

## PROJECT REFLECTIONS

### Purpose of Project:

The aim of this project is to elucidate on the geographical sales data (North America, Europe, Japan, and other regions) from GameCo's video games over time and clarify the doubts from the assumption made by GameCo's executive board stating that **“the sales of various geographical regions have stayed the same over time”** and how they are to forecast the market in 2017.

### Abbreviations:

- NA = North America
- EU = Europe
- JP = Japan

In summary, the data set that was used to carry out this analysis so as meet the clients demand (GameCo's executive), was extracted from a data set of VGChartz that covers historical sales of video games stretching across different platforms, genres, and publishing studios that tracks the total number of units games sold from 1980 – 2016.

During my analysis in task 1.5 ( based on grouping and summarizing of data), a trend between Global and regional sales over time was observed using a pivot table to show a chart as shown below:

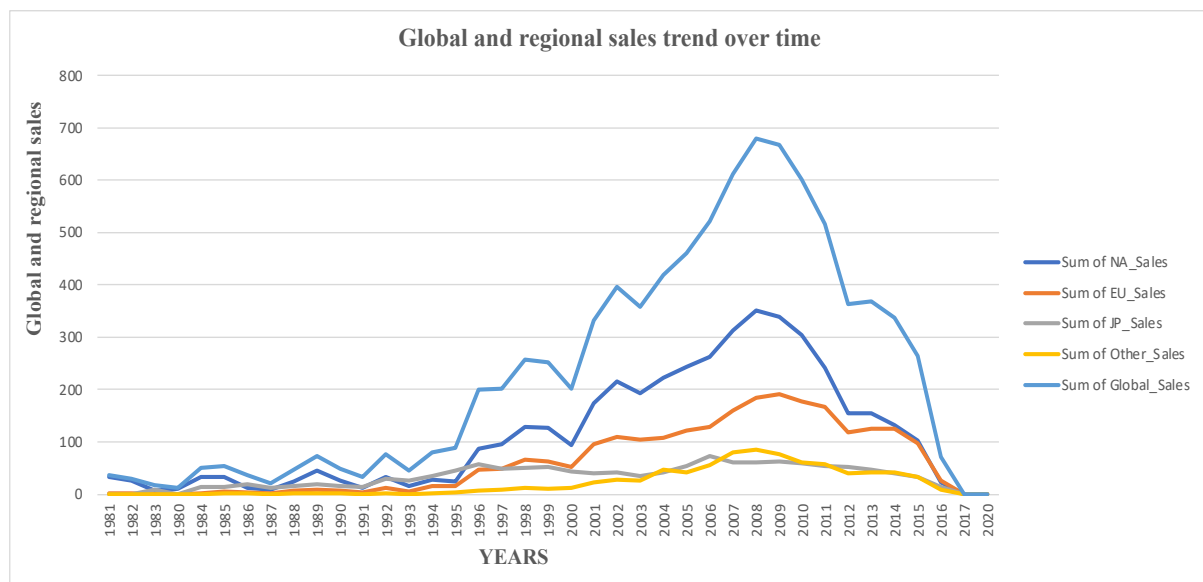


Figure 1: Shows a general view with a spike in Global sales 2000 and steadily rising until 2009 where it started falling over time without recovering. Also, the trend for regional sales was observed as follows; NA\_sales > EU\_sales > JP\_sales > Other\_sales.

Now to develop insights to this data using proportions from Global sales since the numbers in the data set represented units sold in millions, Observations were made in task 1.8 of my analysis as shown below:

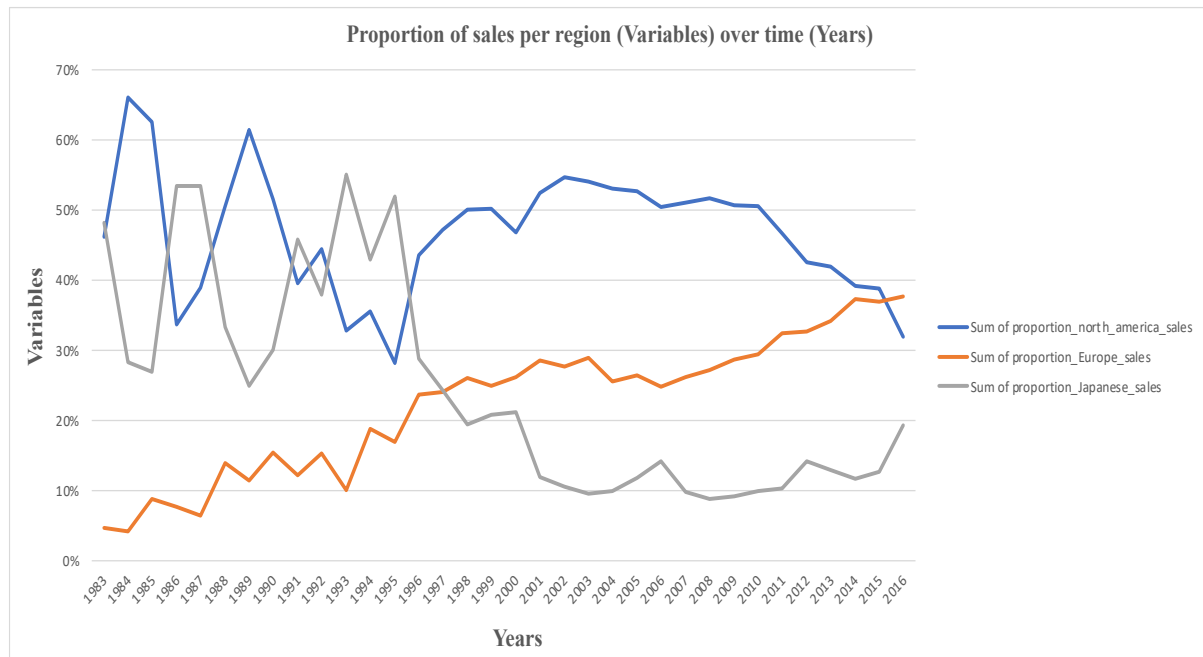


Figure 2: Shows a comprehensive view of the chart with a proportion of sales per region over time whereby, the flow of sales per geographical region clearly shows that it did not stay the same over time. NA\_sales appear to have the highest proportion of sales in the early 80's and later drops somewhere in the 90's and rises back around 1997 followed by a drop in 2009, being caught up by EU\_sales in 2015 which rises steadily and surpasses NA\_sales in 2016. JP\_sales also show a steady fall as of 1995 until 2016.

#### Step 4

Now using just **figure 1** for this analysis, would limit me in getting an insight on the trend of the geographical regional sales over time given that only a general view of the trend of the sales would be observed. So, using **figure 2** helps gives me detailed information on the sales with respect to the geographical regions as a proportion of the sales has been used in this case instead of units sold in millions. Also, this would show the differences in sales so that GameCo's executive board could better understand and see for themselves.

## **Conclusion and Recommendations:**

To conclude, based on the observations from the chart Global sales would also have a decrease in sales of games by GameCo given that its top sales region (NA\_sales) steadily falls in 2016. An efficient rise in market from EU\_sales in 2016 through 2017 might probably compensate the fall in Global sales. So, it is safe to say the sales of various geographical regions never stayed the same over time as assumed by GameCo's executive board.

As recommendations:

- I would suggest GameCo's executive board to work and invest more in NA and JP markets in 2017 given that they show great loss in previous years to compensate the Global market with a gain in 2017.
- Also, I would suggest that GameCo's executive should revise and ameliorate the type, game mechanics and strategy used in supplying games to NA and JP regions such that huge investment can be budgeted against 2017 that can lead to a boost in the Global market.