Video Games Sales Analysis

1. Overview

The video gaming industry has been in existence for approximately five decades and has consistently proven to be a lucrative and expanding market.

Conducting an analysis of video game sales can provide valuable insights for investors in making informed decisions regarding their investments. Furthermore, designers and engineers can leverage such analysis to identify promising video game genres upon which to focus their efforts.

2. Goals

I am interested in conducting an assessment of video game publishers from an investor's standpoint, with the goal of identifying the most promising prospects. Furthermore, I aim to develop a sales prediction model for these publishers for the upcoming years.

Additionally, I intend to analyze and forecast the popularity of various video game genres based on their historical sales data, in order to identify the most appealing genres in the near future.

3. Dataset description

The dataset utilized for analysis has been sourced from Kaggle, a reputable platform for data science resources (https://www.kaggle.com/datasets/gregorut/videogamesales).

This dataset contains comprehensive sales data for video games dating back to the 1980s, including information regarding each game's publisher and genre.

Data set columns:

- name
- platform
- year
- genre
- publisher
- sales in millions