

UNCOVERING THE GAMING INDUSTRY'S HIDDEN GEMS:

A COMPREHENSIVE ANALYSIS OF *VIDEO GAME SALES*



CONTENTS

- ❖ ***INTRODUCTION***
- ❖ ***OVERVIEW***
- ❖ ***PURPOSE***
- ❖ ***EMPATHY MAP***
- ❖ ***IDEATION & BRAINSTORMING***
- ❖ ***RESULT***
- ❖ ***STORY***
- ❖ ***ADVANTAGES & DISADVANTAGES***
- ❖ ***APPLICATIONS***
- ❖ ***CONCLUSION***
- ❖ ***FUTURE SCOPE***
- ❖ ***APPENDIX***

INTRODUCTION

- ❖ *Video games are part of almost everyone's life in these days.*
- ❖ *The objectives are written in today's global world and market understandings in the gaming industry and among gamers.*
- ❖ *According to the organizations, the analysis done here will help game owners in such a way that they can take business decisions by looking at the sales over a period.*
- ❖ *This research will also aid companies in their forthcoming game launches and decision-making processes.*
- ❖ *The attributes involved in this analysis such as Name, Platform Used, Genre, Publisher, Sales across different countries.*

OVERVIEW

- ❖ *In this the main goal was to analyse the sales of video games in different regions. The regions are North America, Europe, Japan, other countries (combined) and then the global sales (total of all the regions).*
- ❖ *The main idea was to visualize the sales for different genres, publishers and platforms. This would give the basic idea about the most popular genres, publishers and platforms amongst all. Also analysing the effect of genres on sales in different regions.*

PURPOSE

- ❖ *The purpose of video game analysis allows us to understand games better, providing insight into the player-game relationship, the construction of the game.*
- ❖ *The goal of a video game analysis is not to establish how good or bad a game is, but highlight and rationalize the aspects that make the game worth studying and contribute to understanding video games better.*

EMPATHY MAP



IDEATION & BRAINSTORMING

UNCOVERING THE GAMING INDUSTRY'S HIDDEN GEMS:

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BRAINSTORMING AND IDEA PRIORITIZATION

TEAM ID	NM2023TMID03292
DATE	17.03.2023
MARK	5 MARK

TEAM GATHERING, COLLABORATION AND SELECT THE PROBLEM STATEMENT

TEAM GATHERING:

We discuss out topic "UNCOVERING THE GAMING INDUSTRY'S HIDDEN GEMS: A COMPREHENSIVE ANALYSIS OF VIDEO GAME SALES".

SET THE GOAL:

Collect more relevant Information About our topic and make it as Brainstorming and Idea Prioritization Model.

LEARN HOW TO USE THE FACILITATION TOOLS:

By the help of our Mentor. We understand all these things.

STEP 1 : DEFINE – PROBLEM STATEMENT

"THE GAMING INDUSTRY IS ONE OF THE MOST EXCITING INDUSTRIES IN TECH" . PC, Console and Mobile gaming companies are using the latest in tech to bring their games to the screens of more than three billion people.

- ★ Type of video games
- ★ Publisher of video games
- ★ Platform of video games
- ★ Sales of a Video games

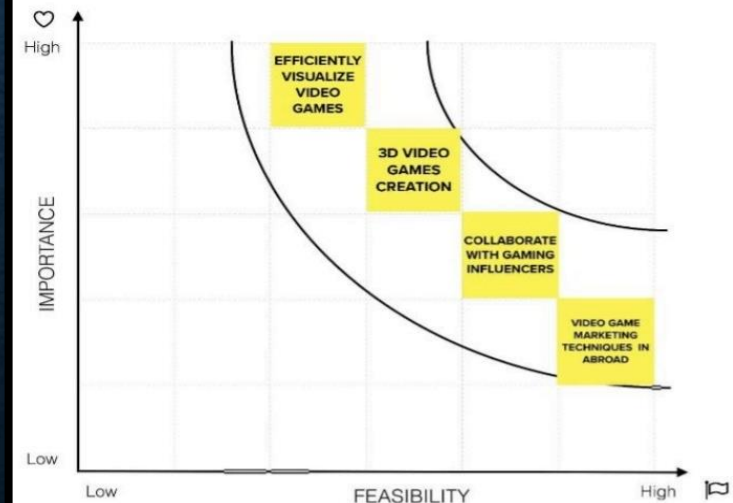
STEP-2: BRAINSTROM

TAMILSELVI <ul style="list-style-type: none"> ADVERTISE ON STREAMING PLATFORMS GO WITH APP STORE OPTIMIZATION FOR GAMES COLLABORATE WITH GAMING INFLUENCERS 3D VIDEO GAME CREATION 	GOMATHI <ul style="list-style-type: none"> GIVING AWAY AFFORDABLE VIDEO GAMES EFFICIENTLY VISUALISE VIDEO GAME CREATION DESIGN SOUND EFFECTIVE ACTION GAMES PLAYING VIDEO GAMES WITH A FRIEND OR GROUP OF GAMERS
MAHALAKSHMI <ul style="list-style-type: none"> CREATE VIDEO CONTENT ABOUT VIDEO GAMES PROVIDING HIGH QUALITY VIDEO GAMES ACCESSIBLE VIDEO GAMES OF VARIOUS GENRES FOR PLAYERS OF ALL AGES A STRAIGHT FORWARD APPROACH FOR MAKING VIDEO GAMES 	VIJAYALAKSHMI <ul style="list-style-type: none"> VIDEO GAME MARKETING TECHNIQUES USED ABROAD BUILD A SIMPLE WEBSITE JOIN SOCIL MEDIA BLOGS GET REVIEWS

STEP:3 GROUP IDEAS

- ★ Efficiently visualise video game creation.
- ★ 3D video game creation.
- ★ Collaborate with gaming influencers.
- ★ Video game marketing techniques used abroad.

STEP:4 IDEA PRIORITIZATION



RESULT

DASHBOARD

❖ PLATFORMS:

DS Platform has released the largest number of games.

Action type games have been at a high level.

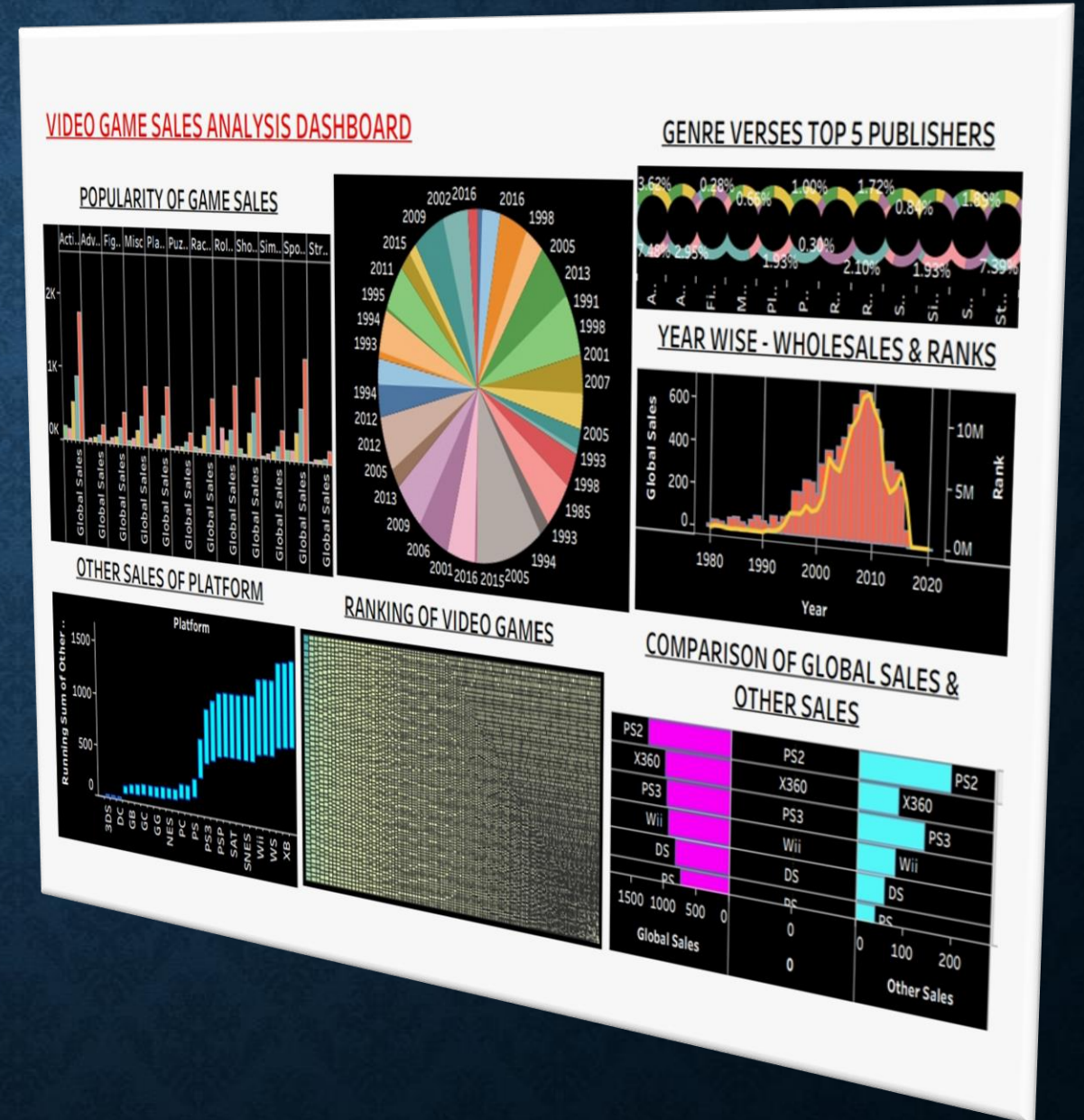
❖ PUBLISHERS:

PS2, X360, PS3, Wii, DS platforms to sell, and make more profit with less risk.

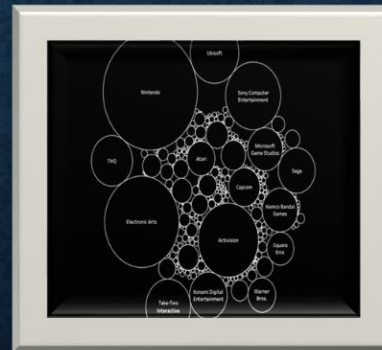
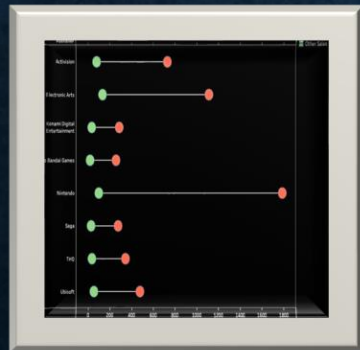
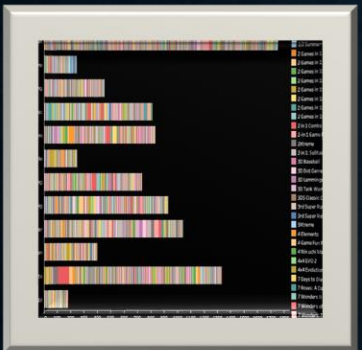
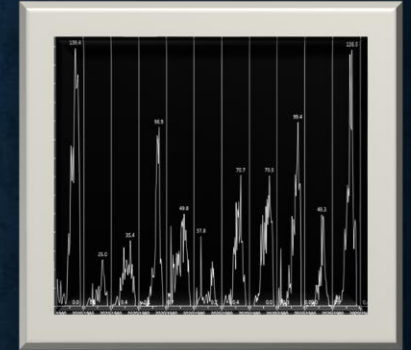
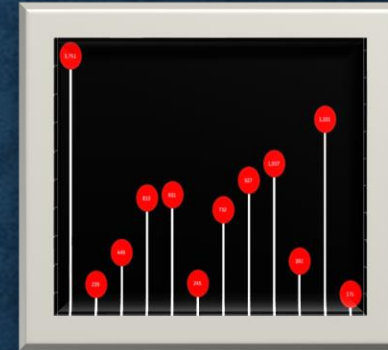
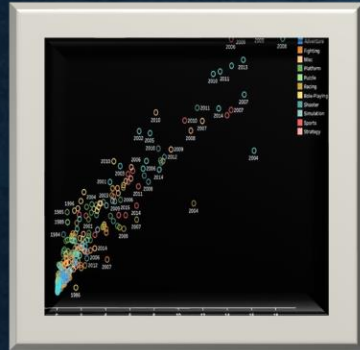
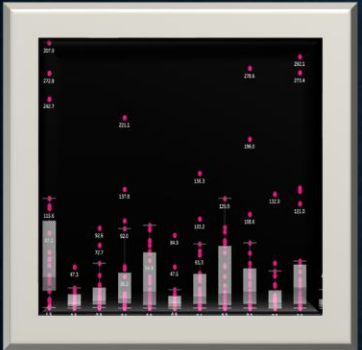
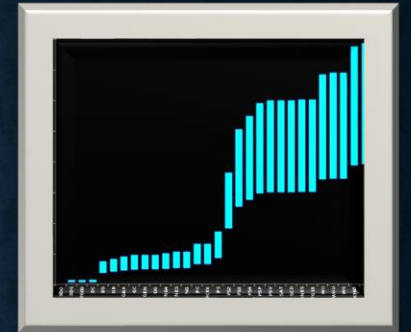
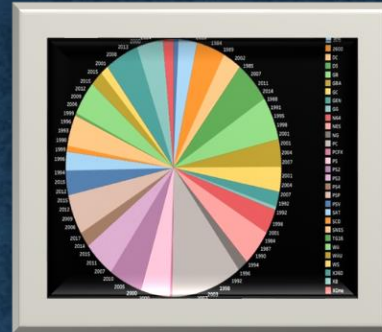
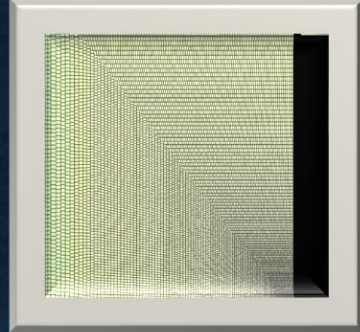
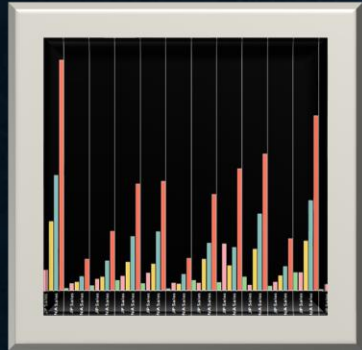
❖ USERS:

Action type games, and users may get a better sense of experience.

Therefore, users can look for 'Action' type games for PS3 Platform first.



STORY



ADVANTAGES & DISADVANTAGES

ADVANTAGES

- ❖ ***Extremely high engagement.***
- ❖ ***High quality content.***
- ❖ ***Interactive brand storytelling.***
- ❖ ***Better message retention.***
- ❖ ***Loyalty through entertainment.***

DISADVANTAGES

- ❖ ***Some games contains violence.***
- ❖ ***Addition – Video games are addictive if you keep playing them without any break.***
- ❖ ***Health problem.***
- ❖ ***Might get victim of cyberbullying and scamming.***

APPLICATIONS

- ❖ *Europe and Japan ranked last as the only countries to have a gaming reach lower than 70%.*
- ❖ *So, we have Increase the sales by Advertise on Streaming Platforms, Collaborate with Gaming Influencers, Start by Engaging with Viewers Online, Go with App Store Optimization for Games, Appear on Gaming Podcasts, Get Reviews, etc.,*

CONCLUSION

- ❖ *The goals we have set and the analysis we have performed is useful for the organization to make decisions on sales on video games.*
- ❖ *By analyzing, the sales of all three countries such as North America, Japan, Europe where it is concluded that North America has highest sales.*
- ❖ *The Platform used by people is “DS” which is in top position in bar graph with 20M plus.*
- ❖ *Organization tend to produce Action genre more would be beneficial.*

FUTURE SCOPE

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.

FUTURE OF VIDEO GAMES

- ❖ *Virtual reality*
- ❖ *Augmented reality*
- ❖ *Artificial intelligence*
- ❖ *Cloud gaming*
- ❖ *High-fidelity graphics*
- ❖ *Free-to-Play*
- ❖ *The metaverse*

APPENDIX

❖ *The dataset is about list of video games sales all over world from the year 1970 to 2020. the dataset was downloaded from Kaggle website.*

❖ **DATA SOURCE:**

<https://www.Kaggle.com/gregorut/videogamesales>

[https://drive.google.com/drive/folders/1YWiUd7TwtXRolh7YllimroKAsJruouVs?usp=share link](https://drive.google.com/drive/folders/1YWiUd7TwtXRolh7YllimroKAsJruouVs?usp=share_link)

❖ *It consists of 16,598 records which contains 11 columns in the dataset.*

❖ **DATASET APPLIES TO AN ORGANIZATION:**

This data set applies to an organization which helps to make business decision on video games and most used platforms for games.