

UNCOVERING THE GAMING INDUSTRY'S HIDDEN GEMS: A COMPREHENSIVE ANALYSIS OF VIDEO GAME SALE

1. INTRODUCTION:

Video game sales analysis is the process of collecting and analysis data about the sales of video games in order to understand market trends and customer behaviour. This type of analysis can be useful for a variety of purposes, including identifying the most popular games and genres, predicting future sales, and developing marketing strategies. Video game sales analysis typically involves collecting data from Cagle sources. It was generated by a scrape of vgchartz.com. This data way includes information about the number of units sold, the retail price, and the platforms on which the games are played. Once the data has been collected, it is typically analysed using tableau. The results of the analysis can be used to identify trends and patterns in the market, and to make informed decisions about the development and marketing of video games. Video games sales analysis may be conducted by game developers, publishers, retailers, and other industry professionals. It is an important part of the video game industry, as it helps to understand the needs and preferences of consumers and to identify opportunities for growth and innovation.

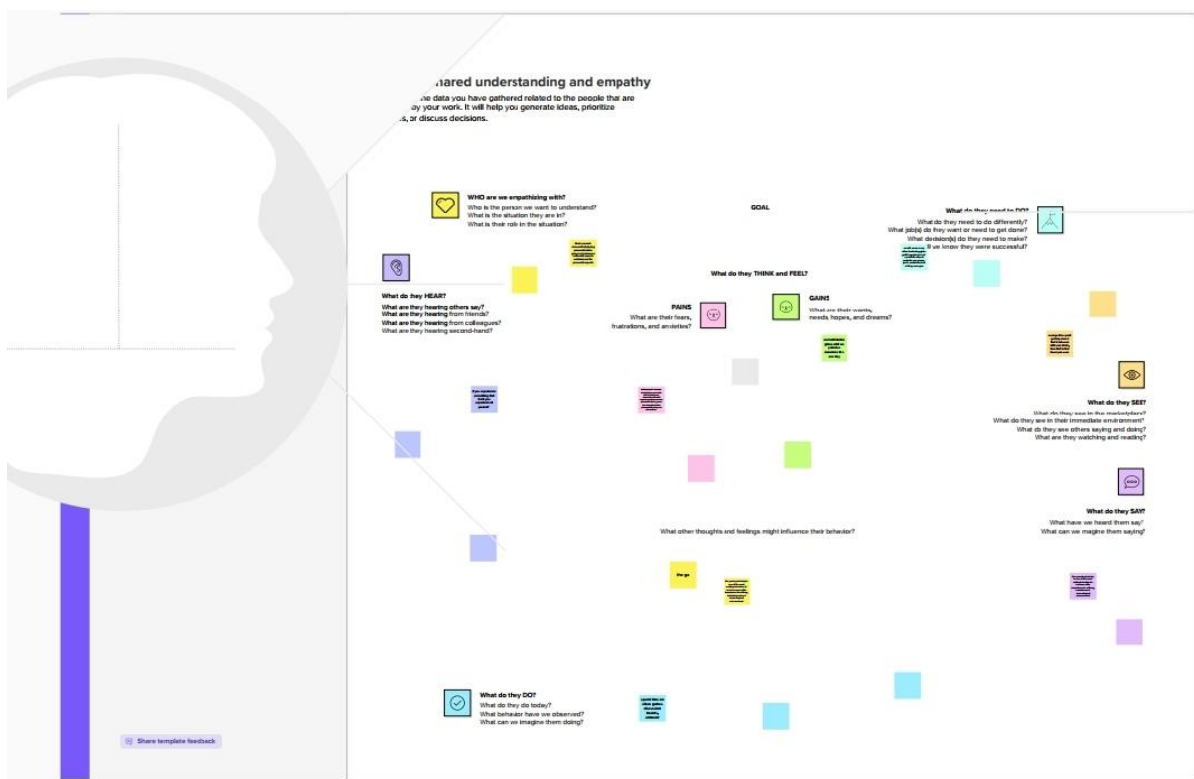
2. PROBLEM DEFINITION AND DESIGN THINKING

Empathy Map:

An Empathy Map is just one tool that can help you empathise and synthesise your observations from the research phase, and draw out unexpected insights about your user's needs.

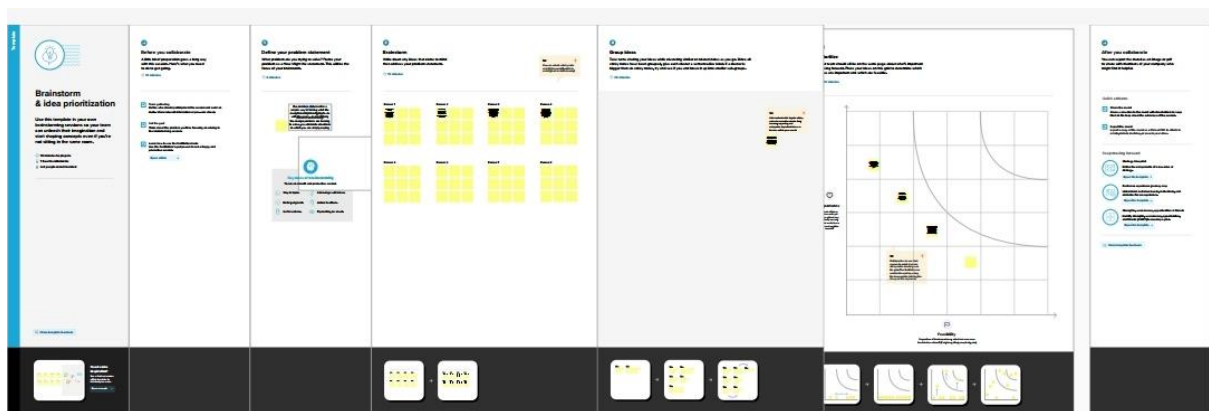
An Empathy Map allows us to sum up our learning from engagements with people in the field of design research. The map provides four major areas in which to focus our attention on, thus providing an overview of a person's experience. Empathy maps are also great as a background for the construction of the personas that you would often want to create later.

An Empathy Map consists of four quadrants. The four quadrants reflect four key traits, which the user demonstrated/possessed during the observation/research stage. The four quadrants refer to what the user: Said, Did, Thought, and Felt. It's fairly easy to determine what the user said and did. However, determining what they thought and felt should be based on careful observations and analysis as to how they behaved and responded to certain activities, suggestions, conversations, etc.

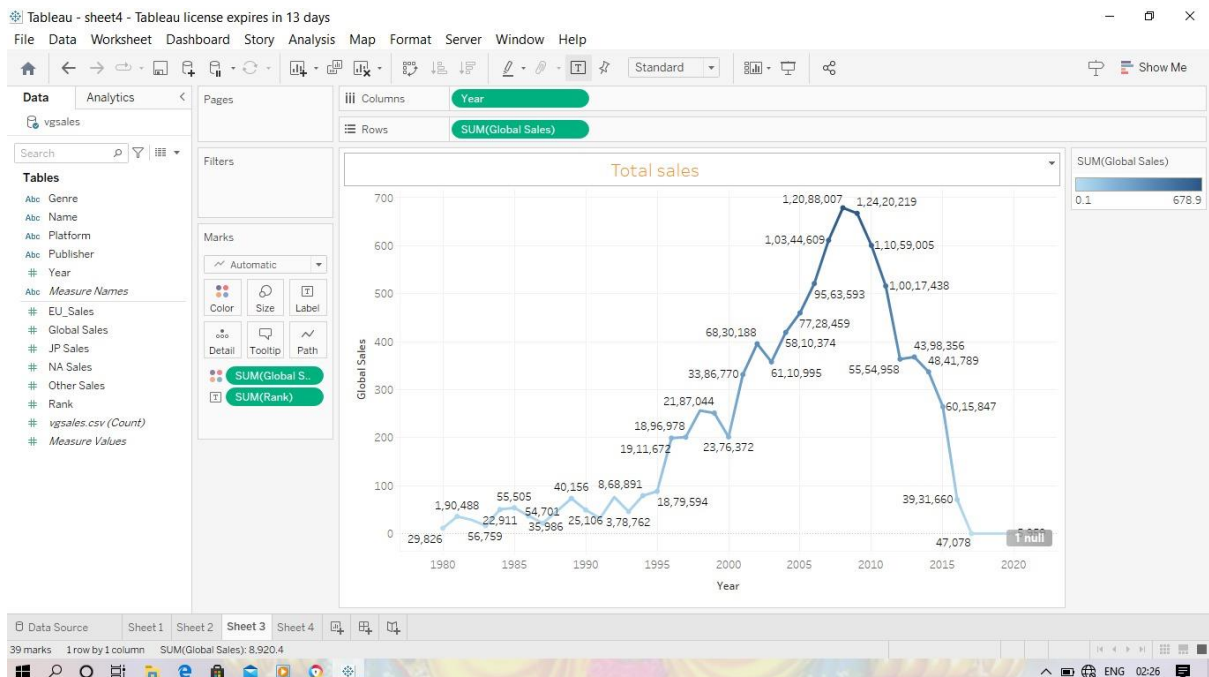


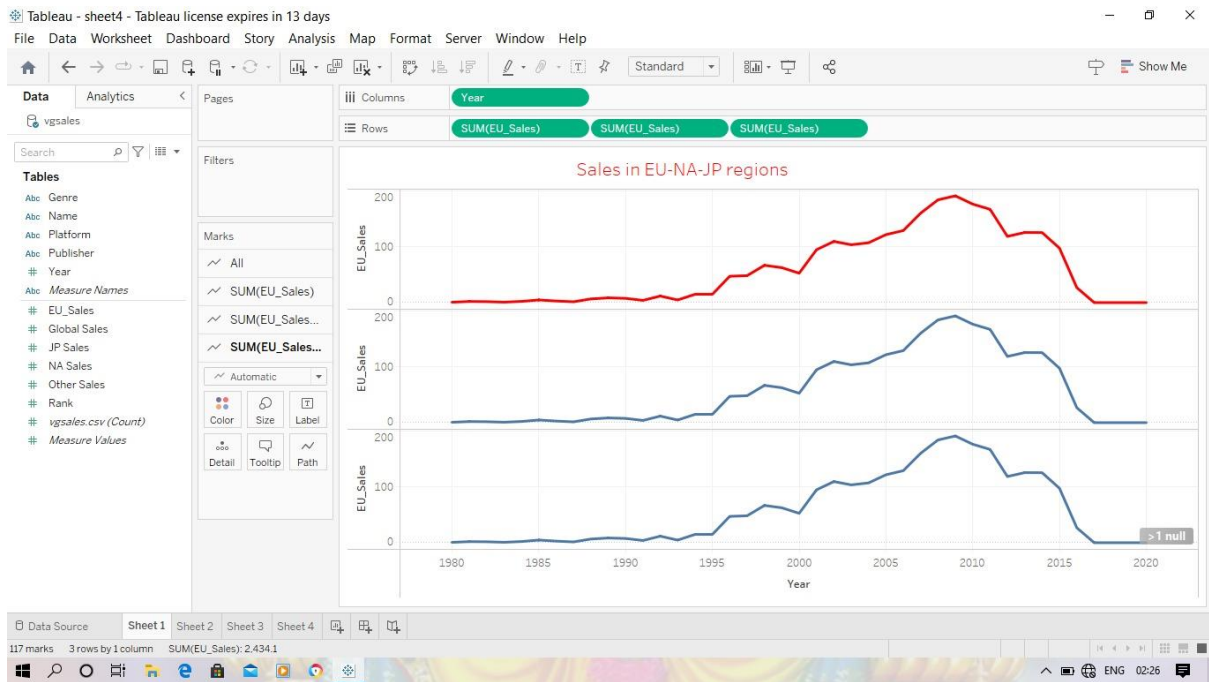
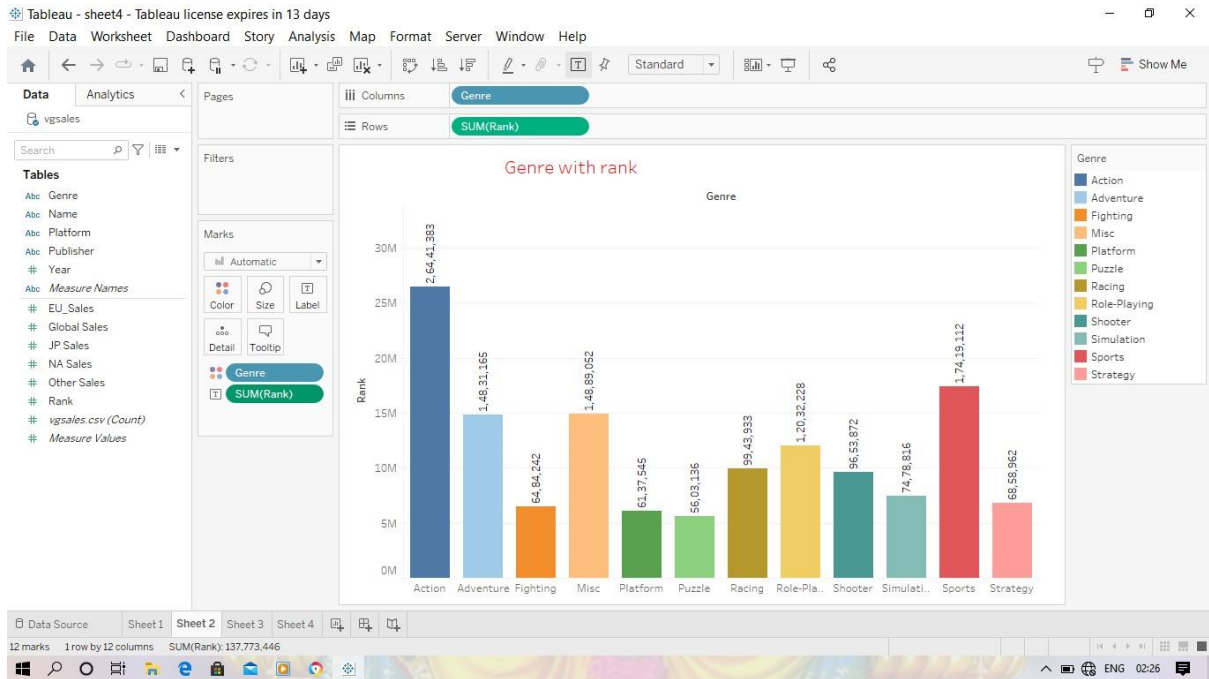
Brain storm:

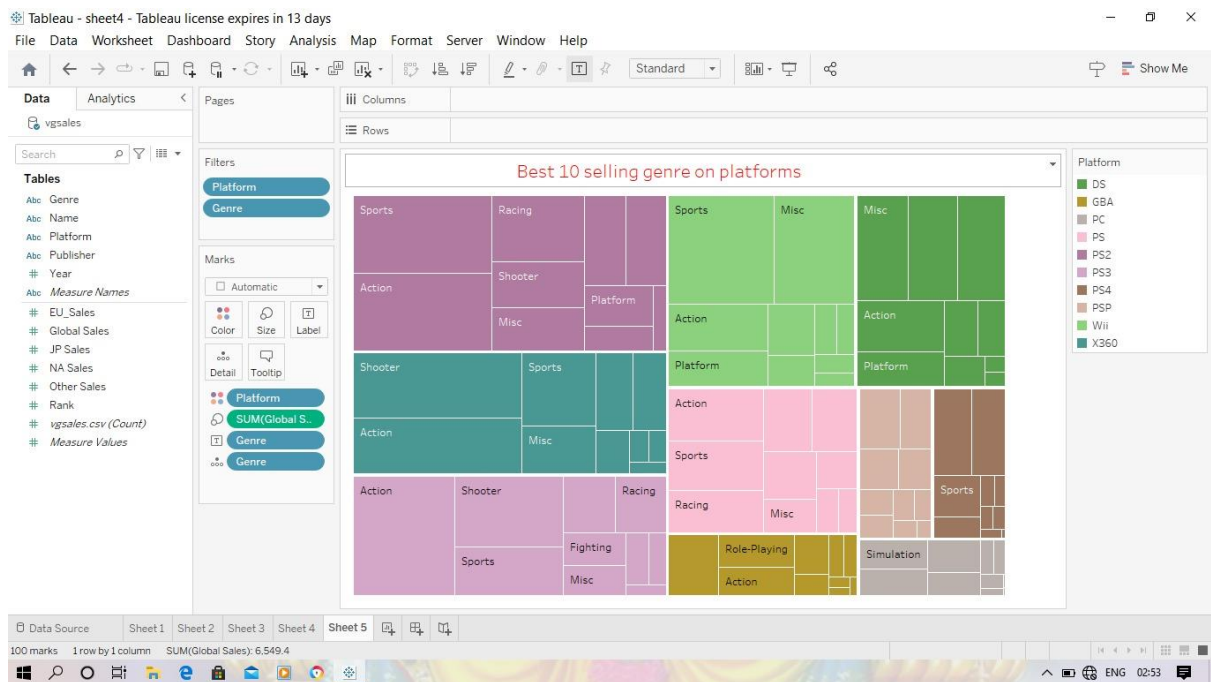
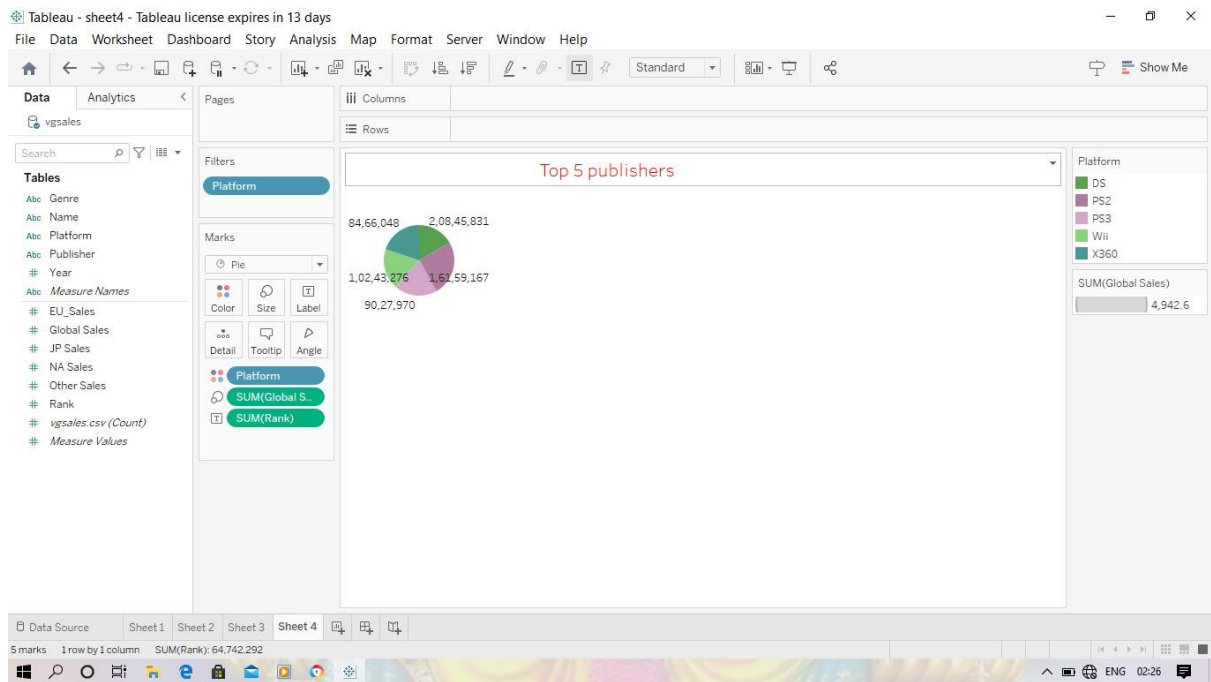
Brainstorming is a classic creative technique for generating new ideas quickly. You can use it to explore visual styles, dream up new characters, worlds, or even the levels you're planning. It's best thought of as a way to light up our imagination. As ancient philosopher Plutarch said, "The mind is not a vessel to be filled, but a fire to be kindled."

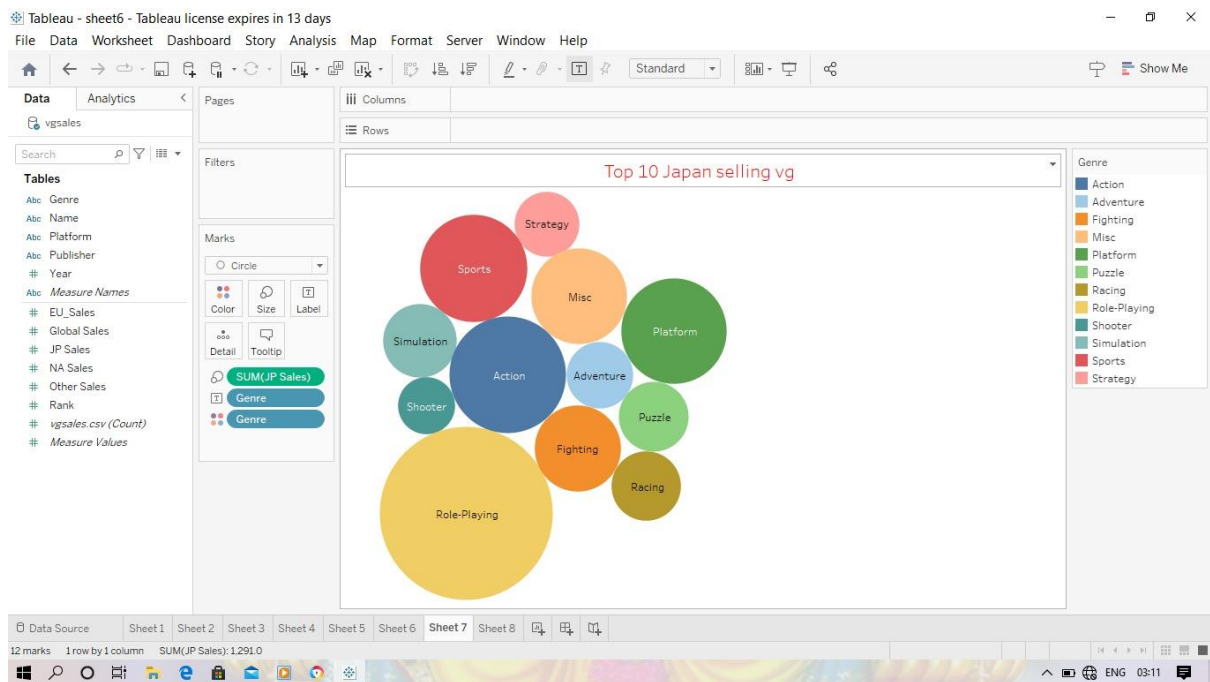
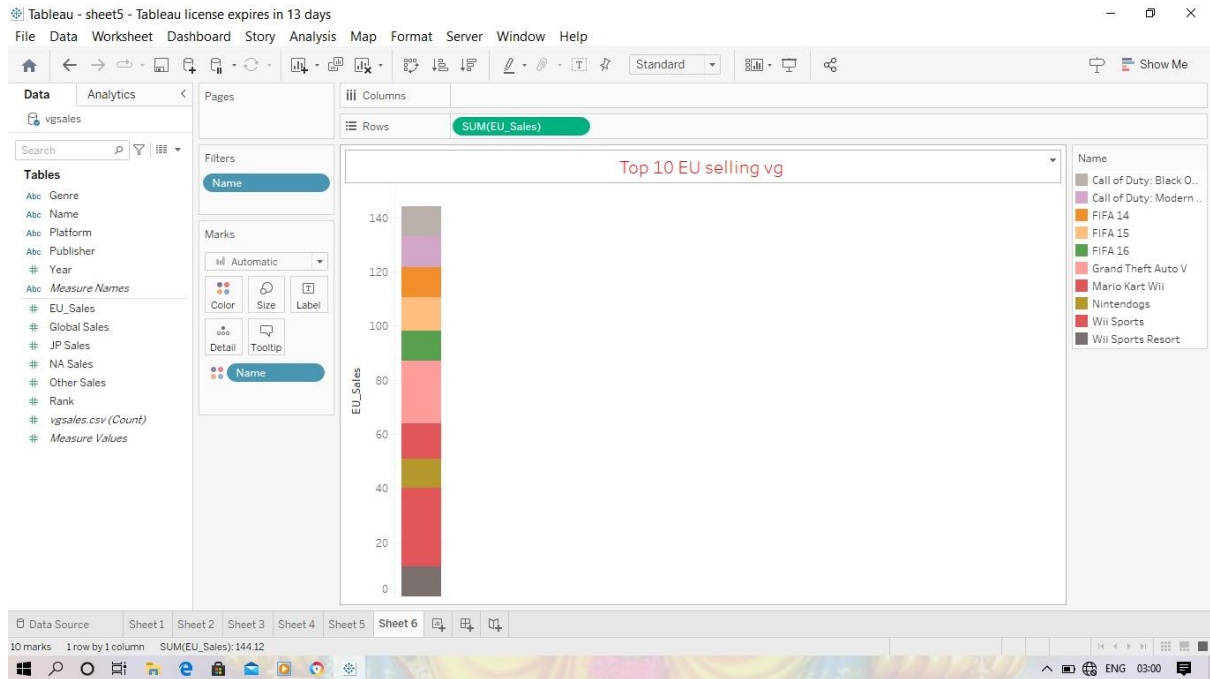


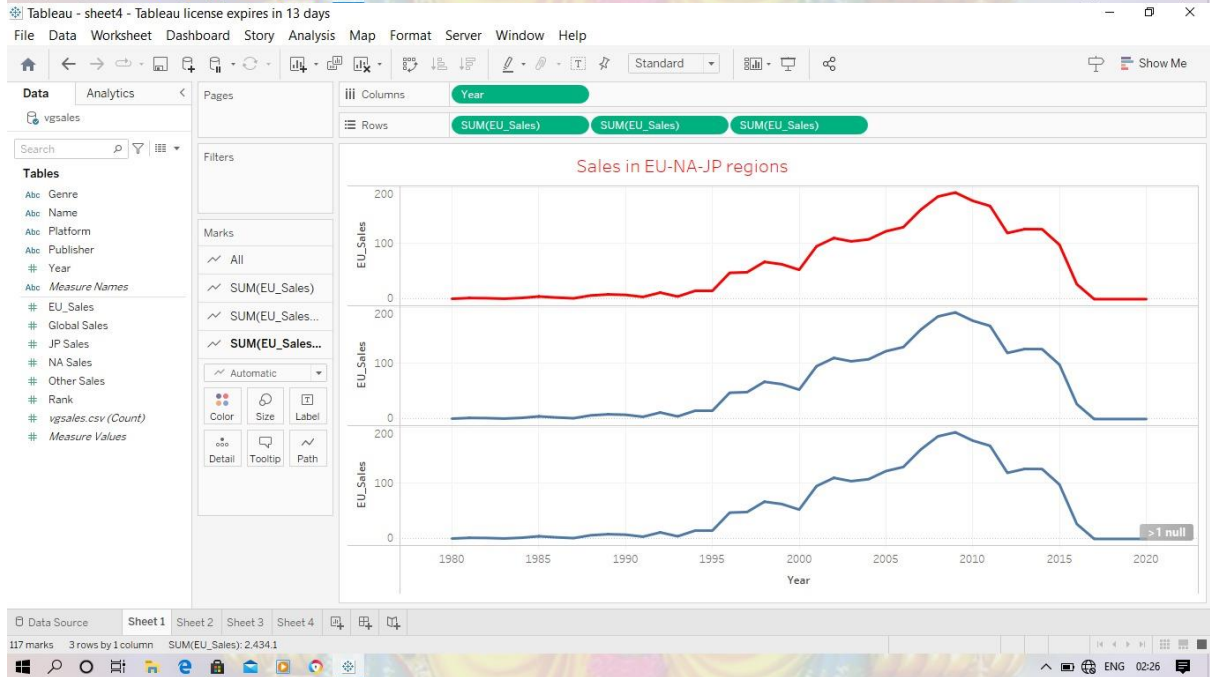
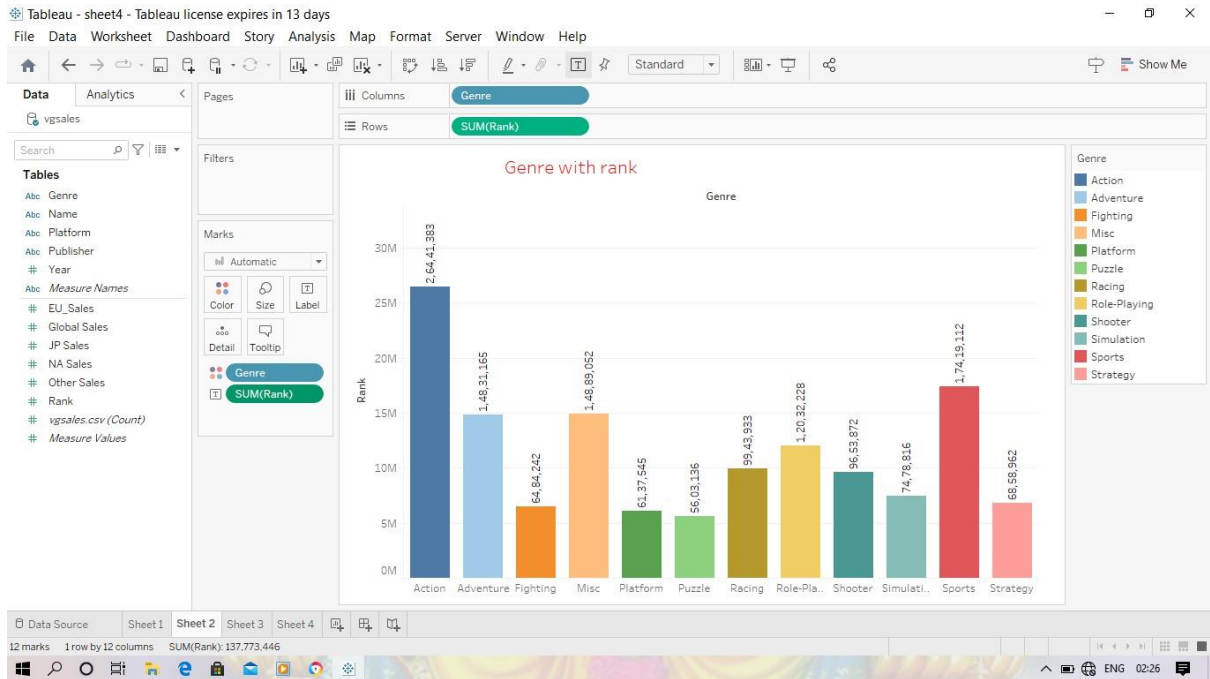
3. RESULT

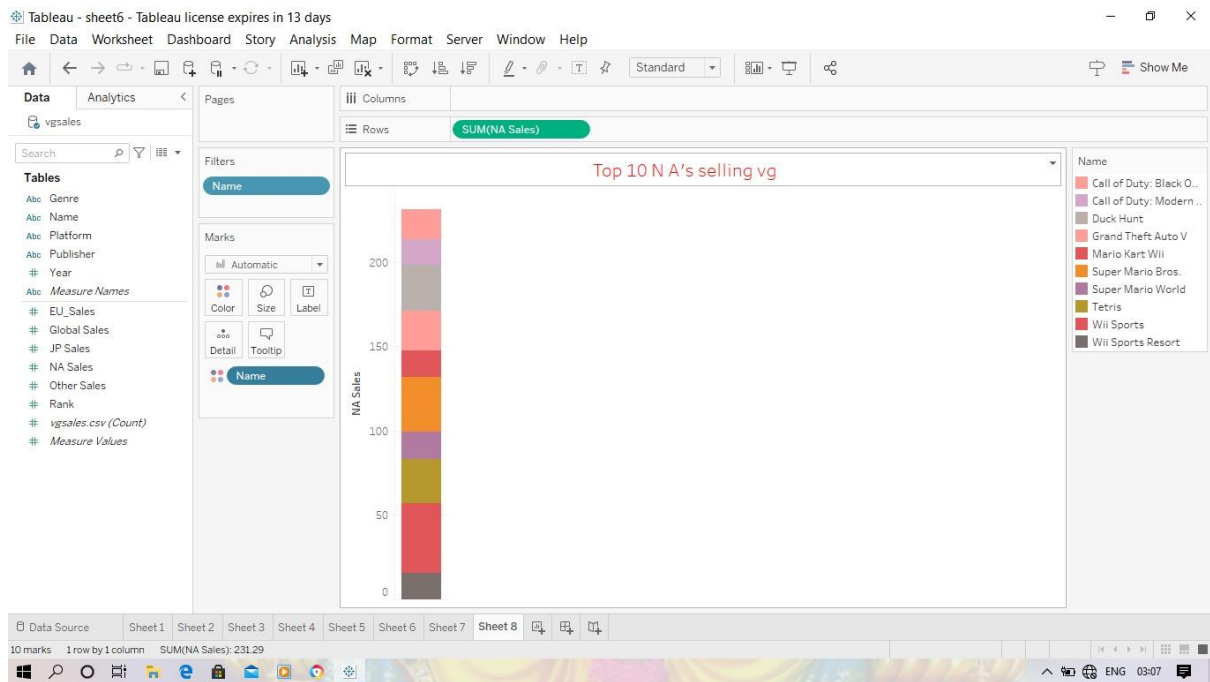












4. ADVANDAGES & DISADVANTAGES

Advantages of Video Games

1. Improved Vision
2. Brain Booster
3. Improved Life Skills
4. May Ease Anxiety and Depression
5. Painkiller

Disadvantages of Video Games

1. Addiction
2. Social Replacement
3. Obesity
4. Stress
5. Could Limit Academic Process

6. Violence

5. APPLICATIONS

Immersive Voice Interactions

Voice has always been a natural interface for us, and as voice technology advances, industries such as gaming are incorporating modern conversational AI technologies into their applications. Voice intelligence powered by AI alters the way games are played by providing a more realistic experience. While traditional devices such as keyboards and joysticks fall short of providing such an experience, voice as a natural interface allows gamers to control many aspects of a game.

Increasing the Game Developer's Capabilities

Game developers must update their knowledge of current AI techniques and Chabot trends to provide a more thoughtful, more intelligent, and realistic gaming experience. As it stands, the gaming industry is highly competitive, and game developers must consistently adopt cutting-edge technology to stay ahead of the competition. The rise of Artificial Intelligence, Machine Learning, and modern conversational AI in games would indicate an improvement in the traditional methods of game development.

Game Consoles with Intelligent Assistants

The popularity of virtual voice assistants and catboats is growing. They can be found on websites and applications across industries, and the gaming industry is no exception in its adoption of these intelligent assistants. It employs them in-game consoles, which

are voice-enabled intelligent assistants for games. With these assistants, gamers can use their voices to control their actions in various competitions.

Intelligent Game Console Assistants

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Lowering Labour Costs

Will Wright, a renowned game designer, stated at the 2005 Game Developers Conference that “a game development company that could replace some of the artists and designers with algorithms would have a competitive advantage.”

The gaming industry is incorporating cutting-edge conversational AI to create faster content and free their staff from tasks that consume most of their time. Furthermore, AI applications in the gaming industry can handle audio and visual data, extract patterns, and learn from them.

Creating Characters

Games are made up of characters, and creating characters is time-consuming. While creating a 2D character like Super Mario is not difficult, creating a 3D human-like character for an immersive role-playing game is a difficult nut to crack. Gaming companies are using deep learning techniques worldwide to create 3D facial animations.

6. CONCLUSION

Game developers aspire to create an immersive gaming experience in which the player never leaves the game because they are bored or dissatisfied with the gameplay; game writers aspire to create immersive stories in which each player is a part of the game story, adding to their gaming experience.

Advanced technology is required to achieve such levels of responsiveness and depth, and if games are ever to achieve those goals, modern conversational AI will be the enabler.

7. FUTURE SCOPE

Game Designing is one of the most upcoming Courses for students who wanted to make a Game Designer Career in India in animation. The gaming industry is rapidly growing at a pace of 50% per annum. There is a very wide and bright future in game design in India. Students can earn up to 3 Lakh to 5 Lakh PA.

Due to less PC penetration, the game industry did not grow the way industry grows in the world. Bascom estimates that India's gaming industry will reach approx. 1 billion. Now Smartphone penetration leading the way,

We all know that India's one-third population age is below 35. This age group is the main target audience for the gaming industry. This makes India's world-leading market for the gaming industry.

India is on 18th rank in the global gaming industry, making revenue of \$422 Million every year.

If you wanted to make a career in the gaming industry, you can choose it with full confidence.

8. APPENDIX

	B	C
1		Category Name
2		Next Thinker Advanced -1 to 8 Primer A Monthly Book - LKG
3		Next Thinker Advanced -1 to 8 Primer B Monthly Book - UKG
4		NEXT SEMESTER BOOK-1 A B ENGLISH MATHS EVS - I STD
5		NEXT SEMESTER BOOK -2 A B ENGLISH MATHS EVS - II STD
6		ENGLISH GRAMMAR -3 III STD
7		ENGLISH GRAMMAR -4 IV STD
8		ENGLISH GRAMMAR -5 V STD
9	BOOK HOUSE	English Cursive - MY SKILL BOOK CURSIVE SMALL LKG
10	NS TRICHY BOOK HOUSE	Tamil Text Book - PEINTAMIL PADANOOL LKG
11	NS TRICHY BOOK HOUSE	Tamil Text Book - PEINTAMIL PADANOOL UKG
12	NS TRICHY BOOK HOUSE	Tamil Curive -AZHKIYA TAMIL EZHUTHU PAIRCHI A - LKG
13	NS TRICHY BOOK HOUSE	Tamil Curive -AZHKIYA TAMIL EZHUTHU PAIRCHI B - UKG
14	TRICHY BOOK HOUSE	English Cursive - WRIGHT RIGHT PRIMER A - UKG
15	TRICHY BOOK HOUSE	English Cursive - WRIGHT RIGHT PRIMER 1 - I STD
16	TRICHY BOOK HOUSE	English Cursive - WRIGHT RIGHT PRIMER 2 - II STD
17	TRICHY BOOK HOUSE	English Cursive - WRIGHT RIGHT PRIMER 3 - III STD
18	TRICHY BOOK HOUSE	English Cursive - WRIGHT RIGHT PRIMER 4 - IV STD
19	TRICHY BOOK HOUSE	English Cursive - WRIGHT RIGHT PRIMER 5 -V STD
20	TRICHY BOOK HOUSE	HINDI READER - HINDI-ENGLISH TWO WAY READER - 1 I STD
21	TRICHY BOOK HOUSE	HINDI READER - HINDI-ENGLISH TWO WAY READER - 2 II STD
22	TRICHY BOOK HOUSE	HINDI READER - HINDI-ENGLISH TWO WAY READER -3 III STD
23	TRICHY BOOK HOUSE	HINDI READER - HINDI-ENGLISH TWO WAY READER-4 IV STD
24	TRICHY BOOK HOUSE	HINDI READER - HINDI-ENGLISH TWO WAY READER 5 V STD
25	TRICHY BOOK HOUSE	TAMIL CURSIVE - THENTAMIL EZHUTHU PAIRCHI -1 I STD
26	TRICHY BOOK HOUSE	TAMIL CURSIVE - THENTAMIL EZHUTHU PAIRCHI -2 II STD
27	TRICHY BOOK HOUSE	TAMIL CURSIVE - THENTAMIL EZHUTHU PAIRCHI -3 III STD
28	TRICHY BOOK HOUSE	ART - ARTS and CRAFTS -1 I STD
29	TRICHY BOOK HOUSE	ART - ARTS and CRAFTS -2 II STD
30	TRICHY BOOK HOUSE	ART - ARTS and CRAFTS -3 III STD
31	TRICHY BOOK HOUSE	ART - ARTS and CRAFTS -4 IV STD
32	TRICHY BOOK HOUSE	ART - ARTS and CRAFTS -5 V STD
33		COMPUTER - New Regular Series - 1 I STD
34		COMPUTER - New Regular Series 2 - II STD
35		COMPUTER - STICK ANIMATOR III STD
36		COMPUTER - POWER POINT IV STD
37		COMPUTER - ROBOMIND V STD
38		COMPUTER - SCRATCH VI STD
39		COMPUTER - HTML JAVA VII STD
40		COMPUTER - AI PYTHON VIII - STD
41		GK - General Knowledge And Awareness -1
42		GK - General Knowledge And Awareness -2
43		GK - General Knowledge And Awareness -3

	A	B	C
46	45	Infact	GK - General Knowledge And Awareness -6
47	46	Infact	GK - General Knowledge And Awareness -7
48	47	Infact	GK - General Knowledge And Awareness -8
49	48	GOVERNMENT	TAMIL TEXT BOOK - SAMACHEER - I STD
50	49	GOVERNMENT	TAMIL TEXT BOOK - SAMACHEER - II STD
51	50	GOVERNMENT	TAMIL TEXT BOOK - SAMACHEER - III STD
52	51	GOVERNMENT	TAMIL TEXT BOOK - SAMACHEER - IV STD
53	52	GOVERNMENT	TAMIL TEXT BOOK - SAMACHEER - V STD
54	53	GOVERNMENT	TAMIL TEXT BOOK - SAMACHEER - VI STD
55	54	GOVERNMENT	TAMIL TEXT BOOK - SAMACHEER - VII STD
56	55	GOVERNMENT	TAMIL TEXT BOOK - SAMACHEER - VIII STD
57	56	GOVERNMENT	TAMIL TEXT BOOK - SAMACHEER - IX STD
58	57	GOVERNMENT	TAMIL TEXT BOOK - SAMACHEER - X STD
59	58	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - MARIGOLD- III STD
60	59	NCERT -TRICHY BOOK HOUSE	TEXT BOOK -MATHS- III STD
61	60	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - LOOKING AROUND - III STD
62	61	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - MARIGOLD - IV STD
63	62	NCERT -TRICHY BOOK HOUSE	TEXT BOOK -MATHS- IV STD
64	63	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - LOOKING AROUND - IV STD
65	64	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - MARIGOLD- V STD
66	65	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - MATHS- V STD
67	66	NCERT -TRICHY BOOK HOUSE	TEXT BOOK -LOOKING AROUND - V STD
68	67	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - HONEY SUCKLE - VI STD
69	68	NCERT -TRICHY BOOK HOUSE	TEXT BOOK -A PACT WITH SUN- VI STD
70	69	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - MATHS- VI STD
71	70	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - SCIENCE- VI STD
72	71	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - OUR PAST HISTORY I - VI STD
73	72	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - GEOGRAPHY - VI STD
74	73	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - CIVICS - VI STD
75	74	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - HONEY SUCKLE - VII STD
76	75	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - AN ALIEN HAND - VII STD
77	76	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - MATHS- VII STD
78	77	NCERT -TRICHY BOOK HOUSE	TEXT BOOK -SCIENCE- VII STD
79	78	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - OUR PAST HISTORY II - VII STD
80	79	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - GEOGRAPHY VII STD
81	80	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - CIVICS - VII STD
82	81	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - HONEY SUCKLE - VIII STD
83	82	NCERT -TRICHY BOOK HOUSE	TEXT BOOK -IT SO HAPPENED - VIII STD
84	83	NCERT -TRICHY BOOK HOUSE	TEXT BOOK -MATHS- VIII STD
85	84	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - SCIENCE- VIII STD
86	85	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - OUR PAST HISTORY III - VIII STD
87	86	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - GEOGRAPHY- VIII STD
88	87	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - CIVICS - VIII STD
89	88	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - BEEHIVE- IX STD
90	89	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - MOMENTS - IX STD
91	90	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - MATHS- IX STD
92	91	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - SCIENCE- IX STD
93	92	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - INDIA AND CONTEMPORARY WORLD I HISTORY- IX STD
94	93	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - GEOGRAPHY - IX STD
95	94	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - CIVICS - IX STD
96	95	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - ECONOMICS IX STD
97	96	NCERT -TRICHY BOOK HOUSE	COMPUTER BOOK - INFORMATION TECHNOLOGY - IX STD
98	97	NCERT -TRICHY BOOK HOUSE	TEXT BOOK FIRST FLIGHT ENGLISH - X STD
99	98	NCERT -TRICHY BOOK HOUSE	TEXT BOOK FOOTPRINTMWITHOUT FEET - X STD
100	99	NCERT -TRICHY BOOK HOUSE	TEXT BOOK MATHS - X STD
101	100	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - SCIENCE - X STD
102	101	NCERT -TRICHY BOOK HOUSE	TEXT BOOK -INDIA AND CONTEMPORARY-WORLD II-HISTORY - X STD
103	102	NCERT -TRICHY BOOK HOUSE	TEXT BOOK - GEOGRAPHY- X STD
104	103	NCERT -TRICHY BOOK HOUSE	TEXT BOOK -ECONOMICS - X STD
105	104	NCERT -TRICHY BOOK HOUSE	TEXT BOOK -CIVICS - X STD
106	105	NCERT -TRICHY BOOK HOUSE	EXAMBLER - MATHS EXAMBLER-SCIENCE EXAMBLER - X STD
107	106	NCERT -TRICHY BOOK HOUSE	HORNBILL- XI STD BIOLOGY - COMPUTER SCIENCE
108	107	NCERT -TRICHY BOOK HOUSE	SNAPSHOTS XI STD BIOLOGY - COMPUTER SCIENCE
109	108	NCERT -TRICHY BOOK HOUSE	MATHS - XI STD BIOLOGY - COMPUTER SCIENCE
110	109	NCERT -TRICHY BOOK HOUSE	PHYSICS VOL 1 - XI STD BIOLOGY - COMPUTER SCIENCE
111	110	NCERT -TRICHY BOOK HOUSE	PHYSICS VOL 2 - XI STD BIOLOGY - COMPUTER SCIENCE
112	111	NCERT -TRICHY BOOK HOUSE	CHEMISTRY VOL 1 - XI STD BIOLOGY - COMPUTER SCIENCE
113	112	NCERT -TRICHY BOOK HOUSE	CHEMISTRY VOL 2 XI STD BIOLOGY - COMPUTER SCIENCE
114	113	NCERT -TRICHY BOOK HOUSE	BIOLOGY - XI STD BIOLOGY
115	114	NCERT -TRICHY BOOK HOUSE	BIOLOGY EXEMBLER - XI STD BIOLOGY
116	115	NCERT -TRICHY BOOK HOUSE	MATHS EXEMBLER - XI STD BIOLOGY - COMPUTER SCIENCE
117	116	NCERT -TRICHY BOOK HOUSE	PYSICS EXEMBLER - XI BIOLOGY - COMPUTER SCIENCE
118	117	NCERT -TRICHY BOOK HOUSE	CHEMISTRY EXEMBLER - XI STD BIOLOGY - COMPUTER SCIENCE
119	118	NCERT -TRICHY BOOK HOUSE	COMPUTER SCIENCE PHYTHON - XI STD COMPUTER SCIENCE
120	119	NCERT -TRICHY BOOK HOUSE	FLAMINGO- XII STD BIOLOGY - COMPUTER SCIENCE
121	120	NCERT -TRICHY BOOK HOUSE	VISTAS XII STD BIOLOGY - COMPUTER SCIENCE
122	121	NCERT -TRICHY BOOK HOUSE	MATHS PART I - XII STD BIOLOGY - COMPUTER SCIENCE
123	122	NCERT -TRICHY BOOK HOUSE	MATHS PART II - XII STD BIOLOGY - COMPUTER SCIENCE
124	123	NCERT -TRICHY BOOK HOUSE	PHYSICS VOL 1 - XII STD BIOLOGY - COMPUTER SCIENCE

