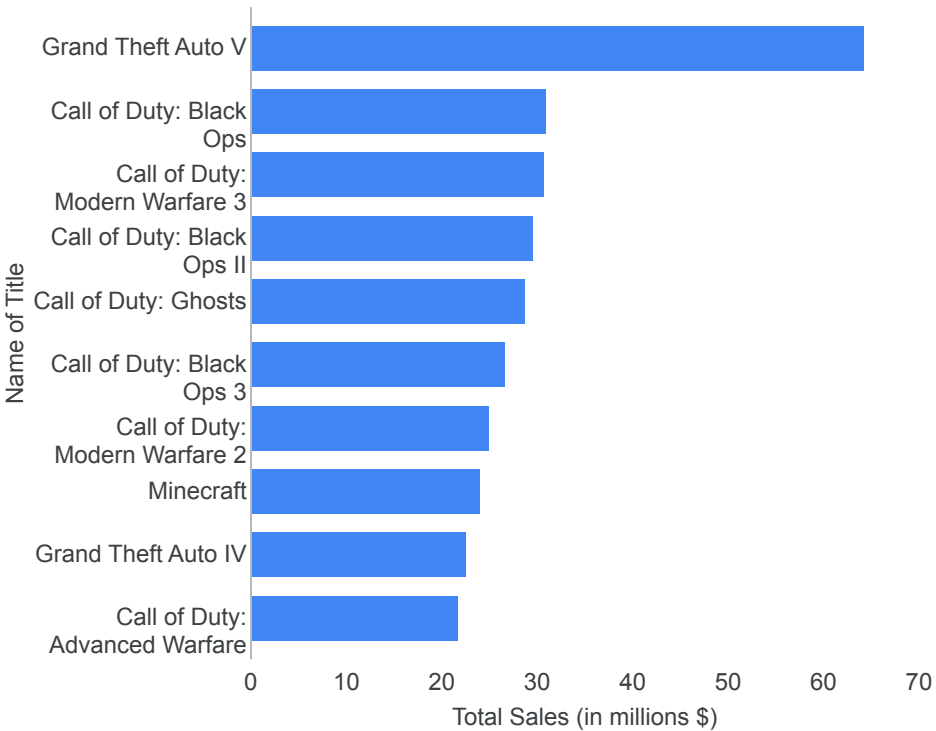


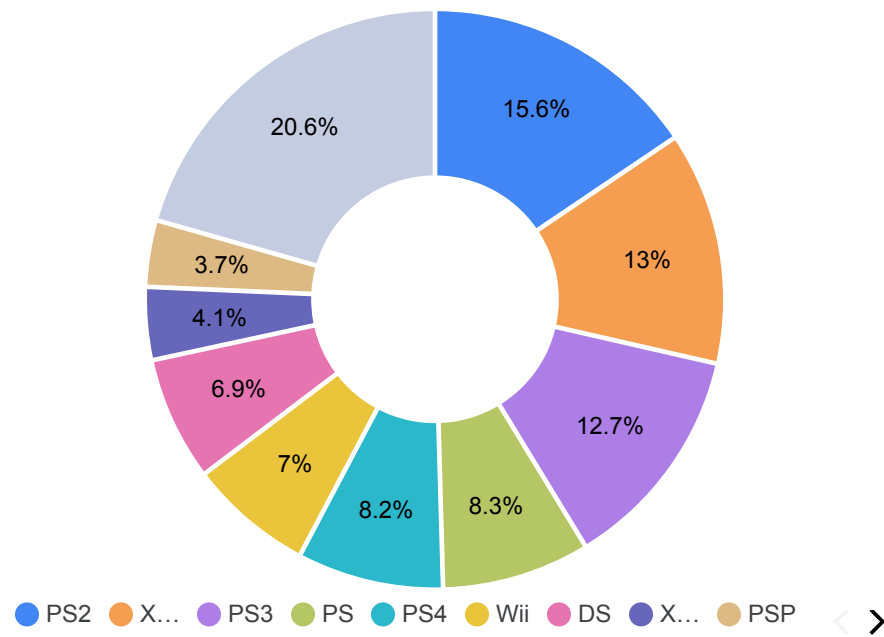
Global Sales Overview

Insight: Global video game sales surged between 2000 and 2010, driven by blockbuster franchises like Grand Theft Auto and Call of Duty, along with the rise of high-impact consoles such as the PlayStation 2, PlayStation 3, and Xbox 360.

Top 10 Best-Selling Games Globally (in millions \$)



Console Sales Share



North America

Total Sales (in millions \$)
3,345.52

PAL

Total Sales (in millions \$)
1,916.83

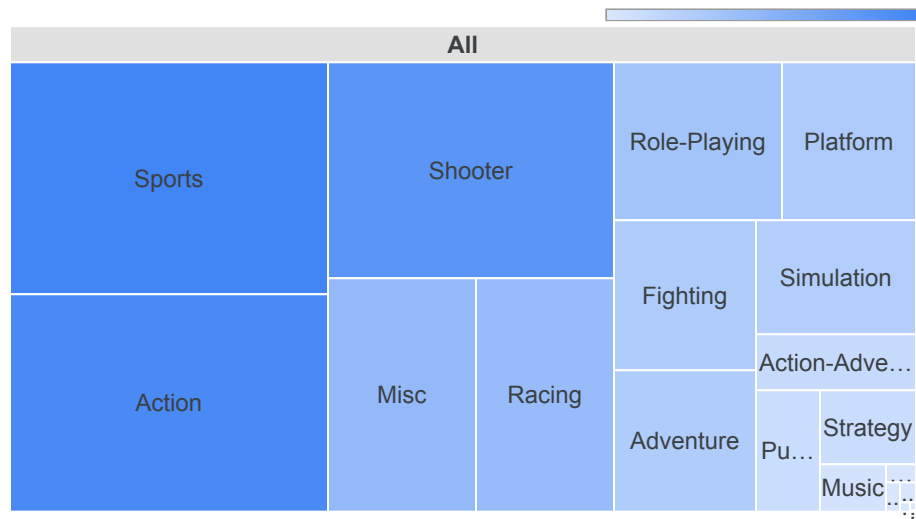
Japan

Total Sales (in millions \$)
687.94

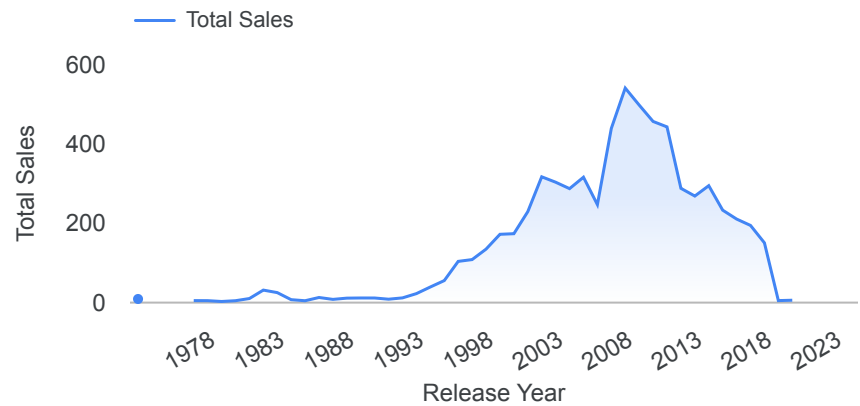
Other

Total Sales (in millions \$)
651.12

Highest-Grossing Genres (in millions \$)



Publishing Trends Over Time



Publisher, Genre, and Review Analysis

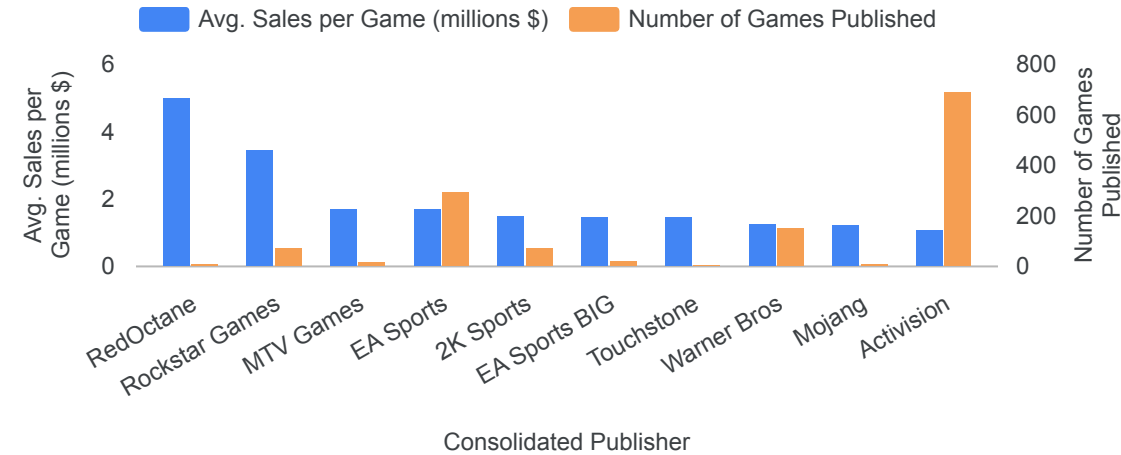
Publishers like RedOctane and Rockstar Games lead in average sales per game, suggesting a focus on quality over quantity—unlike Activision, which dominates in title volume but yields lower average sales. Action and Shooter genres generate the highest global revenue, especially in North America, yet higher critic scores don't always guarantee stronger sales performance.

Top Publishers in Popular Genres (Action & Shooter)

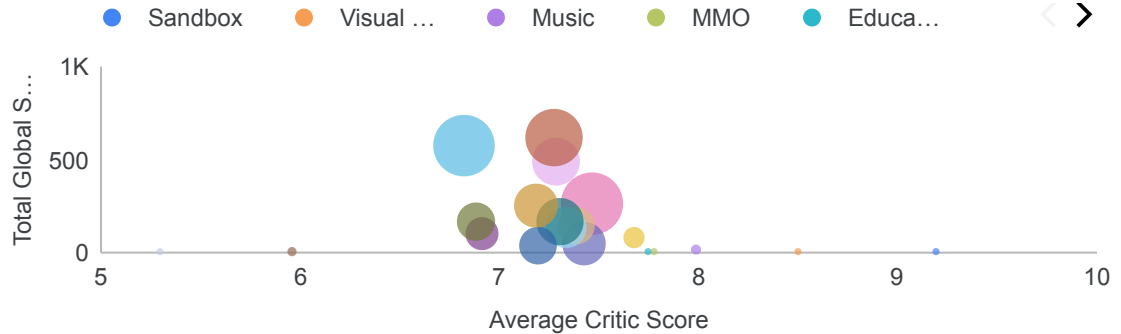
	Publisher	Genre	Total Sales (in millions \$) ▾
1.	Activision	Shooter	353.78
2.	Electronic Arts	Shooter	190.45
3.	Rockstar Games	Action	167.9
4.	Ubisoft	Action	118.42
5.	Activision	Action	97.21
6.	Warner Bros	Action	76.05
7.	Ubisoft	Shooter	75.04

1 - 100 / 1538 < >

Publisher Performance: Average Sales vs. Game Volume



Critic Score vs. Global Sales by Genre



Console Sales Distribution by Region (Heat Map View)

	Console	NA Sales	Japan Sales	PAL Sales	Other Sales
1.	PS3	221.33	44.72	221.16	83.18
2.	X360	306.99	8.15	163	47.58
3.	PS4	138.11	21.57	197.48	64.96
4.	PS2	164.77	36.33	114.8	55.79
5.	PS	71.74	36.98	55.04	9.23
6.	DS	43.9	16.35	21.22	7

1 - 25 / 25 < >

Genre Popularity by Region (Stacked Sales in Millions \$)

