**Video Games Sales Analysis**

Project Abstract:

Video games are a type of electronic game or software that can be run and played on a computing device, such as a personal computer, game console or mobile device. Different platforms exist besides the personal computer such as the Playstation 4, XBox One and Nintendo Switch which are able to run different video game softwares. Recently there has also been an emergence of certain video games which can only be run on mobile devices thus creating a new subcategory of video games. Since its conception in the 1970s, current video games have advanced significantly, offering photorealistic graphics and realism to extraordinary degrees.

Video game design and development is currently a billion dollar industry spanning multitudes of studios and independent developers across many countries. The video game market is expected to be worth over 20 billion U.S dollars by 2020 and the industry is expected to continue to grow. While it has high penetration rates among children, increasingly more adults have been found to be playing video games, in part due to their higher spending power. Video games are playable across multiple platforms, with mobile phones currently seeing the greatest number of users followed by PCs and then various consoles and nearly every household having at least one gaming device.

The purpose of this project is to analyze video game sales across platforms, taking into account various factors. The major platforms to be considered will be Steam (PC sales), consoles (including Playstation, XBox, Nintendo, etc) and mobile devices. Datasets to be used are obtained from Kaggle.com and links to the datasets will be placed below. The datasets contain values for :

* Fields include
* Rank - Ranking of overall sales
* Name - The games name
* Platform - Platform of the games release (i.e. PC,PS4, etc.)
* Year - Year of the game's release
* Genre - Genre of the game
* Publisher - Publisher of the game
* NA\_Sales - Sales in North America (in millions)
* EU\_Sales - Sales in Europe (in millions)
* JP\_Sales - Sales in Japan (in millions)
* Other\_Sales - Sales in the rest of the world (in millions)
* Global\_Sales - Total worldwide sales.

Furthermore a journal article titled “Value Creation in the Video Game Industry: Industry Economics, Consumer Benefits, and Research Opportunities” will be used for further study. The website vgchartz.com contains a database of all video games released to date and can be used to create further datasets. Python is the primary scripting language used to obtain and organize the data. For the purpose of this class I plan on using R to organize and categorize the data for observation and study.

The data will be used to obtain insight on video game sales volumes and how different categories such as platform, genre and region might affect sales. For example sales of certain games may be higher in Japan compared to the United States, or the platforms certain games are available in might affect sales. The data will also be used to study specific trends in video games over the years, for example certain genres may display increase in sales in later years. Further study can be conducted by obtaining relevant data on sales of video game platforms. Graphs and charts will be used to display trends in video game sales throughout the years.

<https://www.kaggle.com/jummyegg/rawg-game-dataset>

<https://www.kaggle.com/gregorut/videogamesales>

Marchand, A., & Hennig-Thurau, T. (2013). Value Creation in the Video Game Industry: Industry Economics, Consumer Benefits, and Research Opportunities. *Journal of Interactive Marketing*, *27*(3), 141–157. doi: 10.1016/j.intmar.2013.05.001

<https://www.kaggle.com/sssin67/video-game-sales-analysis>

<https://www.kaggle.com/umeshnarayanappa/explore-video-games-sales/code>

<https://www.kaggle.com/liyingiris90/market-analysis-for-video-game-industry/data>