



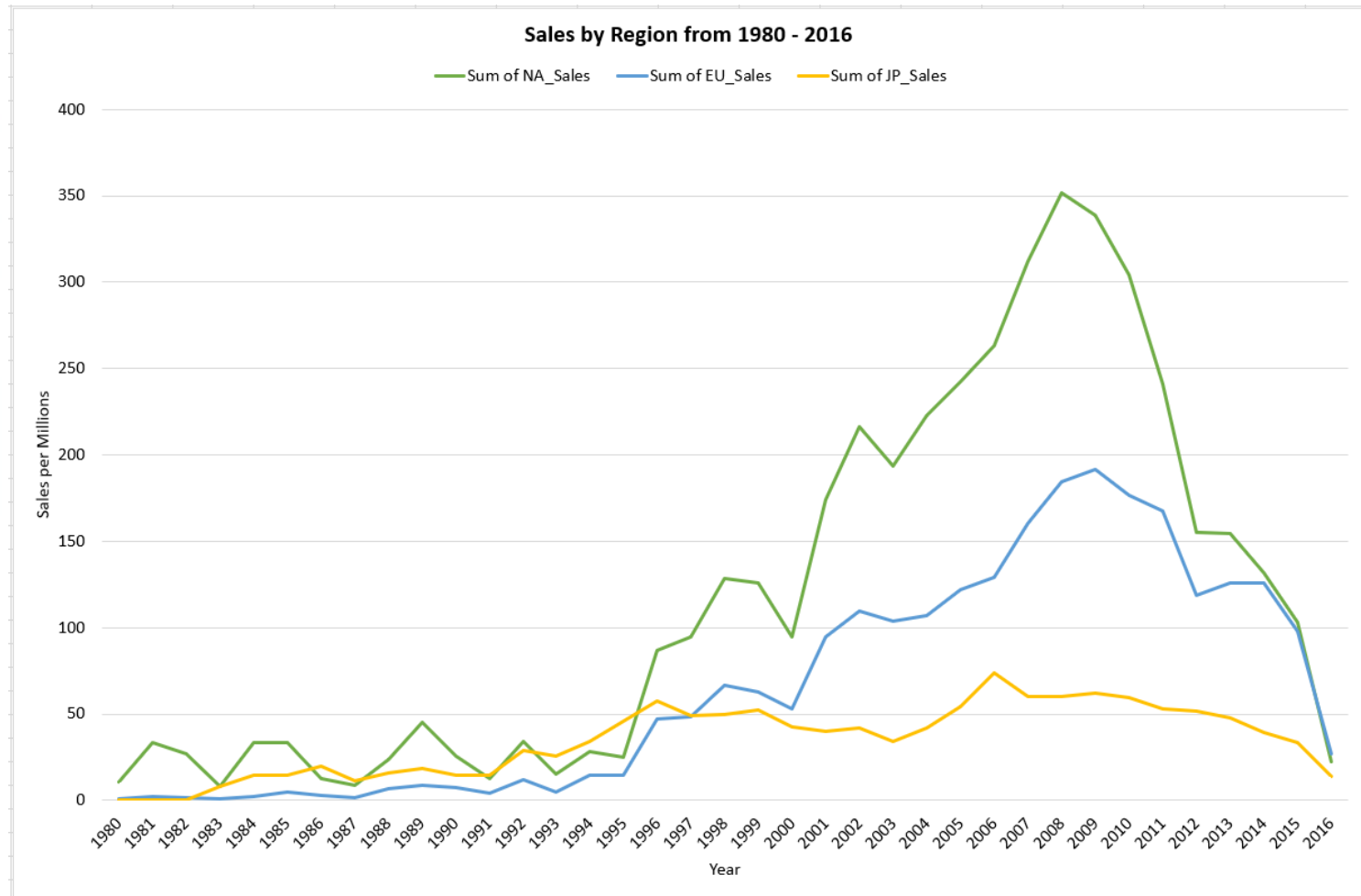
GameCo Market Analysis

Analyzing Global Video Game Sales

Project Background

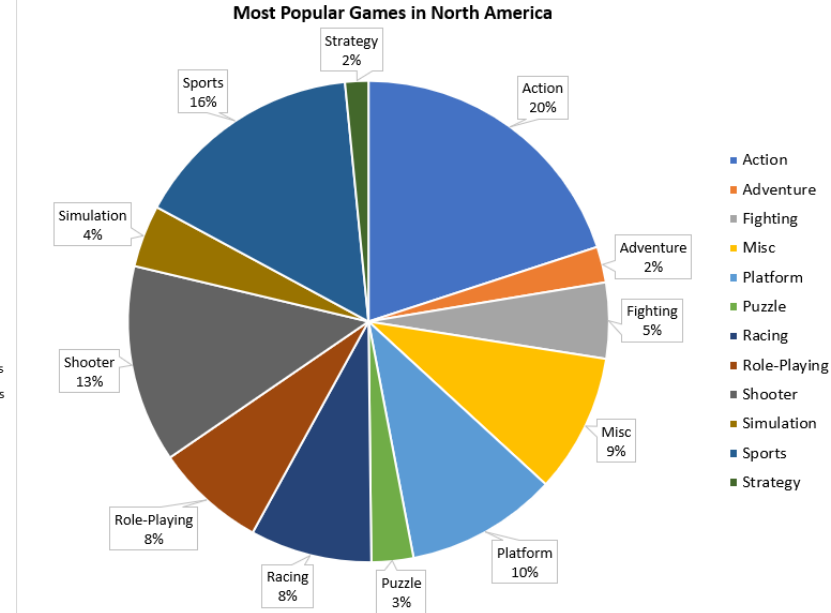
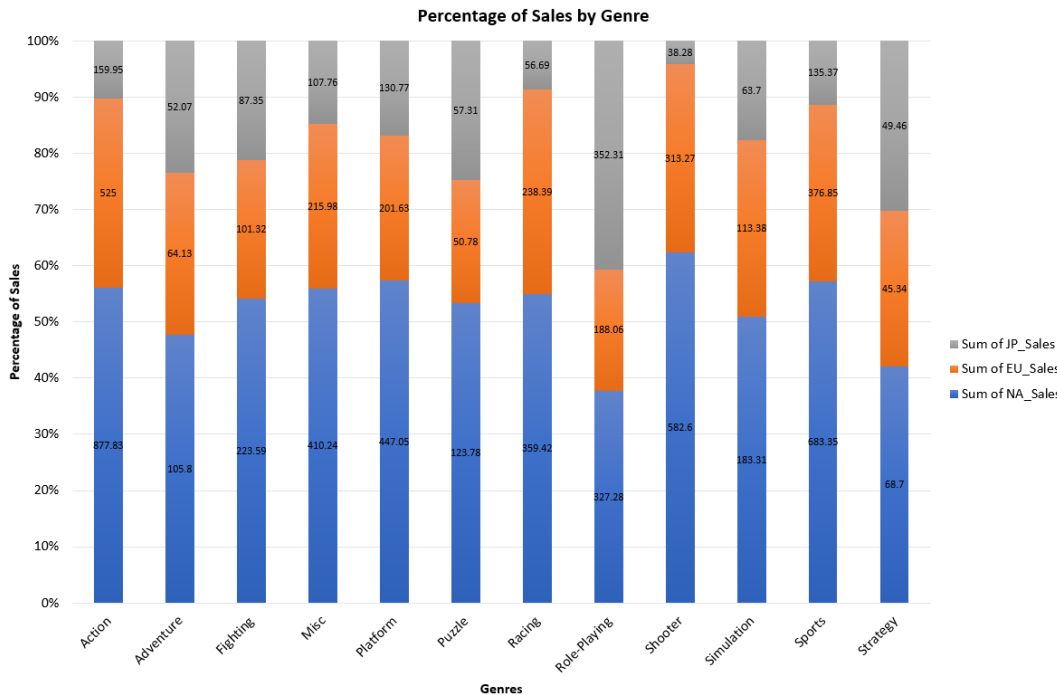
- The **Target Audience** for this project is the hypothetical video game company GameCo, specifically its executives, who've asked to gather insights on sales projections for 2017 in order to create a marketing budget. **They're assuming that sales for the various geographic regions have stayed the same over time, and they've asked me to look into the data to see if this is still true.** While GameCo's executives have an awareness of the video games market for different regions, they don't have a deep understanding of the data.
- **Data Set** - This data was drawn from the website [VGChartz](#). It covers historical sales of video games (for games that sold more than 100,000 copies) spanning different platforms, genres, and publishing studios.
- **Skills** – Excel, Cleaning Data, Grouping Data, Descriptive Analysis, Pivot Tables, Visualization with Excel and PowerPoint, Storytelling with Data

Sales by Region



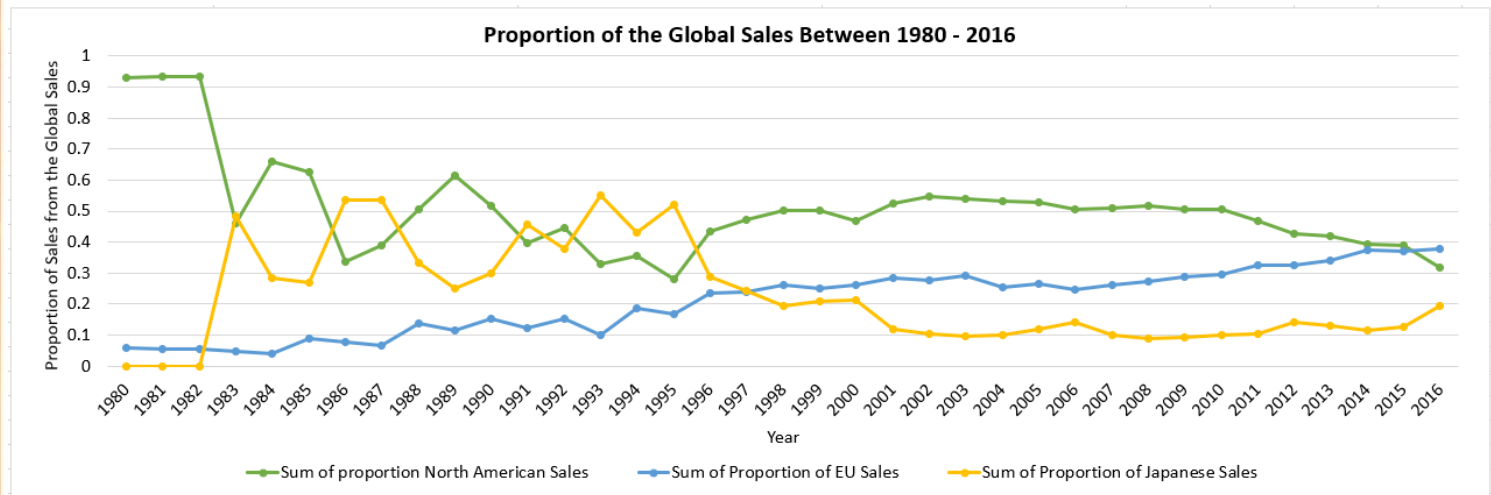
A descriptive analysis of sales by region indicates sharp fluctuations from 1980 until 1995 where sales began a strong climb where they peaked in 2008. Afterwards, there is a steep decline in sales each year. Based on this data, we should continue to see a decline in sales in 2017.

Percentage of Sales by Genre



If the, now-projected downward trend in sales continues into 2017, it may be necessary to just concentrate on selling the most popular genres in each region next year. We can see the most popular genre in North America is shooter games, in Europe, it's action games, and in Japan, it's role-playing games. With this information, GameCo can properly allocate which video games should go to which regions.

Proportion of the Global Sales



Surprisingly, we can see heavy fluctuations between North America and Japan until 1996 before leveling off. We can also see a slight decline in North American sales while Japan and Europe seem to be on an upward trajectory whereas Europe has surpassed North America in 2016. This tells us that Europe currently makes up a majority of global sales in video games currently with North America on the decline, and Japan on the rise.

Final Recommendations

Have sales for the various geographic regions stayed the same over time?

Based on this overall analysis, sales have fluctuated from 1980 until 1995 where sales began a strong climb and peaked in 2008. Afterwards, there is a steep decline in sales each year. It appears that 2017 will continue to see a decline in video game sales with a majority of the global sales coming from Europe, then North America, followed by Japan.

Recommendations:

- Not increasing the Marketing budget for 2017.
- Concentrating on selling the most popular video game genres to each region (Shooter games to NA, Action games to EU, and Role-Playing games to Japan).
- Increase video game distributions to Europe and Japan.
- Not increasing video game distributions to North America.
- A further study into why global sales are on a sharp decline since 2008.