

PROJECT REFLECTION

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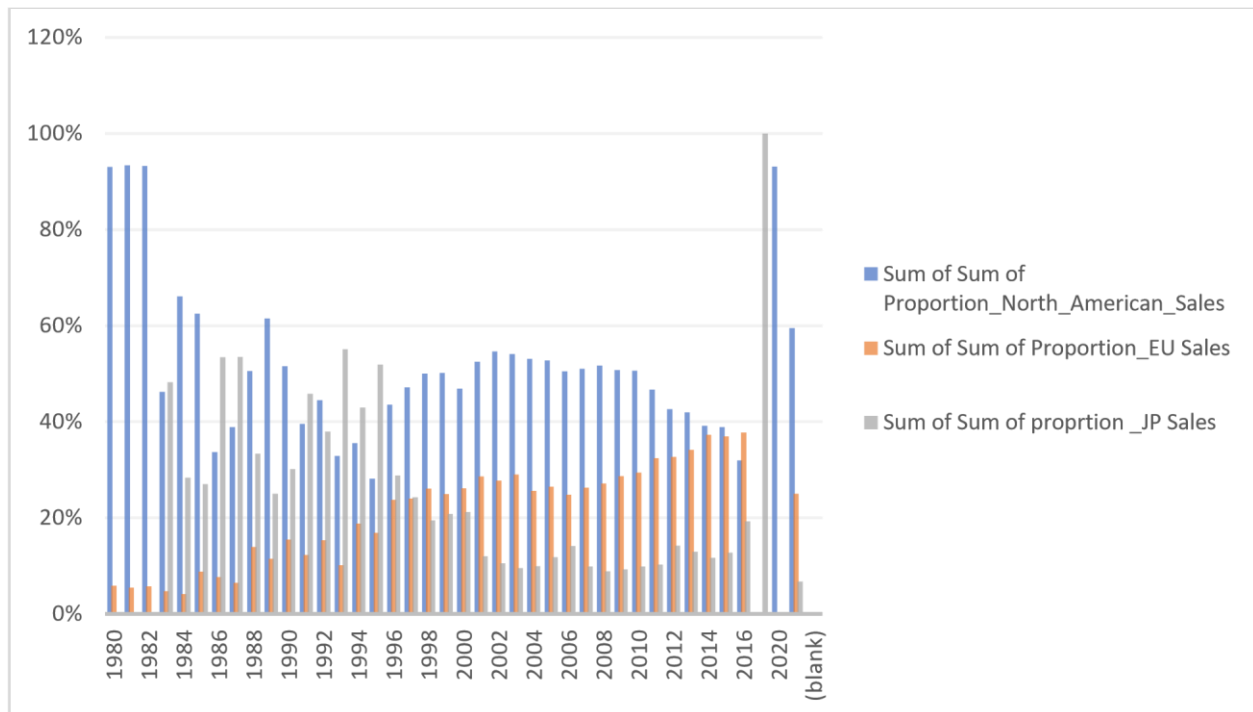
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The expectations of the Marketing department seem to be set at the idea that all game sales across each geographic region have remained the same over time. The data set has suggested that this is in fact not the case. Beginning with looking at the regional sales for North America, Japan, and Europe in comparison to the Global sales, we can see that none of the regions have remained the same over time. With the exception of Europe, there is no evidence of any consistency either. Europe has shown a relatively consistent upward trend. We can see that from the start, North America was virtually the only real source of sales across the globe. Since then, these numbers have reduced from 93% to 32% between 1980 and 2016.

More interestingly is the fact that Japan sales and North American sales seem to have a completely negative correlation with one another. This seems to imply that when sales in North America go up, Japan inevitably go down, and vice versa.

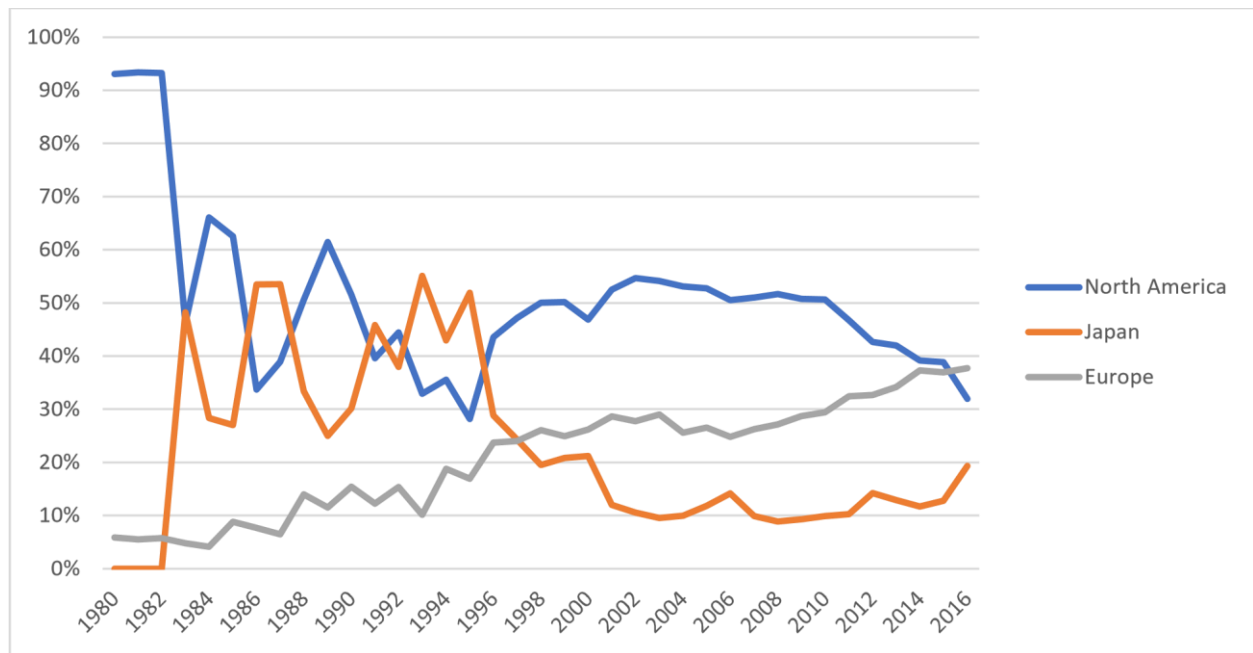
By looking at each region's market share during that period, it becomes apparent that a shift may be happening in the video game industry. From 2001 to 2010 levels seem stable across regions. North America hovers around 50%, Europe around 30% and Japan 10%, with no more than a 1-2% fluctuation from year to year. However, from 2010 to 2012 we see an 8% drop in North America's market share. From 2010 to 2014 we see an 8% increase in Europe's. Then

2016 throws an even bigger curveball. In that year alone we see another near-10% dip in North America's market share and an 8% increase in Japan's. Between 2001 and 2016 North America's market share dropped 20% and only experienced two years of growth. Over that same span, Europe's share increased 9% and Japan's increased 7%.



Another insight we gained was from the 100%-stacked-column chart we made in exercise 9. To make this we inserted a pivot chart of our raw data into a new sheet. We then grouped “NA_Sales,” “EU_Sales,” “JP_Sales” and “Other_Sales” in the Values box and put “Genre” in our Axis (Categories) box. This way, our chart will reflect the percentage of each region’s sales broken down by genre. Now we didn’t break anything down by year, so this is alltime sales by genre for each region. Since this chart breaks down the percentage of the total of all region’s sales, it represents each region’s market share.

The insight this chart shows us isn’t groundbreaking, but right off the bat we can see the North America dominates the about half of the chart, with Europe at around 30%, Japan around 20% and Other at around 10%. So, we can see this data is consistent with our previous chart, at least up to about 2011. But my main takeaways from this chart are that North America and Europe love their “shooter” games. Japan doesn’t care about “shooters” and really likes “roleplaying” games. In fact, RPGs are the only genre that North America doesn’t top.



The data has been summarized by looking at the percentage of sales by region in comparison to global sales overall across the years between 1980 and 2016. It is evident that North America had the greatest numbers of sales for most of the years in question, but recently has shown a decline, while both Europe and Japan have shown some incline in sales in the recent years. I then took a look at number of sales per region based on genre. North America seems to lead the number of sales in almost every genre type, with the exception of Role-Playing Games. My insight challenges GameCo's current understanding by recognizing the drop in North America's market share as more than a fluctuation expected to correct itself. The data suggests novel actions must be taken.