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Reflections

GameCo has provided us with a lot of information regarding the sales of various video game titles. Through our exploration of the data, we have found precious insights into how game sales vary for different regional markets. What I found to be the most useful information for long-term performance was that over time it appears that market shares for each region are balancing out. Based on a line-graph we made to show sales for each region over time, we can see a general trend where each region's plot progressively approaches the others. From this we can create a new hypothesis that interest in games will continue to rise in markets that traditionally lagged behind. While North America and Japan dominated the early video game markets, over the years we can see rising trends for the European and "Other" markets indicating a steadily growing customer base.
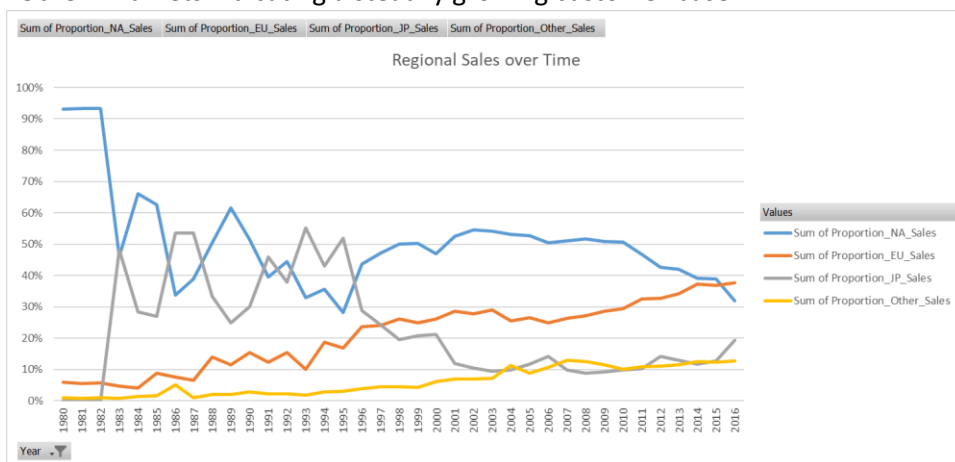

Step 4:

In the presentation for GameCo, I decided to place two line-graphs side by side to illustrate the correlation between sales per year and games published per year. It is clear from a glance that there is a strong correlation between the two. As explained later in the presentation, I would hope that this would affect GameCo's approach to their business by emphasizing the importance of activities beyond stocking and selling, such as customer retention incentives and advertisements and attractions for new customers.
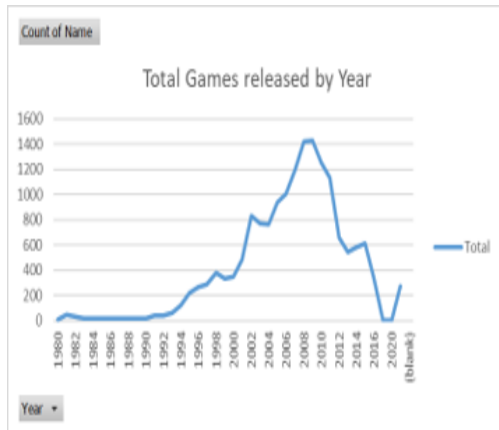
It is also important for GameCo to consider sales performance by genre. With the data provided we were able to create a bar chart that shows the performance of each genre by market.
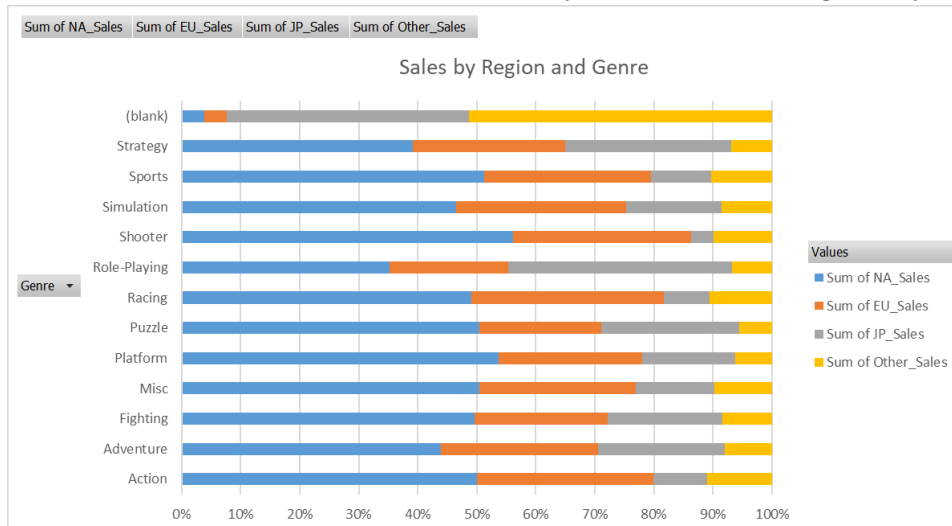

This chart shows the clear favorites for each region, allowing GameCo to prioritize the preferred genre for each region. However, something this graph does not address is the possibility that a region's top-performing genre may change over time. It would be worthwhile for GameCo to continue to collect data, as I imagine a predictive analysis will be in order so that they have a better idea of what future trends will look like. Please note that I left (blank) in to illustrate absence of data for a game/game genre in each market. We can clearly see that it the largest number of game entries in our dataset without data for a specific region belongs to Other_Sales. That is to say it is likely we will have more difficulty understanding preference in genre when it comes to countries that are not included in Europe or North America (and Japan).

It is from these insights that I presented a challenge to GameCo's current understanding that sales will continue normally and suggest that action needs to be taken to at least mitigate the effects of downward trends such as the one seen in 2008. From the information provided I would suggest that GameCo execs prioritize restructuring their approach to sales so that: a) sales performance becomes less impacted by external factors such as number of games published and b) create a strategy to predict

trends in genre preferences. This would allow GameCo to more rapidly adjust their stocks to coordinate with changes in regional genre preferences.

Revision:

I replaced the charts Total Games released by Year and Total Sales over Time with a line graph made with PowerPoint containing both plots. I also recreated the graph for Regional Sales over time. See below.

Chart Title
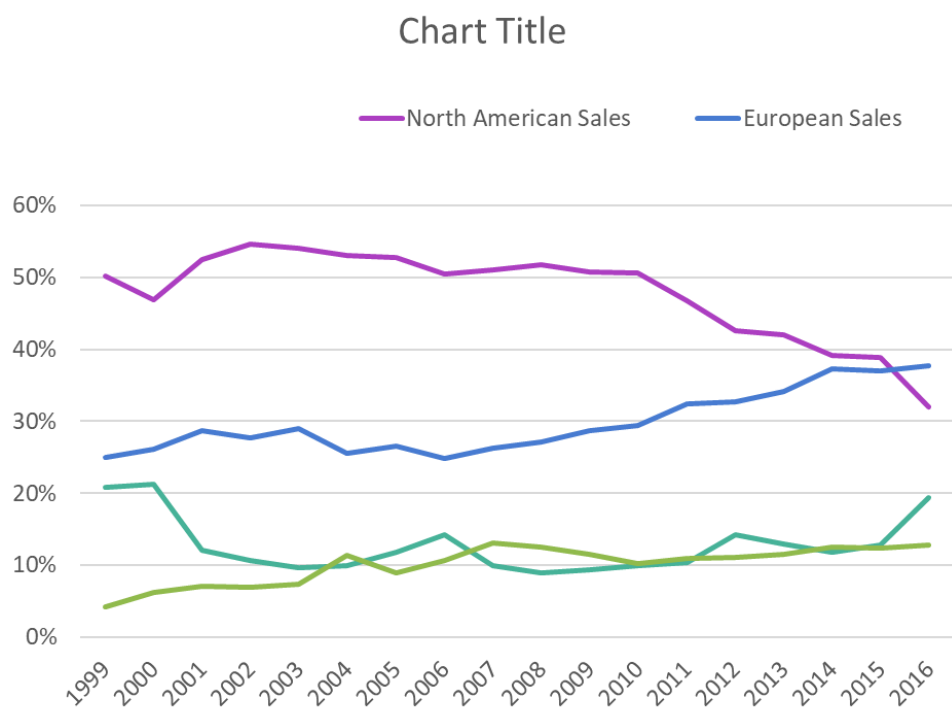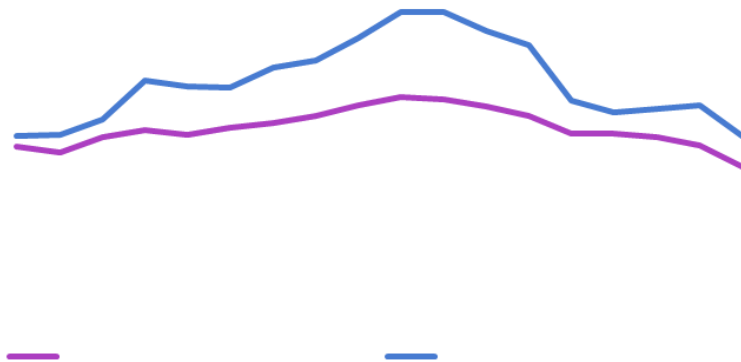
* unfortunately the graph will not paste correctly.

I used pivot charts in the GameCo provided data set to separate the data for the Powerpoint-generated graphs by region. I also replaced the bar chart showing genre preferences with a bar chart for each individual region. As advised, I also limited the date range for my graphs from 1999 to 2016.

End Revision