

Video Game Sales



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Scenario

I am an avid video game collector, who has recently received a hot tip from a friend: There is a warehouse that stores a collection of old video games and consoles. They sell these games and consoles at bargain prices.

They are also the only warehouse in the world to hold statistics about the gaming industry that are not made public. They can essentially “sell” me these secrets for a small fee.

The businessman in me wants to purchase certain games and/or consoles to resell for a profit, and the video game enthusiast in me wants to learn as much as I can about the gaming industry and add to my gaming collection.

However, there is a catch. The secret warehouse allows ambitious customers such as myself to ask no more than 5 questions. I can purchase as many games and secrets as I want to, but I can only ask the sales representative at most 5 questions to make sure I make the optimal purchasing decisions.

So I have to choose wisely...



My Questions

After careful consideration, I have decided to ask the following questions:

Questions	Purpose
What is the oldest Nintendo game to ever be released, and on which console was it released? (Which console and game(s) should I add to my collection in order to prove my loyalty to Nintendo?)	I am a Nintendo product enthusiast. However, all my friends doubt that. They tell me that if I were a true devotee to Nintendo, I would own the the first ever game to be released by the company, as well as its respective platform.
Which console as a whole had the highest sales in North America in the 21st century? (Going purely on the basis of 21st century North American sales, which console will fetch the highest resale value)?	Vintage consoles are very difficult to preserve, and they always have a risk of hardware failure. I have heard countless cases of sellers having to offer refunds to customers because of such reasons. I don't want that headache, so I'm only going to concentrate on 21st century consoles. However, I only have the budget to purchase one console, so I have to choose wisely. I am going on the basis of North American Sales, since that is my target audience.
In all of videogame history, which year recorded the most sales both domestically and internationally?	When it comes to video games, I am something of a "history enthusiast." I am sure learning this fact will make me a hit at cocktail parties.
What is the percentage of: 1. North American Sales 2. Global Sales By 'Publisher' in the 21st century? (Does Nintendo really have a majority share on the market in the 21st century?)	My friends don't believe me when I say that Nintendo games command a majority share of the North American and Global markets. I want to know if this is true.
What is the percentage of: 1. North American Sales 2. Global Sales By 'Genre' in the 21st century? (Role Playing + Platform Games vs. Shooter + Sports Games)	I absolutely loathe "Shooter" and "Sports" games with a burning passion. Why play a "Sports" game when you can just go play that sport? (The same logic does not apply to Shooter games of course). I am an avid fan of "Role Playing" and "Platform" games, as these are the types of games I grew up playing. Whose genres are better?

Question #1

What is the oldest Nintendo game to ever be released, and on which console was it released?

Answer:

Year:

[1] "1983"

Games:

[1] "Baseball" "Mario Bros." "Mahjong"

[4] "Donkey Kong" "Donkey Kong Jr." "Popeye"

Platform:

[1] "NES"

In the year **1983**, 6 games were released-

Baseball, Mario Bros., Mahjong, Donkey Kong, Donkey Kong Jr., and Popeye.

All were released on Nintendo's **NES** Platform.

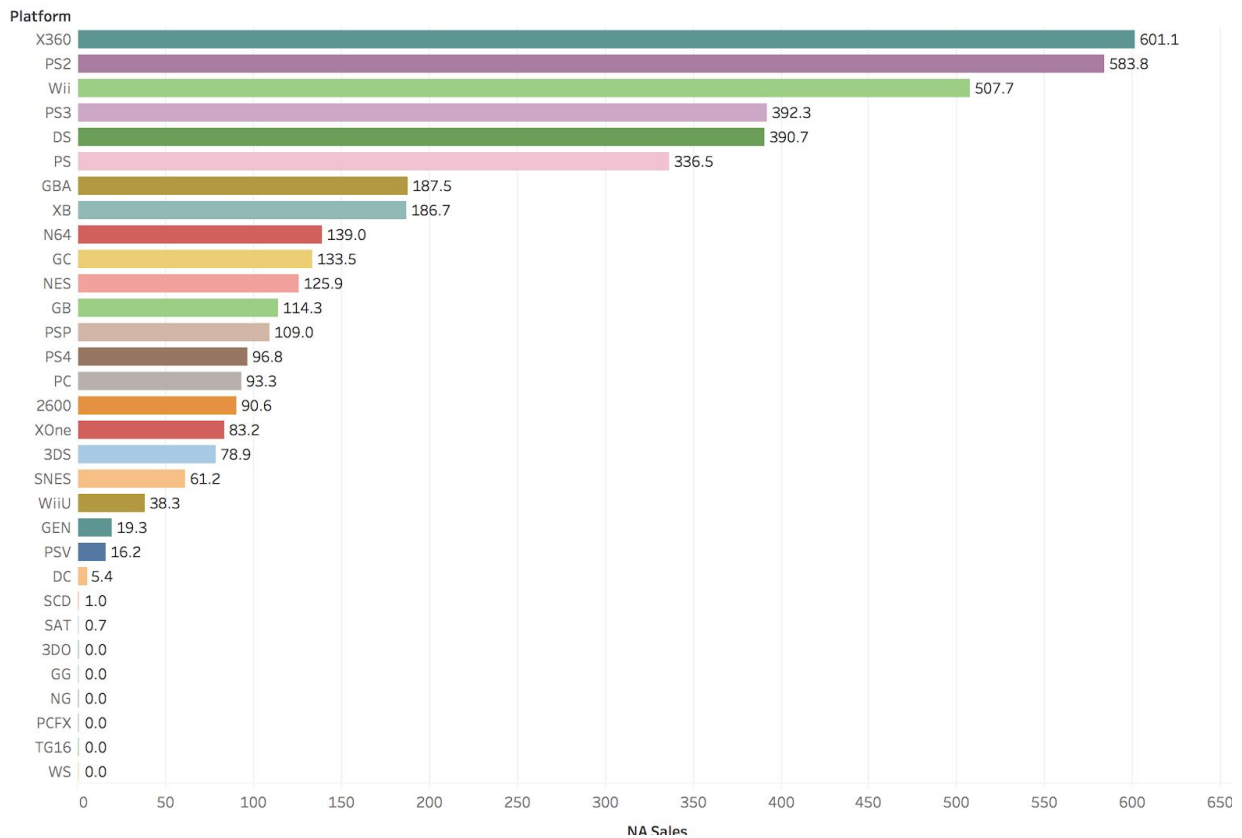


Question #2

Which console as a whole had the highest sales in North America in the 21st century?

Answer:

Highest-Selling Console in North America



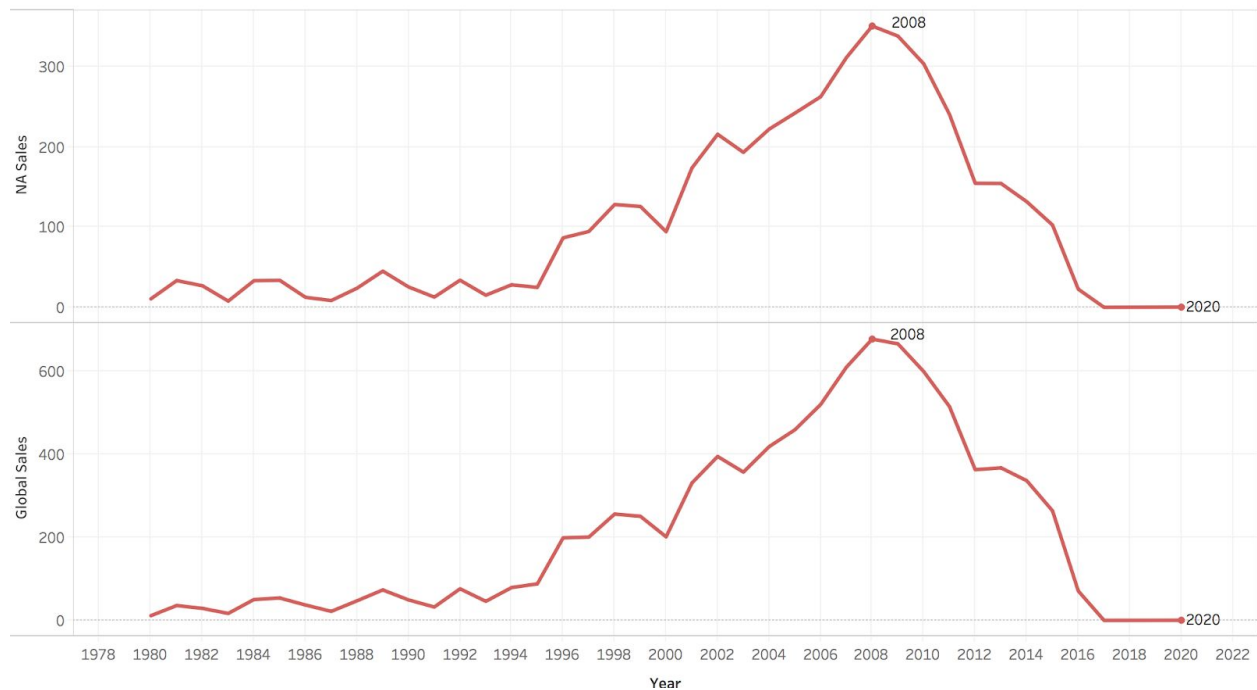
In the 21st century, the **XBox 360** has had the highest recorded number of sales in North America.

Question #3

In all of videogame history, which year recorded the most sales both domestically and internationally?

Answer:

Highest Sales Historically



Historically, the year **2008** is where the gaming market as a whole recorded its peak number of sales.

A possible reason for the sharp decline in sales post-2008 could be because of the Financial Crisis of 2008, which left the US economy in shambles, and whose effects were global in scale. It is possible that because the crisis took away many jobs, people had less disposable income, and as a result purchased less “luxury” items, such as video games.

Another possible reason for this could be because of the rise of smartphone applications, which began to develop after the release of Apple’s iPhone, which released around this time. Since consumers had the ability to download free games on their phones, they had more options than ever before, which could have had a direct impact on video game sales, in particular those of handheld consoles and games.

Question #4

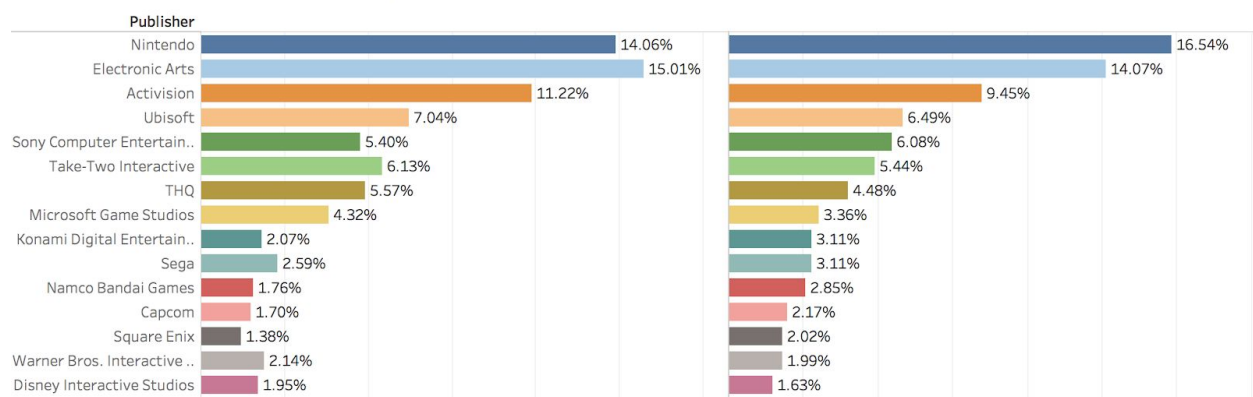
What is the percentage of:

1. North American Sales
2. Global Sales

By 'Publisher' in the 21st century?

Answer:

Domestic + International Sales By Publisher



On the left, we have domestic sales, and on the right, we have international sales.

Domestically, Electronic Arts commands a majority share of the gaming market in the 21st century, with a **15.01%** command over the market.

Internationally, however, Nintendo does indeed command a majority share of the gaming market in the 21st century, with a **16.54%** command over the market.

I guess international sales are more important, right? :)

Question #5

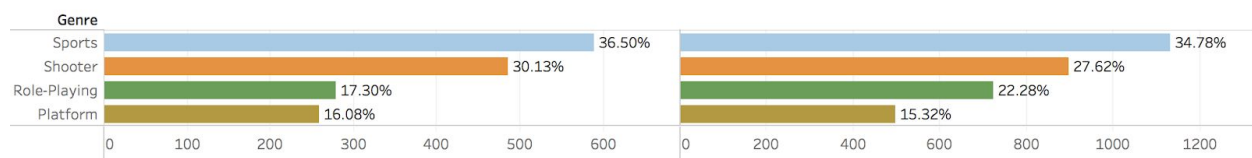
What is the percentage of:

1. North American Sales
2. Global Sales

By 'Genre' in the 21st century?

Answer:

Domestic + International Sales By Genre



On the left, we have domestic sales, and on the right, we have international sales.

Both domestically and internationally, “Shooter” and “Sports” Games have a higher command over the gaming market than do “Role-Playing” and “Platform” games in the 21st century.

I guess that means I’m in the minority :(

Conclusion

After asking my 5 questions, I have decided to purchase the **NES Console** and the following 6 games and to add to my collection:

1. "Baseball"
2. "Mario Bros."
3. "Mahjong"
4. "Donkey Kong"
5. "Donkey Kong Jr."
6. "Popeye"

I have also decided to purchase an **Xbox 360** to resell, as I believe it is the 21st century console that will fetch me the highest resale value.

In addition, I have learned the following interesting facts about the gaming industry:

1. The year **2008** recorded the highest number of sales both internationally and domestically
2. In the 21st Century, games published by **Electronic Arts** have the highest percentage of sales domestically, while games published by **Nintendo** have the highest percentage of sales globally
3. In the 21st Century, **Shooter** and **Sports** games have a higher percentage of sales than do **Role-Playing** and **Platform** games, both domestically and internationally.