



# Game Sales Data

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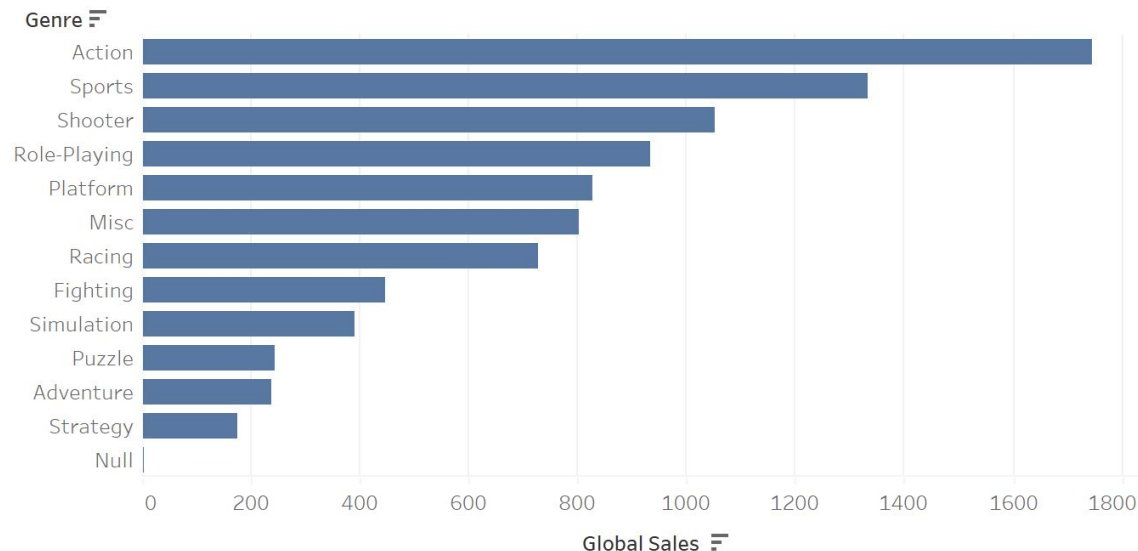
# Our Data

- Source: [Video Game Sales](#) from Kaggle
- Our variables of focus:
  - Input
    - **Platform:** Platform the game runs on
    - **Genre:** Genre of the game
    - **Year\_Of\_Release:** Year the game was released
  - Outcome
    - **Global\_Sales:** Sales in millions of units
- Our questions:
  - Which genre leads in global sales?
  - What genre is each platform most likely to sell?
  - Are sales consistent over time for each platform?

# Question 1: Which genre leads in global sales?

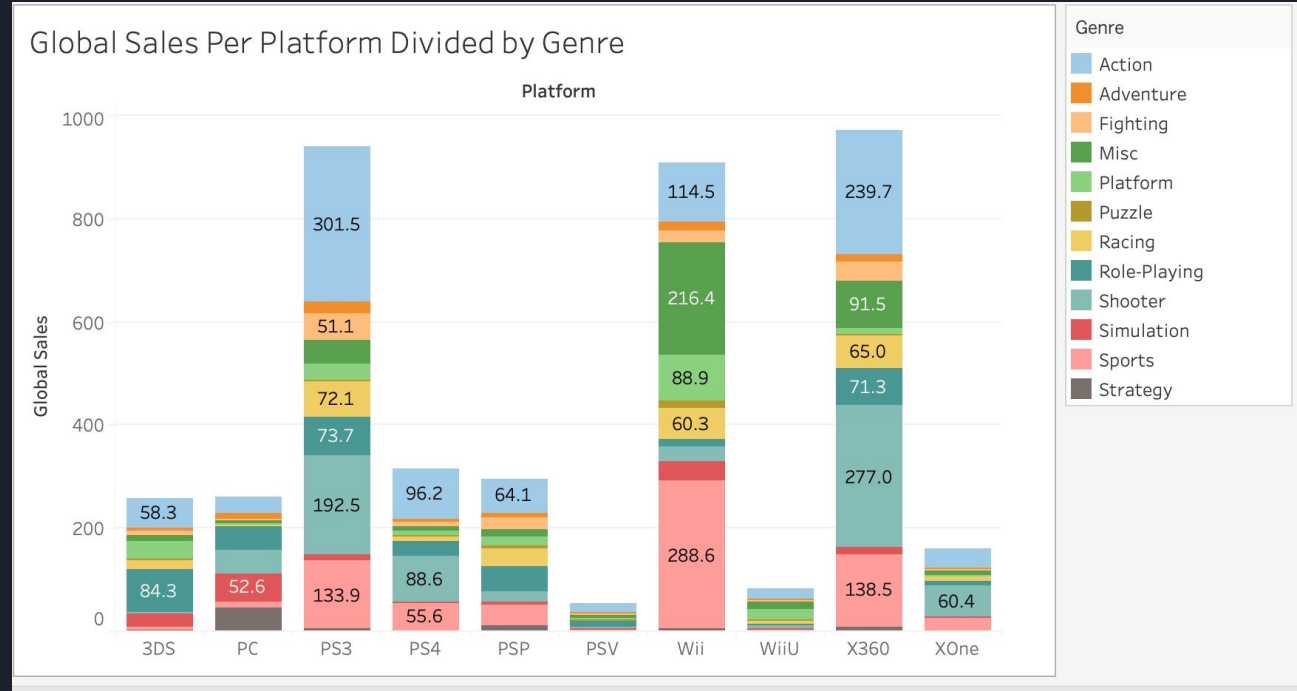
- There were 13 genre labels in the data set
- Based on global sales, the results show that the most popular genres are: Action, Sports, Shooter
- Action leads by about 400 million
- Many possible confounding variables

Global Sales by Genre



## Question 2: What genre is each platform most likely to sell?

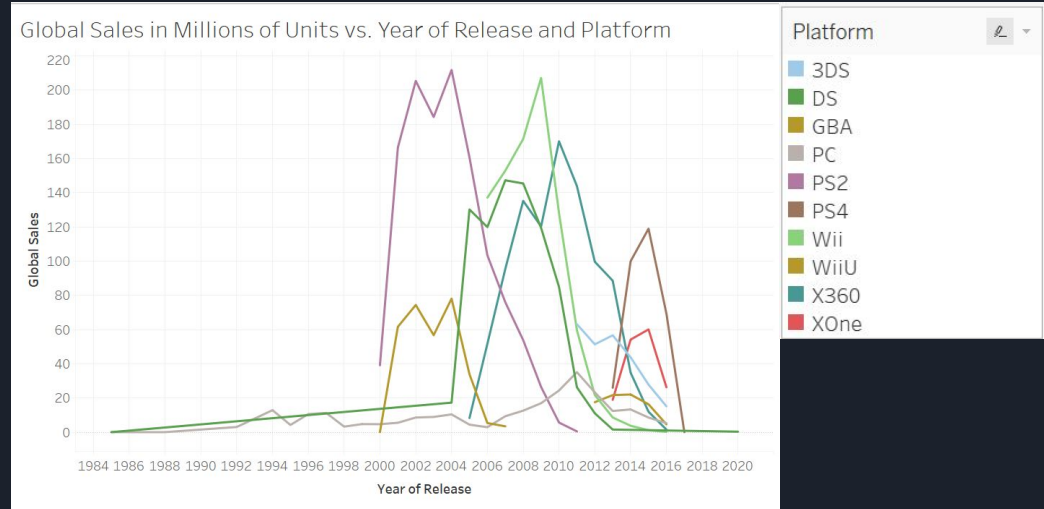
- Out of the 31 platforms shown in the dataset, I focused on ten prominent ones.
- The results show that different platforms maximize profits on a variety of genres
- Although certain genres are overall more popular such as action and shooter, there's no specific genre that every platform makes more sales off of.



The PS3, PS4, PSP, and PSV sell mostly action games. The 3DS, XOne, and X360 sell mostly shooter games. The PC sells mostly simulation games. The Wii sells mostly sports games. Lastly, the Wii U sells mostly platform games.

## Question 3: Are sales consistent over time for each platform?

- There were about 31 platforms in the dataset. I chose to focus on 10.
- The results show that each platform has a “life cycle” of sales. This makes sense as consoles stop selling as well once a newer generation of consoles come out. PC is the exception to this.
- Sales are not consistent over time for any platform, but there is consistency in the “life cycle” that the majority of platforms go through.





# Conclusion

- Based on genre, Action games dominate Global Sales by about 400 million dollars more than the next leading genre
- Platforms maximize profit with a variety of game genres; they do not exclusively make the most off of one particular genre
- Global sales for each platform have a cyclical nature

Questions?