

Project Reflections

GameCo's executives assumes that sales in geographic regions have remained the same overtime and they want to confirm if this assumption is true or false for them to be able to plan their marketing budget in such a way that will provide them maximum investment returns.

To confirm if this expectation is reliable, I decided to conduct a descriptive analysis on GameCo's sales history in the last 10 years.

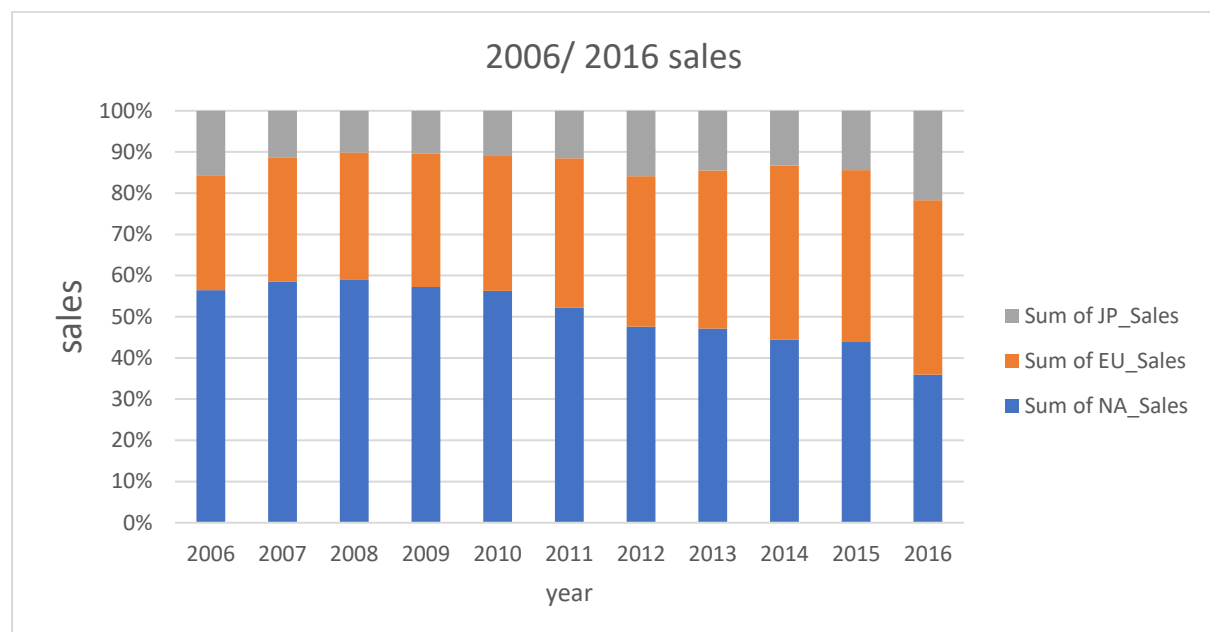


Figure 1

After analysing the GameCo's sales data it is obvious that the company executive's expectations have been challenged due to the final analyses on sales over the last 10 years.

Looking at figure 1 we can see it is obvious that sales did not remain the same over a long period of time. There has been drastic decrease in sales especially North America sale.

I decided to use percentage stacked column because it provides clear visualization, showing the year's sales performance in percentage.

Insights:

1. North America sales was at 58% in 2006, in 2007 and 2008 it slightly went up by 2%. From 2009 the North America sales continue to fluctuate.

2. Japanese sales performance is very poor. It was 15% percent in 2006, remained low until 2016 it increased only by 5%.
3. European sales performance has shown improvement in the last years. It continues to increase yearly in sales. But it has not gone higher than 40% in the last 10 years.

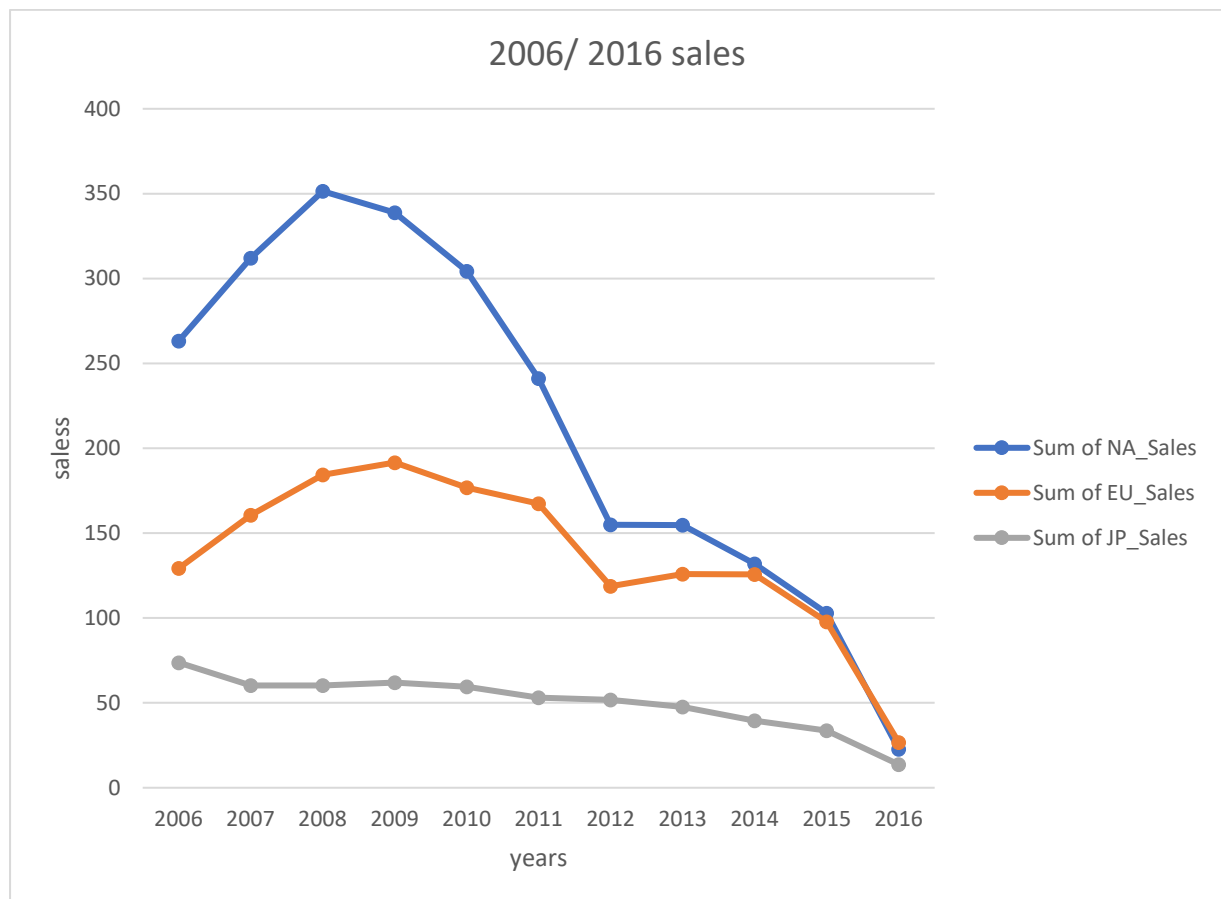


Figure 2

I chose to use line graph because it perfectly demonstrates the three geographic regions sales performance in the last 10 years immediately providing a clear understanding to the company's executives.

With this insight the GameCo's executives will have a better understanding of their business and how to channel their resources for maximum investment returns.