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## INTRODUCTION

### 1.1 OVERVIEW

visual representation of video game analysis:

- video game sales records by a types of country's
- video game sales trends over the years
- video game trends over the years sales
- genre with rank of video game sales
- year with increase the global sales
- video games combine with pie chart
- video game sales with rank of global sales
- EU sales increase in video game sales
- animal crossing wild world, in video game sales
- NA sales increase with video game sales

### 1.2 PURPOSE

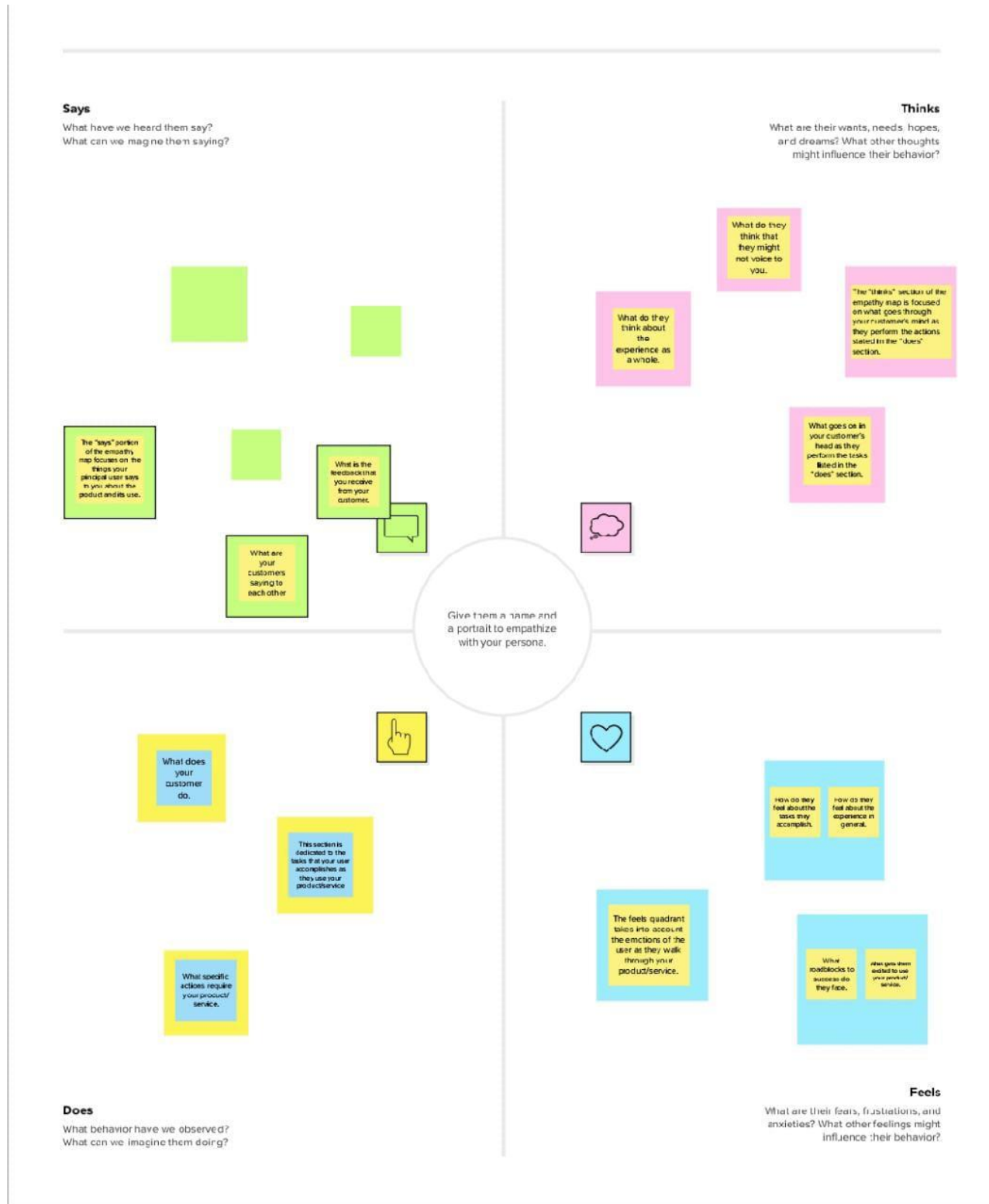
- Revenue in the Video Games market is projected to reach US\$384.90bn in 2023.
- Revenue is expected to show an annual growth rate (CAGR 2023-2027) of 7.89%, resulting in a projected market volume of US\$521.60bn by 2027.
- In the Video Games market, the number of users is expected to amount to 3.10bn users by 2027.
- User penetration will be 35.2% in 2023 and is expected to hit 39.0% by 2027.
- The largest segment is Mobile Games with a market volume of US\$286.50bn in 2023.
- In global comparison, most revenue will be generated in China (US\$109,200.00m in 2023).
- The average revenue per user (ARPU) in the Video Games market is projected to amount to US\$142.50 in 2023.

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## 2. PROBLEM DEFINITION AND DESIGN THINKING

## 2.1 EMPATY MAP



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Type your paragraph...

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Empower that you have the right to be at the center of the world. The world is a place where you can find the things you need to live. The world is a place where you can find the things you need to live. The world is a place where you can find the things you need to live.

**Key rules of brainstorming**  
To run a smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

**Person 1**

Empowering young girls and women in matters concerning them, such as marriage and childbirth is a major step in curbing population growth

**Person 2**

educated men and women knowledge the hardship of having a large family and understand the consequence of the growing population

**Person 3**

government incentives are an efficient policy measure in fighting issues arising from population growth. providing the working classes with financial, educational, or medical incentives can go a long way in controlling the birth rates

**Person 4**

**Person 5**

**Person 6**

**Person 7**

**Person 8**

Give the different responsibilities, incentives, and team structure. encourage everyone to be a part of the team. It's hard to recommend a one-size-fits-all approach to sales training.

Strengthen your team's understanding of selling best practices by requiring or suggesting they acquire a useful sales certification

1 of 1

**TIP**

Add customizable tags to sticky notes to make it easier to find, however, organize, and categorize important ideas as themes within your mural.

**Importance**

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

**TIP**

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the lower pointer holding the **W** key on the keyboard.

**Quick add-ons**

**A Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

**B Export the mural**  
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

**Keep moving forward**

**Strategy blueprint**  
Define the components of a new idea or strategy.  
[Open the template →](#)

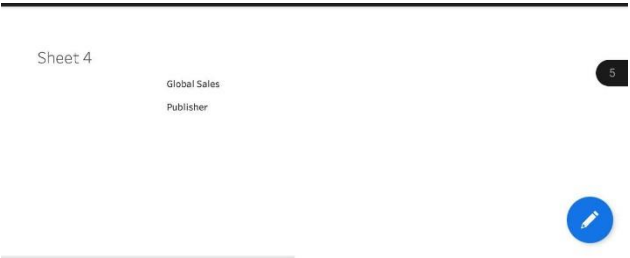
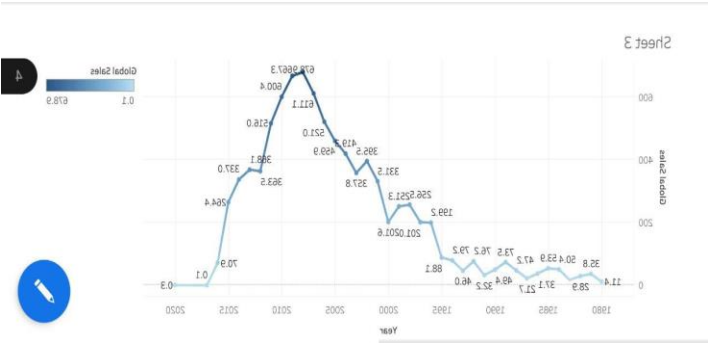
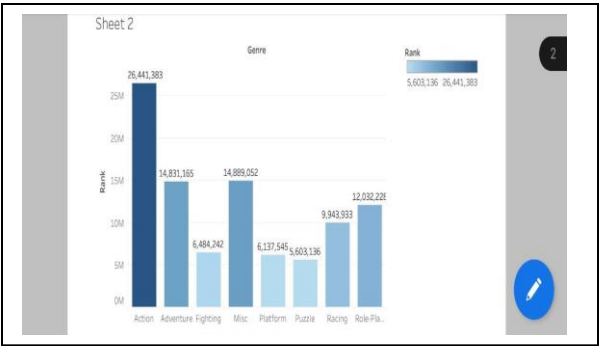
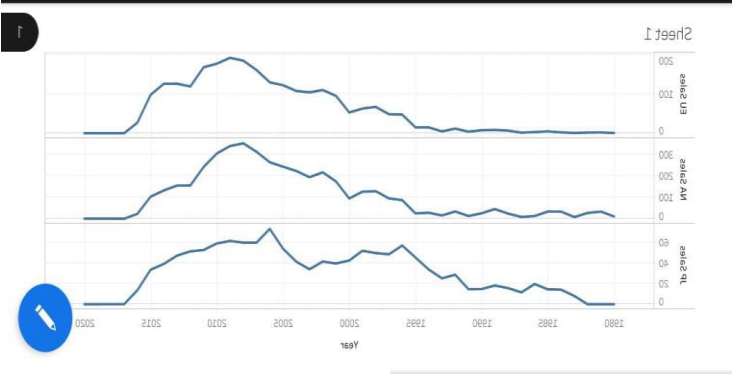
**Customer experience journey map**  
Understand customer needs, motivations, obstacles for an experience.  
[Open the template →](#)

**Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template →](#)

[Share template feedback](#)

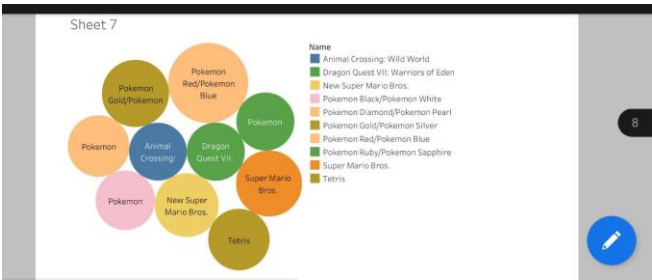
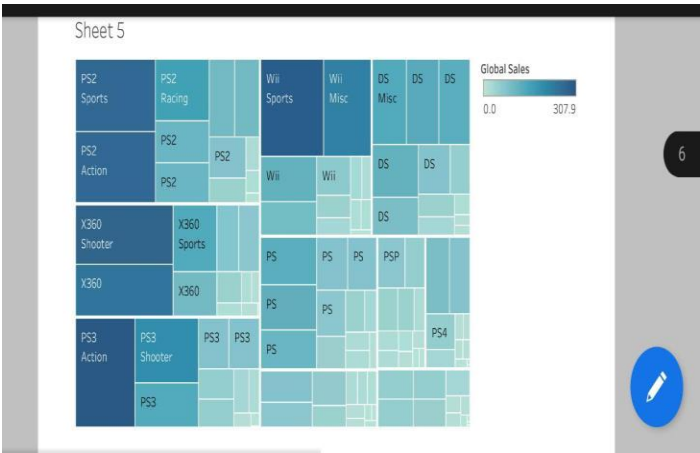
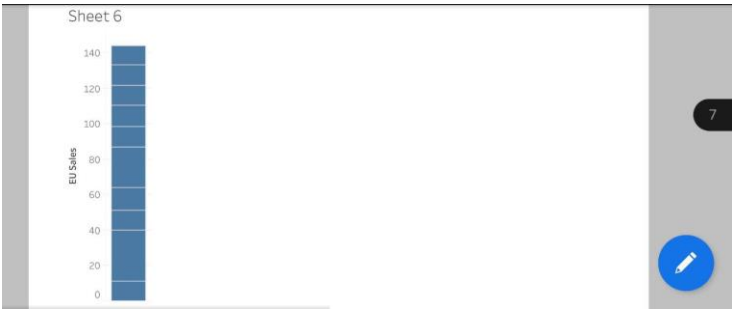
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### 3.RESULT

- ❖ 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.
- ❖ So what's next? Culturally, gaming will only continue to become more mainstream. But what tech innovations are shaping the future of video games, and how will they influence the gaming experience?

### 4.ADVANTAGES AND DISADVANTAGES

#### 4.1 Advantages

Advantages of Video Games:

1. Improved Vision
2. Brain Booster
3. Improved Life Skills
4. May Ease Anxiety and Depression
5. Painkiller
6. Even though video games are demonized by most non-players, many scientists and psychologists find that video games can have many benefits. Some of them are explained below.

#### 4.2 Disadvantages

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

Video games are designed to be addictive, so it is essential to have some self-control. Especially people with poor impulse control or who have a hard time fitting in are most vulnerable to game addiction.

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## 5.APPLICATIONS

This paper focuses on cleaning, descriptive analysis, data analysis of related contents and data visualization of the video game dataset to derive the corresponding business application strategies for different groups in the market. The results show that platforms can prioritize the purchase of games in the 'Action' genre and need to focus more on game distribution quality than quantity; publishers should choose platforms and game genres with high sales to sell and invent; users should focus on platforms with high sales and experience to choose a certain type of game product. This study can stimulate game marketing and economy and bring the market into virtuous cycle. Although this paper uses K-Means algorithm to divide the sales of video game products, it does not dig deeper and analyze the products in each division, and more commonality of products under each division can be explored for improving and proposing better business strategies

## 6.CONCLUSION

'Action' type games have been at a high level, therefore major platforms can give priority to 'Action' type games when buying video games. From figure 1, people can see that although the DS platform has released the largest number of games, the revenue earned is only the 5th among the major platforms, indicating that the number of games released is not proportional to the revenue earned, and the major platforms still need to carefully measure and filter to decide on the purchase of games

## 7.FUTURE SCOPE

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

The video game industry has grown from niche to mainstream. As of July 2018, video games generated US\$134.9 billion annually in global sales.[3] In the US, the industry earned about \$9.5 billion in 2007, \$11.7 billion in 2008, and US\$25.1 billion in 2010,[4] according to the ESA annual report. Research from Ampere Analysis indicated three points: the sector has consistently grown since at least 2015 and expanded 26% from 2019 to 2021, to a record \$191 billion; the global games and services market is forecast to shrink 1.2% annually to \$188 billion in 2022; the industry is not recession-proof.

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