

# **Uncovering the Gaming Industry's Hidden Gems: A Comprehensive Analysis of Video Game Sales**

## **INTRODUCTION**

### **1.1 Overview:**

Video game sales analysis is the process of collecting and analyzing data about the sales of video games in order to understand market trends and consumer behavior. 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 Kaggle sources. It was generated by a scrape of vgchartz.com. This data may include 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 analyzed 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 game 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.

Analysing sales data from more than 16,500 games. This dataset contains a list of video games with sales greater than 100,000 copies. It was generated by a scrape of [vgchartz.com](http://vgchartz.com).

## **1.2 Purpose :**

The video game industry encompasses the development, marketing, and monetization of video games. The industry encompasses dozens of job disciplines and thousands of jobs worldwide.


# Problem Definition & Design Thinking :

## 2.1 Empathy



## 2.2 Ideation & Brainstorming Map

Template



### Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

🕒 10 minutes to prepare

**Before you collaborate**

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

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- A **Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- B **Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.
- C **Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

**1 Define your problem statement**

What problem are you trying to solve? Formulate the problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

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1.Health  
2.Learning  
3.SocialAwareness  
4.gaming market  
5.gaming improved

**2 Brainstorm**

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

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**Person 1**

over training

books

awards

earn money

early practices

**Person 2**

food

gifts

television

grow business

learning games

**Person 3**

exercise

news paper

medals

certificate

reach peoples

**Person 4**

workout

radio

benefits

rewards

watching

**Person 5**

sleeping

social media

good play boys

new ideas

win money

workup

**Person 6**

**Person 7**

**Person 8**

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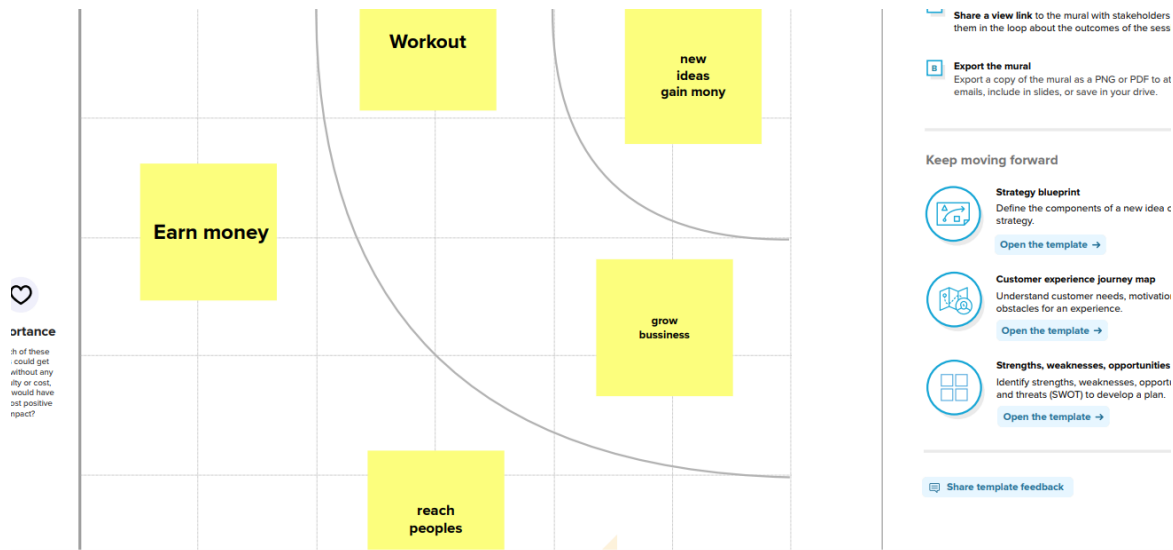
**Person 8**

**TIP**

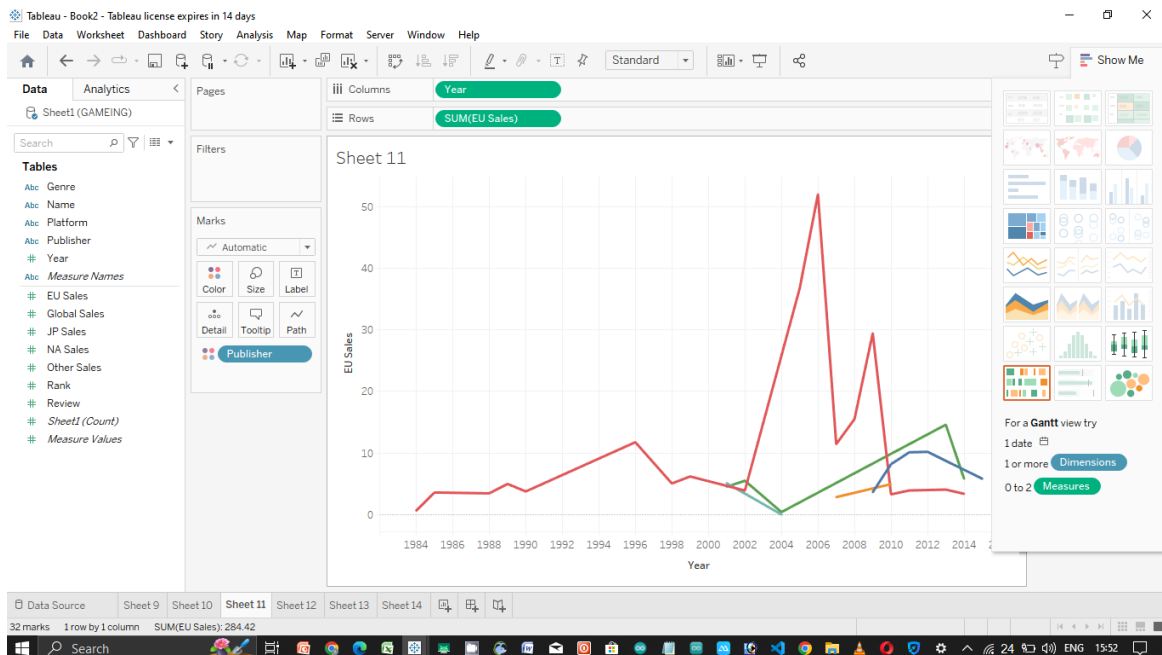
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

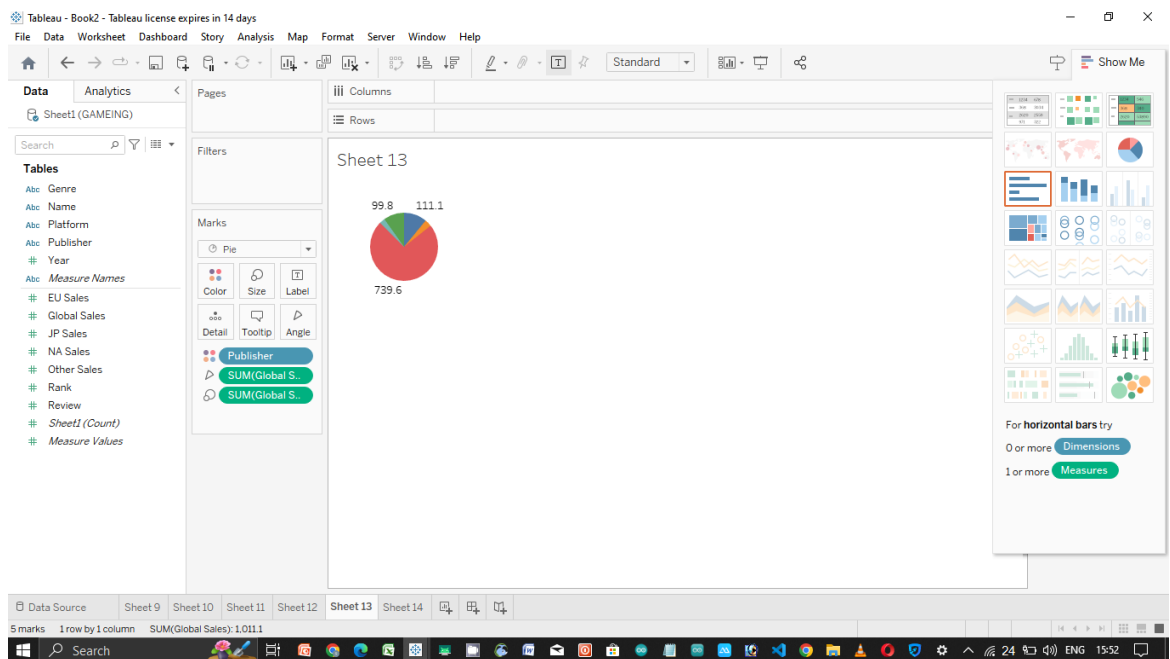
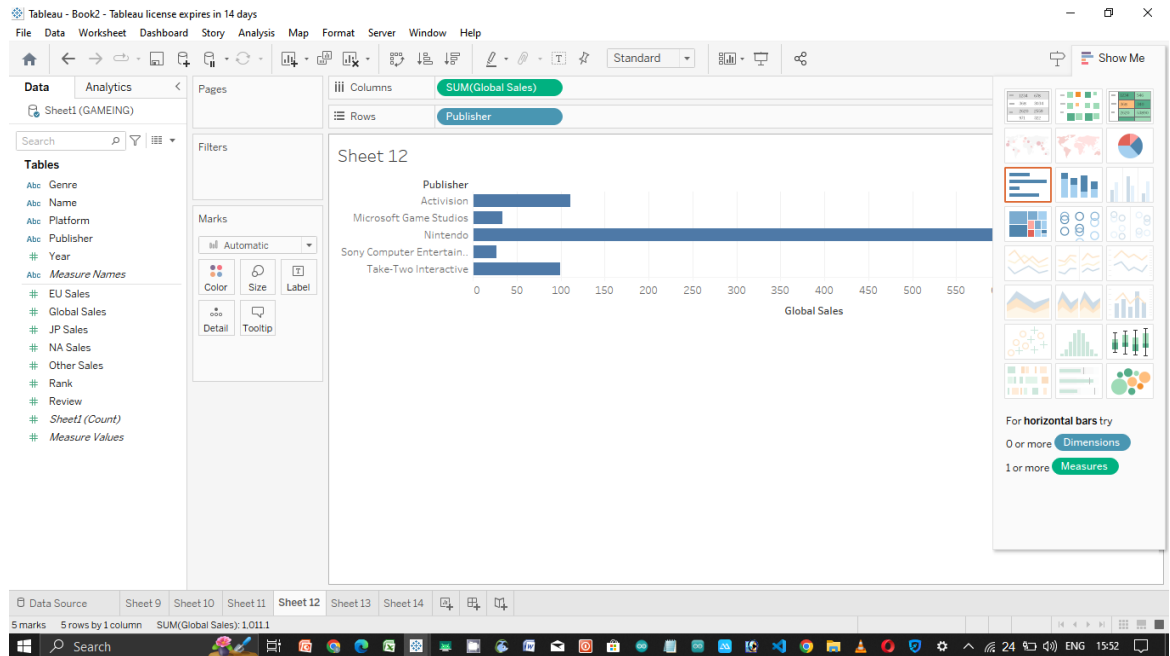
 **Key rules of brainstorming**

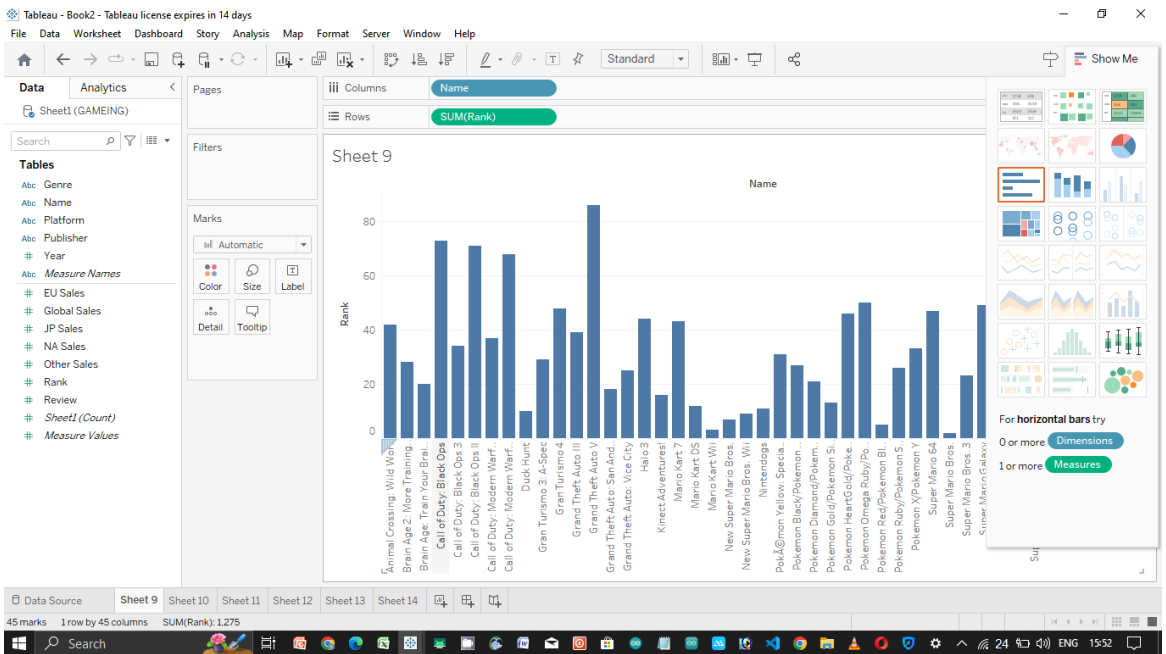
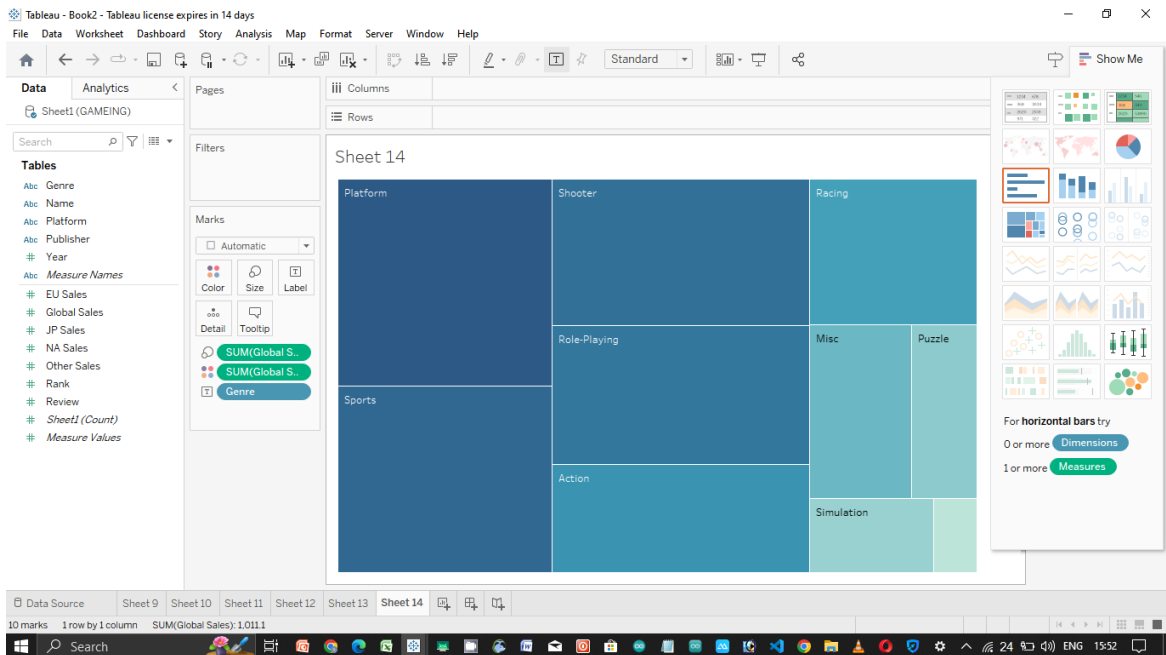
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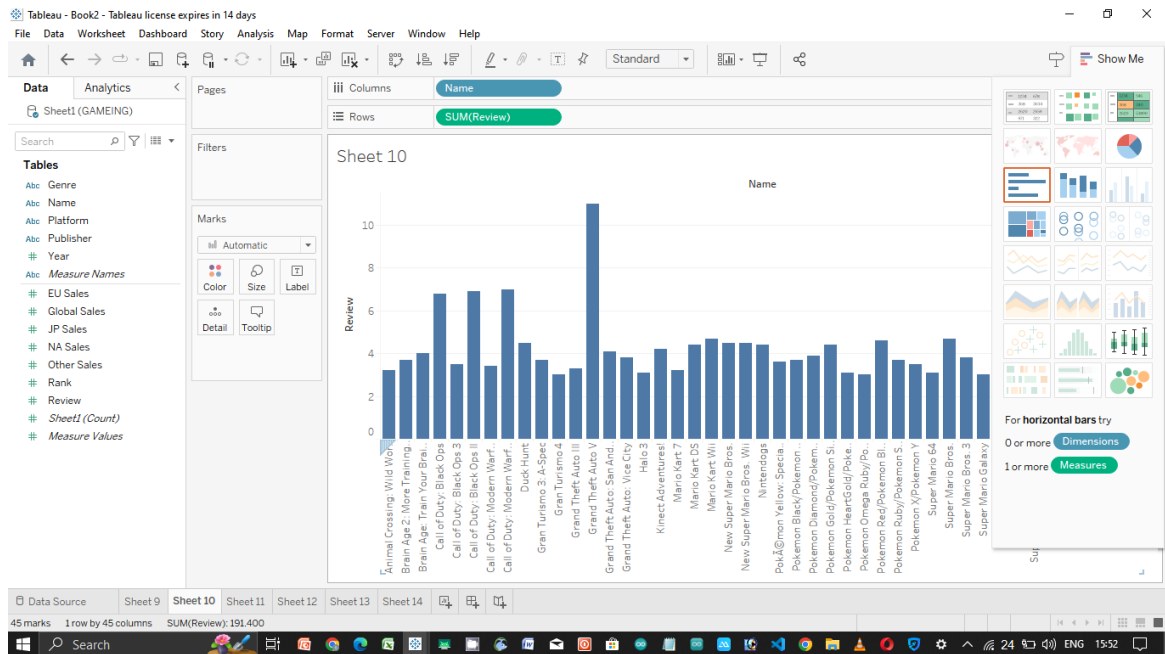
**RESULT :**











# ADVANTAGES

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

## **DISADVANTAGES**

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

# APPLICATIONS

- Increased Role of Mobile Phones. Smartphones are a necessity now for people and they are everyday evolving in their capacities and potential. ...
- Making Social Games. ...
- Gamifying Non Gaming Activities. ...
- Versatility of Games.

## **CONCLUSION**

Video games are a form of media that is often associated with negative health consequences. However, when games are played in moderation and with mindfulness, they are a viable source of stress relief as well as a catalyst for mental health improvement and development of social skills.

## **FUTURE SCOPE**

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 grow in the world. Nasscom estimates that India's gaming industry will reach approx 1 billion.

# APPENDI

## **purpose**

[https://www.google.com/search?q=Uncovering+the+Gaming+Industry%27s+Hidden+Gems%3A+A%0D%0AComprehensive+Analysis+of+Video+Game+Sales+purpose&ei=3Mo7ZKuFIOPN2roP9uak-AQ&ved=0ahUKEwir463hla7-AhXjplYBHXYzCU8Q4dUDCA8&uact=5&oq=Uncovering+the+Gaming+Industry%27s+Hidden+Gems%3A+A%0D%0AComprehensive+Analysis+of+Video+Game+Sales+purpose&gs\\_lcp=Cgxnd3Mtd2l6LXNlcnAAQAzINCAAQjwEQ6gIQtAIYATINCAAQjwEQ6gIQtAIYATINCAAQjwEQ6gIQtAIYATINCC4QjwEQ6gIQtAIYATINCAAQjwEQ6gIQtAIYATINCAAQjwEQ6gIQtAIYATINCAAQjwEQ6gIQtAIYATINCAAQjwEQ6gIQtAIYATINCAAQjwEQ6gIQtAIYAToKCAAQRxDWBBCwA0oECEEYAFDID1iINWCcOGgDcAF4AIABAlgBAJIBAJgBAKABAAaABArABCsgBCMABAdoBBAGBGAAo&sclient=gws-wiz-serp](https://www.google.com/search?q=Uncovering+the+Gaming+Industry%27s+Hidden+Gems%3A+A%0D%0AComprehensive+Analysis+of+Video+Game+Sales+purpose&ei=3Mo7ZKuFIOPN2roP9uak-AQ&ved=0ahUKEwir463hla7-AhXjplYBHXYzCU8Q4dUDCA8&uact=5&oq=Uncovering+the+Gaming+Industry%27s+Hidden+Gems%3A+A%0D%0AComprehensive+Analysis+of+Video+Game+Sales+purpose&gs_lcp=Cgxnd3Mtd2l6LXNlcnAAQAzINCAAQjwEQ6gIQtAIYATINCAAQjwEQ6gIQtAIYATINCAAQjwEQ6gIQtAIYATINCC4QjwEQ6gIQtAIYATINCAAQjwEQ6gIQtAIYATINCAAQjwEQ6gIQtAIYATINCAAQjwEQ6gIQtAIYATINCAAQjwEQ6gIQtAIYAToKCAAQRxDWBBCwA0oECEEYAFDID1iINWCcOGgDcAF4AIABAlgBAJIBAJgBAKABAAaABArABCsgBCMABAdoBBAGBGAAo&sclient=gws-wiz-serp)

## **ADVANTAGES & DISADVANTAGES**

<https://honestproscons.com/advantages-and-disadvantages-of-video-games/>

## **APPLICATIONS**

[https://www.google.com/search?q=Gaming+Industry%27s++using+APPLICATIONS&ei=UM47ZPLnEcy5hwPU0aDwBg&ved=0ahUKEwjyz-KGma7-AhXM3GEKHdQoCG4Q4dUDCA8&uact=5&oq=Gaming+Industry%27s++using+APPLICATIONS&gs\\_lcp=Cgxnd3Mtd2l6LXNlcnAQAzIFCAAQogQyBQgAEKIEMgUIABCiBDIFCAAQogQ6CggAEecQ1gQQsANKBAhBGABQ4hBYwiJgiihoAnABeACAAcgHiAGQEZIBBTUtMi4xmAEAoAEBYAEIwAEB&sclient=gws-wiz-serp](https://www.google.com/search?q=Gaming+Industry%27s++using+APPLICATIONS&ei=UM47ZPLnEcy5hwPU0aDwBg&ved=0ahUKEwjyz-KGma7-AhXM3GEKHdQoCG4Q4dUDCA8&uact=5&oq=Gaming+Industry%27s++using+APPLICATIONS&gs_lcp=Cgxnd3Mtd2l6LXNlcnAQAzIFCAAQogQyBQgAEKIEMgUIABCiBDIFCAAQogQ6CggAEecQ1gQQsANKBAhBGABQ4hBYwiJgiihoAnABeACAAcgHiAGQEZIBBTUtMi4xmAEAoAEBYAEIwAEB&sclient=gws-wiz-serp)

## **CONCLUSION**

[https://www.google.com/search?q=Gaming+Industry%27s++CONCLUSION&ei=ns47ZMeKF42n-QbN8q2ABA&ved=0ahUKEwjH0YCisma7-AhWNU94KHU15C0AQ4dUDCA8&uact=5&oq=Gaming+Industry%27s++CONCLUSION&gs\\_lcp=Cgxnd3Mtd2l6LXNlcnAQAzIHCAAQDRCABDIGCAAQFhAeMgYIABAWEB4yCAgAEIoFEIYDMggIABCKBRCGAzIICAAQigUQhgMyCAgAEIoFEIYDMggIABCKBRCGAzoKCAAQRxDWBBCwA0oECEEYAFDrDIjil2CKKmgDcAF4AIAB3AKIAZYUkgEFMi02LjOYAQCgAQGgAQLIAQjAAQE&sclient=gws-wiz-serp](https://www.google.com/search?q=Gaming+Industry%27s++CONCLUSION&ei=ns47ZMeKF42n-QbN8q2ABA&ved=0ahUKEwjH0YCisma7-AhWNU94KHU15C0AQ4dUDCA8&uact=5&oq=Gaming+Industry%27s++CONCLUSION&gs_lcp=Cgxnd3Mtd2l6LXNlcnAQAzIHCAAQDRCABDIGCAAQFhAeMgYIABAWEB4yCAgAEIoFEIYDMggIABCKBRCGAzIICAAQigUQhgMyCAgAEIoFEIYDMggIABCKBRCGAzoKCAAQRxDWBBCwA0oECEEYAFDrDIjil2CKKmgDcAF4AIAB3AKIAZYUkgEFMi02LjOYAQCgAQGgAQLIAQjAAQE&sclient=gws-wiz-serp)

## **FUTURE SCOPE**

[https://www.google.com/search?q=gaming+industry+futur+e+scope&ei=CM87Zl-ol8efhwP3g53gCw&oq=Gaming+Industry%27s++FUTURE+SCOPE&gs\\_lcp=Cgxnd3Mtd2l6LXNlcnAQAQAgAMgYIABAWEb4yCAgAEIoFEIYDMggIABCKBRCGAzIICAAQigUQhgM6CggAEcQ1gQQsANKBAhBGABQnSRY-EBgz-EBaARwAXgAgAH\\_AYgB7QOSAQMylTKYAQCgAQGgAQLIAQjAAQE&sclient=gws-wiz-serp](https://www.google.com/search?q=gaming+industry+futur+e+scope&ei=CM87Zl-ol8efhwP3g53gCw&oq=Gaming+Industry%27s++FUTURE+SCOPE&gs_lcp=Cgxnd3Mtd2l6LXNlcnAQAQAgAMgYIABAWEb4yCAgAEIoFEIYDMggIABCKBRCGAzIICAAQigUQhgM6CggAEcQ1gQQsANKBAhBGABQnSRY-EBgz-EBaARwAXgAgAH_AYgB7QOSAQMylTKYAQCgAQGgAQLIAQjAAQE&sclient=gws-wiz-serp)