

Video Game Revenue & Market Performance Analysis

Project Objective

“This project analyzes video game sales, user ratings, engagement data, and publisher performance to understand revenue drivers, demand patterns, and market concentration.

The goal was to identify:

- Which genres generate the most revenue
- Which platforms are most profitable
- Whether ratings impact sales
- How concentrated the publisher market is
- And where strategic growth opportunities exist”

Business Overview

KPI Summary

“We analyzed around 2,000 game titles.

Total global revenue is approximately \$3 billion, and the average user rating is 3.67 out of 5.”

Business Meaning:

The market is large, but performance is uneven across genres, platforms, and publishers.

Global Revenue Trend (1995–Present)

“This line chart shows revenue trends across years.

Revenue peaked between 2006 and 2012 and declined afterward.”

Strategic Insight:

Revenue spikes align with major console generation cycles.

This indicates strong dependency on platform lifecycle and hardware adoption phases.

Revenue by Platform

“This chart shows revenue distribution by gaming platform.

Wii, PS3, and Xbox 360 are the highest revenue-generating platforms.”

Business Insight:

Revenue is concentrated in specific console generations.

Strategic platform selection is critical for maximizing commercial success.

Revenue Contribution by Genre

“Action genre generates the highest revenue, followed by Platform and Shooter.”

Business Insight:

Revenue is not evenly distributed across genres.

Investment focus should prioritize high-performing genres with proven demand.

User Engagement & Strategy

Regional Revenue Contribution by Genre

“This chart compares revenue contribution from North America, Europe, and Japan.”

Key Finding:

North America contributes the largest portion of revenue.

Business Meaning:

Regional demand varies.

Global publishers must adopt localized marketing and distribution strategies.

Rating vs Revenue vs Demand (Bubble Chart)

“These visual compares average rating, total revenue, and Wishlist demand.”

Key Finding:

Higher rating does not always guarantee higher revenue.

Revenue appears more demand-driven than purely quality-driven.

Games with stronger demand signals (high Wishlist counts) tend to generate more sales.

Business Meaning:

Brand value, marketing reach, and franchise strength influence revenue more than rating alone.

Top Games by Wishlist

“This chart highlights the most demanded games based on Wishlist data.”

Insight:

Demand is highly concentrated among a few top titles.

Franchise power significantly drives engagement and monetization.

Platform × Genre Heatmap

“This heatmap shows which genre performs best on which platform.”

Key Finding:

Certain platform–genre combinations generate significantly higher revenue.

Business Insight:

Launching the right genre on the right platform increases monetization probability.

Market & Competitive Landscape**Top 5 Publisher Revenue %**

“The top 5 publishers control approximately 68% of total revenue.”

Strategic Insight:

This indicates a highly concentrated and competitive market structure with strong entry barriers.

Smaller publishers face intense competition from dominant players.

High-Rated Titles (Rating ≥ 4)

“There are 733 high-rated titles in the dataset.”

Insight:

While many games achieve strong ratings, not all translate into high revenue.

Quality alone does not guarantee commercial success.

Total Global Revenue by Publisher

“Warner Bros Interactive Entertainment is the highest revenue-generating publisher, followed by Virgin Interactive and Vivendi Games.”

Insight:

Revenue is heavily dominated by large publishers with established distribution networks and franchises.

Regional Revenue Split by Publisher

“This chart shows how top publishers perform across regions.”

Key Insight:

Most revenue is generated from North America, with moderate contribution from Europe and Japan.

Business Meaning:

Geographic diversification could reduce revenue concentration risk.

Final Business Conclusion

“If I summarize the key findings:

- Revenue is concentrated in specific genres and console generations
- Demand signals influence revenue more than rating alone
- The market is dominated by a few major publishers
- Platform lifecycle significantly impacts performance
- Regional strategies are essential for revenue optimization

This dashboard helps decision-makers optimize genre investment, platform selection, publisher strategy, and market positioning.”

“This project demonstrates how integrated sales, engagement, and publisher data can be transformed into strategic business insights to support revenue optimization and competitive positioning.”