

The background features a dark blue-to-purple gradient. Overlaid on this are several concentric circles of varying sizes and colors (light blue, white, and purple). A faint grid pattern is visible in the upper right corner. The text 'GameCo Project' is centered within the circles.

GameCo Project

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Introduction

Global Sales Analysis

- GameCo's current understanding, believes, Goals
- Analysis, Global Market, Regional Markets
- Summary, Conclusion

Overview

This study focused on learn how Game Industry evolved over time 1980-2016.

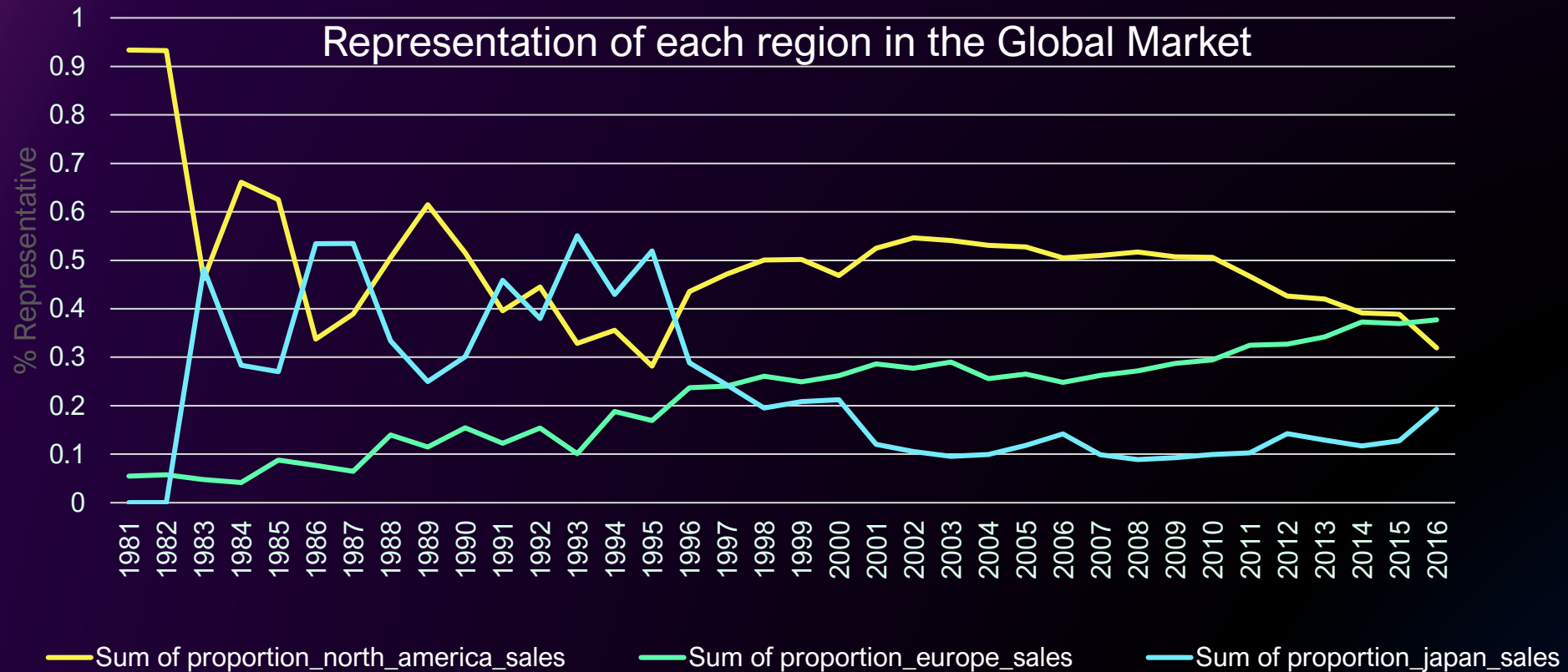
The Data set use for this analysis was provided by VGChartz.

Set of
expectations

Analysis; Global
and Regional
markets

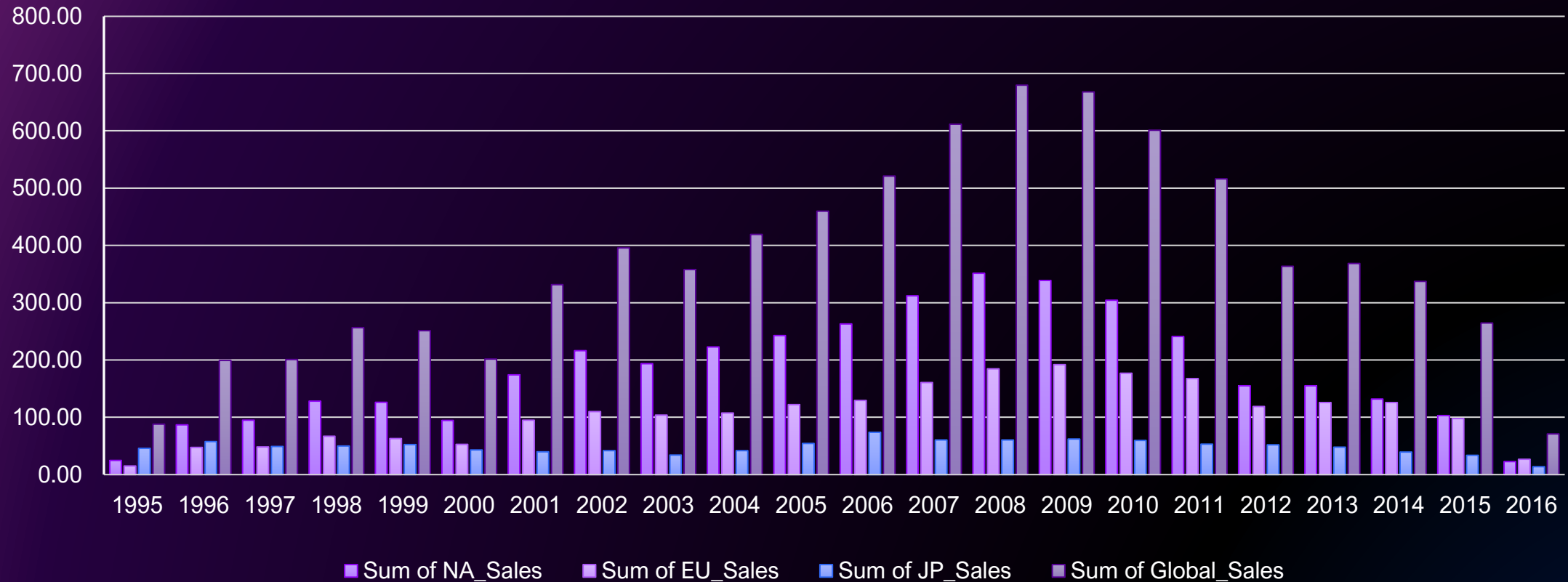
Findings

- GameCo's general understanding is that North American, European and Japanese market stayed the same over the years.
- For this analysis the sales will be referred by millions of copys
- The information offered in this analysis is strictly informative for a general view of Video games history market.



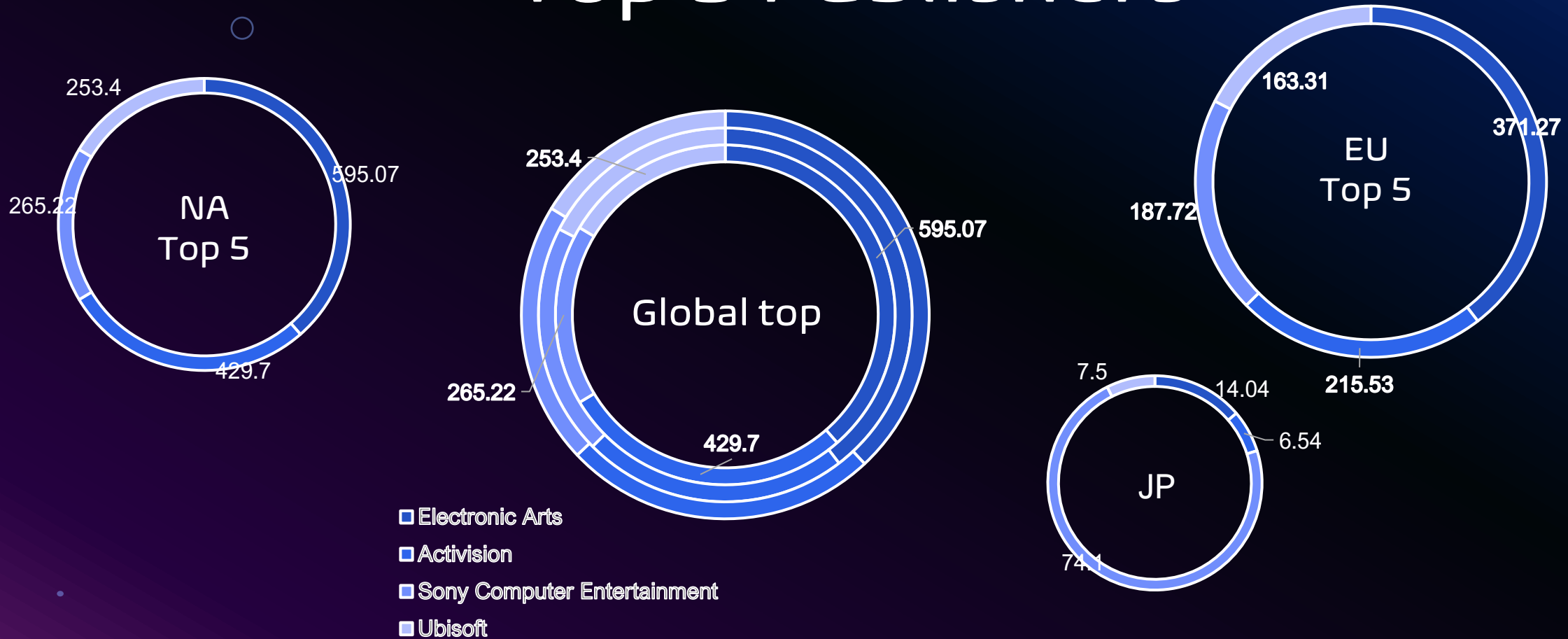
It shows the trajectory of each region across the last 26 years in correlation to Global Market. Every line represents a region, and we can see how, until 1995, a significant fluctuation in Sales in Japan and North America existed while Europe (Red line) Slowly opened its way into the market.

Global Sales



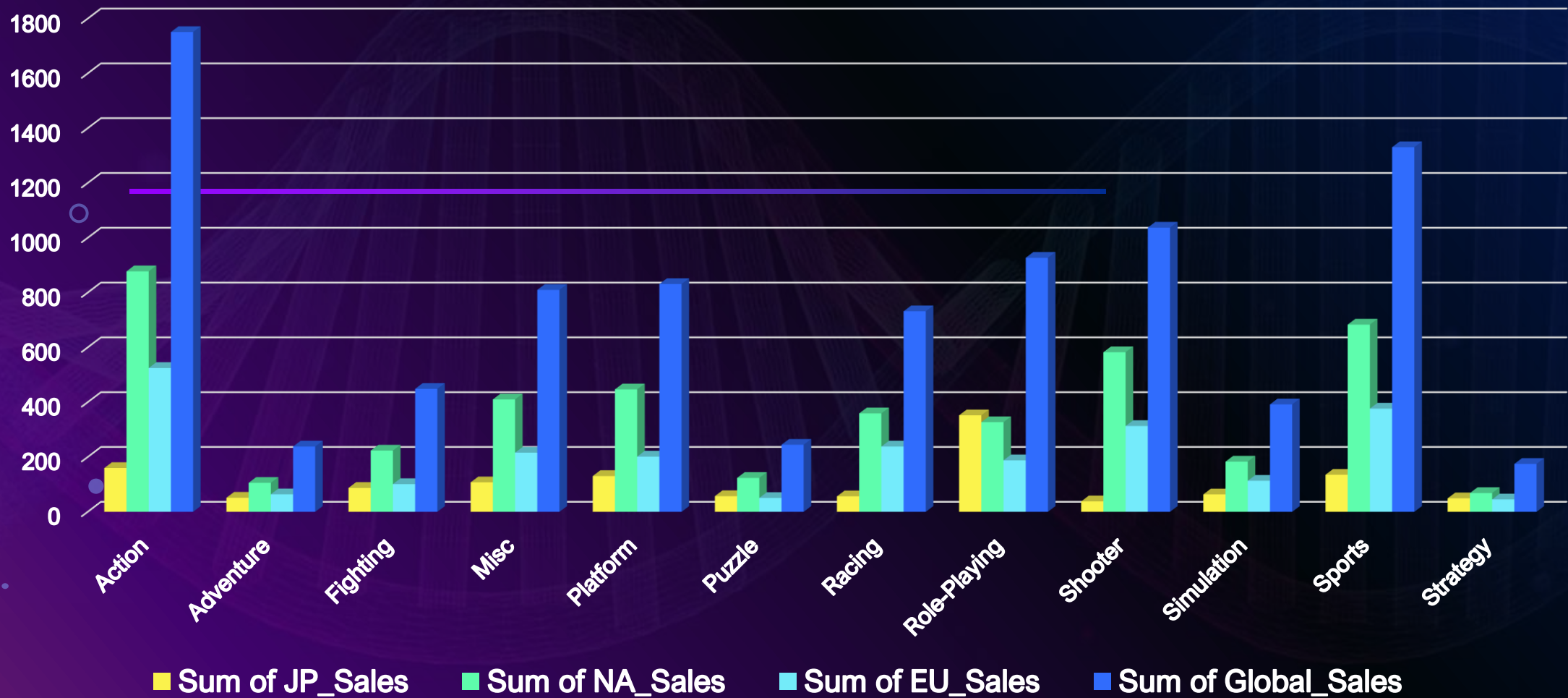
This histogram represent the Sales volume across the last 20 years. It shows a general growth until 2008, where the market started experiencing a strong recession.

Top 5 Publishers



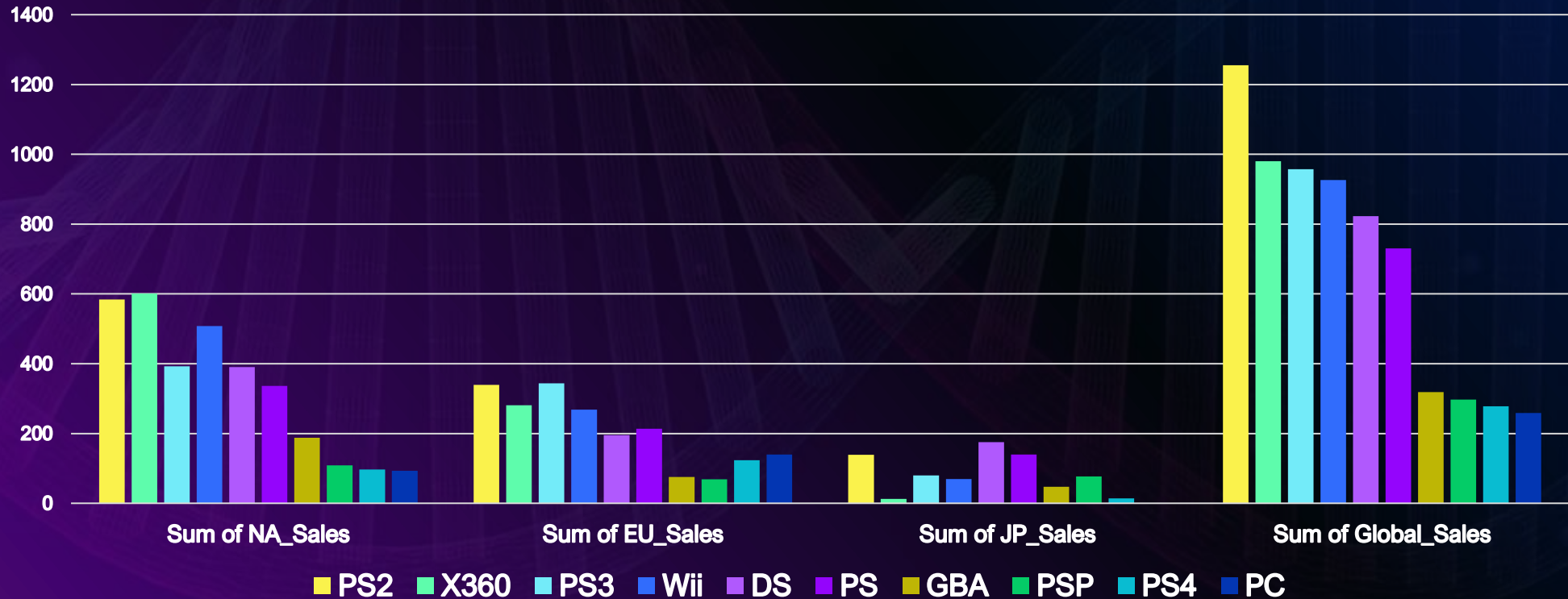
Global and regional Sales of Top 5 publishers

Sales by Genre



Shows sales by genre in each region.

Top 10 Sales by platform



Each colored bar represent the Sales by Platform

GameCo

Conclusion

- Even though the Analysis offer us a lot of interesting information, we don't have accurate enough Data to offer recommendation regarding Marketing budget.
- To go further with the Analysis I recommend to update the Data base, with geographic division by country an not by region.
- Ill also recommend to collect more Data from distributors to have a more accurate Data points



Thank you

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