**Project Reflections**

***Step: 1***

As per Game Co’s current understanding, the sales for the various geographic regions have stayed the same over the years. In order to match or revise current understanding, I have tried to look into the trend of composition of global sales by various geographic regions over the years (2000-2016). Please refer figure 1. % proportion of Global sales by Region from 2000-2016. Market share of NA is gradually declining and the same of EU is steadily increasing. Infact % proportion of global sales by EU has tookover NA in 2015. Even JP sales is fluctuating a lot over the years. Hence regional sales have never stayed the same.

Figure 1

By grouping regional sales for the Year 2015 & 2016 (Figure 2), We see huge decline in sales from 260 million to 70 million. In addition to that We could clearly see the % change of sales of every market. Market share of EU has grown from 37% to 38%, at the same time NA market share has gone down from 39% to 32%. Other sales have remained constant and JP market share also doubled from 2015 to 2016.

Figure 2

Since every regional market sale is not constant, here we need to challenge our current expectation and revise our business understanding. Hence sales for the various geographic regions have not stayed the same over time.

***Step: 4***

I have started my analysis with line chart to understand the trend of regional sales over the years. In order to analyse market share of each regional market from 1980-2016, I have considered % proportion of global sale by region. This helps me to understand how every market is changing in the declining global sales.

Second chart is stacked chart to understand the % change in market share by region. Since EU market has overtaken in 2015, I was more interested to check the % change for market attractiveness analysis.

I have used Combo chart (Bar & Line), to understand the relationship between the game production and Game selling.

To further understand the Genre Popularity by region, I chose Pie chart. This chart is very easy to undestrand the market contribution by each piece.

Again I have used Column stacked chart for 3 regional Publisher sales. It will show which top publishers are popular in which region and the same chart for Platforms. It will again indicate popular platform for specific region.

These charts differ from the charts I used in the step 1. Because initially I wanted to understand the trend of regional sales over the time. But in step 4, I was more involved in to develop strategies to allocate marketing budget efficiently. Since this step required further investigation into other variables like Publisher, Genre, Platform related to regional sales and popularity of these variables over the years, I had to introduce Pie, Column stacked, Combo charts etc.