Executive Summary

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Examining Sales and Trends in the Video Game Market

Our group decided to focus our efforts on examining video game sales over time to see if we could notice any trends in the market. We decided to look at various different factors, including year of release, content rating, critic review scores, and user review scores being chief among them. We also looked at not only global sales, but sales in the three major regions companies publish in: North America, Europe, and Japan. To guide us, we came up with the following list of questions:

1. How much does a game's rating affect its sales?
2. How much does a game's review (critical/user) affect its sales?
3. Do different consoles sell more games than others?
4. How do different regions affect game sales?
5. Do certain genres sell more than others?
6. How are genres trending over time?
7. How are global sales trending over time?
8. What factors have the most influence on games sales?

Using this list, we hope to develop ML models that will allow us to predict sales given a number of factors, and then also analyze our data to try and answer other questions too.