

# GameCo Marketing budget planning

## OVERVIEW:

GameCo is a fictional video game company that want to use historical sales trends to inform the development of new games. The data set covers historical sales of video games from 1980 to 2016.

## OBJECTIVE:

The objective of the analysis was to support C-level managers with making informed decision about marketing budget distribution for the next year. In order to drive actionable insights,

- I analyzed transactional data from the past 20 years, taking into account different dimensions like time, region, product platform and genre.
- I performed EDA (exploratory data analysis) trying to visualize how distributions of different dimensions changed over time. That led me to conclusion that initial assumptions of the project were faulty and the best way how to split marketing budget was to follow the top 5 genres and platforms trend from the past 3 years.

## TOOLS USED:

Microsoft Excel, World, PowerPoint

## DATA CLEANING

- ✓ Removing duplicates,
- ✓ Removing erroneous data values;
- ✓ Imputing missing values;
- ✓ Correcting inconsistencies in formatting.

## GROUPING & SUMMARIZING DATA

- ✓ Using Pivot table to gain general data insights;
- ✓ Grouping data;
- ✓ Applying filters to look at specific segments.

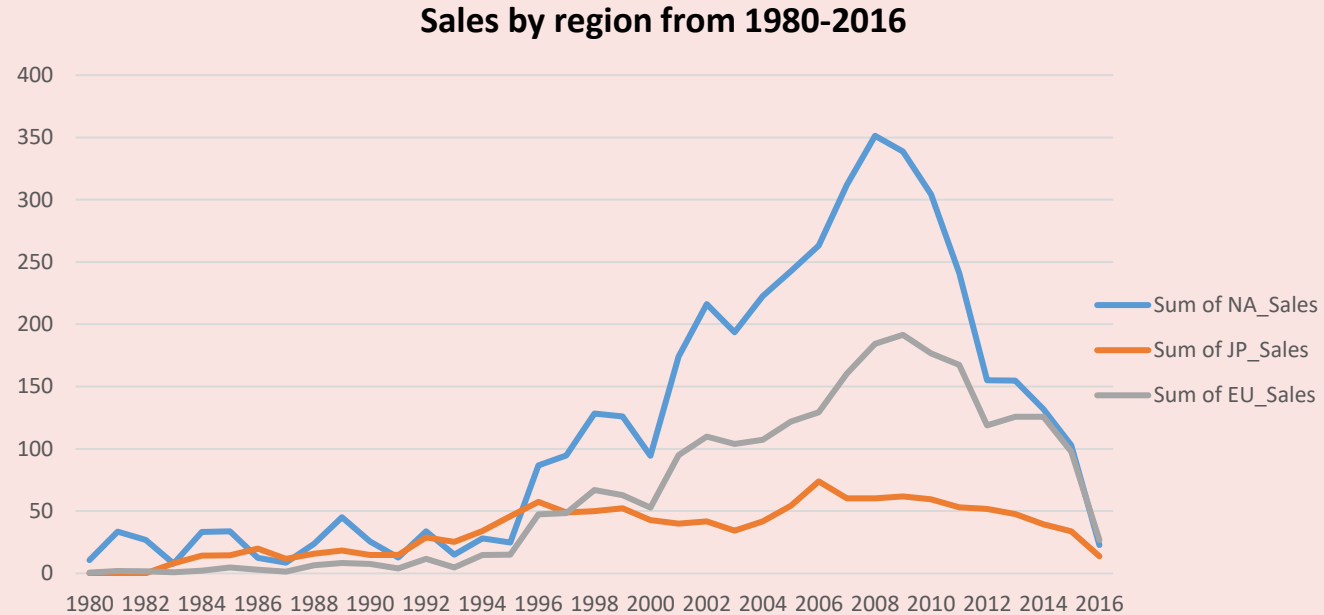
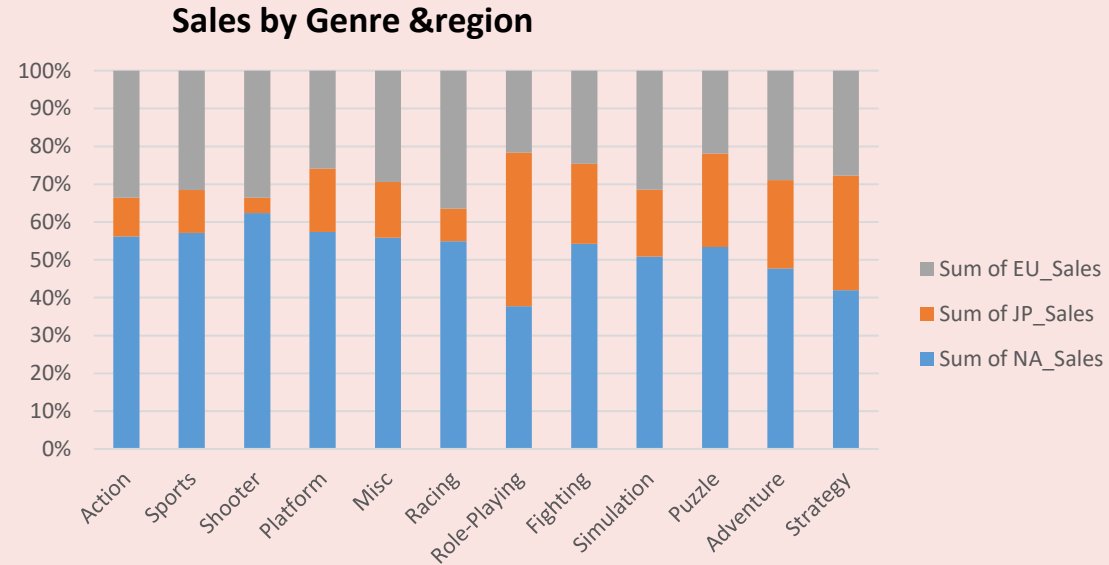
## DESCRIPTIVE ANALYSIS

- ✓ Analysing basic statistics features: mean, median, mode;
- ✓ Analysing data distribution and skewness;
- ✓ Identifying outliers.

## VISUALIZATION

- ✓ Designed visualizations that clearly deliver information to executives;
- ✓ Designed presentation that answered key questions from stakeholders.

# RECOMMENDATIONS



- **Action, Shooter, Sports** are the top three Genre in NA and Europe. The marketing budget in these three genres can be increased.
- The three popular Genres in Japan are: **Role-Playing, Action and Sports**. We need to boost our marketing budget for these three Genres in Japan.
- Gradual fall of sales from year 2009 may be due to affecting factors like economy, global crisis, supply chain issues; which need further evaluation.

# LINKS FOR FURTHER EXPLORATION

- [GameCo Powerpoint presentation\(pdf\)](#)
- [Project Reflections](#)
- [Excel Analysis](#)