

Business Insights

- Adventure (~₹2.5K) generates the highest global sales, followed by Shooter (~₹1.1K) and Platform (~₹0.9K), making Adventure the strongest revenue-driving genre.
- Action-driven and competitive genres dominate overall revenue contribution across platforms.
- Higher user ratings positively impact global sales — games rated 4 show significantly higher average global sales (~4.1K) compared to lower-rated games, indicating strong quality-to-revenue linkage.
- PS3 (436), PC (380), and Xbox 360 (372) have the highest number of high-rated games (rating ≥ 4), showing these platforms host stronger critically acclaimed titles.
- The industry shows steady growth from the 1990s, peaking around 2008–2012 in both releases and global sales, followed by a gradual decline.
- There is a strong positive relationship between wishlist counts and global sales — highly wishlist games tend to generate higher sales.
- Some genres (e.g., Role-Playing, Sports) show high engagement levels but relatively lower global sales compared to Action, indicating engagement does not always translate proportionally into revenue.
- Adventure leads user engagement (18M), followed by RPG (7M) and Shooter (7M), showing strong player retention in immersive genres.
- Wishlist and backlog metrics show moderate correlation with user ratings, suggesting highly tracked games generally maintain good review scores.
- Top-performing Genre + Platform combinations are heavily skewed toward Adventure and Shooter across major consoles (3DS, PS, Xbox).
- Regional heatmap insights show:
 - North America drives the majority of sales across most genres.
 - Europe follows a similar but smaller contribution pattern.
 - Japan contributes more significantly to niche genres (e.g., Role-Playing, Arcade).
 - Other regions contribute comparatively less.
- Total engagement (57M) significantly exceeds backlog (9M) and wishlist (4M), indicating active gameplay outweighs passive interest.
- With ₹8.5K total global sales and average rating of 3.6, the market reflects stable but moderately rated commercial performance.
- Genre diversification exists, but revenue concentration remains strongest in Adventure and Action-oriented segments.