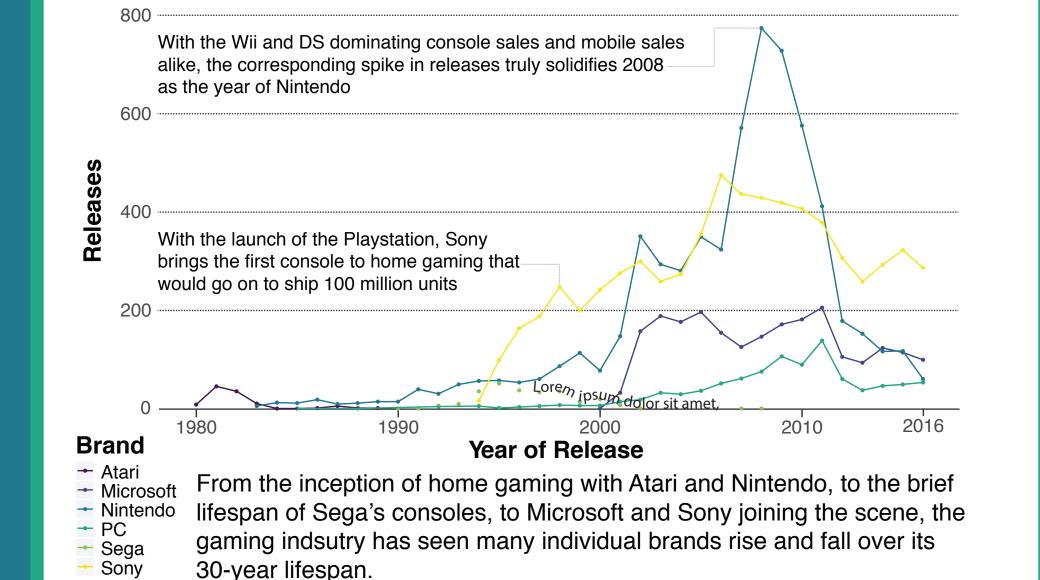
DIGITIZING THE BYANH, FRENCH IST 719 GAMING INDUSTRY

Since their inception in the early 70's, video games have found a permanent place in the American home. But how has the industry changed over time? Today, we digitize the gaming industry to find out.

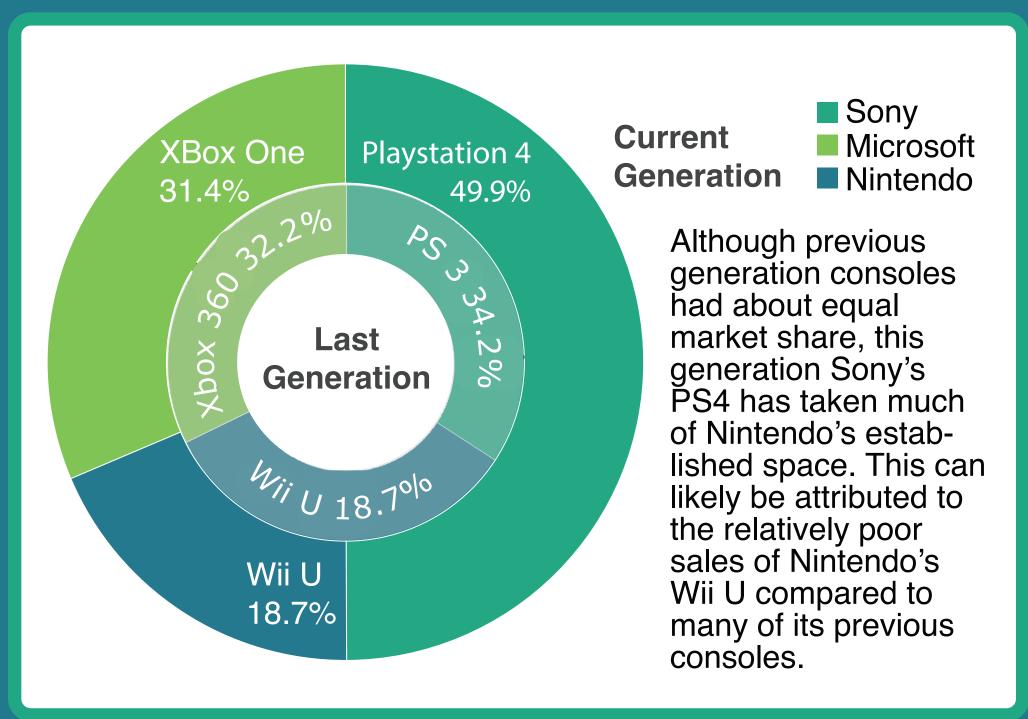
WHAT ARE THE TRENDS IN GAME TITLES?



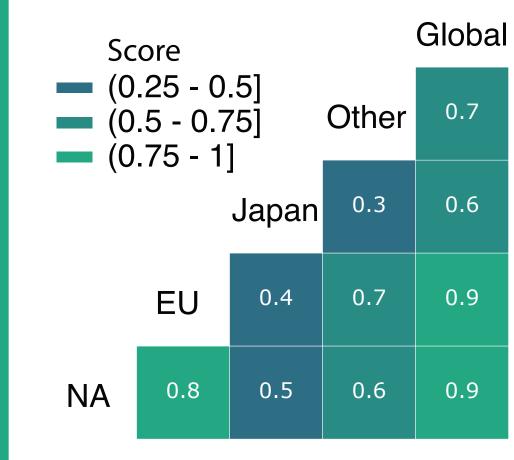
HAVE INDUSTRY BRANDS CHANGED OVER TIME?



WHO IS DOMINATING THIS GENERATION?

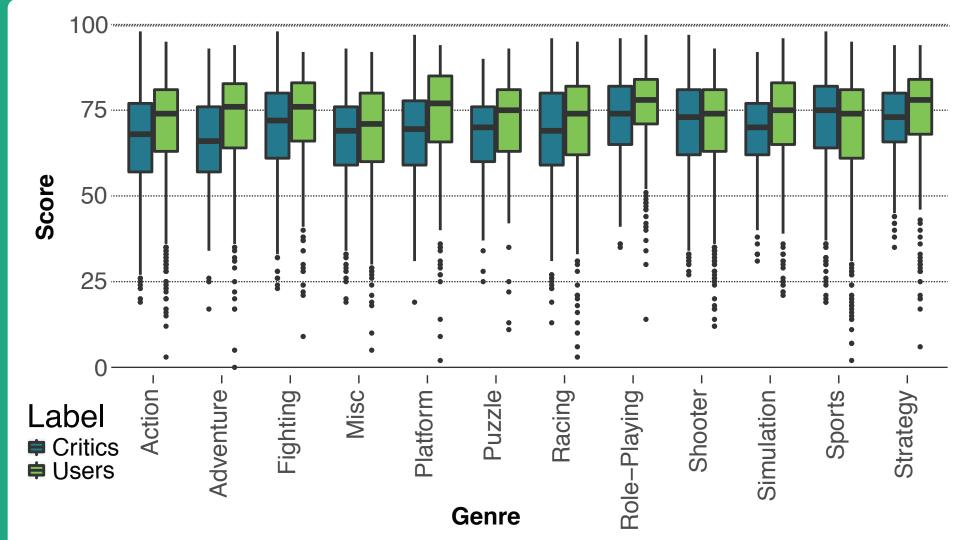


WHICH MARKETS DRIVE GLOBAL SALES?



Global sales appear to be predominantly driven by NA and EU sales, NA and EU sales also being highly correlated.
Conversely, Japan and Other markets have very little correlation, suggesting that the tastes between the two may be quite distinct.

DO CRITICS AND USERS RATE GAMES SIMILARLY?



Of the 12 genres present in the data set, 11 tend to recieve higher scores from users than from critics. It appears that the only case in which critics' scores exceeded those of users' was in the sports genre.

ABOUT THE DATA

All data used in this analysis is from the 'Video Game Sales with Ratings' data set available on Kaggle. The data set consists of just under 17,000 entries, each describing the sales numbers for a video game as well as other relevant information such as the platform it was released on, its rating, and its genre. All analysis was performed utilizing R and R Studio.

Ditti SOURCES

Data Source: 'Video Game Sales with Ratings'

Data Available at https://www.kaggle.com/rush4ra-

tio/video-game-sales-with-ratings

Analysis performed with R & R Studio

Packages utilized: viridis, dplyr, plotly. GGally. tm. wordcloud2.

& processx

Project files available at ryanhfrench.com

