Introduction to Excel Project

Project Deliverable

- Your deliverable will be an Excel Workbook.

Instructions

Background Information and Problem Statement

As a Data professional working for a startup company, you need to provide product and marketing recommendations on the best strategy for entering the video games market. Using spreadsheets software such as Microsoft Excel, analyze the given dataset that contains a list of video games with sales, critics, and user score data.

You will be required to do the following:

- Perform data cleaning techniques using the provided data cleaning guidelines.
  - Remember to provide documentation of the data cleaning steps taken.
- Come up with five critical questions that you will answer to provide recommendations.
- Perform data analysis techniques to answer your questions.
- Ensure that you have at least three visualizations from the questions that you will have answered. Label the axes and data points sparingly and correctly.
- Provide product and marketing recommendations.

You will also be required to organize your Workbook into the following sheets, i.e., Raw data, Clean data, Question 1, Question 2, ..., Question 5, Recommendations.

Dataset

Dataset Link: https://bit.ly/3l1Fosz

The dataset contains a list of video games with sales, critics, and users score. There are 55,792 records in the dataset as of April 12th, 2019. A scrape of vgchartz.com generated its include:

- Rank - Ranking of overall sales
- Name - Name of the game
- Platform - Platform of the game (i.e., PC, PS4, XOne, etc.)
- Genre - Genre of the game

- ESRB Rating - ESRB Rating of the game
- Publisher - Publisher of the game
- Developer - Developer of the game
- Critic Score - Critic score of the game from 10
- User Score - Users score the game from 10
- Total Shipped - Total shipped copies of the game
- Global_Sales - Total worldwide sales (in millions)
- NA_Sales - Sales in North America (in millions)
- PAL_Sales - Sales in Europe (in millions)
- JP_Sales - Sales in Japan (in millions)
- Other_Sales - Sales in the rest of the world (in millions)
- Year - Year of release of the game

Dataset Source

Kaggle: https://www.kaggle.com/ashaheedq/video-games-sales-2019