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Professor Carswell

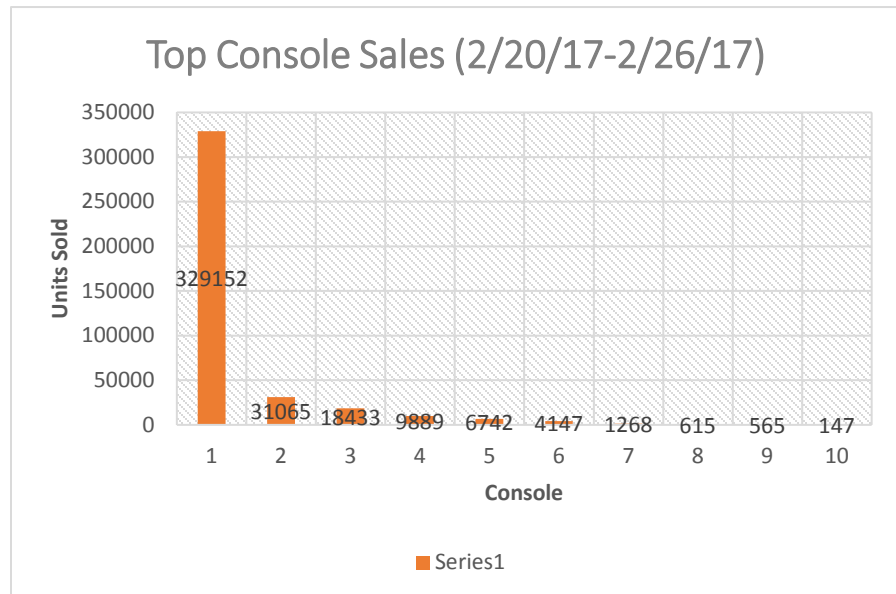
IS 365

3/13/2017

Module 8 Writing Assignment

Table 1 (Arnold, 2017)

The Table 1 contains console sales data in Japan for the week of 2/27/17 to 3/05/17 (Arnold, 2017). Hard data in this format is mostly easily obtained



for Japan, and while its data for game sales is culturally skewed, console data is generally very similar worldwide and can be used to illustrate possible trends in the industry as a whole—not just in Japan. This particular week contains a very strong outlier in the form of the Nintendo Switch—a newly released console as of March 3rd—and thusly is very skewed to show the drastic first-week performance of the newly unveiled console. This initial showing of the Nintendo Switch suggests that it will be a force to be reckoned with; within its first week, the Nintendo Switch’s sales have already surpassed that of its poorly performing predecessor, the Wii U, by a figure of 5,100 units in opening week (Kamen, 2017). This is a very impressive showing for opening week and suggests great overall success in Nintendo’s launching of the

Switch and its assorted launch titles, including the ubiquitously critically-acclaimed *Legend of Zelda: Breath of the Wild*.

To get a better understanding of the statistical significance of the Switch's launch debut, we can arrange the data into a pie chart so as to illustrate the percentage of console sales directed towards the Switch. We can see that the

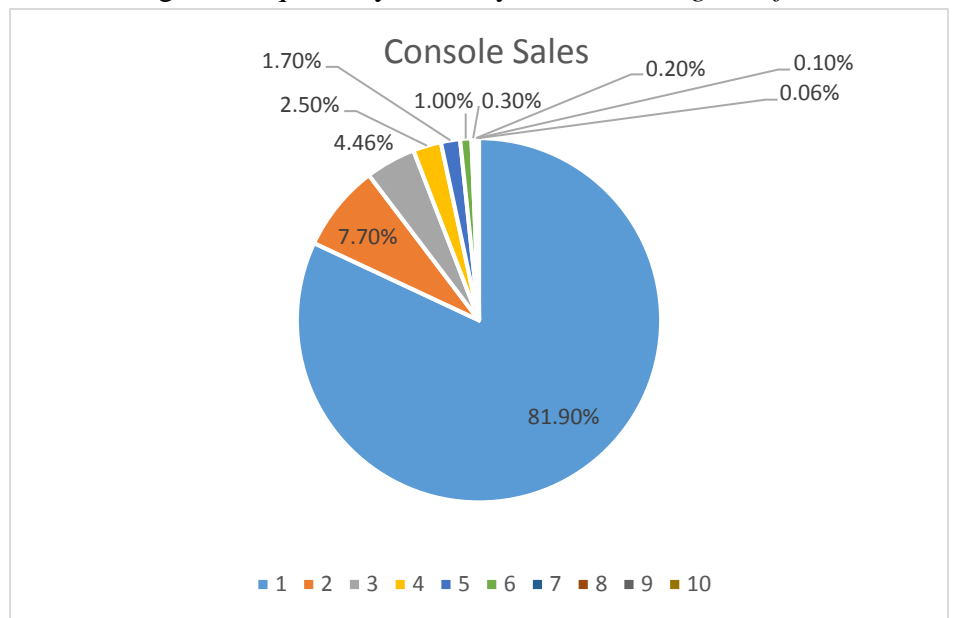


Table 2

Switch accounts for nearly 82% of all console sales last week. Again, because this is the console's first week, extremely high sales numbers are to be expected; most first-week sales do tend to reach these numbers (Kamen, 2017). Table 2 provides us with the ability to see the overwhelming outlier that is the Switch in a more visual way, as well as the piddling sales numbers of consoles like the Wii U and the Xbox One. With the Switch aiming to replace its already aged predecessor, the Wii U, one can expect to see that particular console drop out of the top ten in sales.

The other consoles listed have been out for years; for them, this data can be used to show quality of life and sale longevity. If we take out the statistical outlier, the Switch, from the graph

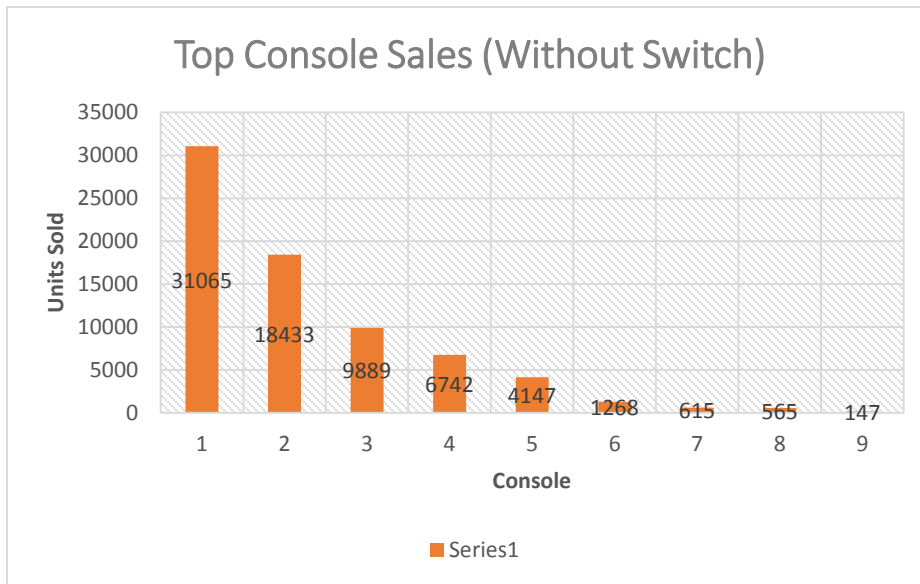


Table 3

(shown to the left), we can see a more accurate illustration of the sales numbers for the rest of the consoles. In much the same way that the Nintendo Switch's data indicates a strong first-week performance, if it lacks

longevity, as we can see in the lesser Xbox One and Wii U sales data, it matters little how well it sold in that first week. The Xbox One from Microsoft, which is meant to be seen as an equal competitor to Sony's Playstation 4, is severely lacking in sales when compared to its main competitor despite how early it still is in this console generation.

Could this be a cultural trend in Japan, or is the Xbox One's poor performance indicative of something else? Based on this data alone, it can be difficult to say; however, the amount of Playstation-exclusive titles that have been released within the first three months of 2017 may have something to do with this overwhelming statistic. Sony has released about 10 games exclusive to the Playstation 4 or Playstation 4 and PC in an impressive Q1 2017 showing, whereas the Xbox One has had only one notable exclusive release in that time frame (Siegal, 2017).

Additionally, we can compare sales data from last week to this week in order to get a general idea of the trends we are seeing in console sales, once again excluding the Switch from

this data as it

was released

March 3rd and

thusly lacks

sales data for

the previous

week. We can

see a general

trend of drops

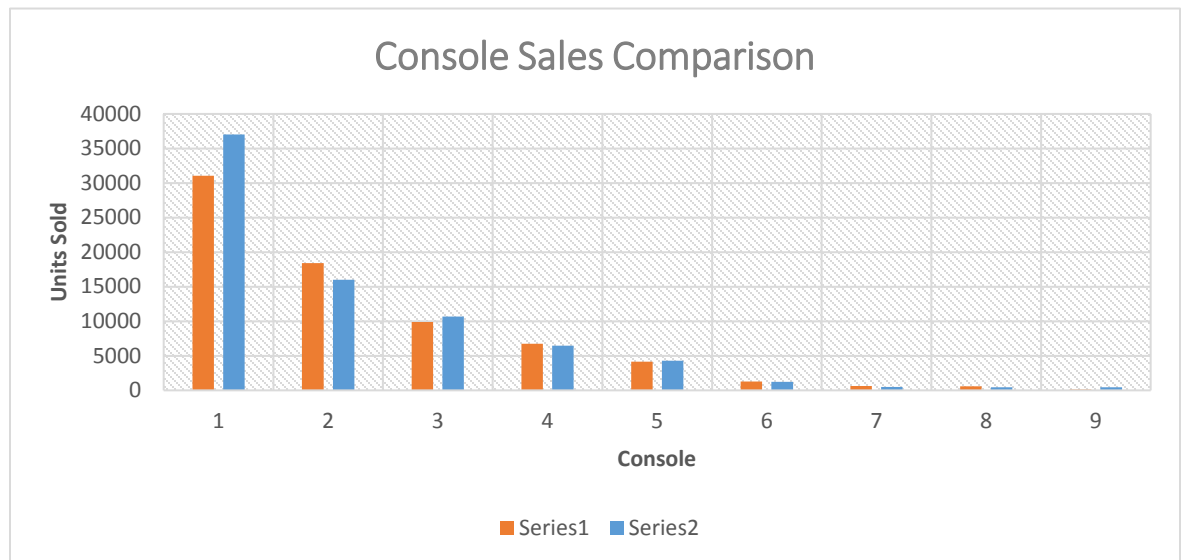


Table 4

in sales like the Playstation 4 and its assorted peripherals (the Vita and the Pro). Nintendo consoles appear to be on the rise, possibly due to cross-console compatibility. Lesser sales this week compared to last week across all consoles could easily be attributed to the appearance of the Switch; definite conclusions about the affect of the Switch on other consoles' sales will depend more so on the weeks and months to come rather than just this snapshot of its opening week, impressive as it may be.

Bibliography

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