

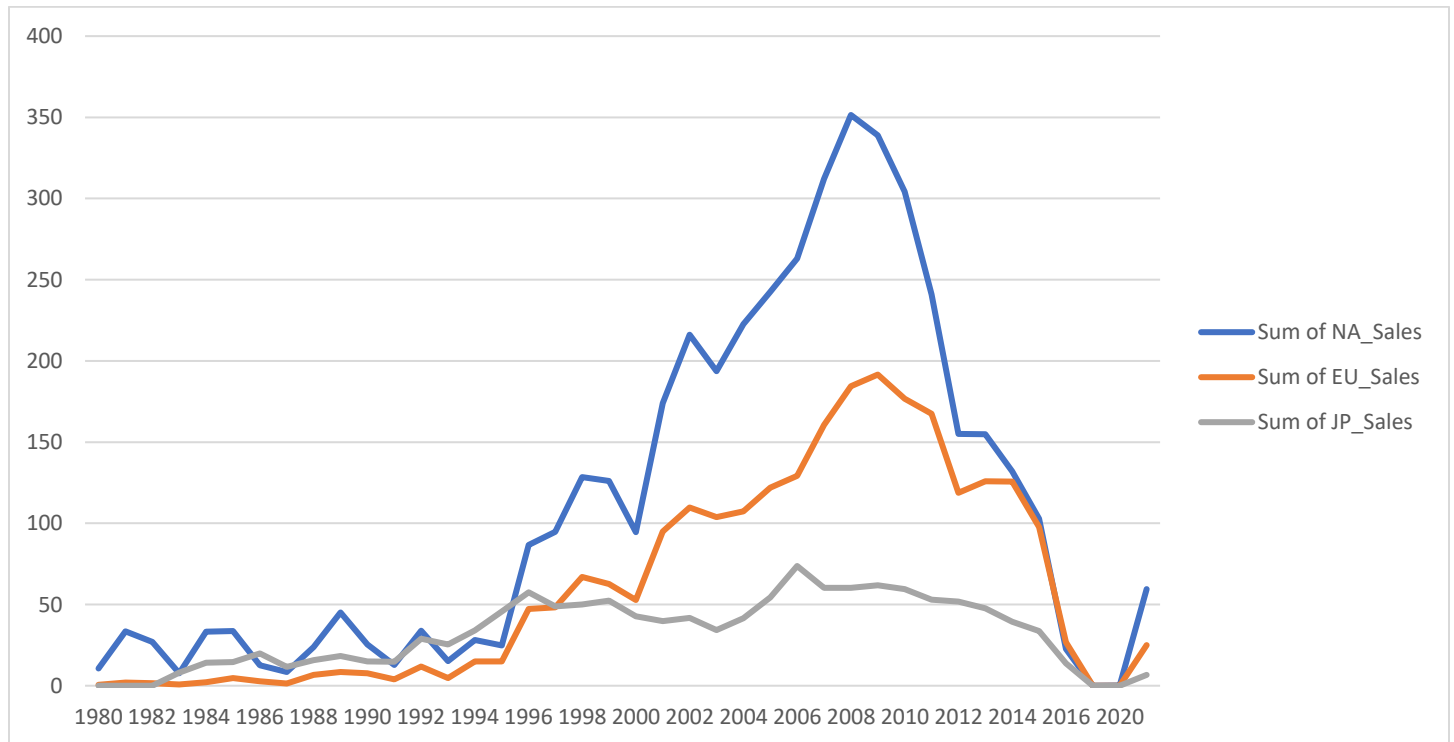
To: Game Co. Executive Committee (ExComm)
From: Patrick Shaughnessy
Date: December 12, 2019
RE: [CareerFoundry](#), Introduction to Data Analytics, Final Project Reflections, Question #1

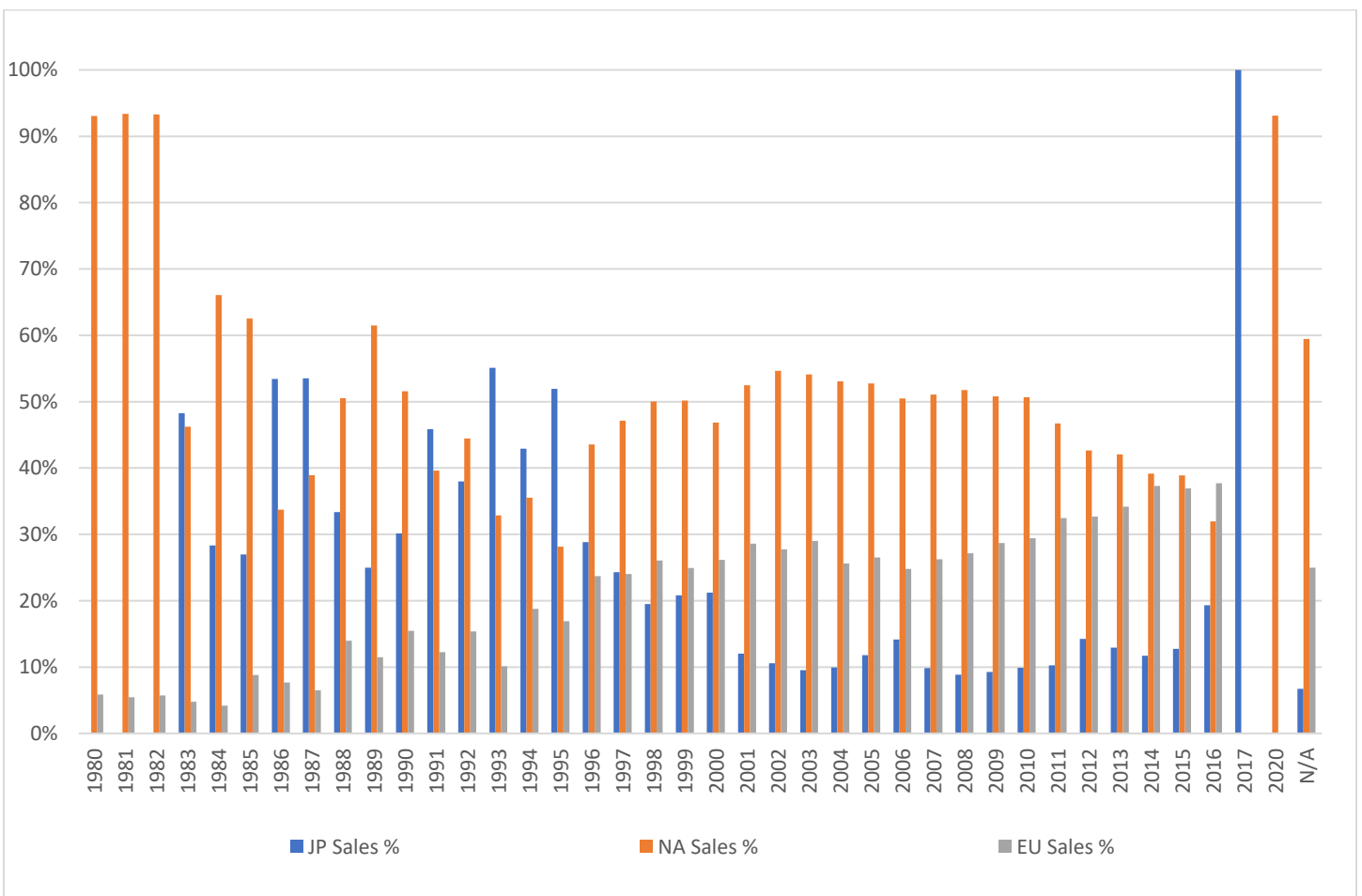
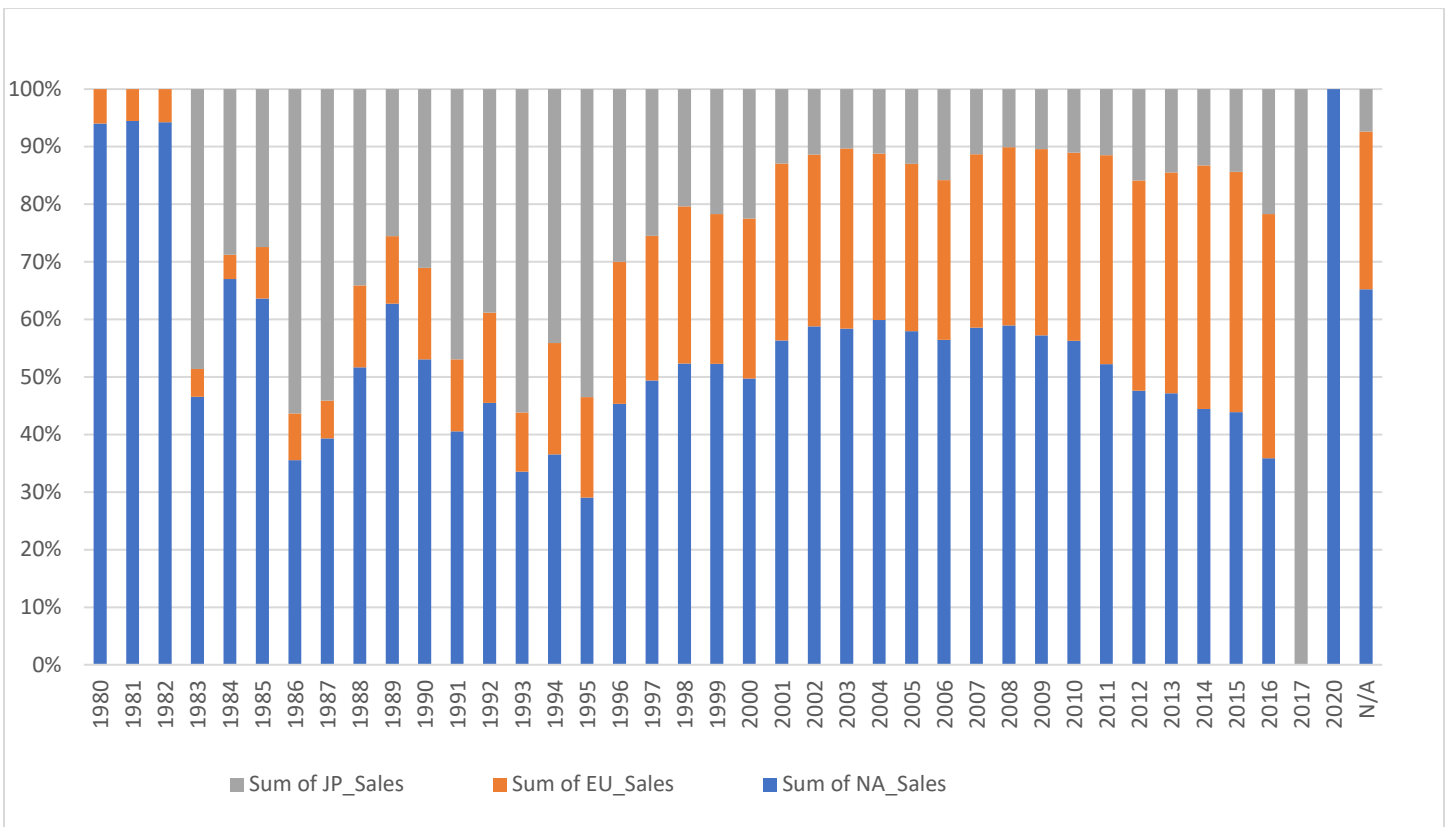
Further to ExComm's request to describe my most interesting **insight**, it was the mid-90's when Japan's market for video games was larger than any other. The line chart below details this high point vis-à-vis the rest of the world. While data from 23 years ago is dated, it a compelling place to start to investigate why Japanese sales then remained in a state of torpor compared to Europe and North America through 2016. I believe the most interesting **insight** is a question: in a land of technology, Sony, Panasonic, electronics, & smart phones, why did video games sales in Japan never return?

Well, actually, the 90's WAS the increase. This line graph was helpful to highlight the 90's data but another high spot appeared in the mid-80's after I created a 100% stacked chart. This exercise taught me having a second set of eyes (second graph?!) highlights insights that were not available with a single chart. These two charts narrate a story, using the point, line, trend analogy, Japanese sales of video games were the world leaders in both the 80's (point) and 90's (line) but the 3rd data point, the trend, never appeared. Why?

To confirm I was on the right track, I built a 3rd chart, a clustered column, to confirm my beliefs. This was the needed at-a-glance confirmation: Japan led sales in only 7 years, i.e., '83, '86, '87, '91, '93, '94, and '95.

I came to this conclusion by building a pivot table and comparing time, geography and, sales. I built it using calculated fields, e.g. % of sales for each geography by dividing the sales by geography by total sales. My **expectation** was that Japanese sales would, at the very least, mimic other partners but this **hypothesis** was incorrect. Therefore, I asked what potential for insight existed in the ensuing decades. If there is a bright spot for the Japanese market, it is the near doubling in sales from 2008 – 2016 (albeit from a low base). Please continue to Final Project Reflections, Questions 2-9.





end question 1