

**“UNCOVERING THE GAMING INDUSTRY’S
HIDDEN GEMS : A COMPREHENSIVE
ANALYSIS OF VIDEO GAME SALES”**

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I. INTRODUCTION

1.1 OVERVIEW:

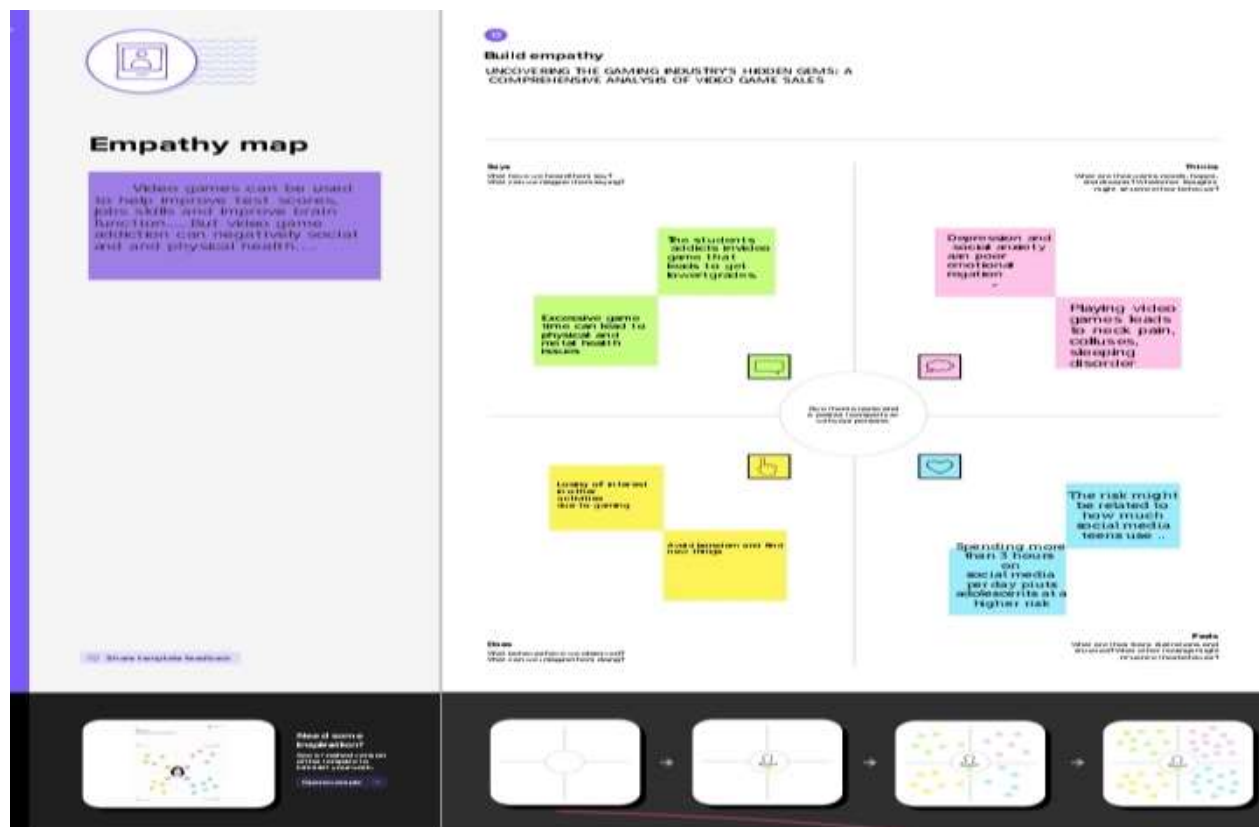
The video game industry has influenced the technological advancement .Video game sales analysis is the process of collecting and analysing data about the sales of video games in order to understand market trends and consumer behaviour. This type of analysis can be useful for a variety of purposes, including identifying the most popular game and genres, predicting future sales, and developing marketing strategies. Increased social interaction and connection through online multiplayer gaming . Video game sales analysis typically involves collecting data from Kaggle sources. 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 game sales analysis may be conducted by game developers, publishers, retailers, and other industry professionals. Increased social interaction and connection through online multiplayer gaming. Increased awareness and representation of diverse groups in the gaming industry. Increased accessibility to gaming through mobile and online platforms.

1.2 PURPOSE

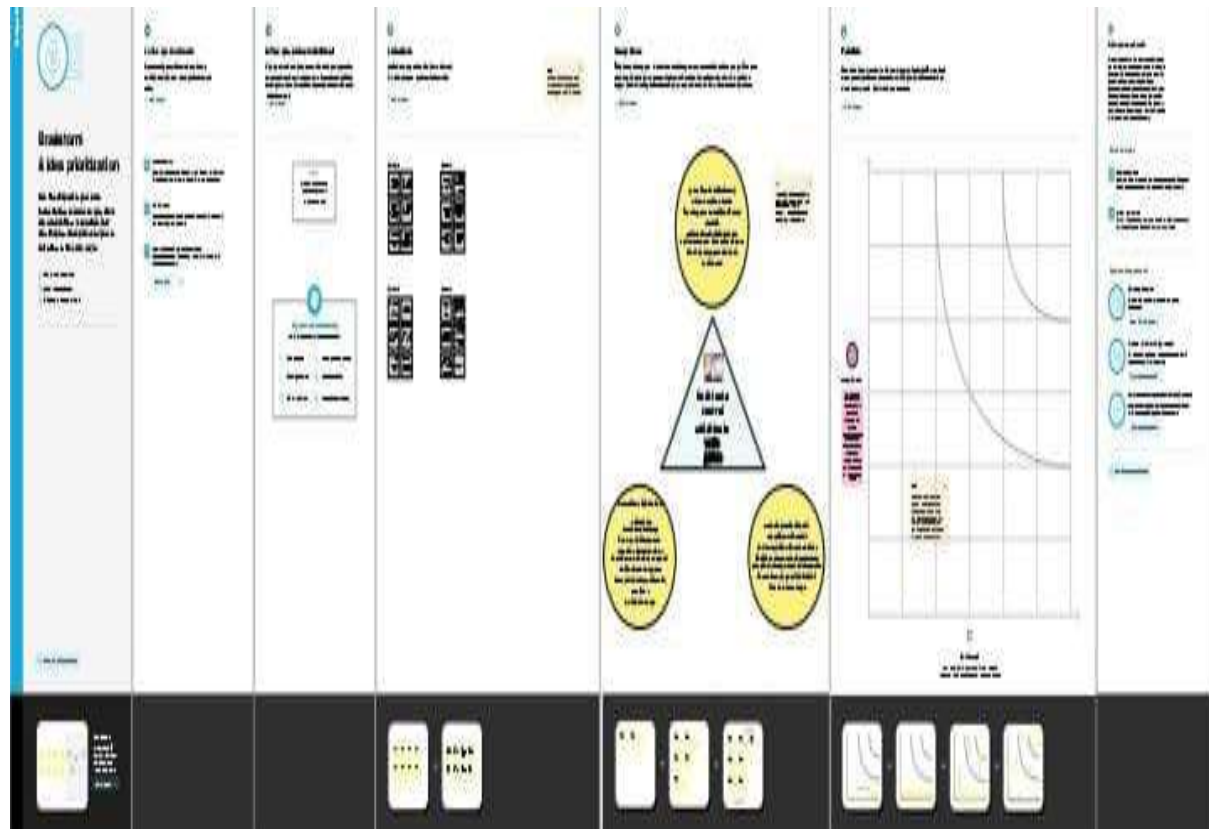
- ❖ video game industry encompasses the development , marketing and monetization of video games. The highlight and rationalise the aspects that make the game worth studying and contribute to understading videogames better.
- ❖ Video games offers a safe place to improve your skills and get better at something. Games analysis allows us to understand games better, providing insight into the player-game relationships , the construction of the game and its sociocultural relevance.
- ❖ Playing video games that promote you to stay active might improve your physical health, especially when compared to games where you remain sedentary the whole time. Games require you to persevere with your task to complete the goal of the game, which means they build up your perseverance. The experience the positive effects of video games, it can be helpful to identify your motivation to play.

2. Problem Definition and Design thinking

2.1 Empathy Map :

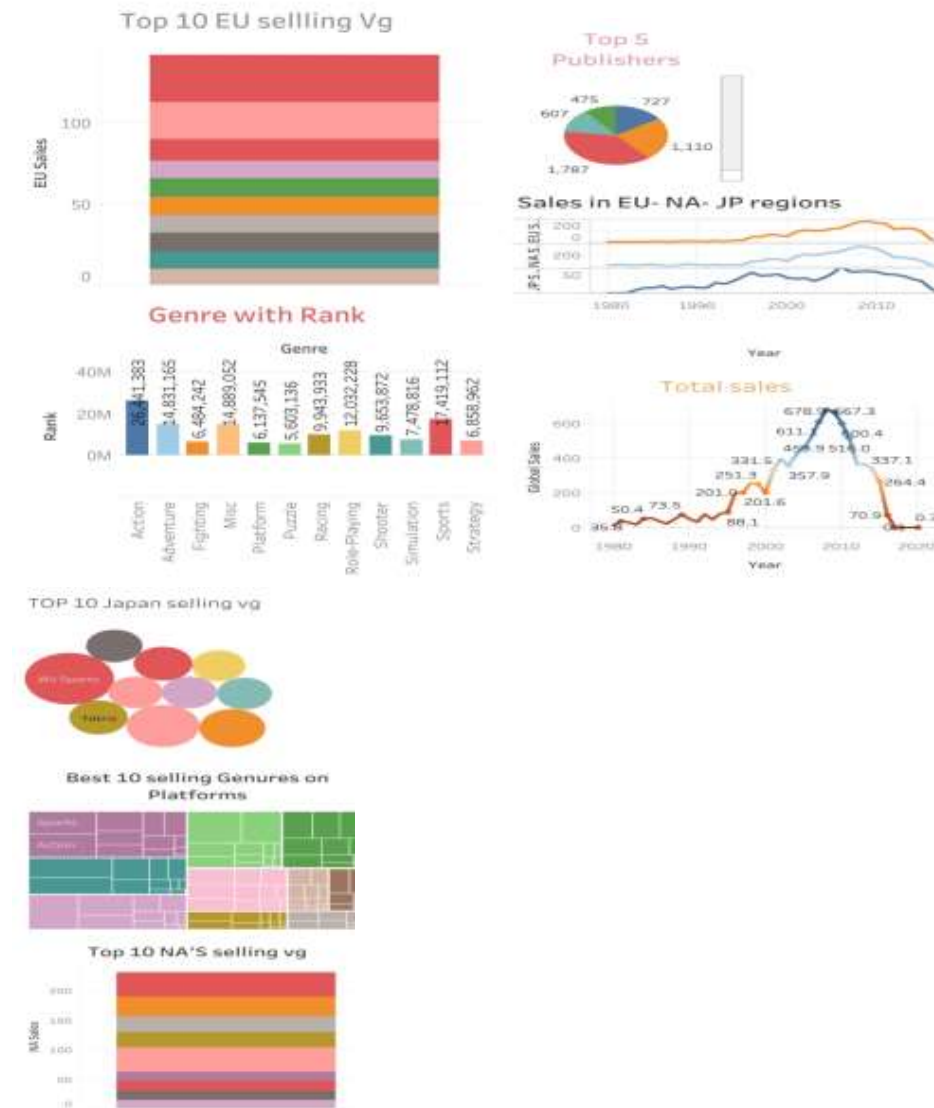


2.2 IDENTIFICATION AND BRAINSTORMING MAP RESULT :



3. RESULT

DASHBOARD :



LINK:

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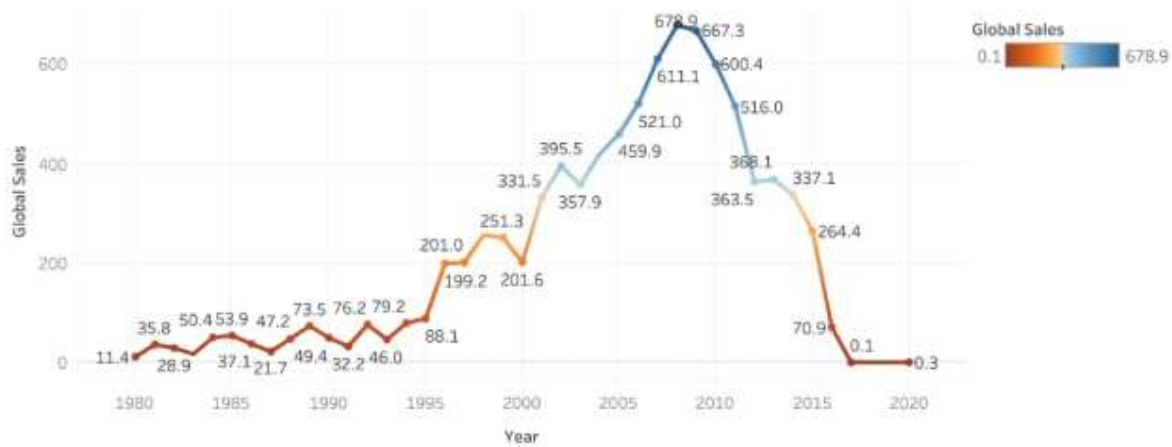
STORY

Video games sales story

SALES PER GENRE- This bubbles clearly shown as the sales count in each of the games . Action being the top performer followed by the sports ...

SALES REGIONALLY- These bar represent the number of units sold in different regions like North America, Japan, Europe and other parts of the world. The most popular video games lovers are from North America as the units sold here are the highest and other parts of the world are yet to get the craze for the video games .

TOTAL SALES- The line graph here represent the over all sales of video games over the years and the year 2008 seems to be the peak year where the sales was highest we have a average line here and the values of average sales changing is shown by the graph indicating blue as the highest sales and red as the lowest score over the year.



LINK

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https://public.tableau.com/views/videogamesdashboard_16821449776210/videogamesstory?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

4. ADVANTAGES AND DISADVANTAGES

ADVANTAGES:

- Video games improve some of your cognitive abilities , especially your visuospatial skills and concentration
- They speed up response times.
- They encourage teamwork.
- Video games may improve one's ability to perform tasks that require accuracy quicker and with higher accuracy.
- They stimulate creativity, focus and visual memory.
- surgeon training and included young surgeons that play video games to see what effects gaming would have on their ability to perform surgeries and other medical tasks.
- They improve strategy and leadership.
- They teach languages.
- **Some Video Games Promote Teamwork** : Video game players play many games that include cooperating with other members of the team to achieve the goal of the game.
- Critical thinking.
- Another positive effect of gaming is increased hand-to-eye coordination.
- Games have shown to improve your multitasking ability.
- video games can help you make decisions faster and more accurately, which can translate into better decision-making ability in real life.
- Some games involve cooperating with other players and talking with them through text or voice chat, which can improve your ability to work with other people and have better social interactions, even when playing games.

DISADVANTAGES :

- Depression and social anxiety.
- Spending long periods of time sitting and playing video games can lead to health issues such as obesity, carpal tunnel syndrome, and eyestrain.
- Lack of motivation.
- Playing video games late at night can interfere with sleep, which can lead to problems with concentration and attention in school.
- Poor emotional regulation.
- Poor sleep hygiene.
- Playing video games is not an unhealthy activity on its own. However, if done for hours on end, it can quickly become detrimental to one's physical health. Here are some health issues that can arise due to video game addiction
- Muscle loss and fat gain.
- The effect of gaming on mental health found that problematic gaming habits correlated with maladaptive coping strategies, negative emotions, low self-esteem, a preference for solitude, and poor school performance.
- Dehydration.
- On a video screen, the focus is continually changing, leading to eye fatigue. It becomes difficult for the eyes to focus on other objects, even after the gaming session is over.
- Exhaustion.
- Excessive game time can lead to physical and mental health issues.

5. APPLICATIONS

- ❖ There are a lot of ways in which the internet of things is benefiting the gaming industry and evolving in terms of games. Games are being made more user friendly and more versatile in terms of categories, graphics and even number of players and the levels each could provide. This is being facilitated by special gaming devices as well as smartphones.
- ❖ Gaming industry has undergone a huge change in the last few years. With the advent of more and more advanced technology and comprehensive gadgets, the gaming industry has adapted these to make more adaptive and realistic games.
- ❖ There are also extensions of the views in the games which at a technical level are the craft of animations and graphics, using the same wearables if the player looks up in reality such features make the game more responsive hence they enable the character to see the upside view of any sort in the game.
- ❖ **Increased Role of Mobile Phones** : Smartphones are a necessity now for people and they are everyday evolving in their capacities and potential. They are not the same as they used to be old models with limited functions, they are currently the modes of gaming as well pertaining to their huge capacities.
- ❖ **Versatility of Games** : There are video game versions of games like Cricket, Tennis, Football etc which can be played using wearables . Also there is a wide range of games like Ludo, Chess, Pokemon Go etc are all present in such a way that they can be played by people calling their friends and family on board.

6. CONCLUSION

Online gaming can be anyone's hobby and has lots of benefits as well. There are both advantages and disadvantages of online games. It depends on you to grab the positive or negative side of it. The IoT and technological advancements have made a huge change in gaming and the kinds of games that we play today. This is making the developers think of unique ways of understanding the customers preferences. In the case of graphics and adaptation of Virtual Reality and Augmented Reality are being used to increase the quality and the display of the games so that they remain more and more lucrative to the players. On mobile based games the updates are sent which will fix bugs across the devices. Such advancements have been possible because of a network and opportunity created by the IoT for the gaming industry.

7. FUTURE SCOPE

- The future of the Indian video gaming industry looks bright and the growth rate is expected to increase significantly. With the rise in digitization, more and more people are now turning to games as a form of entertainment. This has resulted in an increase in the number of gaming companies in India, as well as an increase in the number of gamers. The increasing use of cloud gaming and the rise of 5G services are also expected to further contribute to the growth of the Indian video gaming industry.
- Furthermore, the increasing adoption of smartphones and the availability of reasonably priced data plans are expected to provide *a huge boost to the industry*. Moreover, the increasing popularity of esports, console gaming, and game development are likely to drive the Indian gaming ecosystem forward. All these factors point toward the fact that the Indian video gaming industry has an exciting future ahead.
- video games have steadily risen in popularity for years. And with the social benefits of video games becoming more apparent, the trend has only accelerated. Gaming is now a bigger industry than movies and sports combined. Revenue for gaming reached \$184 billion in 2022, and the number of gamers is expected to grow to 3.6 billion by 2025. It's not just kids either: 38 percent of gamers are between the ages of 18 and 34 years, and 16 percent are older than 55.