



***INTRODUCTION:-**

- WELCOME TO OUR PROJECT "UNCOVERING THE GAMING INDUSTRY'S HIDDEN GEMS: A COMPREHENSIVE ANALYSIS OF VIDEO GAME SALES".
- A VIDEO GAME IS AN INTERACTIVE VISUAL STORY.
- THE PROJECT DEVELOPMENT PROCEDURE ARE AS FOLLOWS.

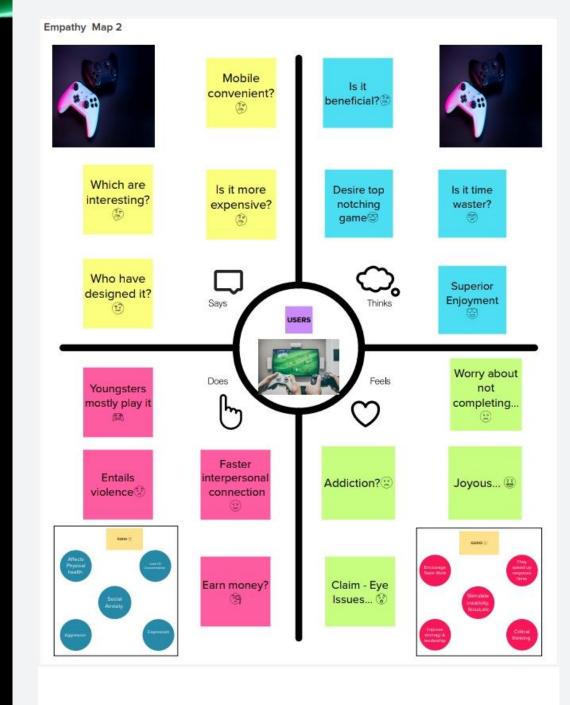


***PROJECT IDEA:-**

- THE IDEA BEHIND THIS PROJECT IS TO ANALYZE VIDEO GAME SALES AND CONVERT INTO DATA ON POPULAR VIDEO GAMES USING THE FOLLOWING DIMENSIONS SUCH AS YEAR, PLATFORM, PUBLISHER AND GENRE.
- IN THIS PROJECT OUR TEAM EXPLORED HOW TO WORK ON MYSQL WORKBENCH AND TABLEAU PLATFORM.

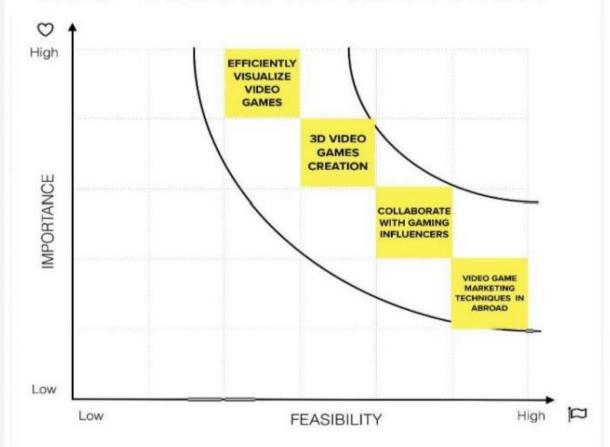
***FLOW OF PROJECT:-**

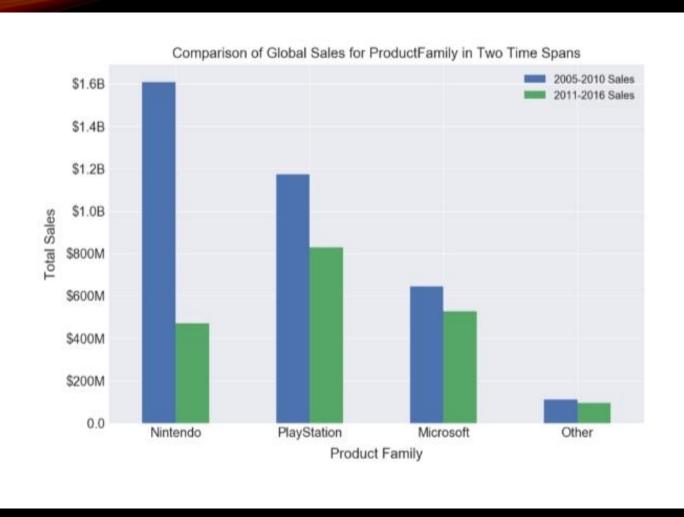
- 1. SEARCH AND COLLECTING INFORMATION ABOUT OUR PROJECT.
- 2. DISCUSS ABOUT THE PROJECT WITH THE TEAM MATES.
- 3. CREATING EMPATHY MAP, IDEA PRIORITIZATION AND BRAINSTORMING.
- 4. VIEWED THE COURSE VIDEOS OF THE PROJECT.
- 5. WORKING ON MQSQL BENCH AND TABLEAU WITH THE DATA COLLECTION.
- 6. CREATING DASHBOARD AND STORY WITH THE NUMBER OF VISUALIZATIONS.



STEP-2: **BRAINSTROM TAMILSELVI GOMATHI ADVERTISE** GO WITH **GIVING AWAY EFFICIENTLY** APP STORE AFFORDABLE VISUALISE **OPTIMIZATION** VIDEO STREAMING VIDEO GAME FOR GAMES GAMES CREATION **PLATFORMS** COLLABORATE DESIGN PLAYING VIDEO 3D VIDEO GAMES WITH A SOUND GAME GAMING FRIEND OR **EFFECTIVE** INFLUENCERS CREATION **GROUP OF** ACTION GAMERS GAMES MAHALAKSHMI VIJAYALAKSHMI CREATE PROVIDING VIDEO GAME BUILD A VIDEO HIGH MARKETING SIMPLE CONTENT QUALITY **TECHNIQUES** WEBSITE VIDEO GAMES USED ABOUT VIDEO ABROAD GAMES ACCESSIBLE A STRAIGHT JOIN GET VIDEO GAMES FORWARD REVIEWS SOCIL OF VARIOUS APPROACH **GENRES FOR** MEDIA FOR MAKING PLAYERS OF ALL VIDEO GAMES **BLOGS** AGES

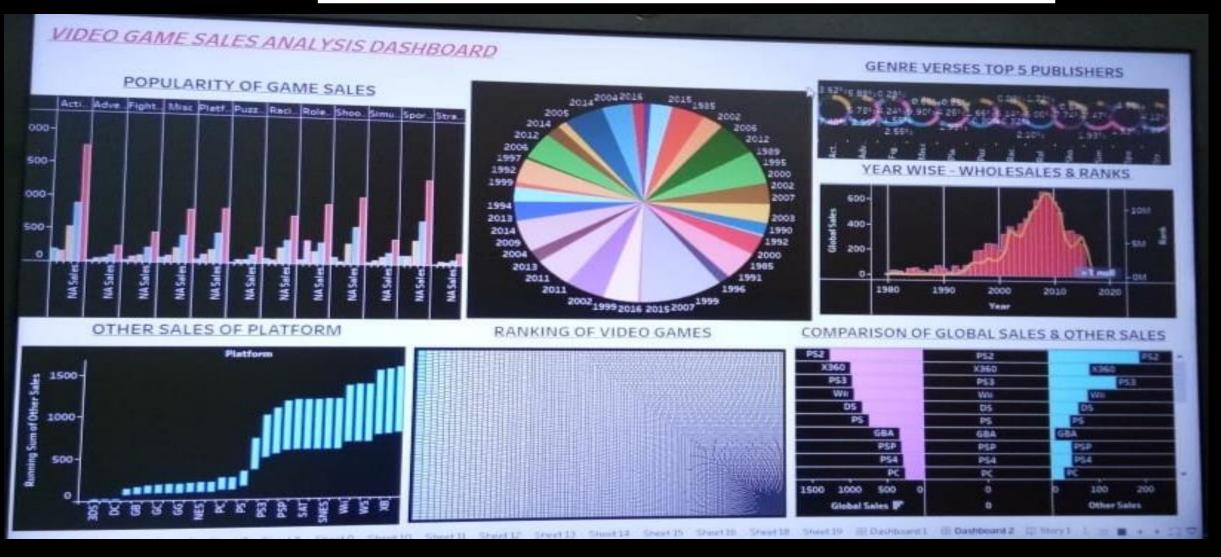
STEP:4 IDEA PRIORITIZATION





NINTENDO HAS A HIGHER COUNT OF SALES

VIDEO GAMES SALES DASHBOARD



***ABOUT DASHBOARD:-**

THE DASHBOARD OF OUR PROJECT-VIDEO GAME SALES ANALYSIS FEATURES THE FOLLOWING:-

- POPULARITY OF VIDEO GAMES SALES IN NORTH AMERICA AMONG DIFFERENT GENRES.
- PIE CHART OF PLATFORM PRODUCTION IN YEARWISE.
- TOP 5 PUBLISHERS OF VIDEO GAME SALES.
- GLOBAL SALES AND RANKING IN YEARWISE.
- OTER SALES OF DIFFERENT PLATFORMS.
- RANKING AND COMPARISON OF GLOBAL AND OTHER SALES.

***ABOUT STORY:-**

STORY OF OUR PROJECT-VIDEO GAME SALES ANALYSIS CONSISTS THE FOLLOWING:-

- 1. POPULARITY OF GAME SALES IN NORTH AMERICA.
- 2. RANKING OF VIDEO GAMES.
- 3. YEARWISE PLATFORM PRODUCING VIDEO GAMES.
- 4. OTHER SALES ON PLATFORM.
- 5. YEARWISE WHOLE SALES AND RANKS.
- 6. PERCENT OF GLOBAL SALES.
- 7. DIFFERENT GAMES WITH GENRE'S GLOBAL SALES, ETC.
- 8. DASHBOARD OF OUR PROJECT.



*****CONCLUSION:-

- **✓ BY THE ABOVE DATA, ACTION GAMES ARE THE MOST POPULARBGAMING GENRE.**
- ✓ SALES IN NORTH AMERICA ARE HIGHER THAN EUROPE AND JAPAN.
- ✓ NINTENDO IS A HIGHER COUNT OF SALES IN JAPAN IN COMPARISON TO OTHER PUBLISHERS.