

COMPREHENSIVE ANALYSIS OF VIDEO GAME SALES:

INTRODUCTION:

Video games have become an increasingly popular form of entertainment in recent years, with the industry generating billions of dollars in revenue each year. As such, understanding the dynamics of video game sales is critical for developers, publishers, and investors alike.

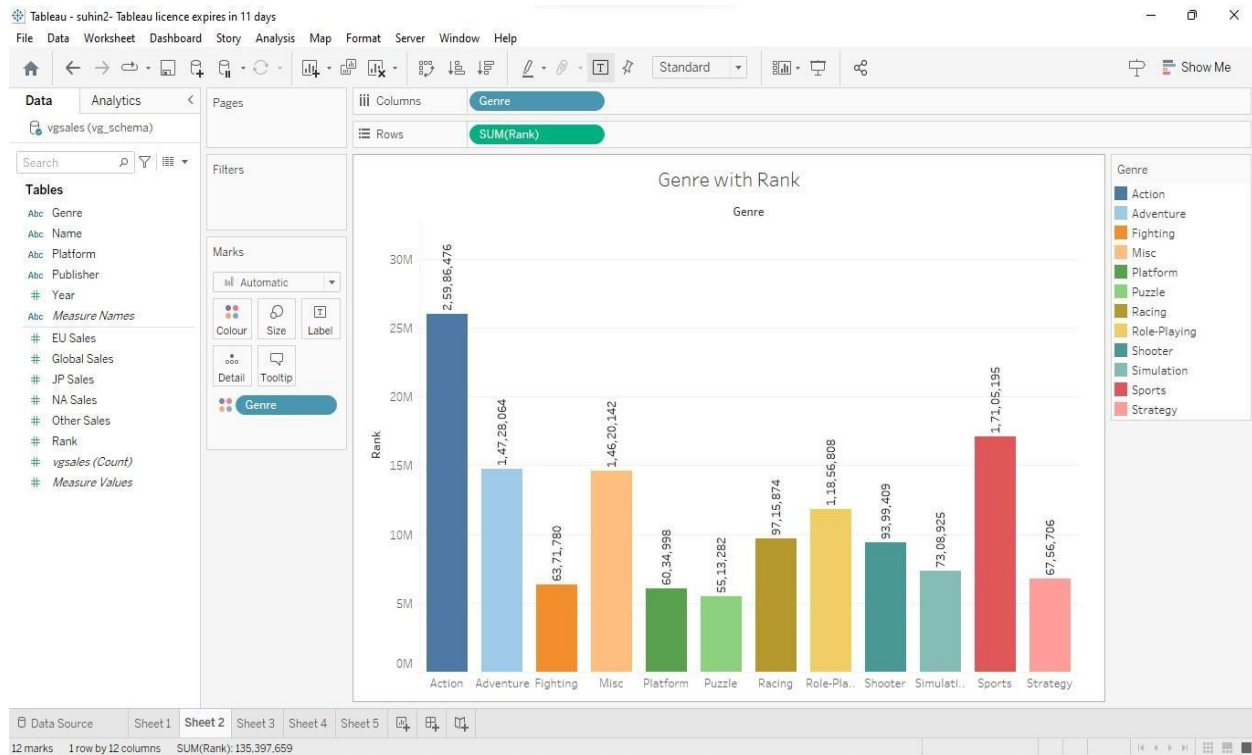
In this comprehensive analysis of video game sales, we will examine various factors that impact the success of video games, including platform availability, genre, marketing efforts, and critical reception. We will explore industry trends and provide insights into how different games have performed in terms of sales, both in terms of overall revenue and specific geographic markets.

We will also examine how the rise of mobile gaming and the shift towards digital distribution have impacted the industry. Additionally, we will analyze the impact of new technologies such as virtual reality and cloud gaming on video game sales and the industry as a whole.

Overall, this analysis aims to provide a thorough examination of video game sales and the factors that drive them. By understanding these dynamics, developers and publishers can make informed decisions about game development and marketing, while investors can gain insight into the potential profitability of the industry.

PURPOSE:

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.



Problem definition and design thinking:

1. EMPATHY MAP

sujin SM

game publishers can use analysis of video game	investors interested in the video game industry	market research companies can use analysis of video sales
valuable tool for everyone		

sujin CS

investors can make informed decisions about where to allocate their funds	can provide valuable insights	make informed decisions that can contribute to the success
improving profitability		

shiny AS

more likely to generate revenue	identifying trends in the industries	insights to hardware manufacturers and advertising agencies
staying competitive		

Person 4

Person 5

Person 6

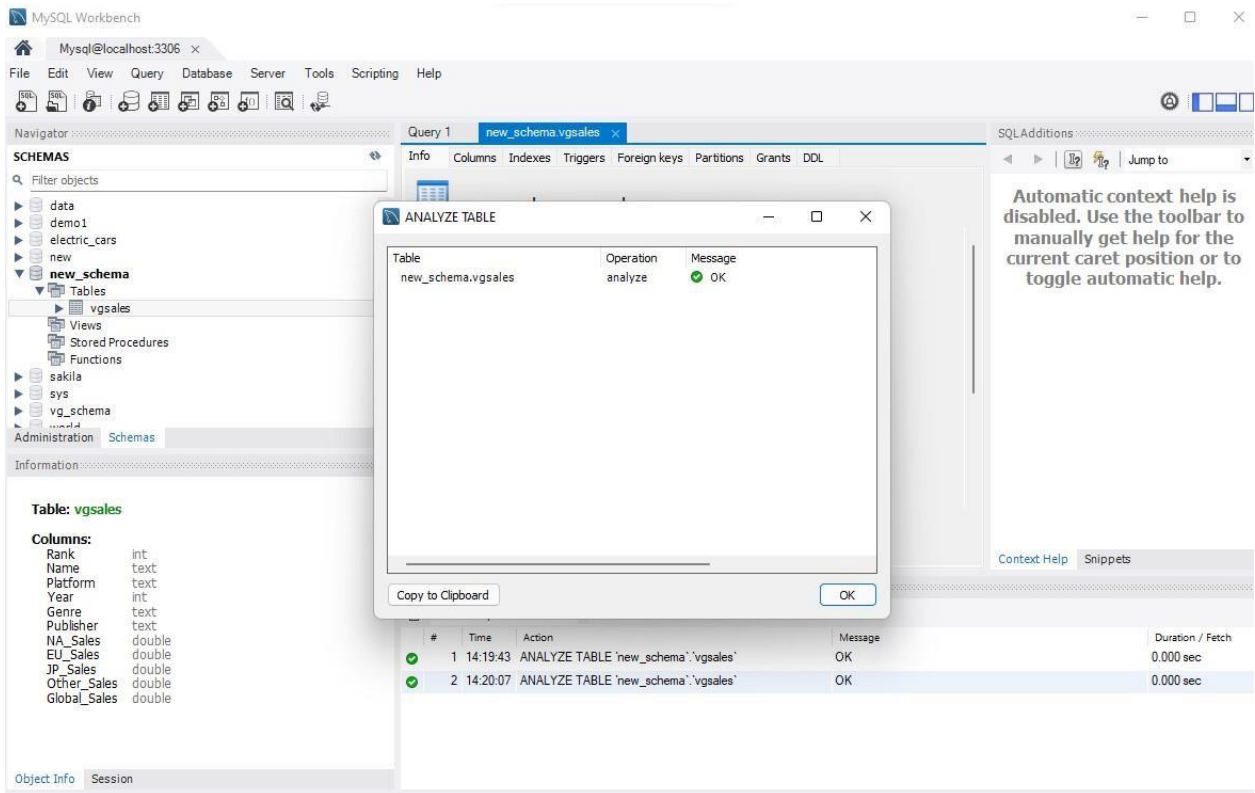
Person 7

Person 8

Result:

The screenshot displays the MySQL Workbench interface. On the left, the 'Navigator' pane shows the 'new_schema' selected, with 'vgsales' table highlighted under the 'Tables' folder. Below it, the 'Table: vgsales' structure is shown with columns: Rank (int), Name (text), Platform (text), Year (int), Genre (text), Publisher (text), NA_Sales (double), EU_Sales (double), JP_Sales (double), Other_Sales (double), and Global_Sales (double). The main pane shows the 'Table Details' for 'new_schema.vgsales', including: Engine: InnoDB, Row format: Dynamic, Column count: 11, Table rows: 16371, AVG row length: 161, Data length: 2.5 MiB, Index length: 0.0 bytes, Max data length: 0.0 bytes, Data free: 4.0 MiB, and Table size (estimate): 2.5 MiB. An 'Analyze Table' button is visible. On the right, the 'SQL Additions' pane shows a message: 'Automatic context help is disabled. Use the toolbar to manually get help for the current caret position or to toggle automatic help.' The bottom 'Output' pane shows a successful query result: 'ANALYZE TABLE 'new_schema','vgsales'' with a status of 'OK' and a duration of '0.000 sec'.

Rank	Name	Platform	Year	Genre	Publisher	NA_Sales	EU_Sales	JP_Sales	Other_Sales	Global_Sales
1	Grand Theft Auto V	PC	2015	Action	Rockstar Games	145.5	90.0	41.0	1.0	277.5
2	The Witcher 3: Wild Hunt	PC	2015	RPG	CD Projekt Red	101.0	60.0	10.0	1.0	172.0
3	Red Dead Redemption 2	PC	2018	Action	Rockstar Games	120.0	70.0	15.0	1.0	206.0
4	Call of Duty: Warzone	PC	2019	Shooter	Activision	85.0	50.0	10.0	1.0	146.0
5	Fortnite	PC	2017	Shooter	Epic Games	75.0	40.0	10.0	1.0	126.0

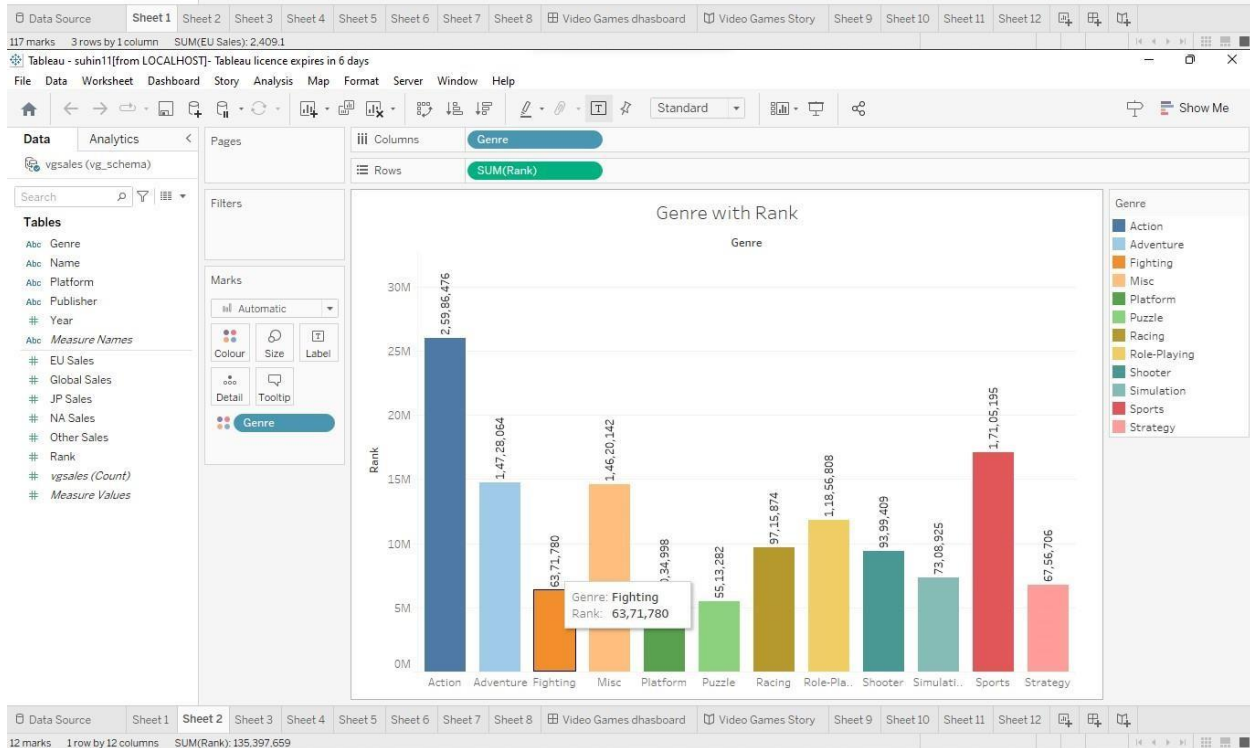
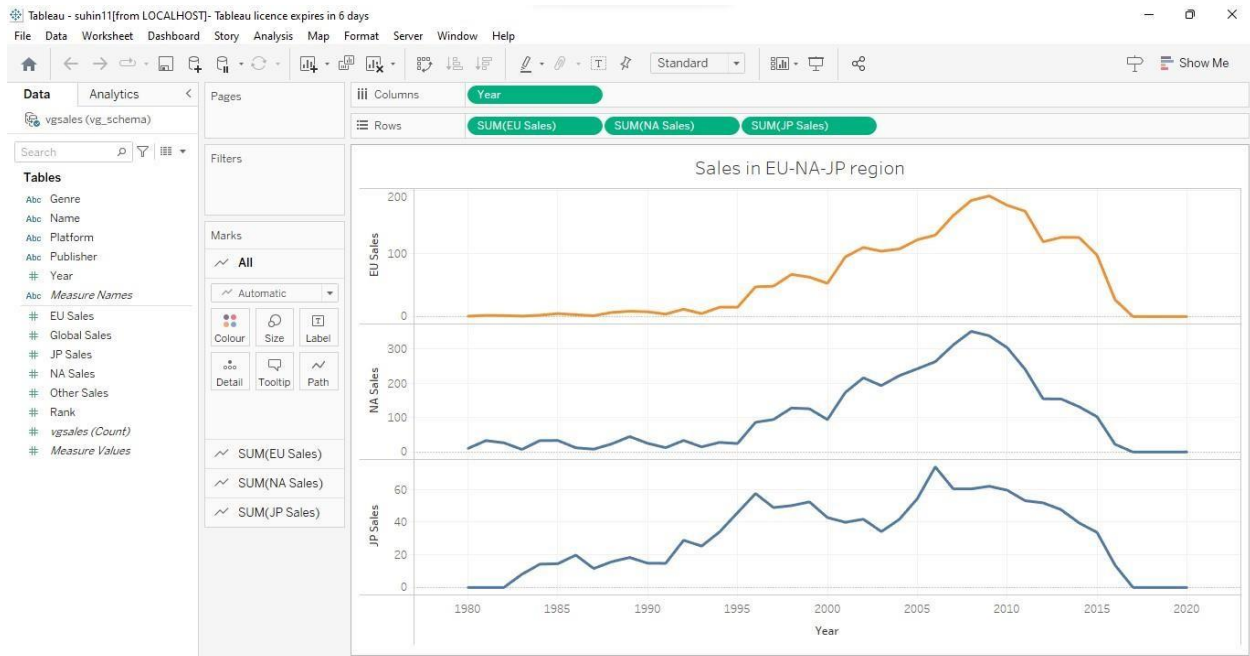


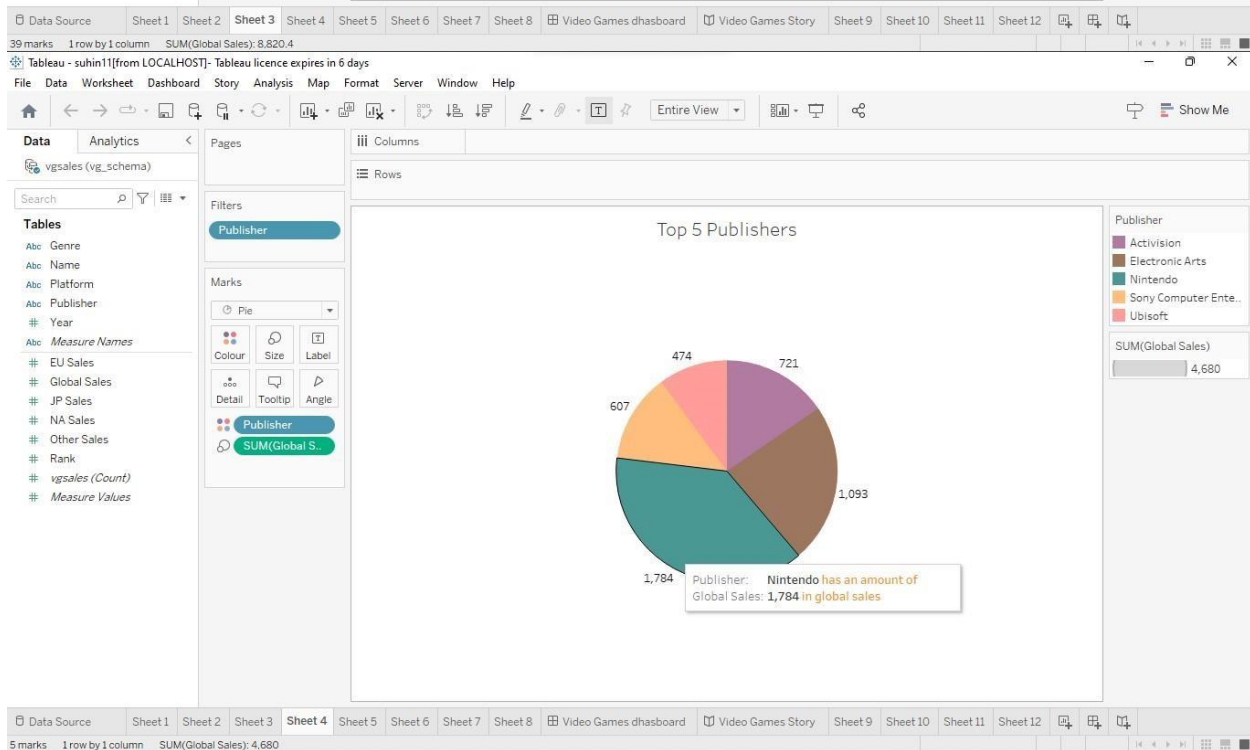
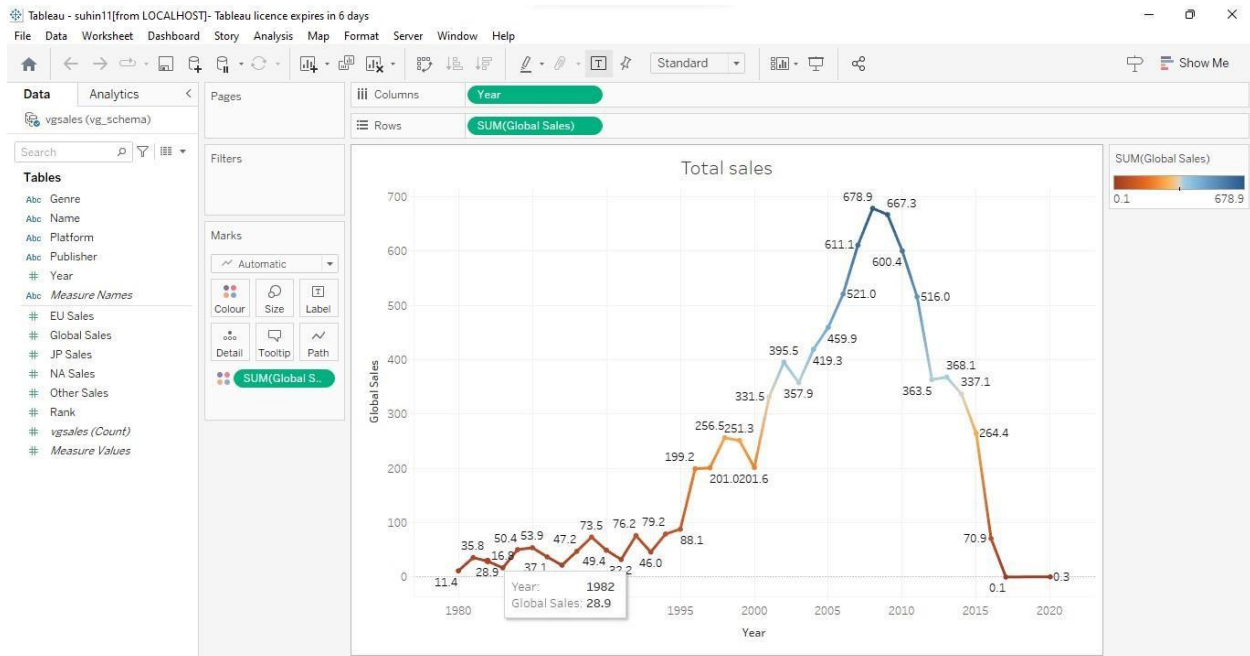
Team member 1: <https://trailblazer.me/id/shias2>

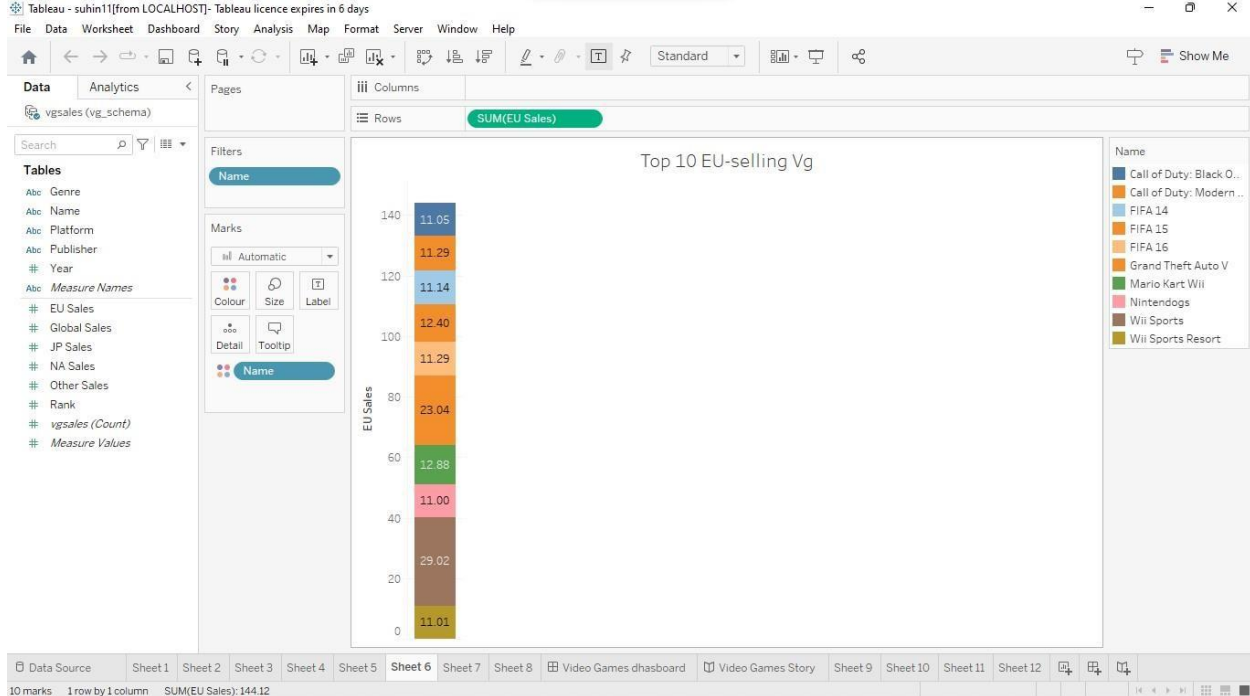
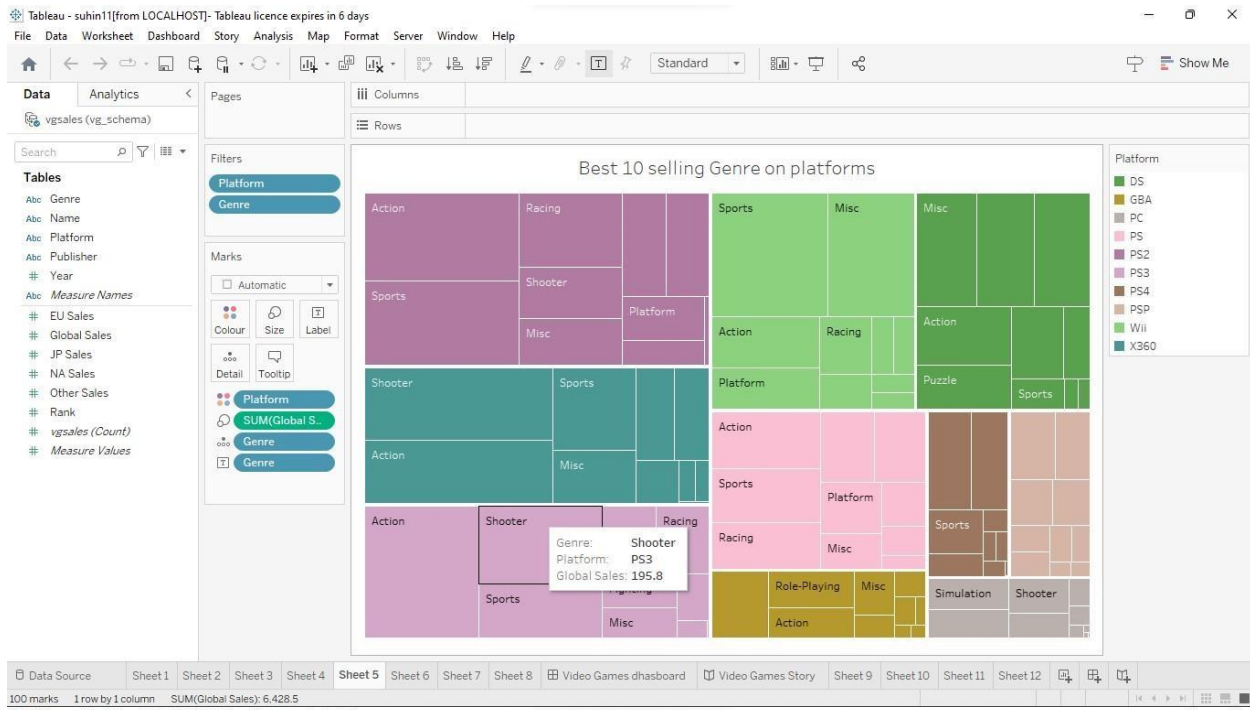
Team member 2: <https://trailblazer.me/id/sujcs1>

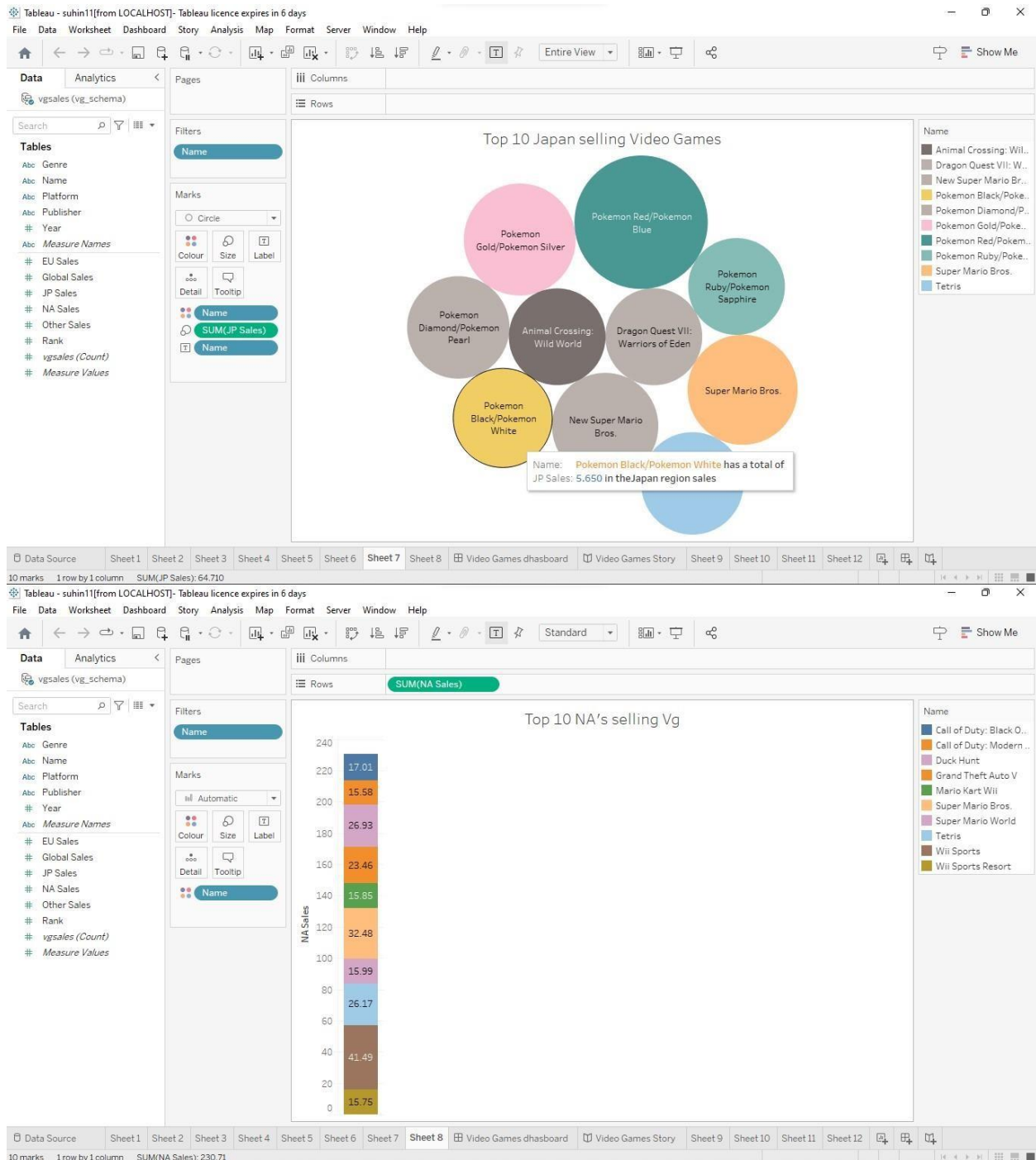
Team member 3: <https://trailblazer.me/id/suhsm2>

DATA VISUALIZATION:









Dashboard:

https://public.tableau.com/views/dhashboard/VideoGamesdhasboard?:language=enUS&:display_count=n&:origin=viz_share_link

Story:

https://public.tableau.com/views/story_16818306379360/VideoGamesStory?:language=en-US&:display_count=n&:origin=viz_share_link

Advantages of comprehensive analysis of video game sales:

There are several advantages of conducting a comprehensive analysis of video game sales, including:

Identifying trends: By analyzing video game sales data, it is possible to identify trends in the industry, such as which platforms and genres are most popular, and how consumer behavior is changing over time. This information can be used to inform game development, marketing strategies, and investment decisions.

Predicting success: By analyzing historical sales data, it is possible to make predictions about the potential success of upcoming games. This information can be used to make informed decisions about which games to invest in, and how to allocate resources for marketing and distribution.

Understanding consumer behavior: Analyzing video game sales data can provide insights into consumer behavior, such as how consumers make purchasing decisions, what factors influence their choices, and what types of games they are most likely to buy. This information can be used to design games that appeal to the target audience and create effective marketing campaigns.

Improving profitability: By understanding the factors that drive video game sales, developers, publishers, and investors can make informed decisions that improve profitability. This may include investing in popular platforms and genres, developing games with mass appeal, and using effective marketing strategies.

Staying competitive: By regularly analyzing video game sales data, companies can stay competitive in a rapidly changing industry. This may involve adapting to new technologies and trends, developing games that appeal to a broad audience, and making strategic decisions about how to allocate resources.

Overall, a comprehensive analysis of video game sales is a valuable tool for anyone with an interest in the video game industry. By providing insights into consumer behavior, industry trends, and potential success factors, this analysis can contribute to the success and profitability of the industry as a whole.

Disadvantages of comprehensive analysis of video game sales:

While there are several advantages to conducting a comprehensive analysis of video game sales, there are also some potential disadvantages to consider, including:

Limited data: While there is a wealth of data available on video game sales, it can be difficult to obtain a complete picture of the industry. Sales data may be incomplete or inaccurate, particularly for smaller developers and publishers. Additionally, sales data only provides a snapshot of a game's

performance at a particular point in time, and may not reflect its long-term success or profitability.

Difficulty in predicting success: While analyzing historical sales data can provide insights into potential success factors for upcoming games, it is still difficult to predict with certainty which games will be successful. Consumer preferences and trends can be unpredictable, and there are many factors that contribute to a game's success beyond genre and platform.

Incomplete analysis: While analyzing video game sales data can provide valuable insights, it is important to consider other factors that may impact a game's performance. For example, critical reception and user reviews can also have a significant impact on a game's sales, and may not be reflected in sales data alone.

Lack of context: Sales data alone may not provide a complete picture of the factors that contribute to a game's success. For example, a game may have high sales figures due to effective marketing, rather than inherent quality. Without additional context, it can

be difficult to determine the true factors driving sales.

Changing industry: The video game industry is constantly evolving, with new technologies and trends emerging regularly. As such, analysis of historical sales data may not be applicable to current or future trends in the industry.

Overall, while there are some potential disadvantages to conducting a comprehensive analysis of video game sales, it is still a valuable tool for understanding the industry and making informed decisions about game development, publishing, and investment. By considering the limitations of this analysis and supplementing it with additional information, it is possible to gain a more complete understanding of the factors driving video game sales.

Application of comprehensive analysis of video game sales:

A comprehensive analysis of video game sales can have several applications in various contexts, including:

Game development: Game developers can use the insights gained from analyzing video game sales to inform their game development strategies. By understanding which genres, platforms, and marketing techniques are most successful, developers can design games that are more likely to generate revenue and appeal to their target audience.

Publishing: Game publishers can use analysis of video game sales to make informed decisions about which games to invest in and promote. By identifying trends in the industry and understanding what factors contribute to successful games, publishers can allocate resources effectively and make strategic decisions about how to market and distribute games.

Investment: Investors interested in the video game industry can use analysis of video game sales to identify potential opportunities for investment. By

understanding which companies and games are performing well and why, investors can make informed decisions about where to allocate their funds.

Market research: Market research companies can use analysis of video game sales to provide insights to their clients about the state of the industry and trends in consumer behavior. By understanding which games and platforms are most popular and why, market research companies can provide valuable insights to companies in related industries, such as hardware manufacturers and advertising agencies.

Overall, a comprehensive analysis of video game sales is a valuable tool for anyone with an interest in the video game industry, whether they are developers, publishers, investors, or market researchers. By understanding the dynamics of video game sales, it is possible to make informed decisions that can contribute to the success of the industry and individual companies within it.

Conclusion of comprehensive analysis of video game sales:

In conclusion, conducting a comprehensive analysis of video game sales can provide valuable insights into the video game industry, including trends in consumer behavior, potential success factors for game development and marketing, and opportunities for investment and growth. While there are some potential disadvantages to this analysis, such as incomplete data or difficulty in predicting success, these can be mitigated by supplementing sales data with additional information and considering the limitations of the analysis. As the video game industry continues to evolve and expand, the future scope of comprehensive analysis of video game sales is likely to continue to grow and develop, with opportunities for innovation in areas such as artificial intelligence, virtual reality, and mobile gaming. Overall, a comprehensive analysis of video game sales is a

valuable tool for anyone with an interest in the video game industry, and can contribute to the success and profitability of the industry as a whole.

Future scope of comprehensive analysis of video game sales:

The future scope of comprehensive analysis of video game sales is likely to continue to expand and evolve as the video game industry grows and changes. Some potential areas of development and growth include:

Artificial intelligence and machine learning: The use of artificial intelligence and machine learning algorithms can enable more sophisticated analysis of video game sales data. By identifying patterns and trends in large data sets, these technologies can provide more accurate predictions and insights into consumer behavior.

Virtual reality and augmented reality: As virtual reality and augmented reality technologies become more prevalent, there will be opportunities to

analyze sales data for these platforms and genres. This could provide valuable insights into consumer behavior and trends in the emerging virtual and augmented reality markets.

Mobile gaming: The mobile gaming market is growing rapidly, with more and more consumers playing games on smartphones and tablets. Analysis of mobile game sales data could provide insights into the unique factors driving success in this market, such as the importance of in-app purchases and social features.

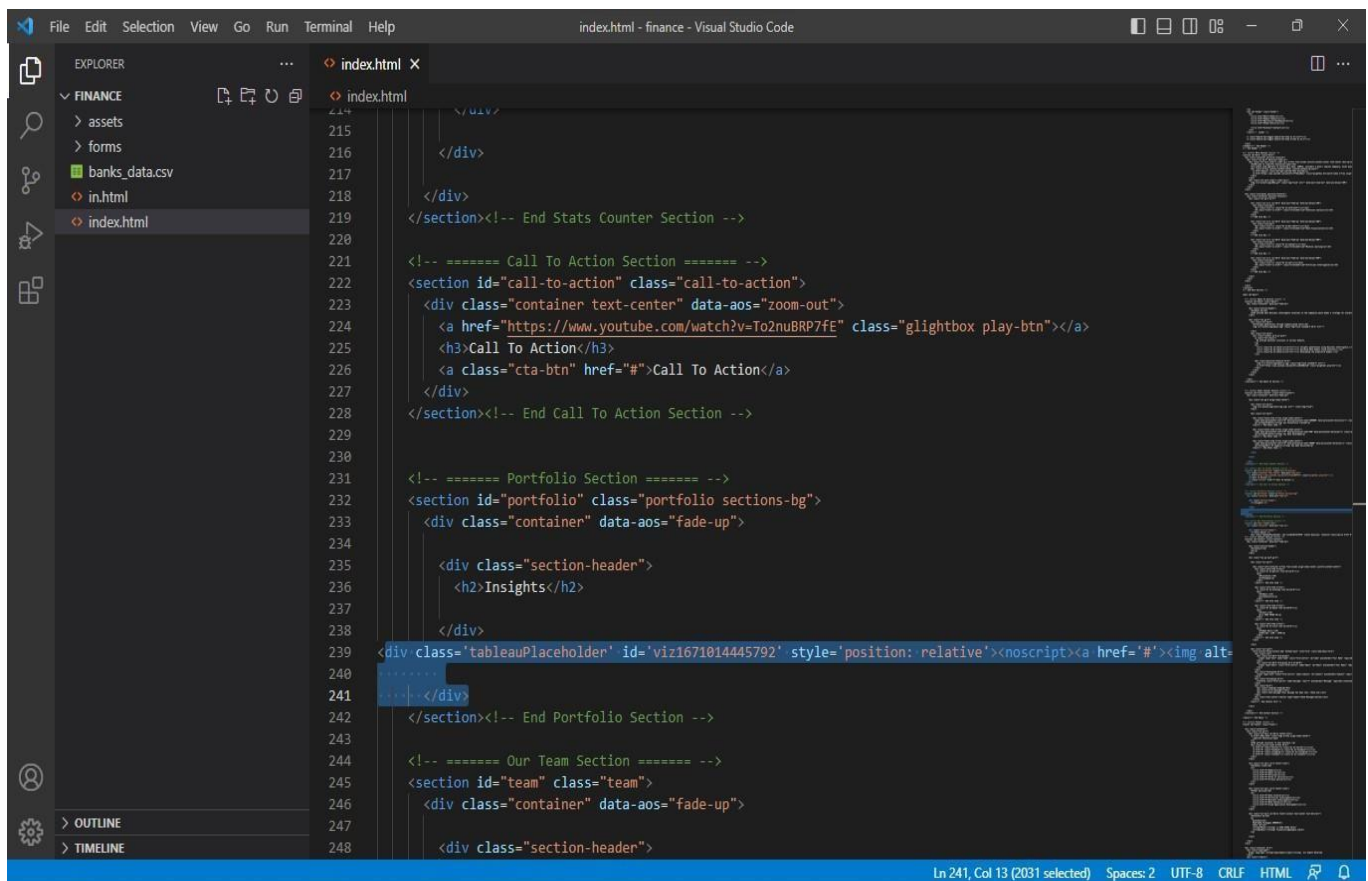
Esports and competitive gaming: Esports and competitive gaming are becoming increasingly popular, with large audiences and lucrative sponsorship deals. Analysis of sales data for esports and competitive games could provide insights into the factors driving success in this rapidly growing market.

Cross-platform gaming: Cross-platform gaming, where games can be played across multiple devices and platforms, is becoming more prevalent. Analysis of sales data for cross-platform games could provide

insights into the success factors for this emerging genre.

Overall, as the video game industry continues to evolve and grow, there will be many opportunities for comprehensive analysis of video game sales to provide valuable insights and inform decisionmaking for developers, publishers, investors, and market researchers.

APPENDIX:



```
index.html - finance - Visual Studio Code
index.html
215
216
217
218
219 </section><!-- End Stats Counter Section -->
220
221 <!-- ===== Call To Action Section ===== -->
222 <section id="call-to-action" class="call-to-action">
223   <div class="container text-center" data-aos="zoom-out">
224     <a href="https://www.youtube.com/watch?v=To2nuBRP7fE" class="lightbox play-btn"></a>
225     <h3>Call To Action</h3>
226     <a class="cta-btn" href="#">Call To Action</a>
227   </div>
228 </section><!-- End Call To Action Section -->
229
230
231 <!-- ===== Portfolio Section ===== -->
232 <section id="portfolio" class="portfolio sections-bg">
233   <div class="container" data-aos="fade-up">
234
235     <div class="section-header">
236       <h2>Insights</h2>
237     </div>
238
239     <div class="tableauPlaceholder" id="viz1671014445792" style="position: relative"><noscript><a href="#"><img alt=
240     .....
241     .....</div>
242   </section><!-- End Portfolio Section -->
243
244 <!-- ===== Our Team Section ===== -->
245 <section id="team" class="team">
246   <div class="container" data-aos="fade-up">
247
248     <div class="section-header">
```