Project Reflections

Step 1

Preliminary Analysis

From an early analysis of the data set (exercise 1.5 stage), the most obvious insight to draw was that "***Video game sales were on the decline after having peaked in 2008***".

The initial data set used (which turned out to hold incomplete data for some of the years) showed that sales had fallen to almost zero. Given that the gaming industry is a billion-dollar industry, this insight did not seem correct.

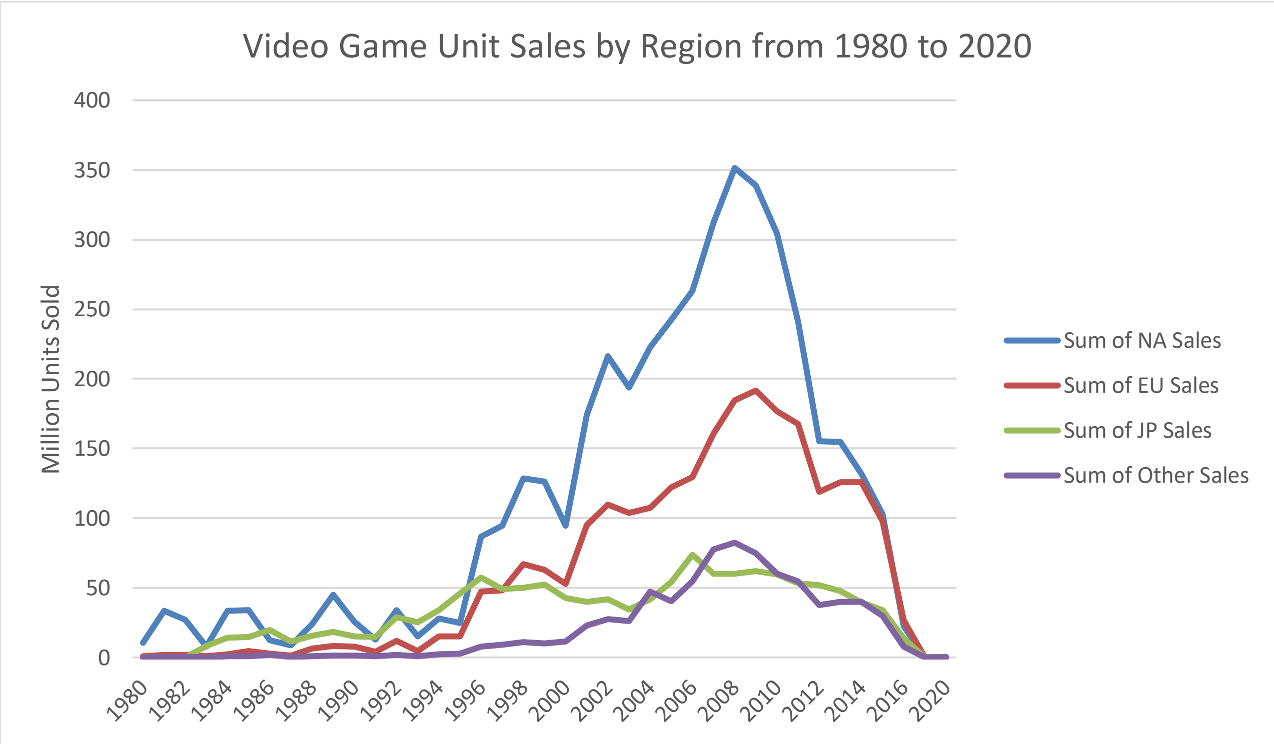

Figure 1

The graph in Figure 1 was generate via a Pivot Table which showed the Years listed as rows, and the sum from each regional area listed as a column. The line graph "shouts-out" that the video gaming industry is in trouble.

Subsequent Analysis

However, during a subsequent exercise (1.8 stage) where a closer look was taken at the data set, it became apparent that the data set was incomplete for some of the years where the data provided showed only a few observations: as little as 9 observations in 1980. Trimming the data by means of leaving consecutive years that showed a significant number of observations meant that the same graph would show that the video games sales had not fizzled out completely and there was still a market, albeit relatively small, to address.

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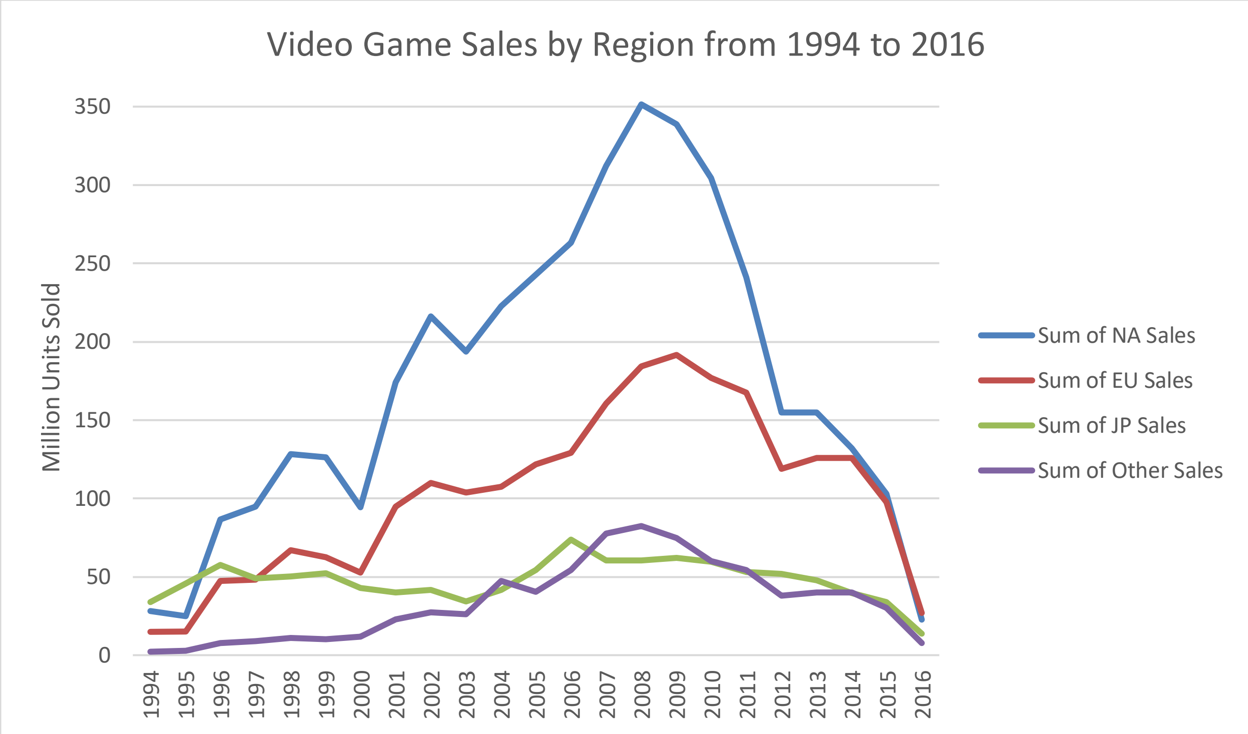

Figure 2

Further Analysis

Another, possibly rash, insight that was drawn was that "***Where North America had performed better over the years than any other region, this pattern was expected to continue***".

Again, a closer inspection and further analysis displaying the regional contribution to global sales revealed that where North America had contributed the most to global sales in previous years, Europe was now looking to edge ahead. Comparing the population of the two areas, this seems quite possible.

North America Population:	579 Million	Europe Population:	741 Million

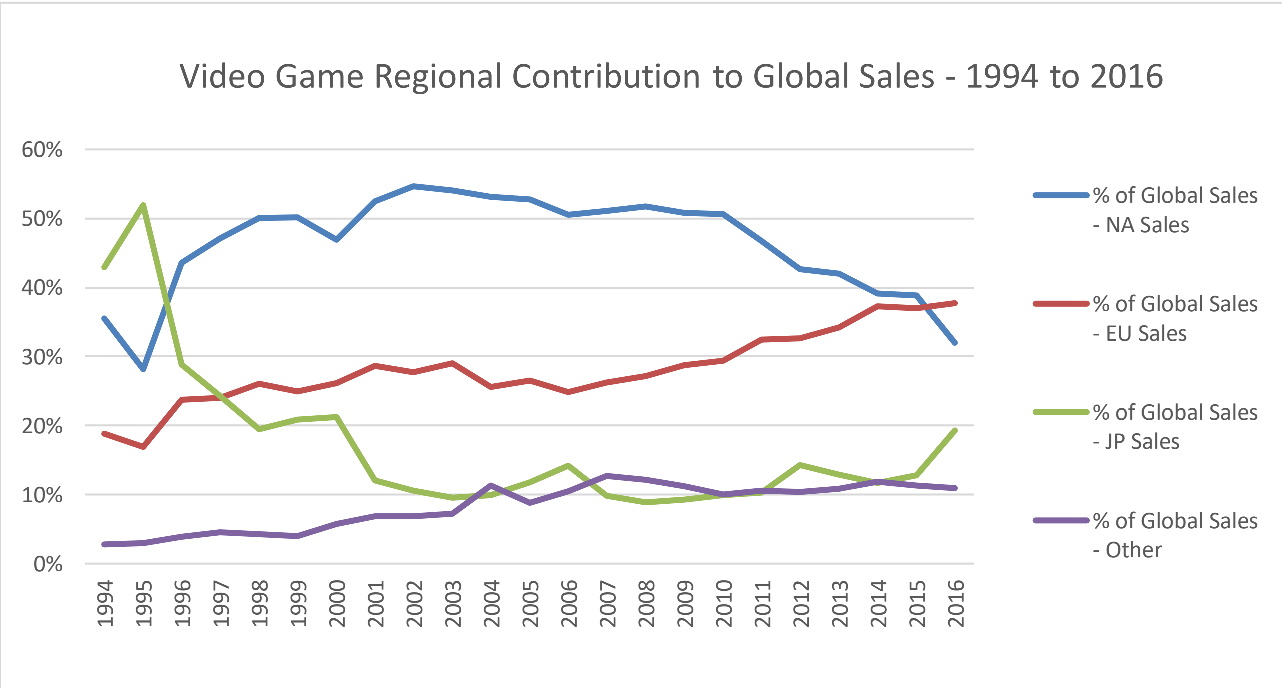

Figure 3

Project Reflections

Figure 3 was pulled from a Pivot Table where the Years were applied to the rows, and each regional area was calculated as a percentage of global sales using **Calculate Field** function.

Step 4

Presentation Explanation

The first two visualisations illustrate without doubt the decline in video games sales, and thus demonstrate that GameCo's current understanding of their sale market was not correct.

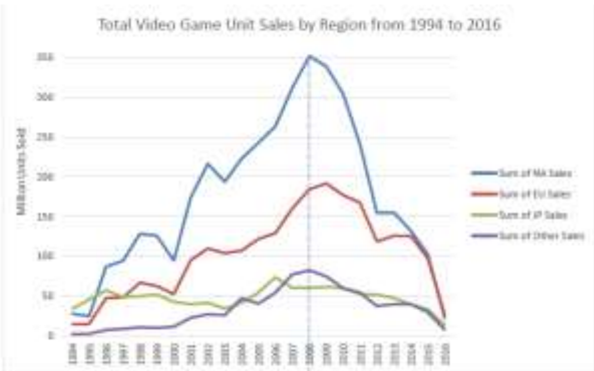

Figure 1

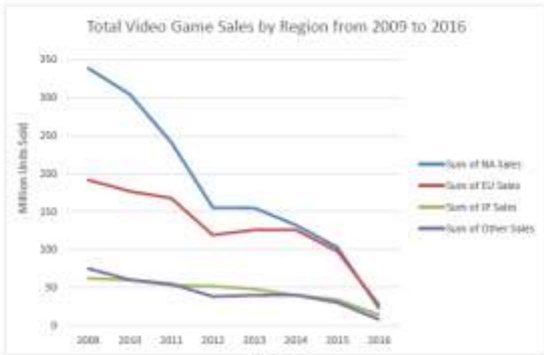

Figure 2

Wanting to understand a possible reason or explanation for this decline and knowing that the gaming industry is big business, I looked into some of the reasons which might explain the drop in sales. One of the main conclusions was that, like the film industry, films are less likely to be purchased and owned, and more likely to be streamed via subscription fees.

With this knowledge in-mind, the natural progress was to address what's left of the purchasing market, and make assessments as to what might happen in the coming year. The third visualisation confirmed this downward trend, and makes a slight observation about regional performance (i.e., North America performs better than Europe) which is confirmed by the fourth visualisation which shows the contribution of regional markets to global sales and how Europe is set to make the biggest contribution.

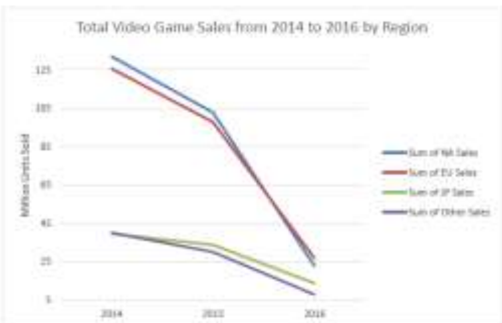

Figure 3

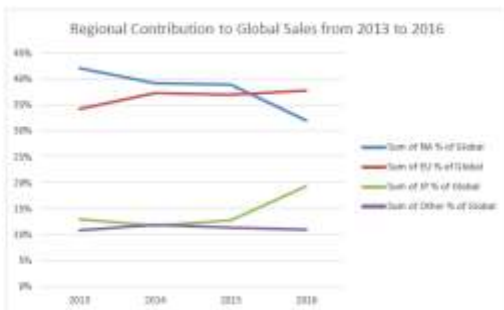

Figure 4

Project Reflections

The fifth visualisation is used to summarize the recommended budget allocation for 2017 base on the earlier visualisation: **Regional Contribution to Global Sales**.

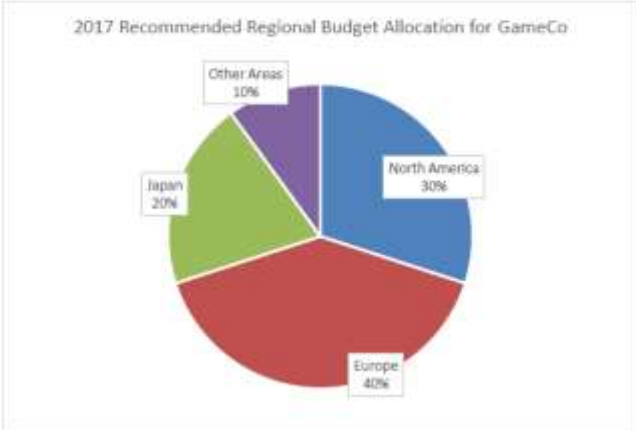

Figure 5

Following suggested allocation of funds, I then turned my attention to the requests of the executives who had mentioned an interest in video game genre as well as how other publishers have performed over the years in the various regions. This information was summarized in the sixth and seventh visualizations.

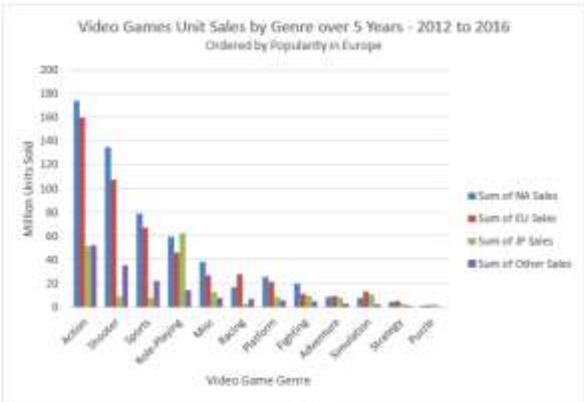

Figure 6

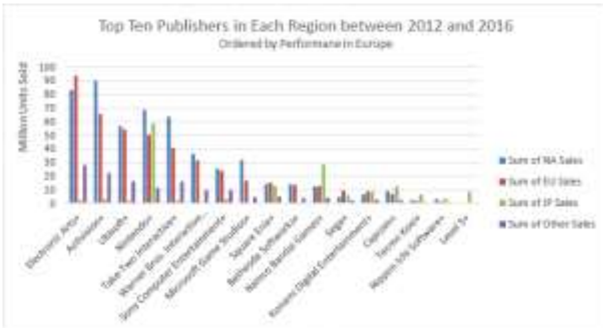

Figure 7

I completed the report with a summary of recommendations made for GameCo's executive team.