

After reviewing my previous submissions, I believe exercise 1.8 is the best insight to present to the GameCo executives. The insights I explored in that exercise deals primarily with sales for each region year over year. This will allow me to focus on the data for 2016 to project 2017 sales. An honorable mention is the 1.5 exercise where I gather insight that between NA, Europe, and Japanese sales, Japan almost always has lower sales volume year over year, with Europe in 2nd, and North America in 1st.

I would have expected for the sales to increase yearly with minimal decline based on how many people play video games. In When looking at the data through 2016, the stats showed the reality that sales steeply declined from 2009 to 2016 with little to no sales in 2017-2020. GameCo should revise their thoughts to what we now know, which is that the sales would steeply decline.

I felt as if there was missing information as to why the data declined so steeply, so I did some goggle searching and found a *VentureBeat* (<https://venturebeat.com/games/2013-was-a-transition-year-for-video-game-industry-retail-sales/>) article that provided the necessary insight. The article mentioned there are a lot of free to play online and mobile games that took over the gaming market in the early 2010s. This explains why the decrease in sales happened based on the lack of mobile gaming data in the spreadsheet. GameCo should include mobile games in their platforms and add mobile games sales to their data. They should see an increase in the sales in all markets once the new data is added.

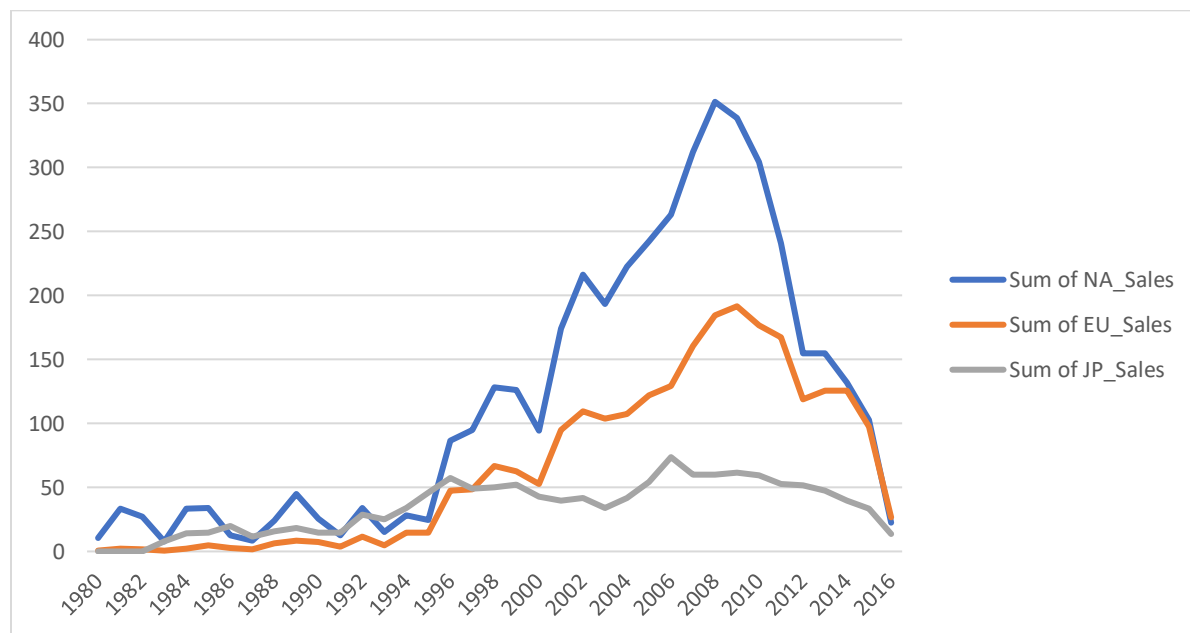


Image 1 is the line chart of sales from 1980 -2016 for all 3 regions. (From exercise 1.8)

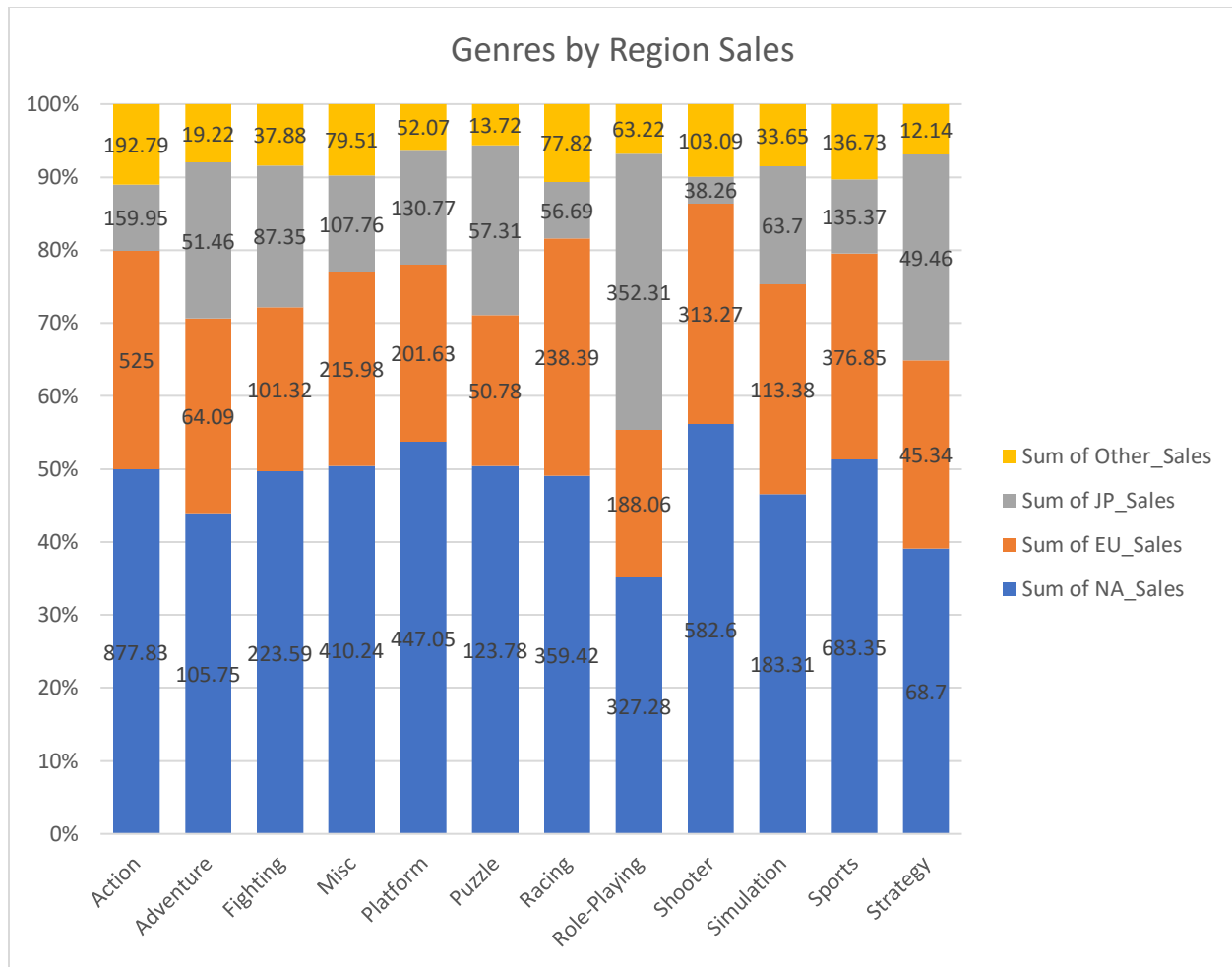


Image 2 is a 100% stacked bar chart that represents all 3 regions based on percentage of sales by genre. (From exercise 1.9)

Step 4: In your “Project Reflections” document from step 1, write an explanation for why you chose this particular visualization for your presentation and label it “Step 4.”

- What makes it the most suitable choice for presenting your data story to the GameCo execs?
- How does it connect to or differ from the visualizations you worked with in step 1, which were part of your working process of getting to the insight?

The line chart shows the decline in sales from 2012 to 2016. I chose this chart because it shows the decline over the past few years. It also shows that in 2016 European sales were higher than North American sales for the first time in multiple years. This is a good indication of which region GameCo. should focus its marketing budget on. This graph connects to the 1st image in step 1 because it's the same graph, but the in the presentation visual I used less years because I deemed it irrelevant so it needed to be removed.

The clustered bar graph was created to show the 2016 sales per genre which can assist as an action plan for the company. The 1st graph explains the decline in sales, while this graph gives more insight to which genres & regions should be targeted to get the best return on investment. This graph is similar to the 100% bar graph in step 1 because it's based on sales by genre, but the presentation focuses on the 2016 data, while the graph in step 1 includes all years.