

## Finalized Q&A

**Q1: How does consumer sentiment affect sales?**

**A:** Positive sentiment enhances engagement and can boost sales. However, engagement varies across platforms, requiring tailored strategies.

**Q2: Why do critic and user scores differ?**

**A:** Critic scores are based on standardized criteria, while user scores reflect personal biases, leading to a weak correlation.

**Q3: Which regions are the most profitable?**

**A:** North America leads in sales, followed by Europe, especially for action and RPG genres.

**Q4: How do economic indicators impact sales?**

**A:** Regions with higher GDP growth, like Asia, show increased consumer spending on entertainment, making them attractive markets.

**Q5: What challenges were encountered during the analysis?**

**A:** Data inconsistencies and the complexity of quantifying marketing impact were significant hurdles.