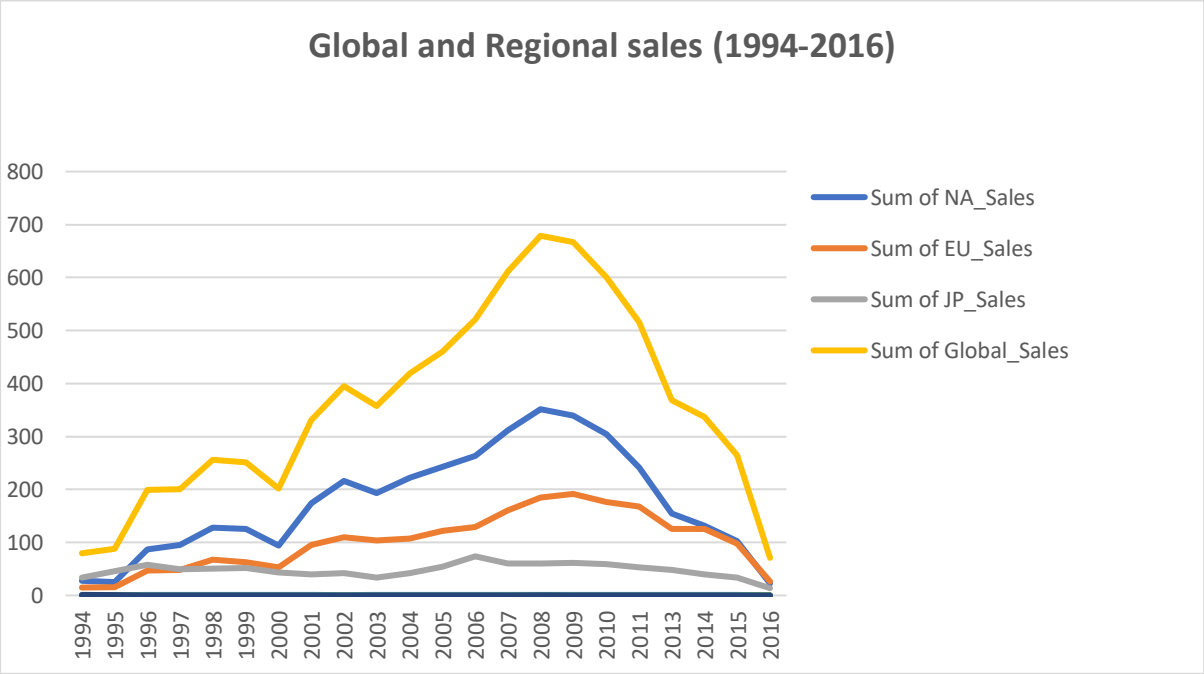
Project Reflections:

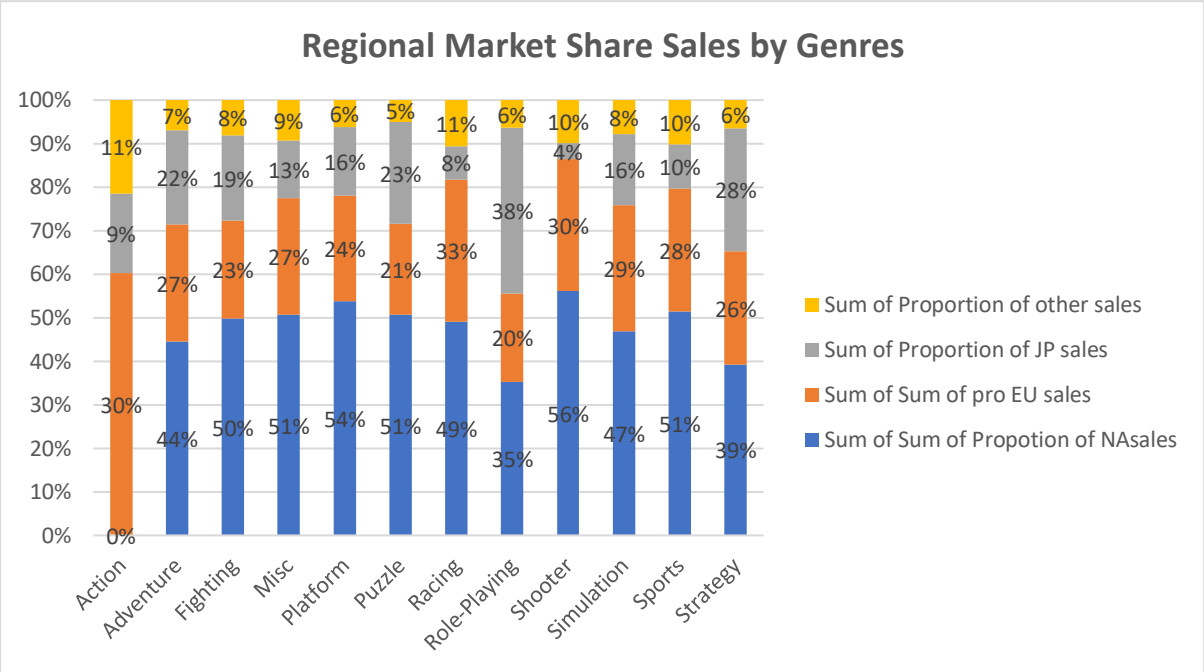
The data which I have worked is based on Video games. In VG_sales data, they given the information about raw data which includes the sales in NA, EU, JP and other sales, Global sales. The goal is to analyze the data like which region has more impact and less impact on the Global sales, to analyze the history of the data. This helps the Gameco company to increase their sales and allocating the budgets based on increasing sales.

In developing insights, we will get to know that NA has the largest sales then comes EU sales and JP has the lowest sales. In the below figure, I have plotted the Line chart which clearly shows the rise and downfall of the sales of NA, EU, JP and Global sales.



In between the years 1994 to 2016 we will get clear information about the history of the data. As we can see from the year 1994 to 2009 the sales are gradually increasing the downfall started from the year 2009 to 2016. By observing this Gameco can decide some changes about video_games based on the region and budget planning to the future.

The next visualization I would like to take is stacked plot chart which displays the proportion of the whole represented by each variable.



In the figure above, we can clearly see that which Genre has highest sales in each region. As we discussed earlier the NA has more sales in all Genres followed by EU, JP and other sales. By observing this, the Gameco can also provide the budgets based on Genres. For example, The Shooter Genre has the highest proportion in NA, Roleplaying has the highest proportion in JP sales.

As per my analysis, Gameco should concentrate to the history of the data as shown in the first visualization and also Genres and it needs to be concentrated on the sales of each local region in the countries/continents. So that it will get clear picture of where to invest or on which to invest the budgets properly to the future.