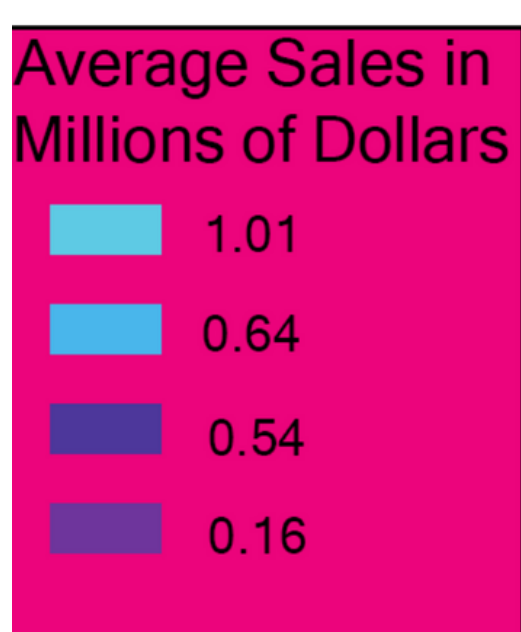
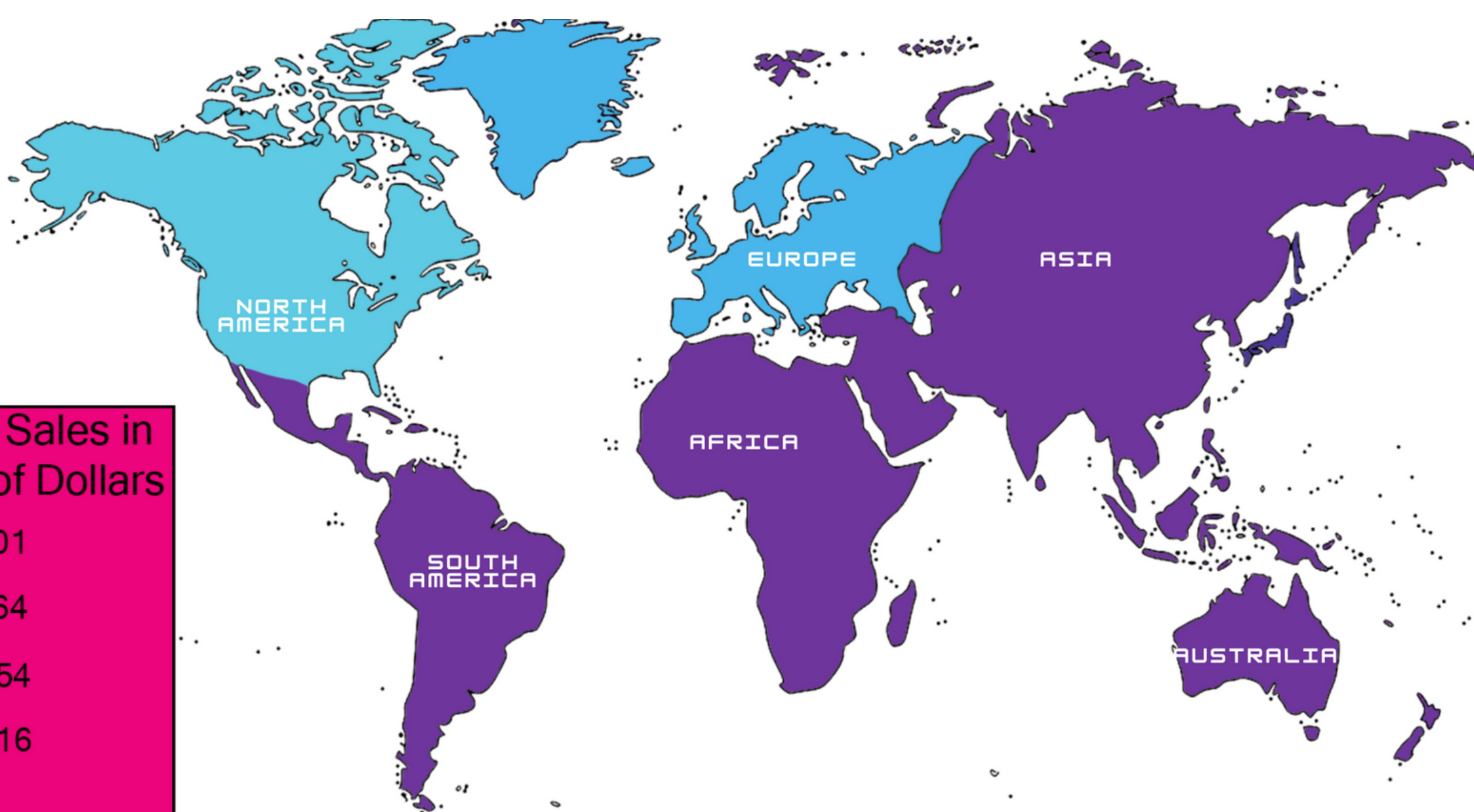


# HOW DOES NINTENDO DETERMINE GAME SUCCESS?



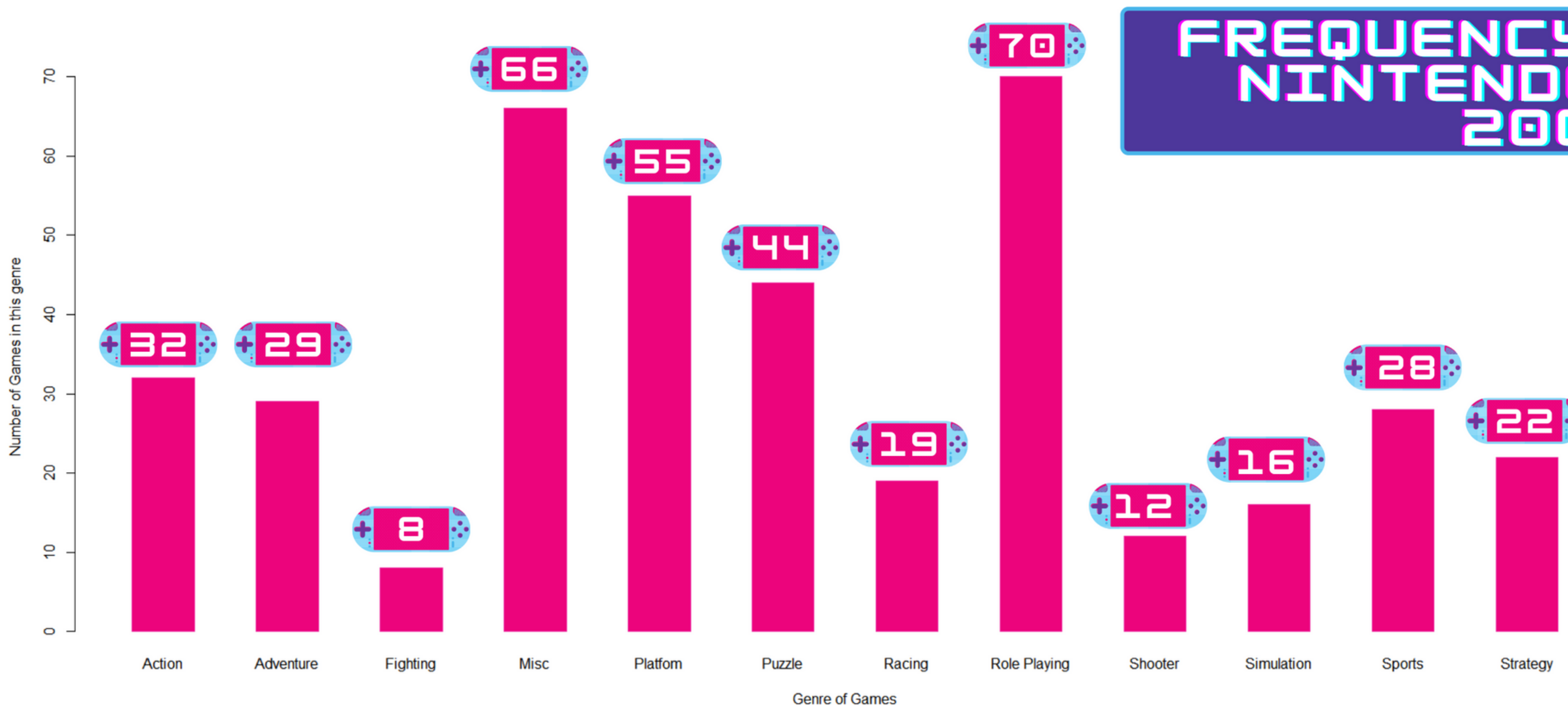
## AVERAGE SALES OF NINTENDO GAMES FROM 2000-2010 BY COUNTRY

### TOP 5 HIGHEST SELLING GAMES BY CATEGORY

- FOR NORTH AMERICA:**
1. WII SPORTS (2006, SPORTS)
  2. MARIO KART WII (2008, RACING)
  3. WII SPORTS RESORT (2009, SPORTS)
  4. NEW SUPER MARIO BROS. WII (2009, PLATFORM)
  5. WII PLAY (2006, MISC)
- FOR EUROPE:**
1. WII SPORTS (2006, SPORTS)
  2. MARIO KART WII (2008, RACING)
  3. WII SPORTS RESORT (2009, SPORTS)
  4. NINTENDOGS (2005, SIMULATION)
  5. BRAIN AGE: TRAIN YOUR BRAIN IN MINUTES (2005, MISC)
- FOR JAPAN:**
1. NEW SUPER MARIO BROS (2006, PLATFORM)
  2. POKEMON DIAMOND/PEARL (2006, ROLE-PLAYING)
  3. POKEMON BLACK/WHITE (2010, ROLE-PLAYING)
  4. POKEMON RUBY/SAPPHIRE (2002, ROLE-PLAYING)
  5. ANIMAL CROSSING: WILD WORLD (2005, SIMULATION)
- FOR OTHER COUNTRIES:**
1. WII SPORTS (2006, SPORTS)
  2. MARIO KART WII (2008, RACING)
  3. WII SPORTS RESORT (2009, SPORTS)
  4. NEW SUPER MARIO BROS (2006, PLATFORM)
  5. WII PLAY (2006, MISC)
- FOR THE WORLD:**
1. WII SPORTS (2006, SPORTS)
  2. MARIO KART WII (2008, RACING)
  3. WII SPORTS RESORT (2009, SPORTS)
  4. NEW SUPER MARIO BROS (2006, PLATFORM)
  5. WII PLAY (2006, MISC)

## SOURCES

**SOURCES/GENRE:**  
[HTTPS://WWW.KAGGLE.COM/KENDALLGILLIES/VIDEO-GAME-SALES-AND-RATINGS](https://www.kaggle.com/kendallgillies/video-game-sales-and-ratings)  
**TIME TO BEAT:**  
[HTTPS://WWW.KAGGLE.COM/KASUMIL5X/HOWLONGTOBEAT-GAMES-COMPLETION-TIMES](https://www.kaggle.com/kasumil5x/howlongtobeat-games-completion-times)  
**POPULATION SITES:**  
[LHTTPS://WWW.MACROTRENDS.NET/COUNTRIES/NAC/NORTH-AMERICA/POPULATION](https://www.macrotrends.net/countries/nac/north-america/population)  
[HTTPS://DATA.WORLDBANK.ORG/INDICATOR/SP.POP.TOTL?END=2010&LOCATIONS=EU&START=2000](https://data.worldbank.org/indicator/sp.pop.totl?end=2010&locations=EU&start=2000)  
[HTTPS://DATA.WORLDBANK.ORG/INDICATOR/SP.POP.TOTL?END=2010&LOCATIONS=JP&START=2000](https://data.worldbank.org/indicator/sp.pop.totl?end=2010&locations=JP&start=2000)



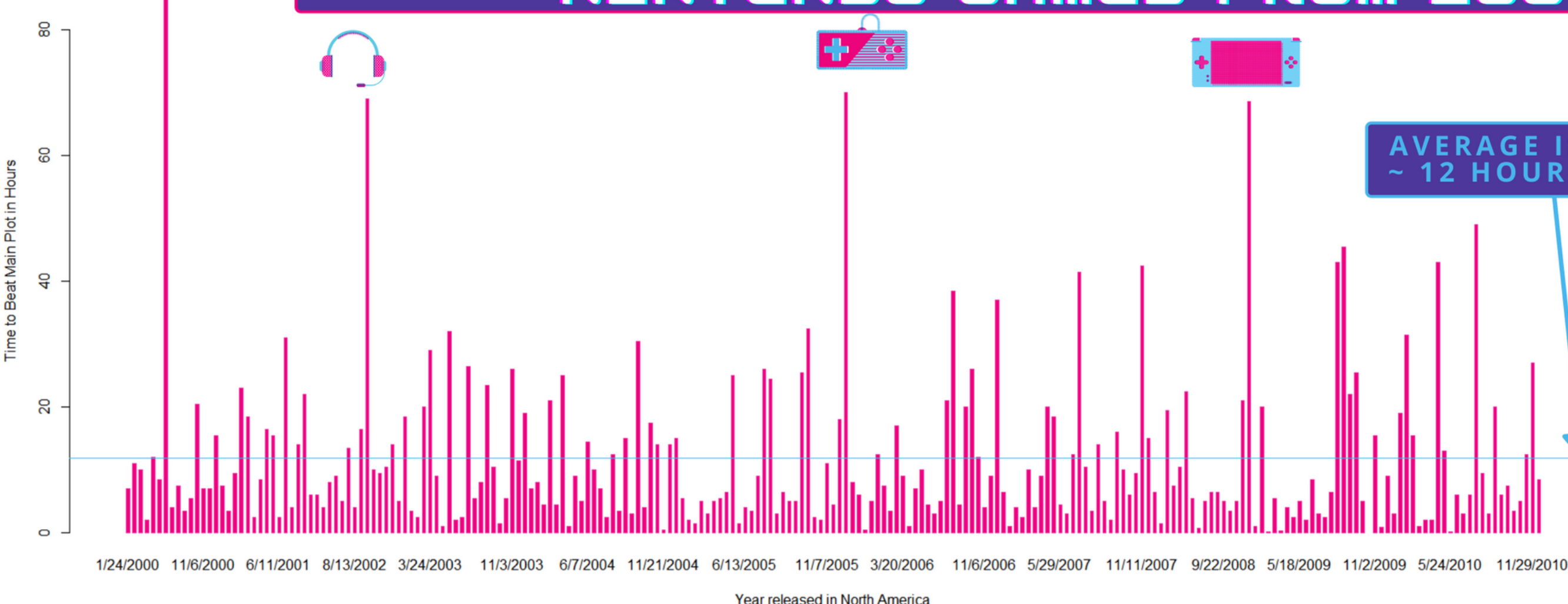
## FREQUENCY OF GENRE FOR NINTENDO GAMES FROM 2000-2010

### NOTE:

THIS GRAPH WAS MADE BY TAKING NOTE OF THE CATEGORIES AND THEN COUNTING HOW MANY TIMES THAT CATEGORY POPS UP IN THE COLUMN. FOR REFERENCE MISC REFERS TO:

- FIRST-PERSON SHOOTERS
- FLIGHT/FLYING
- PARTY
- REAL-TIME STRATEGY
- THIRD-PERSON SHOOTER
- TURN-BASED STRATEGY
- WARGAMES
- WRESTLING

## TIME TO BEAT MAIN STORYLINE BY YEAR FOR NINTENDO GAMES FROM 2000-2010



### LEGEND

- STARCRRAFT 64 CIRCA 06/13/00
- ANIMAL CROSSING: WILD WORLD CIRCA 12/02/05
- ANIMAL CROSSING CIRCA: 09/15/02
- ANIMAL CROSSING: CITY FOLK CIRCA 11/16/08

## ANALYSIS TIME

WHEN YOU COMPARE HOW LONG IT TAKES TO COMPLETE A GAME TO SALES, YOU'LL NOTICE THAT ONLY ONE OF THE GAMES MADE THE LIST FOR HIGHEST SELLING GAMES, THAT BEING ANIMAL CROSSING:WILD WORLD. EVEN THEN, IT ONLY MADE TOP 5 FOR ONE COUNTRY: JAPAN. GRANTED, NINTENDO IS A JAPANESE COMPANY BUT ISN'T IT STRANGE THAT MORE CONTENT DOES NOT NECESSARILY EQUATE TO MORE SALES?

ON ANOTHER NOTE, WHEN YOU COMPARE FREQUENCY OF GENRE TO SALES, THE GENRE MOST MADE WAS ROLE-PLAYING AND YET AGAIN THOSE SOLD THE MOST IN ONLY ONE COUNTRY: JAPAN. THE MISCELLANEOUS COMING IN SECOND PLACE, MAKES MORE SENSE FOR SINCE THE TOP 5 FOR NORTH AMERICA, EUROPE, OTHER COUNTRIES, AND GLOBALLY HAD ONE TOP 5 MISC GAME. IT IS INTERESTING THAT EUROPE HAD BRAIN AGE AS THEIR RANKING MISC GAME AND NOT WII PLAY LIKE THE REST OF THEM. IT'S ALSO INTERESTING THAT MORE PLATFORMERS DIDN'T RANK IN TOP 5 HIGHEST SELLING GAMES SINCE THEY ARE THIRD PLACE FOR GENRE FREQUENCY.

THE SALES ITSELF IS INTERESTING TO SEE HOW CERTAIN REGIONS AFFECT THE SALES FOR NINTENDO. THE AVERAGE NORTH AMERICAN POPULATION FOR THIS TIME PERIOD WAS 720,832,781. THE AVERAGE FOR EUROPE AND JAPAN WERE 478,993,765 AND 140,472,400 RESPECTIVELY.

MY HOPE IN SHOWING THIS DATA IS TO PROVIDE UNDERSTANDING ON WHY WE HAVE SO MANY OF THE SAME KINDS OF GAMES OVER AND OVER FROM NINTENDO. IT SEEMS BASED ON HOW WELL A GAME DOES IN JAPAN WHICH MAKES SENSE FROM A BUSINESS STANDPOINT. I'D LIKE TO PROPOSE THE IDEA THAT MAYBE SALES IN 1 COUNTRY ALONE SHOULDN'T DETERMINE A GAMES "SUCCESS". THAT A MORE WHOLISTIC APPROACH IS NEEDED, NO, REQUIRED TO SHOW A GAME'S WORTH. ARE THE GAMES THAT SELL HIGH BAD? NO, BUT IT SHOWS A PRIORITY OF MAKING MONEY OVER VARIETY OR AMOUNT OF CONTENT (GOOD OR BAD).