GameCo Financial Analysis

Introduction:
GameCo is a video game company that wants to develop new games and establish better marketing strategies. Data analysis looked at different variables that impact sales such as genre/types of games, game platforms, publishers, sales across time (historical to 2016), and sales across geographical regions (North America, Europe, & Japan).

Goal:
Analyze regional and temporal sales trends to make more informed business decisions and develop improved marketing strategies.

Steps and Skills:
- Data Cleaning
- Descriptive Analysis (mean, mode, median)
- Pivot Tables
- Visualizations (line chart, bar chart, stacked bar chart)
- Interpret Results and Summarize findings/insights.

Tools Used:
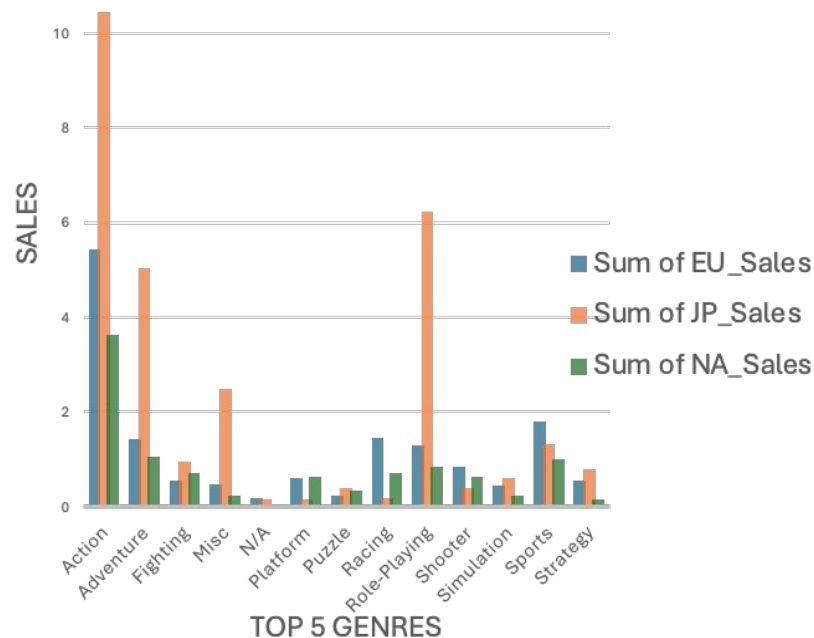
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North America consistently generates the most video game sales in history, even during fluctuations. This line graph demonstrates the positive correlation between North American sales and global sales.

Note that there is a steady and sudden decrease in sales after the peak from 2008-2010. Global sales dropped from a peak of $679.9 million to $70.93 million in 2016.

Sales Across Regions Each Year
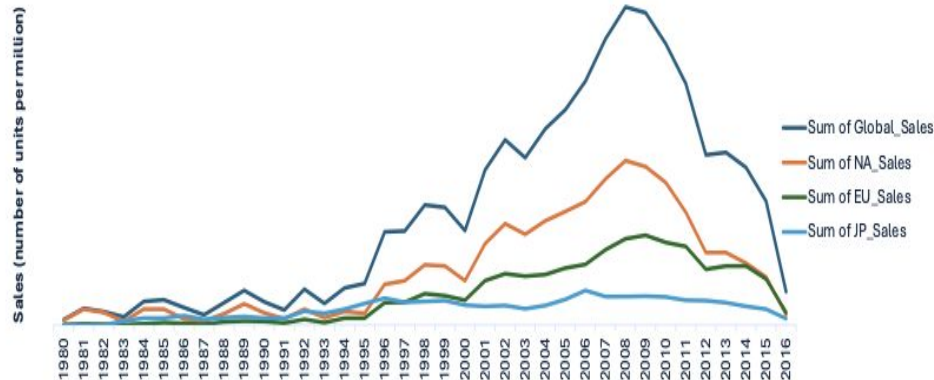
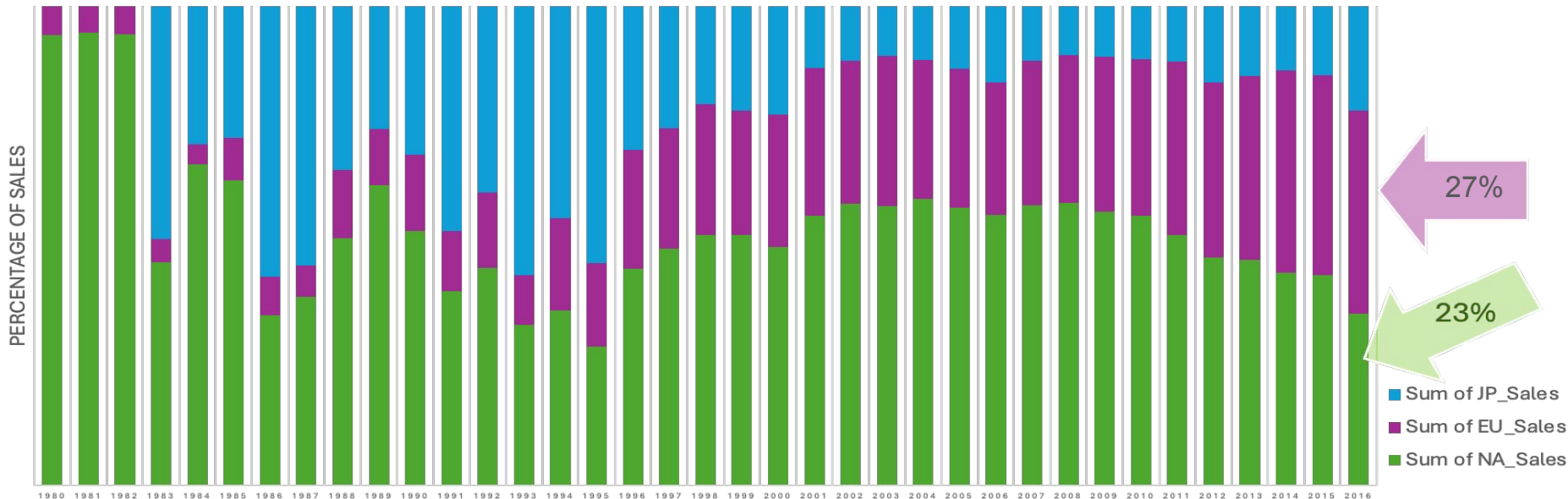Top 5 Ranking Genres for Past 5 Years (2011-2016)

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There has been a recent shift in sales trends,. European sales are on the rise.
- Look at the percentage of sales distributed for 2016. Europe is bringing in 27% of sales and North America is bringing in 23% of sales.
  - This is the first year in history that Europe has generated more sales than North America. This is an important insight!

REGIONAL PERCENTAGE OF SALES PER YEAR

PERCENTAGE OF SALES

27%

23%

Sum of JP_Sales

Sum of EU_Sales

Sum of NA_Sales

1980 1981 1982 1983 1984 1985 1986 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016

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Insights:

- Gameco's sales for video games are made primarily in North American region, however all sales started dropping from 2010 to 2016.
- Europe has started to bring in more sales percentages than all regions including North America for the first time! It is likely that this trend can continue.
- Majority of video game sales sold globally are **action games.**
- In addition to this, North America generates more sales in **shooting** and **sports games**
- While Japan generates more sales in **role-playing games**
- Nintendo's PlayStation generated the most sales in 2016 for all regions.

Recommendations:

- **PlayStation Game Marketing**
  - Focus marketing strategies moving forward to target the latest release of action-based PlayStation games across all regions. This is important since Nintendo/PS4 is generating the main source of sales globally.
- **Marketing for top 3 genres:**
  - 1) action -> TOP PICK globally
  - 2) shooter -> in North America & Europe
  - 3) sports -> in North America & Europe
  - 4) role playing -> in Japan only
- **Marketing focus in Europe:**
  - More marketing in general should be concentrated in Europe as they have brought in more sales than North America for the first time ever in 2016, and could potentially continue to be a top consumer of GameCo video games in the future.