

# An Analysis of Global Video Game Sales Trends

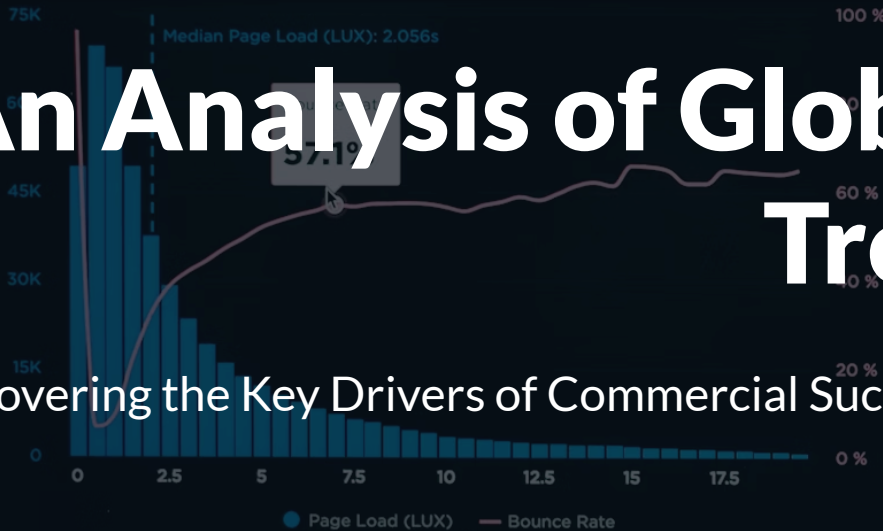
Uncovering the Key Drivers of Commercial Success (1980-2020)

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September 9, 2025

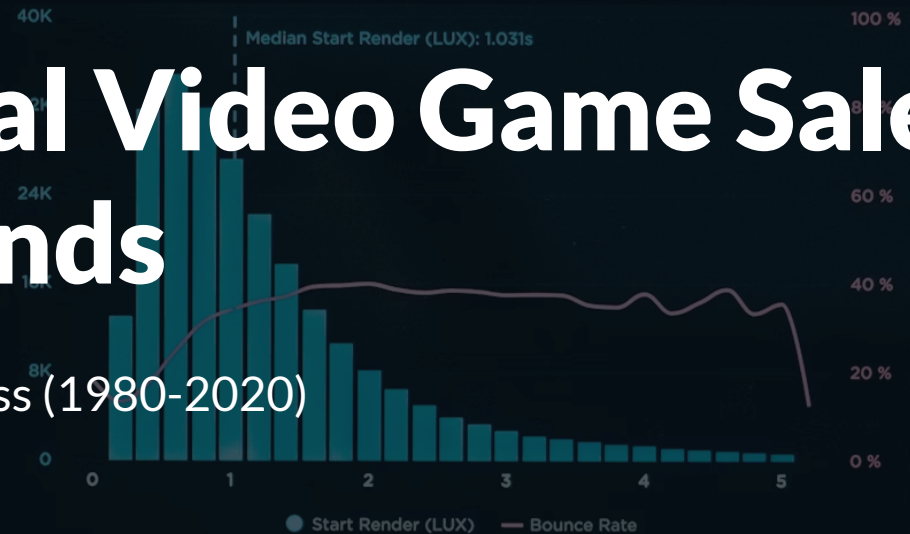
USERS: LAST 7 DAYS USING MEDIAN

LOAD TIME VS BOUNCE RATE

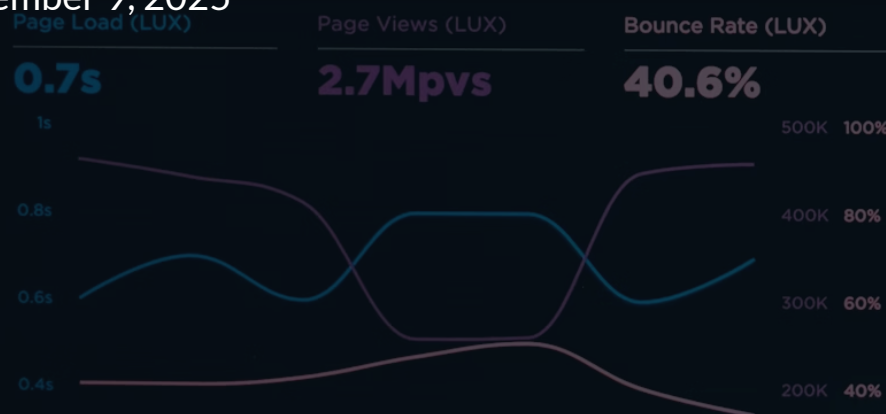


OPTIONS

START RENDER VS BOUNCE RATE



PAGE VIEWS VS ONLOAD



SESSIONS



# Project Overview

- **The Big Question:** What drives success in the video game industry?
- **The Data:** Sourcing and understanding our dataset.
- **The Process:** How the data was cleaned and prepared.
- **Key Finding #1:** The Most Profitable Genres.
- **Key Finding #2:** The Reign of the Consoles.
- **Key Finding #3:** The Industry's Golden Age.
- **Key Finding #4:** The Publishing Giants.
- **Conclusion & Takeaways.**

# Our Approach: Data-Driven Insights

## Data Source:

- Kaggle: "Video Game Sales with Ratings"
- Over 16,000 unique game records (1980-2020).

## Key Limitation:

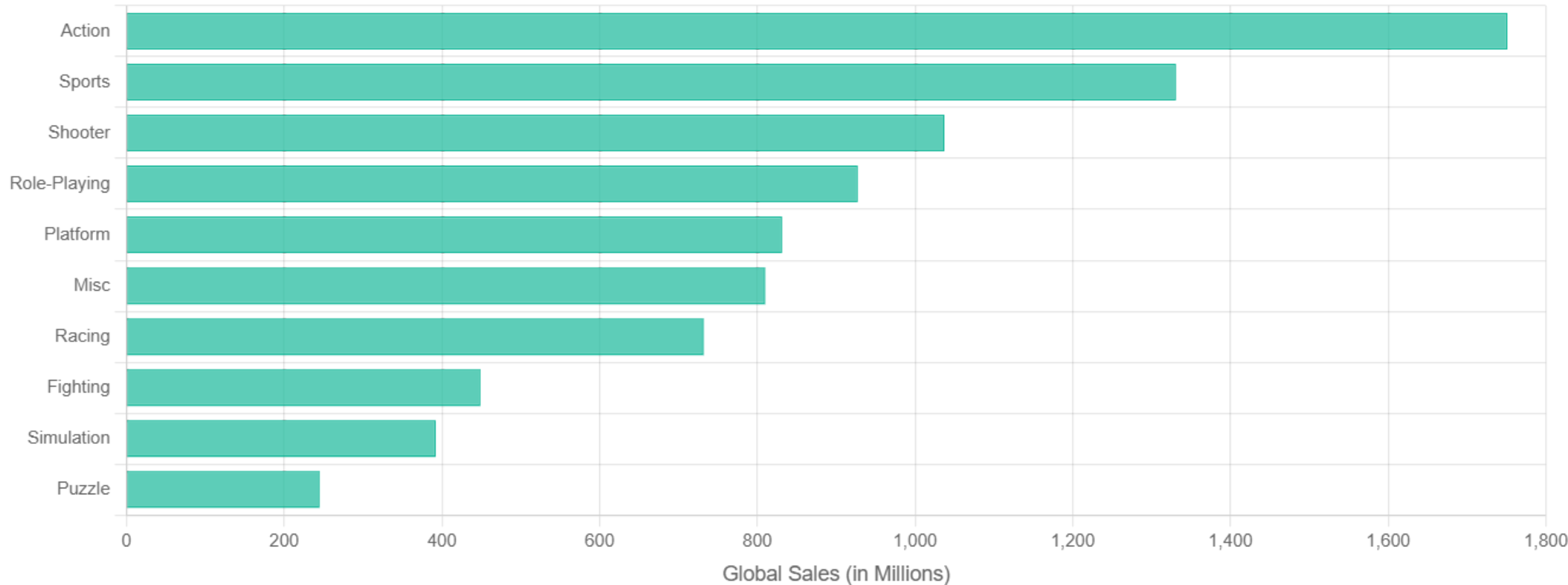
- Dataset focuses on **physical retail sales**. It does not fully capture the modern digital or mobile market.

## Cleaning Process:

- Handled missing values for `Year` and `Publisher`.
- Corrected data types for accurate analysis.

# Finding #1: The Genre Landscape

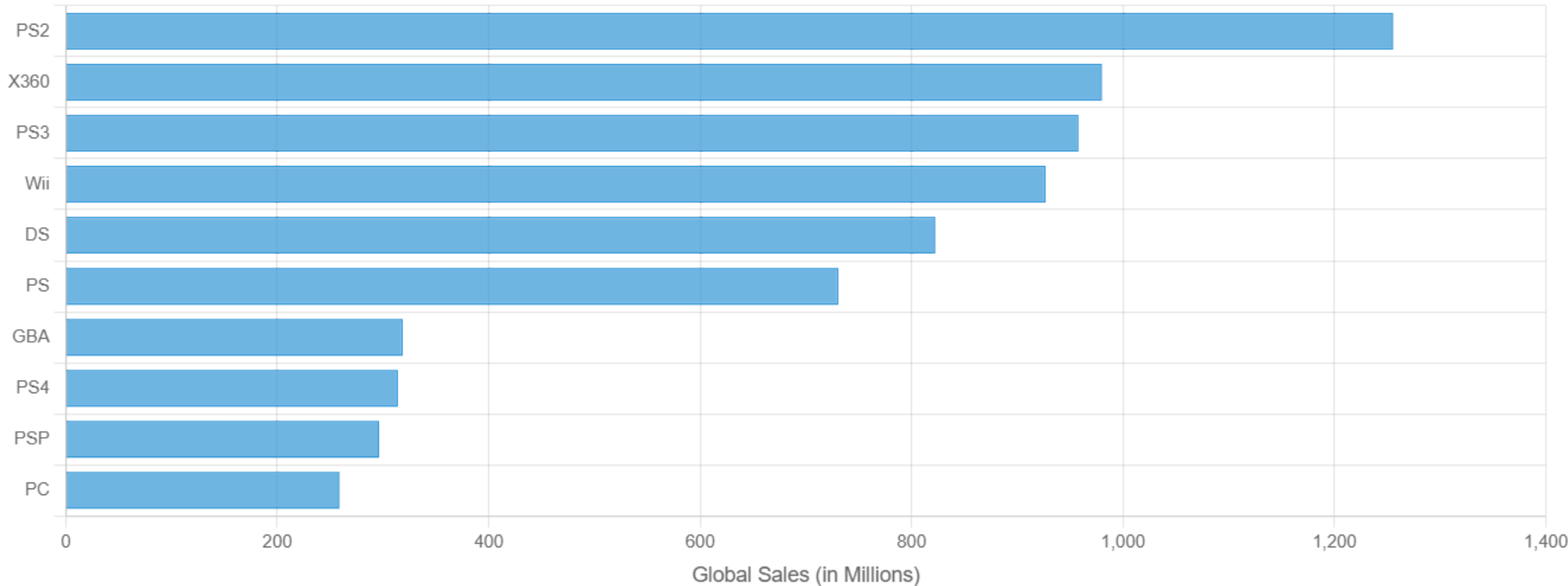
Top 10 Genres by Global Sales



Action games lead with over **\$1.75 Billion** in total sales, indicating a strong market preference for fast-paced, high-engagement titles.

# Finding #2: The Reign of the Consoles

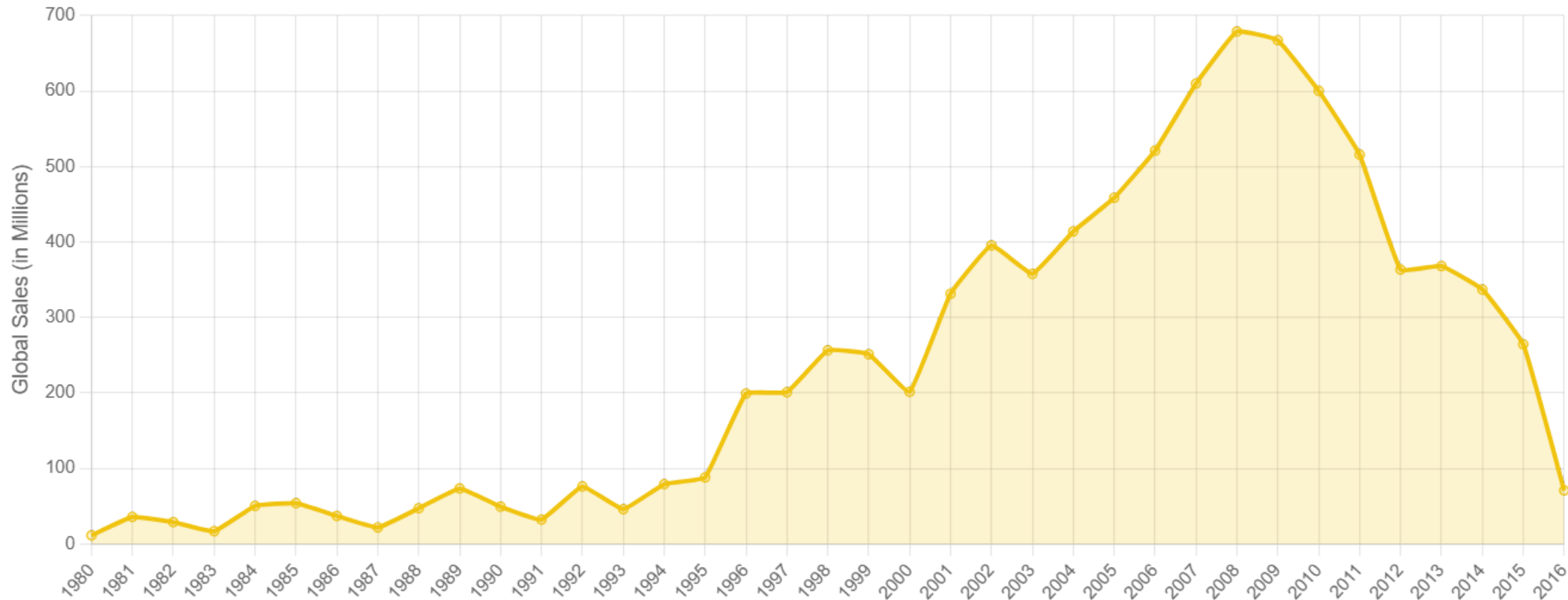
Top 10 Platforms by Global Sales



The PlayStation 2 is the all-time leader with over **\$1.2 Billion** in software sales. The 6th and 7th console generations were commercial powerhouses.

# Finding #3: The Industry's Golden Age

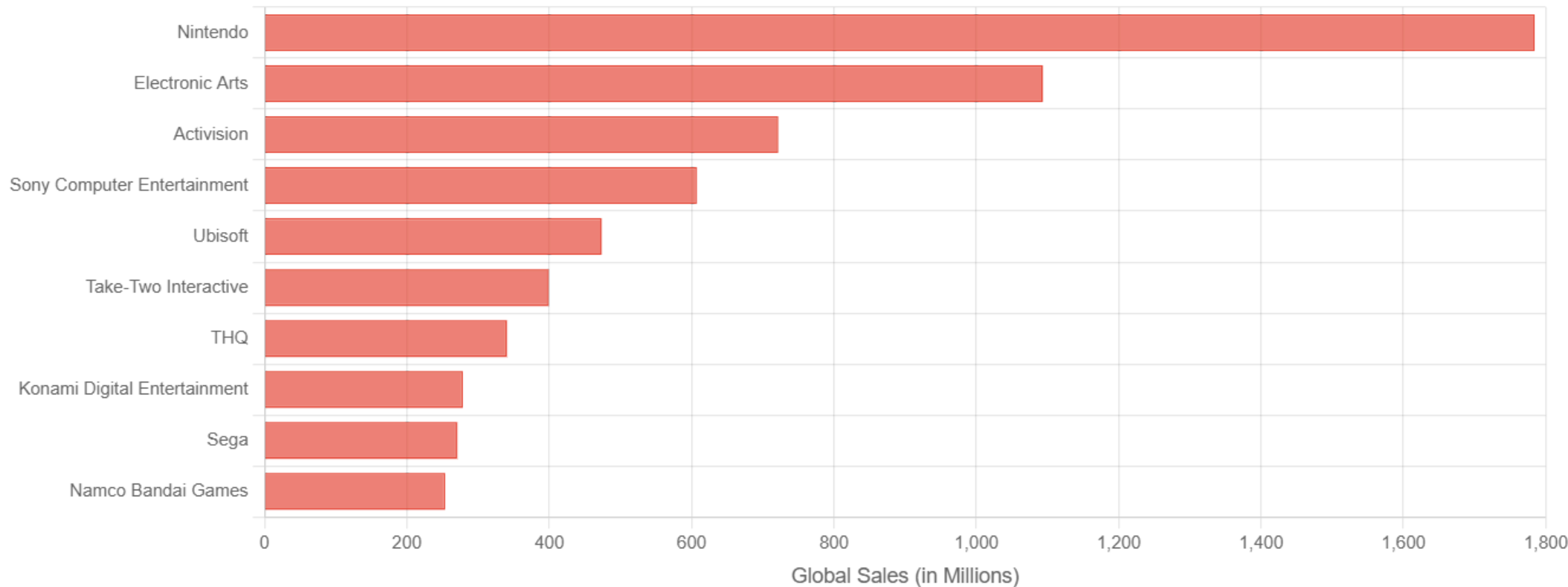
Evolution of Global Sales Over Years



The market for physical games saw explosive growth through the 2000s, hitting its peak in 2008 before shifting towards digital distribution.

# Finding #4: The Publishing Giants

Top 10 Publishers by Global Sales



With over **\$1.78 Billion** in sales, Nintendo's revenue is significantly higher than its competitors, showcasing the power of strong first-party franchises.

## Conclusion & Key Takeaways

# A Story of Growth & Transformation

### Dominant Genres

Action & Sports are the historical cash cows of the industry.

### Top Platform

The PlayStation 2 was the king of software sales.

### Market Trend

Physical sales peaked in 2008 before the industry shifted to digital.

### Industry Leader

Nintendo's unique ecosystem makes it the top publisher by revenue.



# Thank You

Questions?