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Project Reflections

1. The insight I find most intriguing is that Europe slowly climbs the sales charts over the years and overtakes North America. It could be that this trend continues if marketing efforts are not reallocated to North America which has the largest population. To get to this insight I used the data set that was provided from VGchart's website which included the following variables: rank, game name, platform, year, genre, publisher, North American Sales, European Sales, Japan Sales, Other Sales, and Global Sales. I removed the duplicates and rows that were blank; changed blank fields to "unknown" for game name, platform, year, genre, and publisher. I used imputation for the missing values of North American Sales, European Sales, Japan Sales, and Global Sales.

   I created a line graph that shows the proportion of Global Sales that North American, European, and Japan held from 1980-2016. This helped visualize the journey over the years for the different regions and show how North America takes a dramatic dive in the early 1980's and recovers slightly at the end of the decade. Japan does not remain consistent but has dips and dives until finally starting its decline in the mid 1990's. Europe shows a steady start in 1980 and starts it's increase in 1984 until it gradually surpasses North America and Japan.
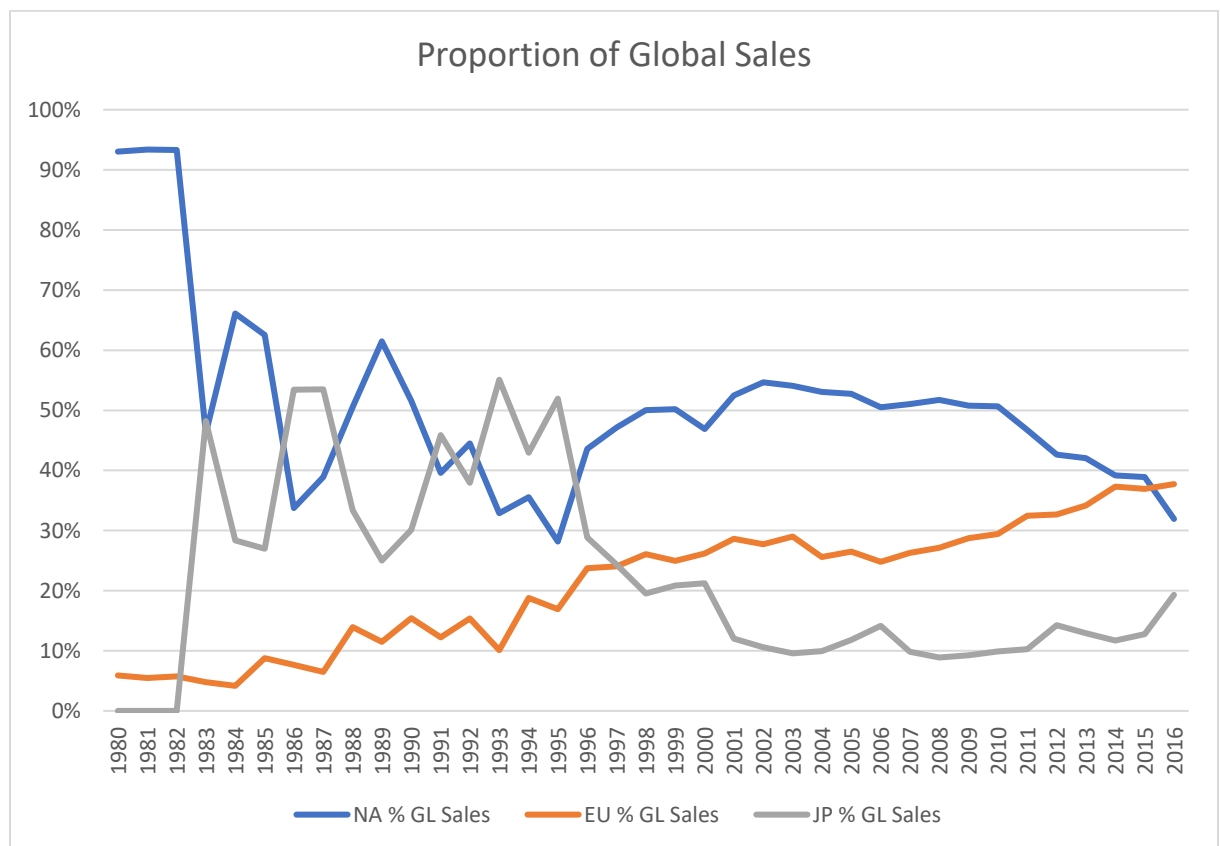
I also created a line graph showing the actual sales over time. This graph shows that North America increased its sales up until 2008 and then a dramatic fall. This could be due to the recession of 2008 and also due to the rise of mobile gaming. For year 2016 we see that Europe did beat the other region in sales, however, the year is not over for 2016 so we will see when the final year's data is available for analysis.
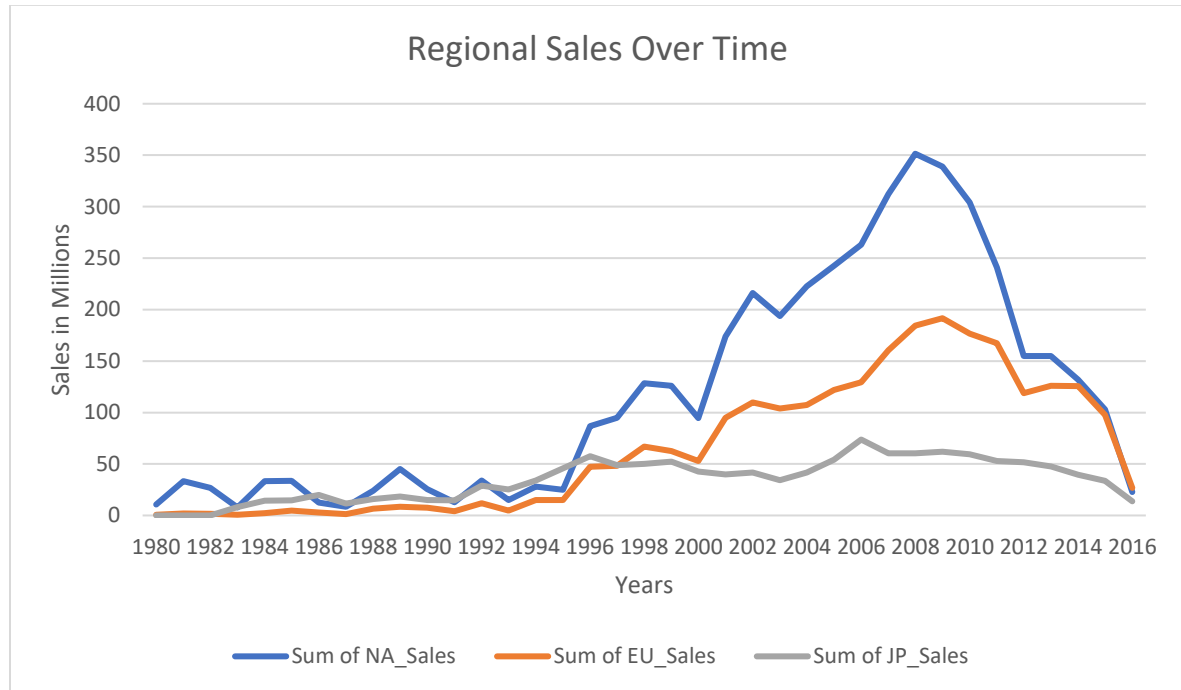
4. I chose to use the Global Sales by Genre chart going back to 2016. It shows the 5 highest earning genres. I also zeroed in on Genre Sales by Region for the year 2016, that is the second chart. These charts breakdown the last 10 years in Regional Sales Over Time and tell us what their preference has been in games.

Global Sales by Genre

■ Action ■ Fighting ■ Role-Playing ■ Shooter ■ Sports

Global Sales by Genre