6. Conclusions

6.1. Results explained

The null hypothesis (H₀) states that there is no difference in the proportion of video game sales between regions based on platform. The alternative hypothesis (H₁) suggests a considerable variation in proportions. We reject the null hypothesis due to the exceedingly low p-value of 6.238272 × 10⁻⁶². This provides strong proof that there is a large differential in the share of video game sales among regions, according to the platform.

6.2. Interpretation of the results

The data demonstrate clear regional platform dominance: in North America, the Xbox 360 (X360) leads, most likely due to its robust online services and game ecosystem. In Europe, the PlayStation 3 (PS3) reigns supreme, presumably due to its broad popularity and exclusive content. In Japan, the Nintendo DS (DS) reigns supreme, reflecting local preferences for handheld gaming and Nintendo's strong presence. In other regions, the PlayStation 2 (PS2) remains the dominant platform, thanks to its global popularity and huge game library.

6.3. Reasons and/or implications for future work, limitations of your study

The VGSales dataset has significant drawbacks, including a lack of historical sales data, which makes analysing sales trends and growth patterns difficult. It also lacks specific data on digital sales, which are becoming increasingly crucial in current gaming. Furthermore, the dataset does not account for regional pricing disparities or marketing activities, limiting insights into factors driving sales. Furthermore, the lack of customer demographic data complicates a complete analysis of the relationship between platform sales and consumer behaviour.