

## Decline in Video Games Sales

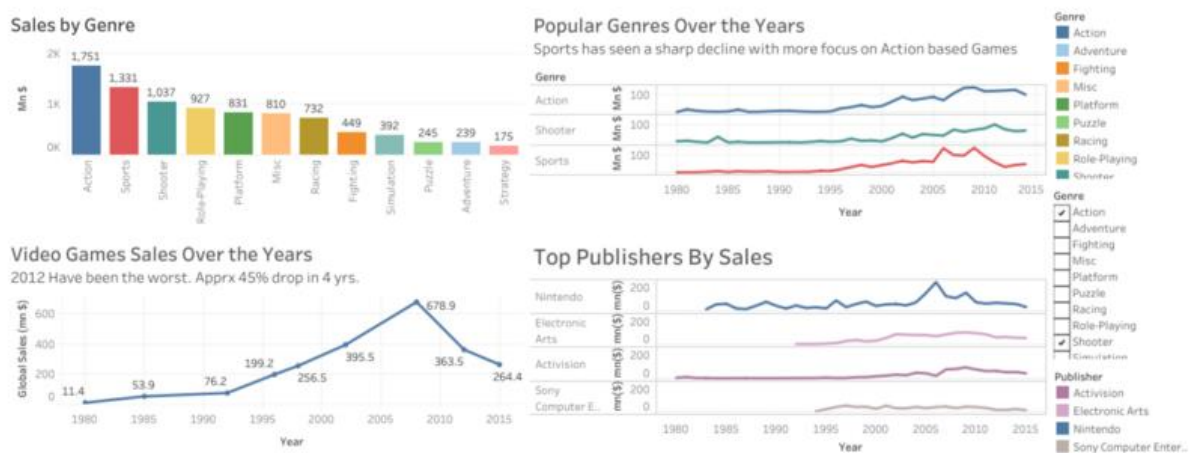
A look into Video Games Sales Data(1980–2016) using Tableau



Photo by [João Ferrão](#) on [Unsplash](#)

Presenting my Findings based on Video Games Sales(1980–2016) dataset from Kaggle.

## Dashboard

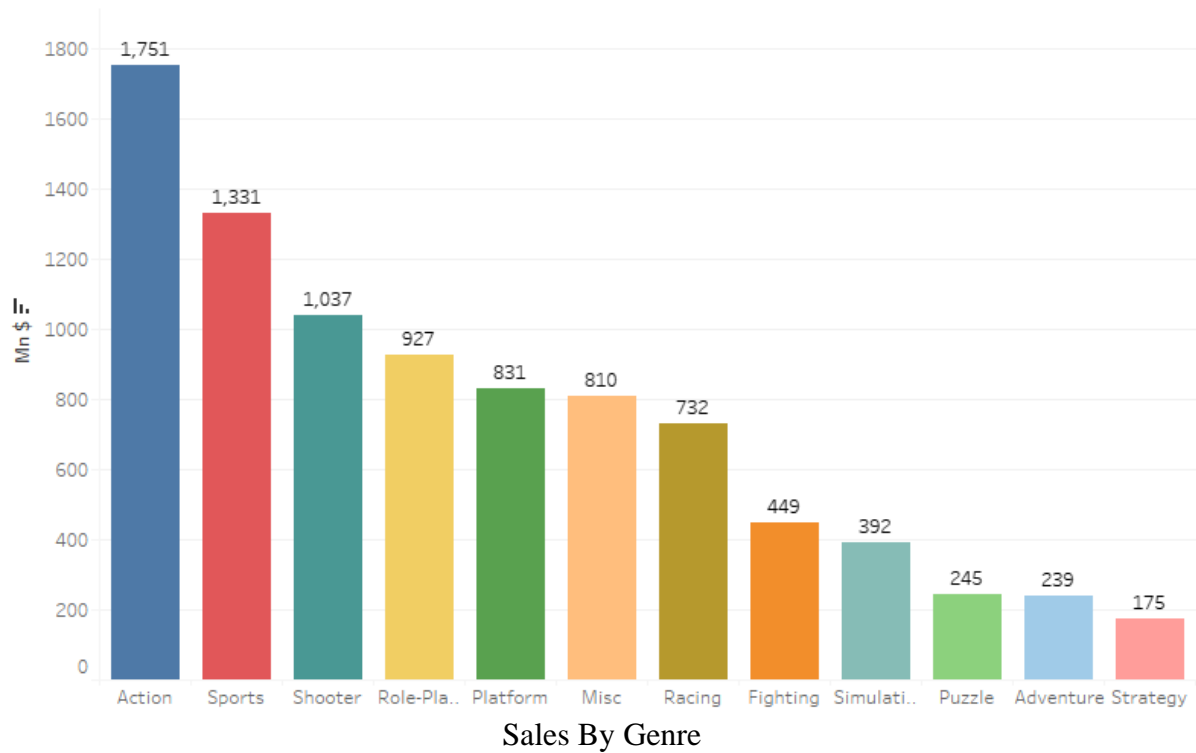


Video Games Sales(1980–2016) Dashboard

Lets breakdown the Dashboard.

- **Sales By Genre**

Sales by Genre



*Action/Open World(GTA,Uncharted,Red Dead Redemption):1.75 bn \$*

*Sports (FIFA,NFL,WWE,NBA):1.33 bn \$*

*Shooting Games (Call of Duty ,BattleField, IGI):1.03 bn \$*

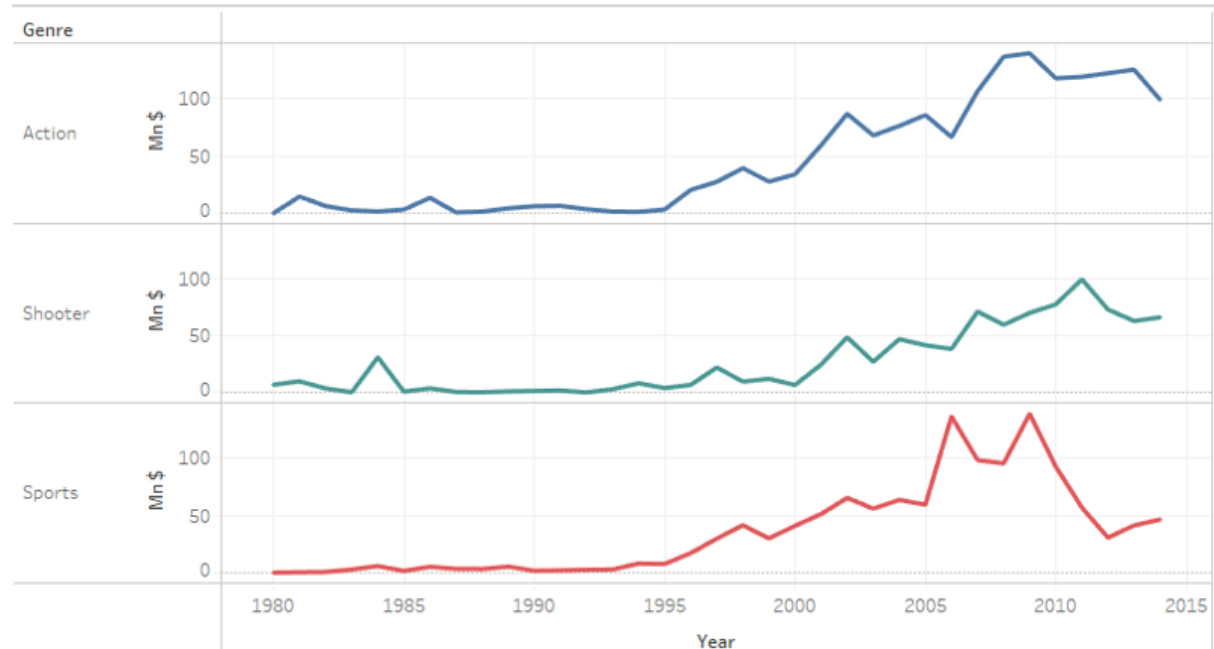
- **Popular Genre Over The Years**

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## Popular Genres Over The Years

### Popular Genres Over the Years

Sports has seen a sharp decline with more focus on Action based Games



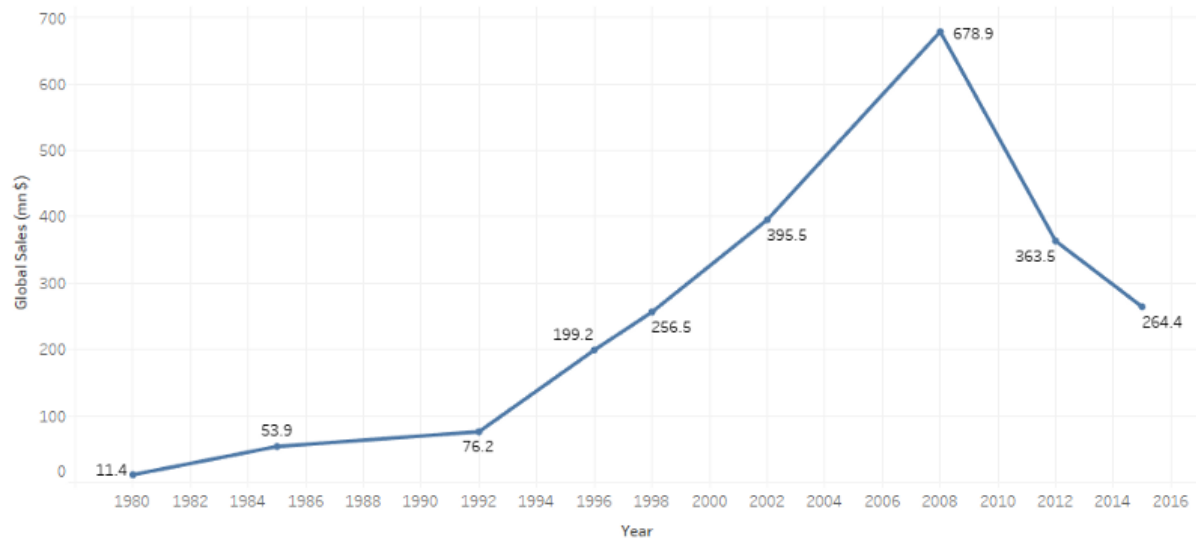
Although, Sports Game made more revenue in sales than Shooting Games but trends have reversed in last Decade with exciting First Person Shooter Video Games like **COD, Battlefield** etc.

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## • OverAll Trend in Sales

### Video Games Sales Over the Years

2012 Have been the worst. Apprx 45% drop in 4 yrs.



Sales Trend (1980–2016)

Here comes the interesting part.

Though Video Games have generally seen a sharp growth in sales (**8.9bn \$ in total**) but certain factors have applied brakes and pushed pedals in reverse order as evident from the period starting from **2008** in graph.

Lets discuss....

1. 2008 Recession made masses Financially crippled and wiped off millions of dollars off the companies shelves.
2. Expensive Consoles worth(Several Hundred \$) and Video Game Disc starting at roughly(60\$ each). PS3 cost in 2008 was 600\$ and XBOX 360 costed 349\$ apprx.
3. Gaming Consoles is a luxury only Rich can afford.Apart from buying Expensive Console,you need to have an HD TV too.
4. Rise of Free Mobile Games like **Angry Birds** and **Clash of Clans** in 2012 attracted **Younger Audience**. (Majority Portion of Video Games Buyers)
5. Rise of Open World/Action games like **Red Dead Redemption** and **GTA** have diverted attention of Publishers to focus more on Open World Games in pursuit of Billion \$ sales which have caused decline in production of Sports and other popular Genre based Games.

## Final Thoughts

Data under consideration gives insight into people unlikely to buy from a **Physical DVD Store** with rise in Tech and Mobile.Sony and XBOX quickly followed up by launching their respective **Digital Stores** in 2020 offering **E-games** with offers and addons.Fingers crossed ,Any Publisher thinks out of the box and we get to see a new Mario in Gaming Industry..

