

Video Game Sales Analysis

Power BI & SQL Exploration Report
Santiago A. Flórez Camargo | May 2025

Total Video Game Sales

8820,36 M

Top-Selling Region

4333,43 M

North America

Best-Selling Platform

1233,46 M

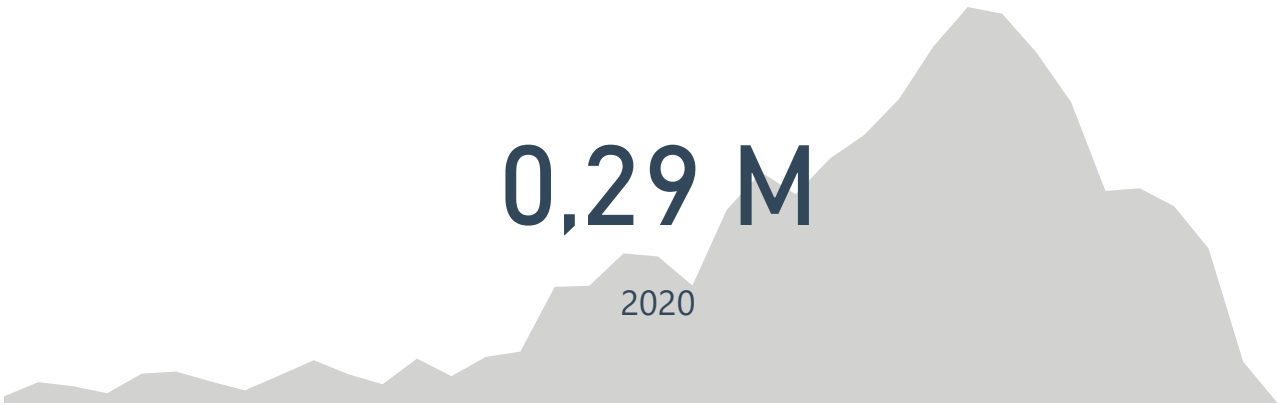
PlayStation 2

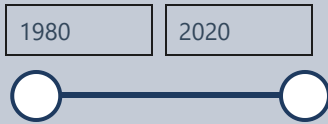
Top-Selling Game

82,74 M

Wii Sports

Global Sales Over Time (1980–2020)

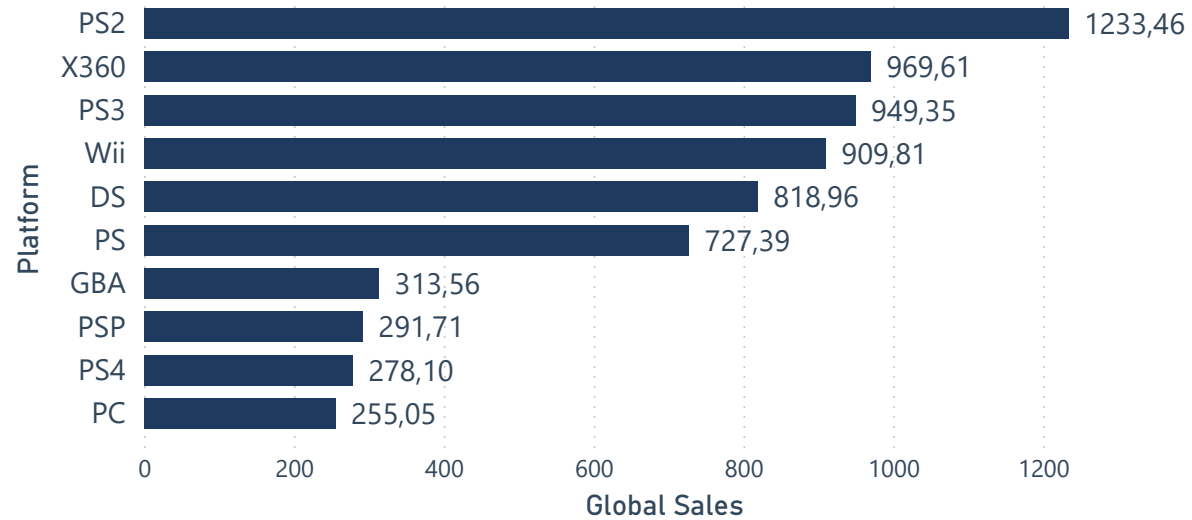




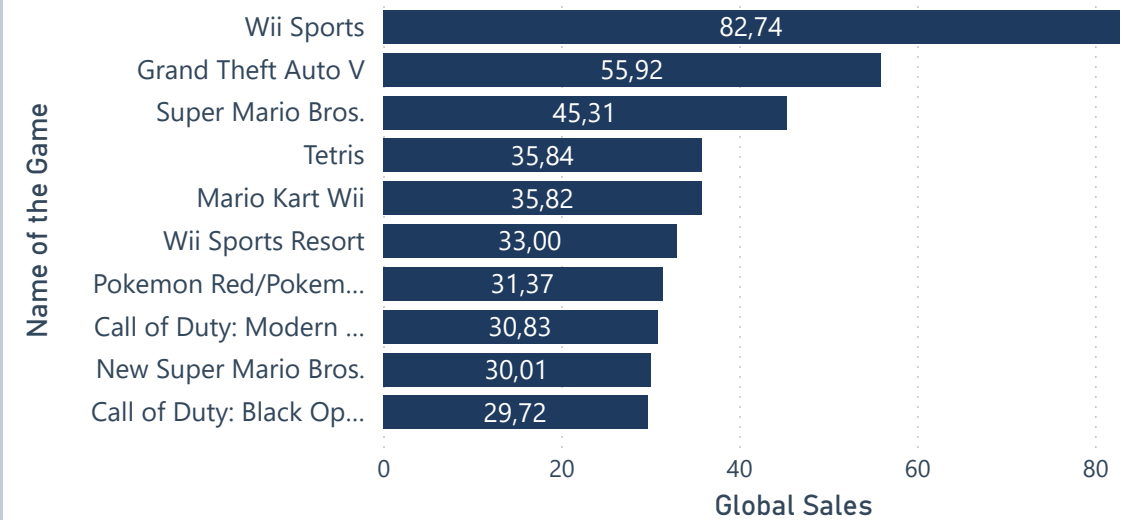
Platform

All

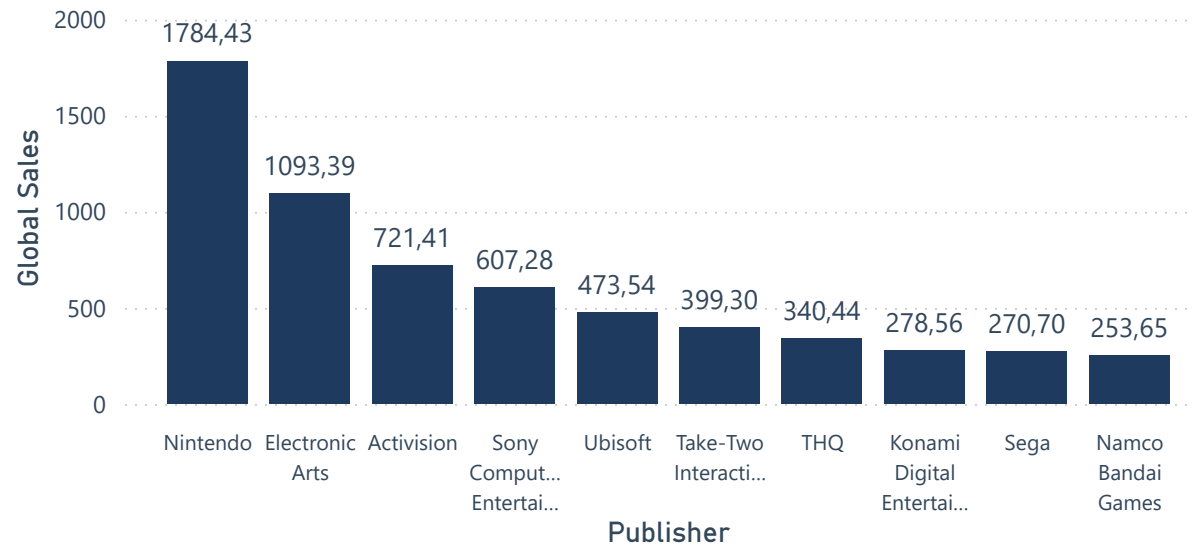
Top 10 Platforms by Global Sales



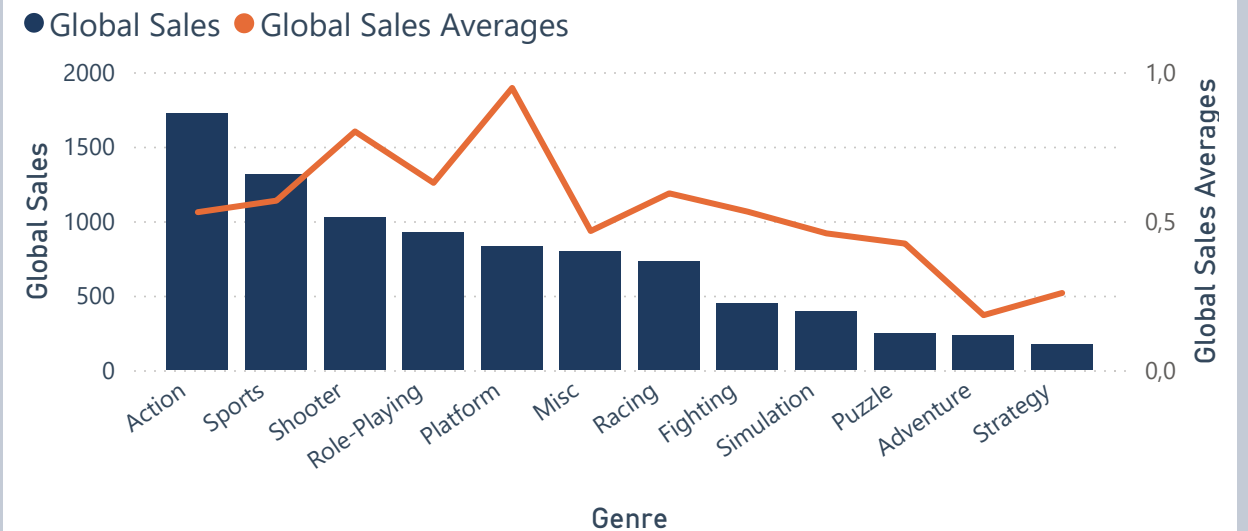
Top Video Game Titles by Global Sales



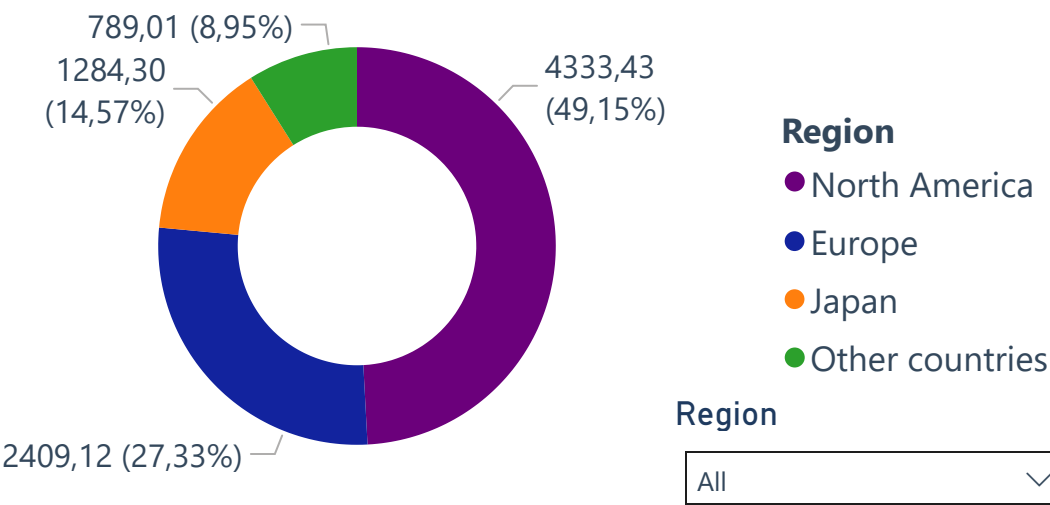
Top 10 Publishers by Global Revenue



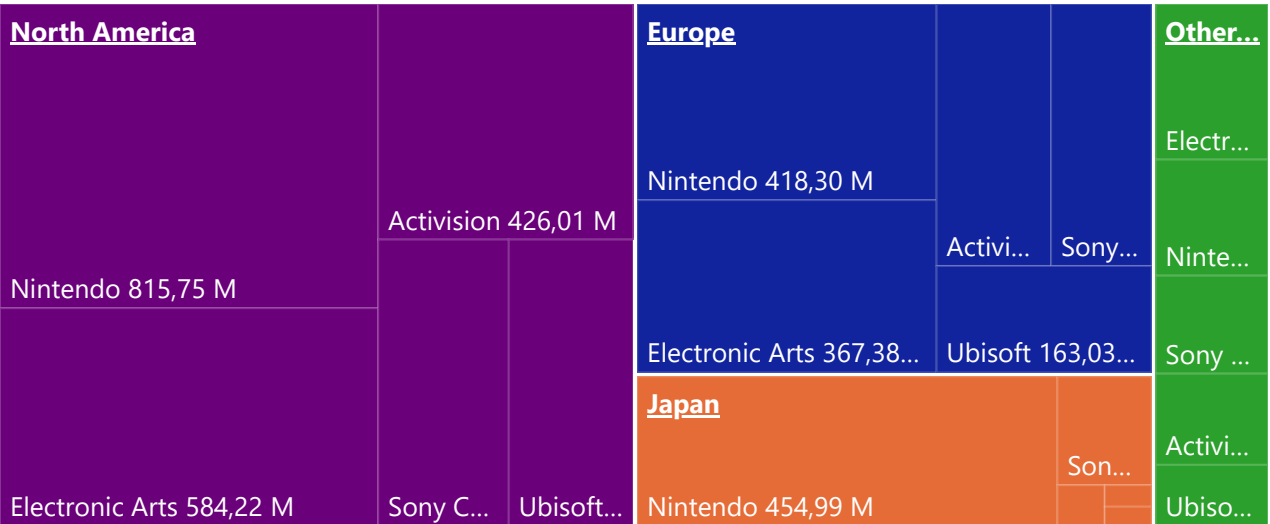
Sales by Genre + Global Average Line



Global Sales Shared by Region

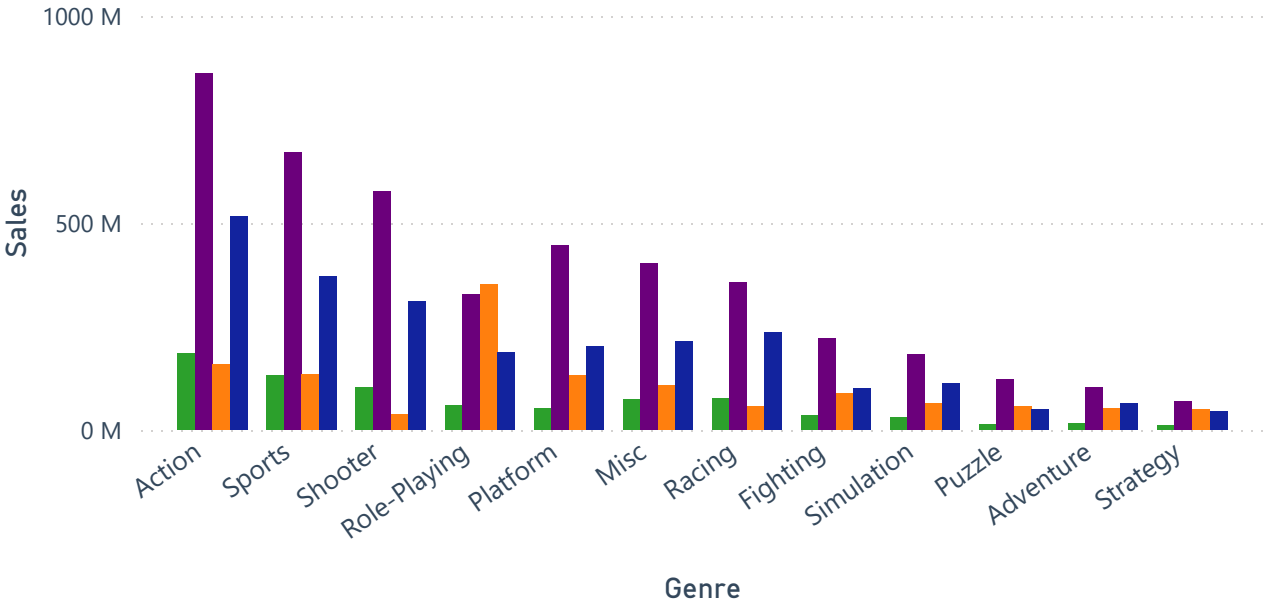


Publisher Sales Breakdown by Region



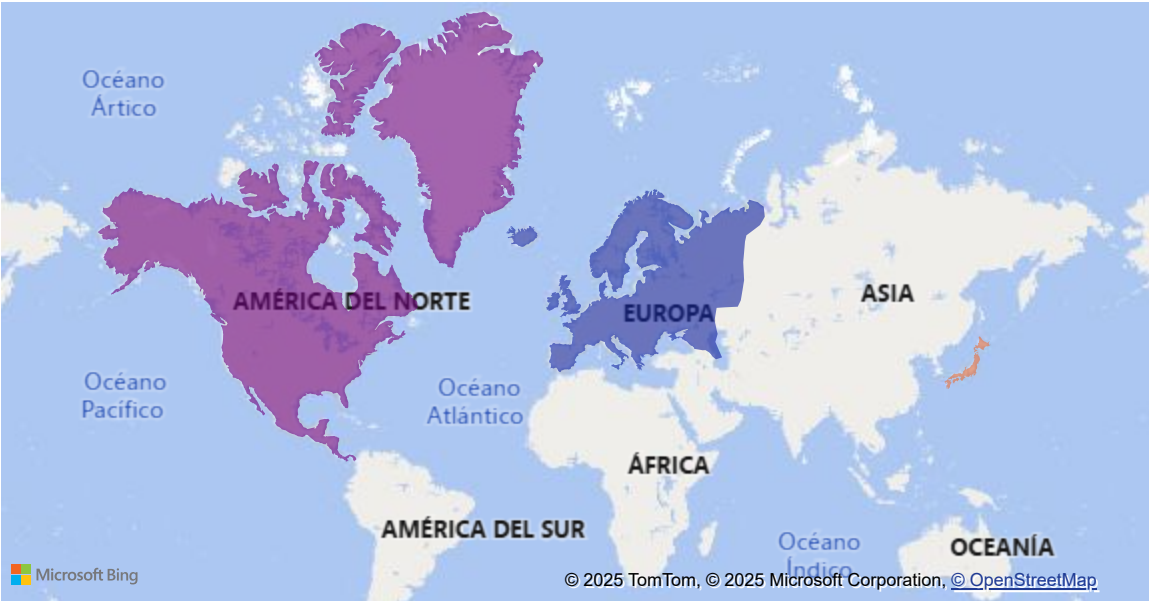
Sales by Genre and Region

Region ● Other countries ● North America ● Japan ● Europe

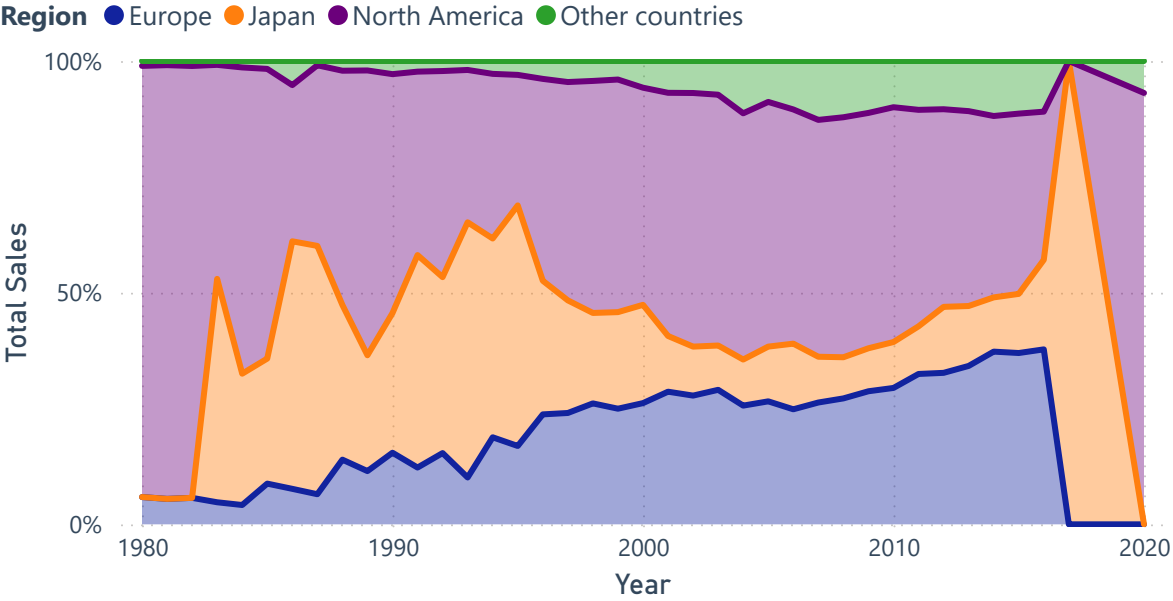


Geographic Sales Concentration

Region ● Europe ● Japan ● North America



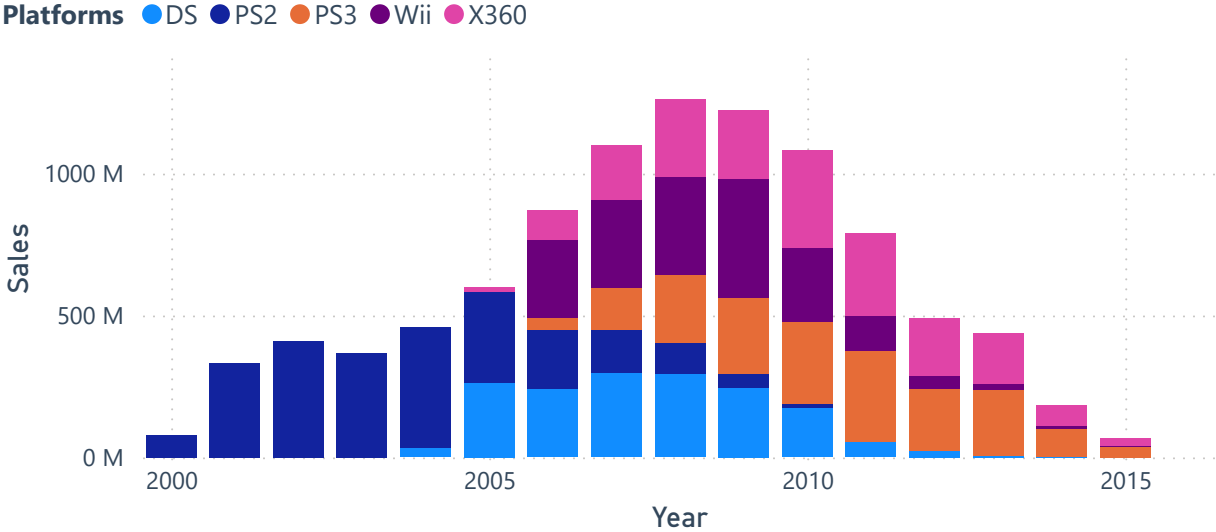
Regional Share of the Global Market



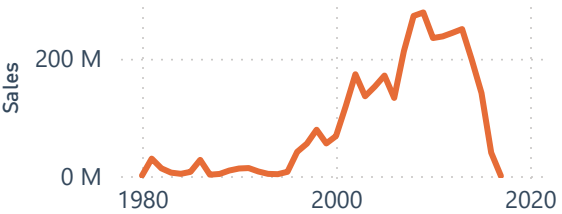
Genre

All

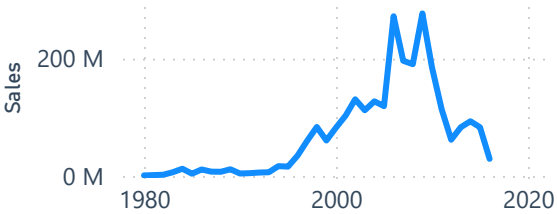
Platform Sales Over Time



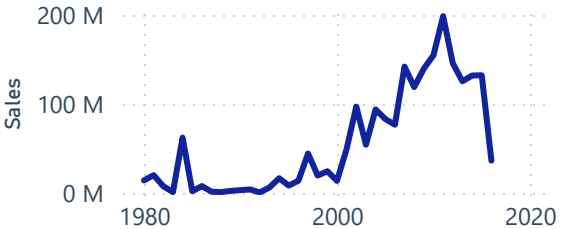
Action Genre Sales Fluctuation



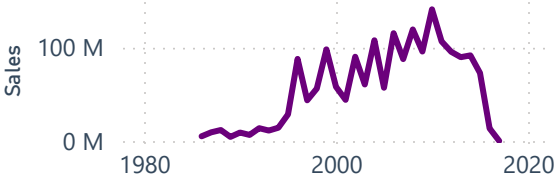
Sports Genre Sales Fluctuation



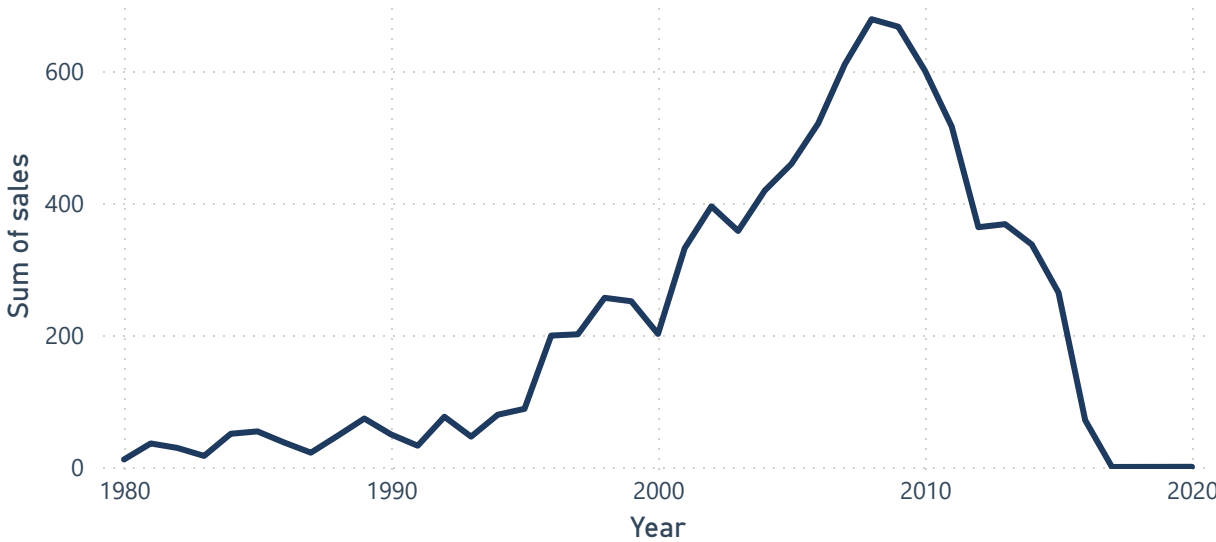
Shooter Genre Sales Fluctuation



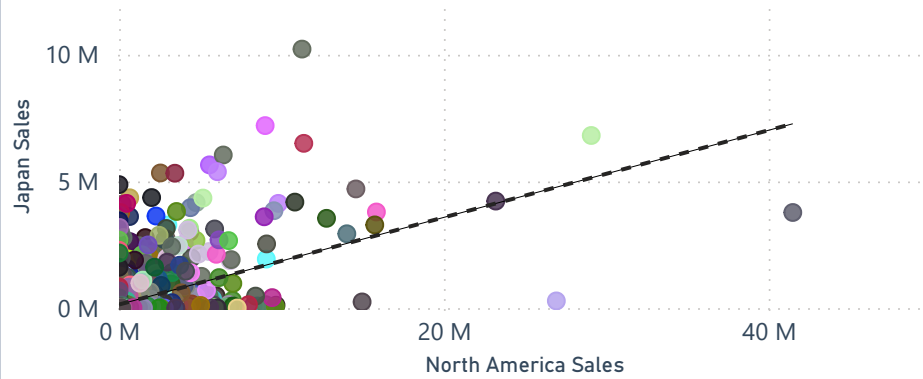
Role-Playing Genre Sales Fluctuation



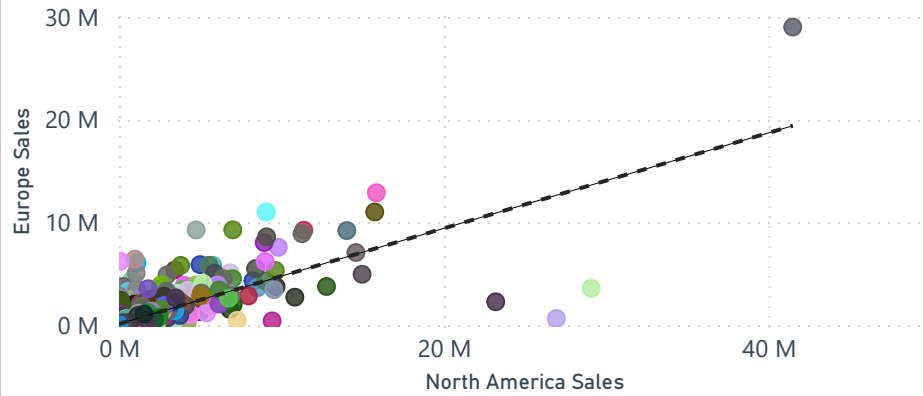
Global Sales Trend Over Time



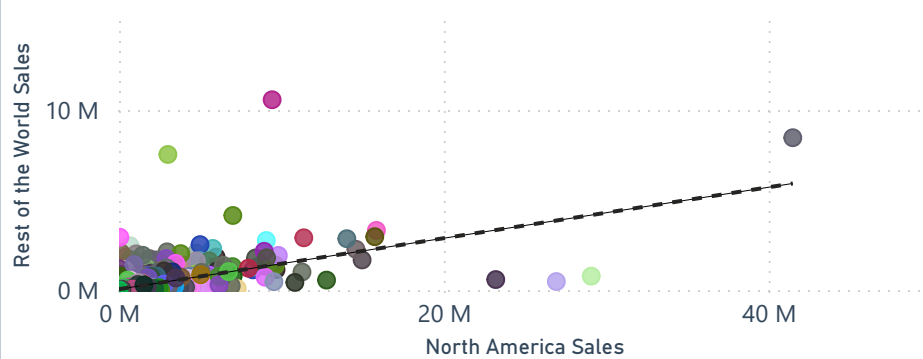
North America vs. Japan – Sales Correlation & Dispersion



North America vs. Europe – Sales Correlation & Dispersion



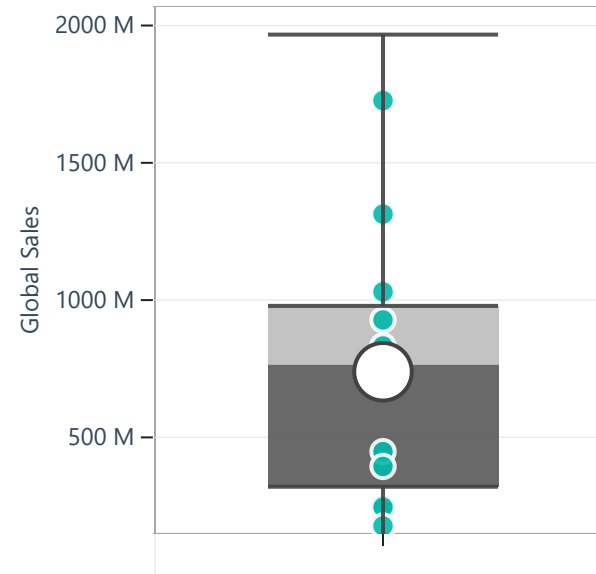
North America vs. Rest of the World – Sales Correlation & Dispersion



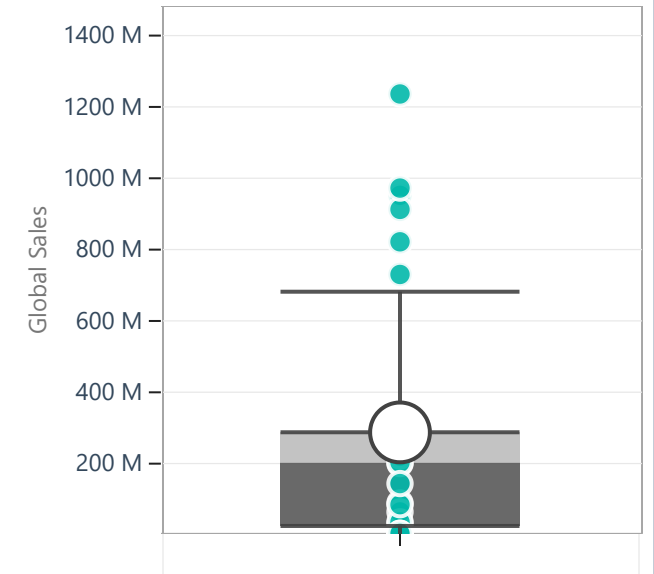
Publisher

All

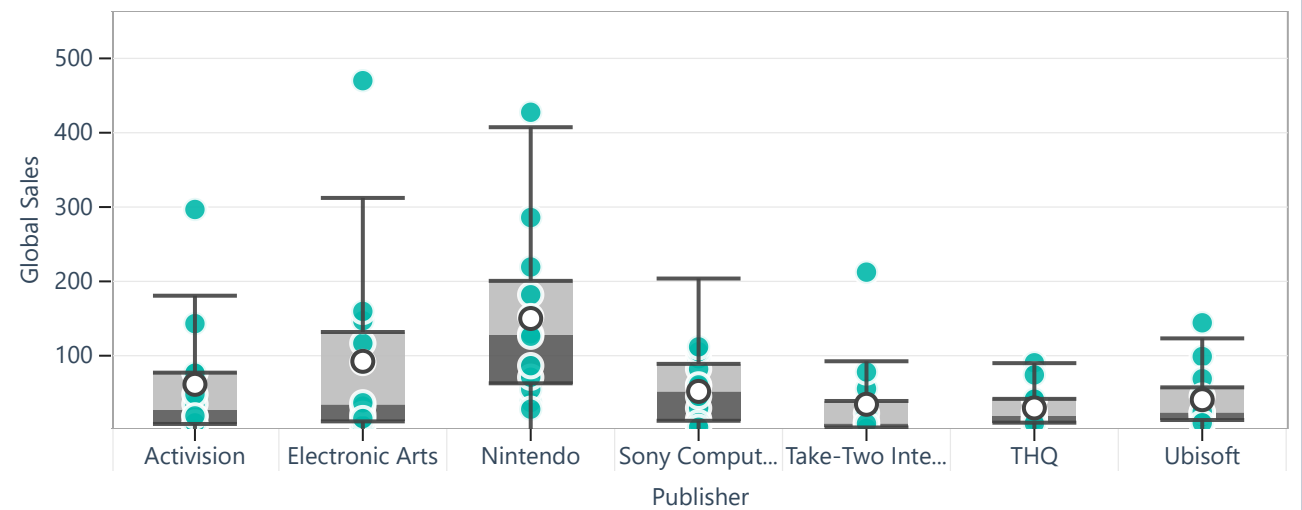
Sales Distribution by Genre



Sales Distribution by Platform



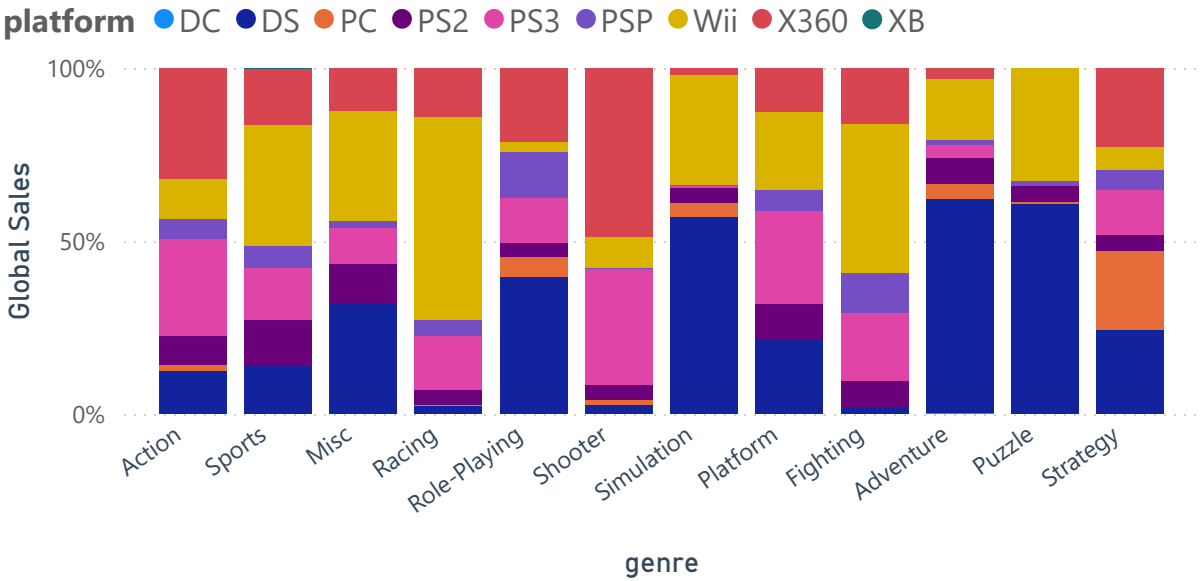
Sales Distribution by Publisher & Genre



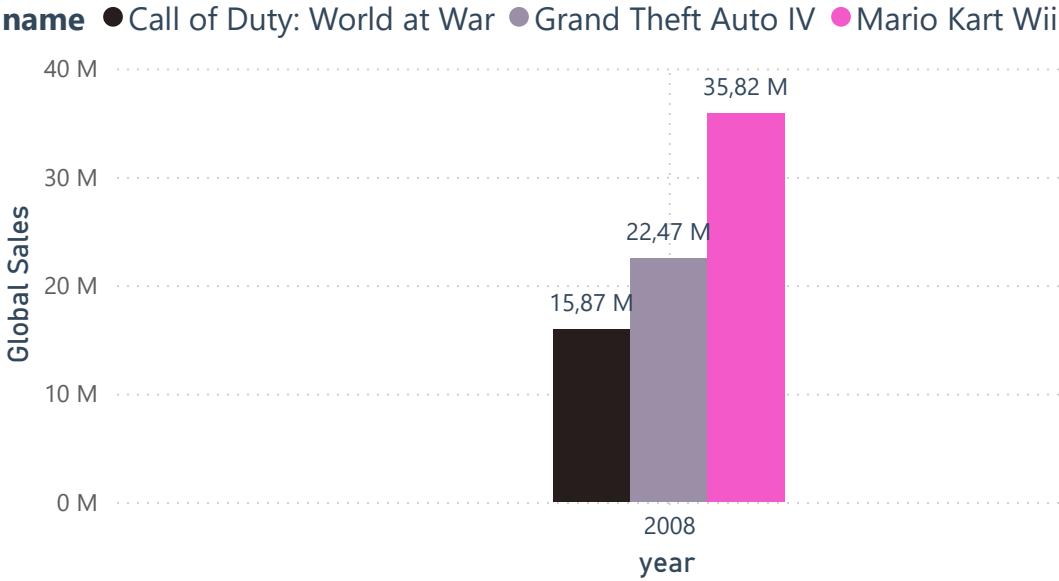
Years

1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	>
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Platform Share by Genre



Top 3 Video Games by Year



Mario Franchise Sales in the Platform Genre

name	genre	sales
Super Mario Bros.	Platform	45,31 M
New Super Mario Bros.	Platform	30,01 M
New Super Mario Bros. Wii	Platform	28,62 M
Super Mario World	Platform	26,07 M
Super Mario Bros. 3	Platform	22,48 M
Super Mario 64	Platform	22,31 M
Super Mario Land	Platform	18,14 M
Super Mario Galaxy	Platform	11,52 M
Total		302,22 M

Conclusions

Key Conclusions:

- **Leading Market:** North America accounts for 49.15 % of total sales.
- **Dominant Platform:** PlayStation 2 has sold 1233.46 M units (13.98 % of all sales).
- **Top Genre:** Action titles represent 19.53 % of global revenue.
- **Temporal Trends:** Historical peak in 2008 with 678.9 M units sold; since 2017, overall sales have declined, driven by the rise of mobile gaming.
- **Sales Dispersion:** Coefficients of variation exceed 300 % in nearly all regions, highlighting a few “mega-hits” alongside many moderate performers.

Recommendations

- **Expansion in the market:** Ramp up marketing campaigns in Europe and Japan for titles that already perform well in North America.
- **Refine Product Strategy:** Prioritize development of rapidly growing genres (Racing and Role-Playing) to capture rising demand.
- **Optimize Portfolio:** Identify games with low sales dispersion (steady, balanced performance) and replicate their features and marketing approaches.
- **Leverage Predictive Analytics:** Develop a linear regression model to predict sales in each region, using predictor variables such as game genre and release year.