**Step1:**

GameCo´s executive assumes that sales have stayed stable across time, so we need to analyse, based on the data we have, if that assumption is true, and if not, how is reality different from the expectation and why do we think that in order for them to make marketing strategy decisions for 2017.

For starters, I think the best visualization to start with would be global sales by year (Figure 1), that way we see the evolution of sales across time.

Figure 1:Global sales by year

Observing the figure above, we can safely say that the expectation of GameCo´s executive board was wrong. Sales have not been stable across time, so now what we should do is try to make more sense of that insight and understand why and how sales were changing across time in all different regions because the executive board wants the study to be conducted by region.

From previous exercises, we can also see that regional sales were also different by game´s genre. Some genres sold better in Japan, others sold better in North America and Europe. For that, I thought about visualizing the evolution of the top selling genre in each region across time.

So, it would be quite a coincidence to have stable sales in all regions when the most selling genre in each region has not been stable across time. And taking into account figure one, we can conclude, for now, that reality does not match the executive expectations.

**Step 4:**

I created a line chart for sales between 1980 and 2016 in all regions. That way we can test the asumption of the exicutive board about the stability of sales in all regions across time. When we discovered that the board’s expectation was incorrect, we assumed that the instability could be related to the number of games published across time. So, we created our next visualization for the number of games published by the top three publishers in each region across the same period of time. The third visualization we created was a response for the necessity of the borad for their marketing budgent planning in 2017. It was based on dividing game sales in each region by genre so that the board can have a better idea about where to invest more money in each region.