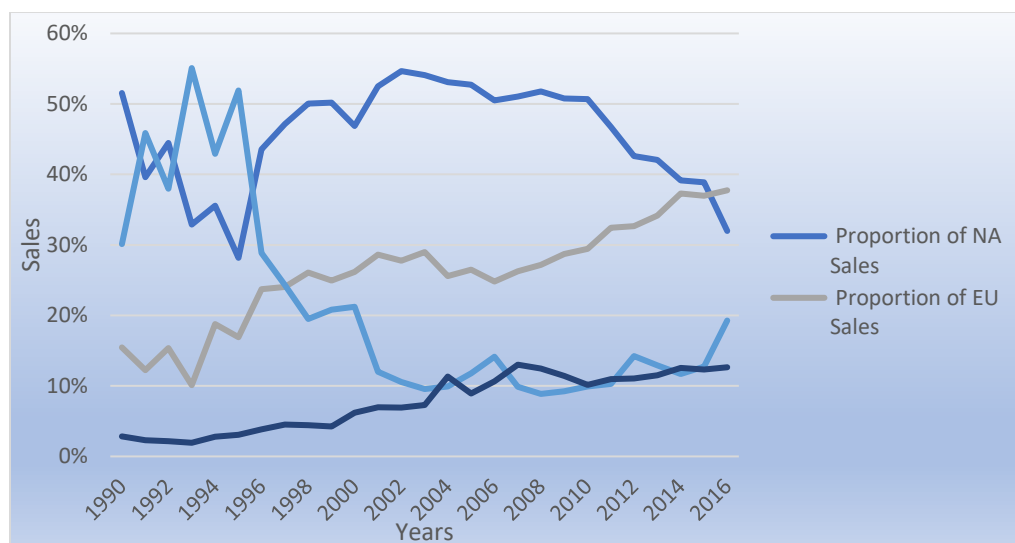
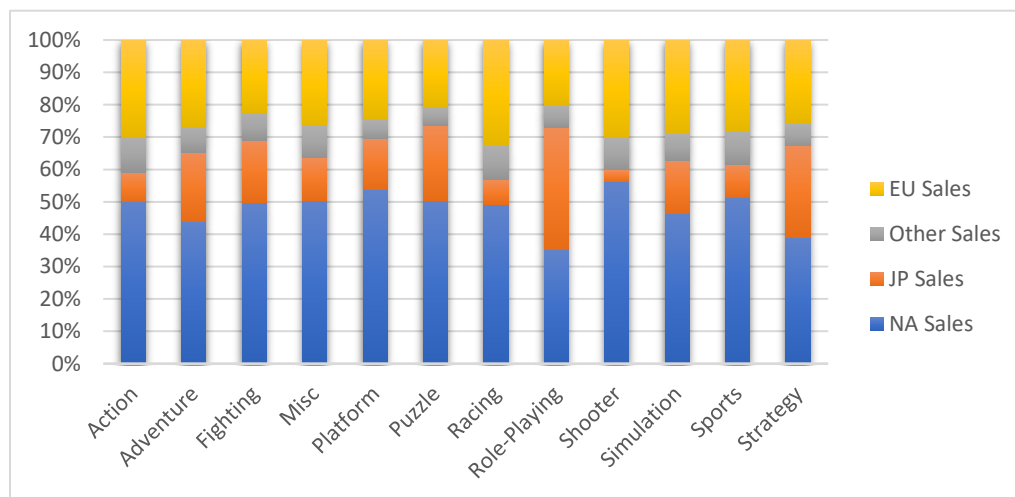


## Project Reflections

### Data Research Insights

Over the past 20 years the video game industry has seen many changes, new consoles, technological advancements, and online play to name a few. There are a few critical questions for which the answers will have to be sought out through an effective analysis. How does the video game market look today? Are we still selling to the same customers? What else has changed at a global scale? And how will these changes affect the business going forward? GameCo must assess the current state of the market to effectively navigate through these and any ongoing changes.



The data sets analyzed display a consistent rise in European proportion of sales due to sharp decline in North American sales. So far in 2016, Europe has more games sold than the North American market, surpassing both Japan and American markets for the 1st time in history. Looking at the trends, I believe there will a significant variation from year to year due to popular game releases, rise of new trends, economic factors, etc. Nevertheless, Europe is likely to have the highest proportion of sales near term due to a consistent rise over the years. Meanwhile, Japan at just below 20% of will likely remain with the lower sales numbers of these 3 large markets.

3.



Step 4.

The chart above shows a visualization of what has been happening to video game sales over the years. Historically video game sales have been strong in the Japanese and North American markets due to its intrinsic growth and popularity in these markets since the 1980s. However, the European market, which had been trailing both North American and Japanese markets in sales, has grown over time and eventually became the highest selling market in 2016 despite lower sales than prior years, mainly due to a large drop in NA and Europe sales. I see a couple factors that can contribute to a distorted view or inaccurate expectations. The latest

sales numbers come closer to reflecting the markets overall population which can now be used as a contributor to the sales expectations. This can also mean that video games have become less popular with North American population, or increasingly more popular in the European market in terms of marketability and consumption. Both factors will dictate a continuation of the rise of the European market, especially with the decline in popularity in North America. Therefore, GameCo should revise their business model or expectations as the European market establishes itself as the largest market, followed by North America, then Japan.