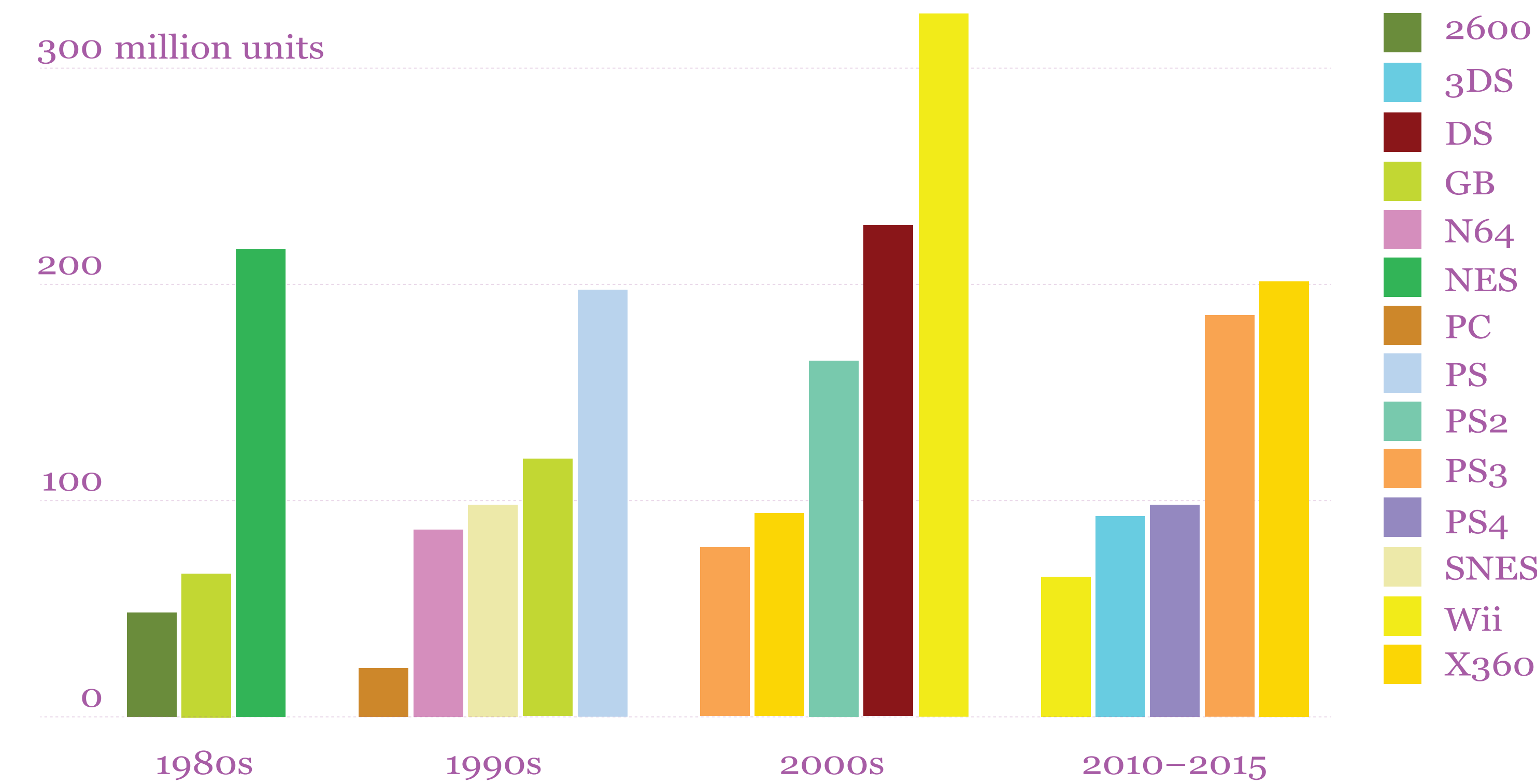
Best Seller: Nintendo

Activision, the first major publisher. Nintendo has led the market ever since. EA has seen the fastest increase in sales.



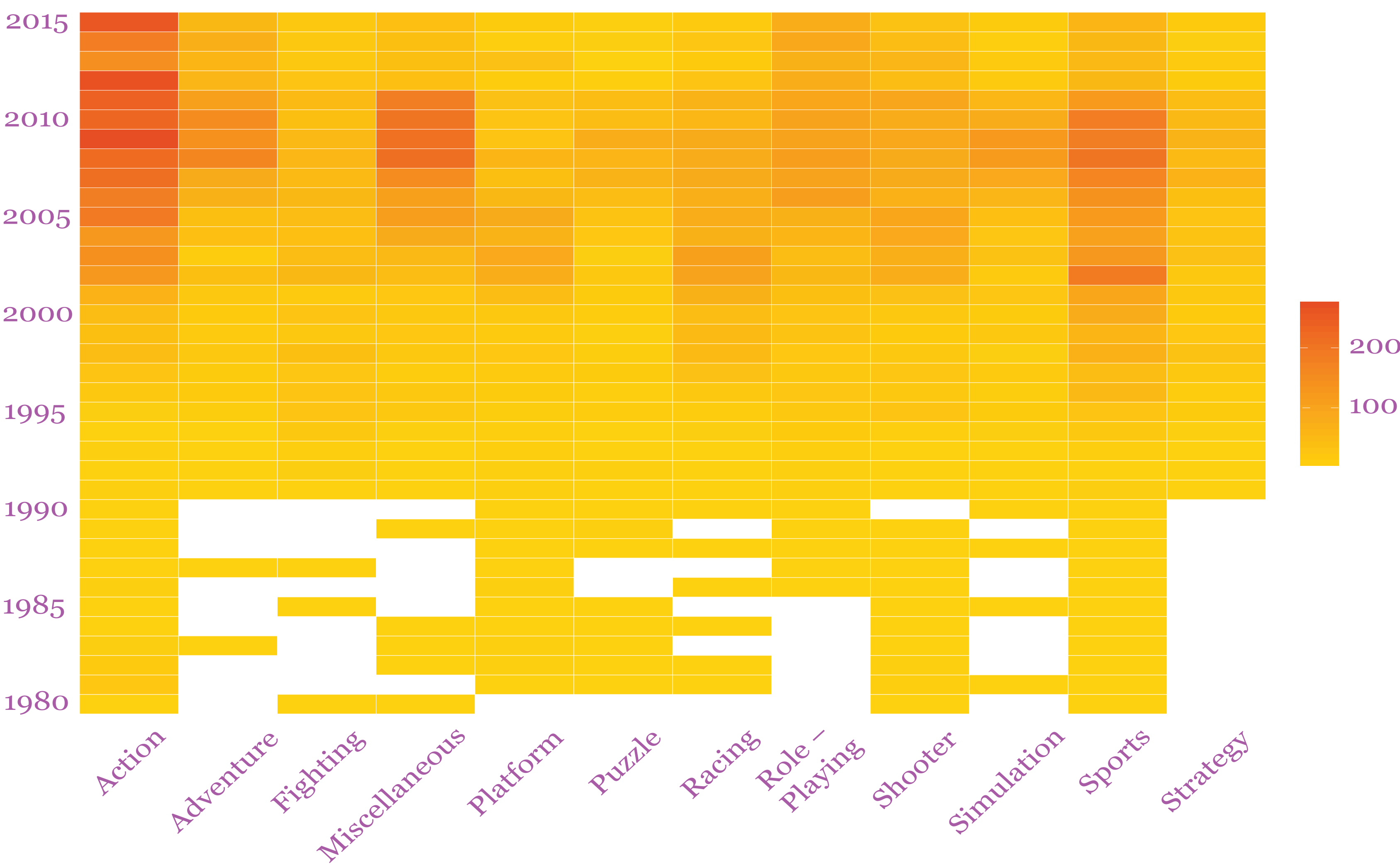
A Highly Competitive Console Market

Nintendo led the market in 80s, giving way to PS which has dominated the market along with XBOX.



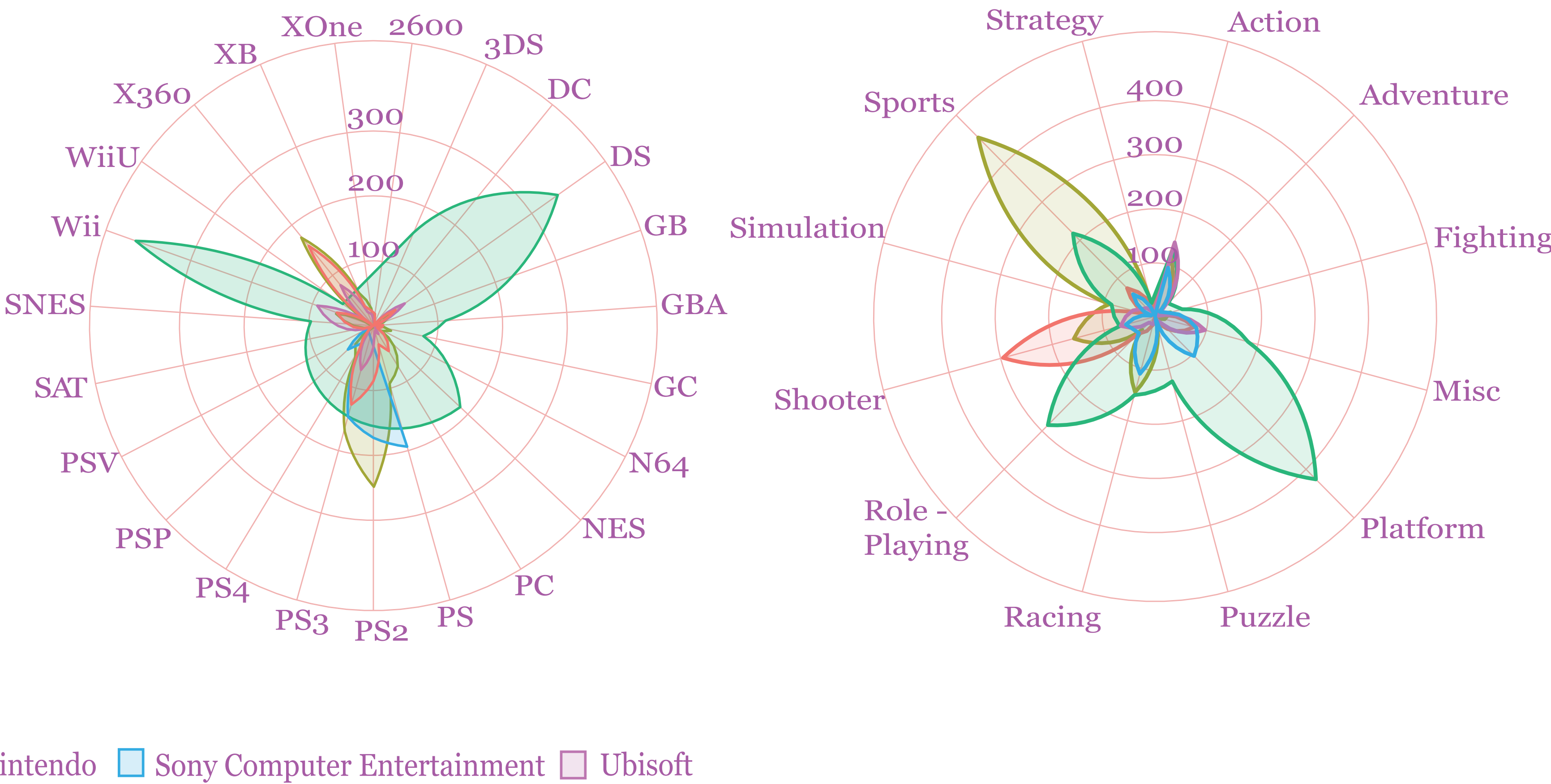
Sales Trend by Genre

Purchase of video games have increased considerably with highest interest in Action and Sports related games



Favorite Consoles and Genre

Nintendo and Sony mainly use their inhouse gaming consoles. Other publishers mainly use PlayStation & Xbox. Each of the publisher have a specific target audience when it comes to genre.

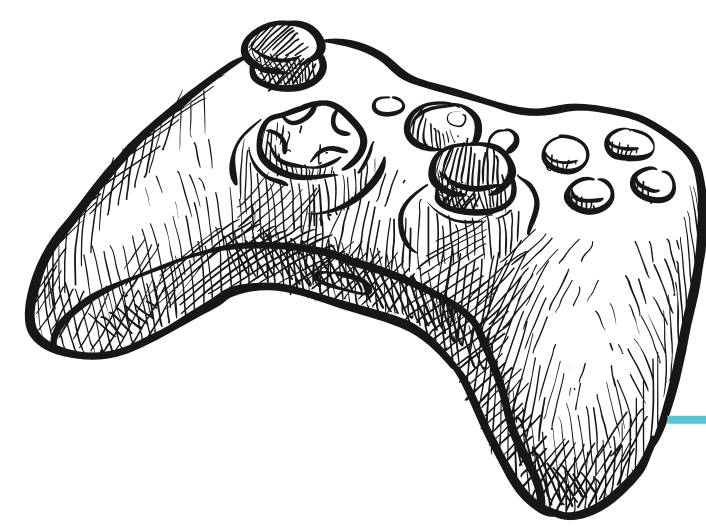


Target Audience

All game enthusiasts, video game publishers trying to identify region specific target audience and platforms.

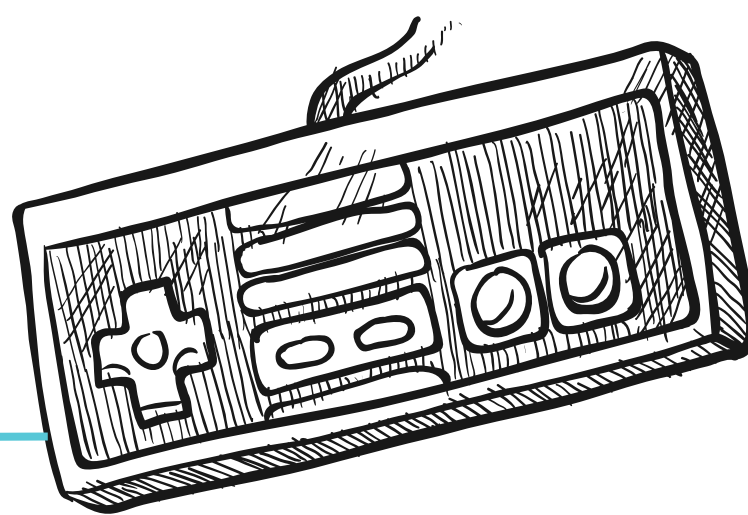
Data Source

Kaggle.com
VGChartz.com

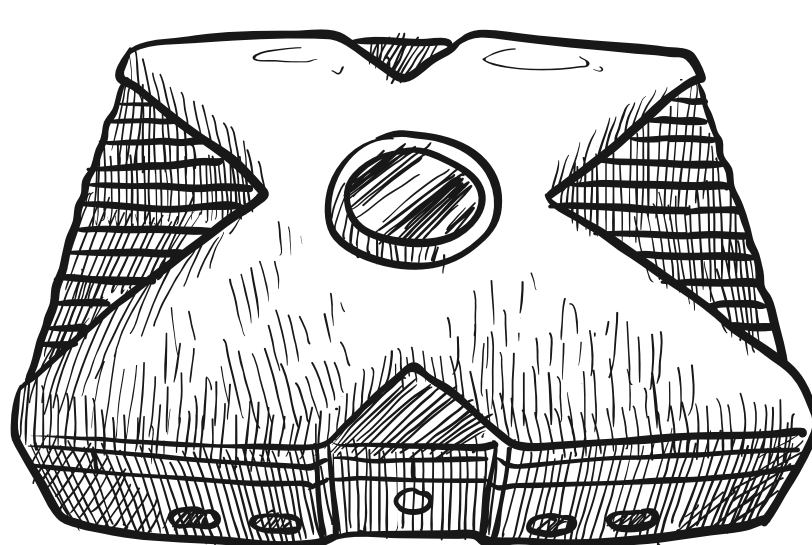


11357 Games,
16323 Rows

577 Publishers,
31 Platforms



12 Genres,
11 Columns

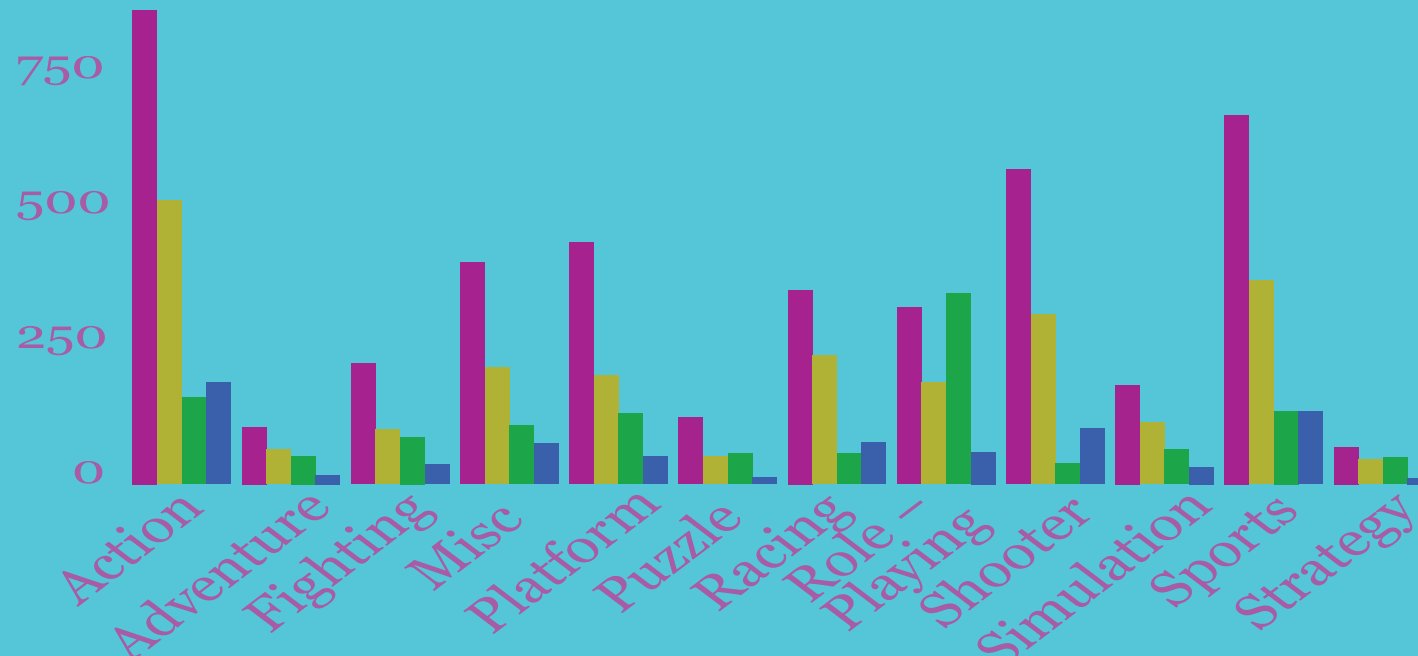


Data Manipulation

Raw Data Format: csv
Filtration Logic: Removed all records with year >2015 or null
R Packages: plyr, sqldf, ggplot2
R Functions: count(), tapply(), aggregate(), sqldf(), ggplot()
Plots: Raw sketches in R & edited in Adobe Illustrator

Descriptive Sketches

Sales per Region by Genres



Sales by Platform

