

## Project Reflections

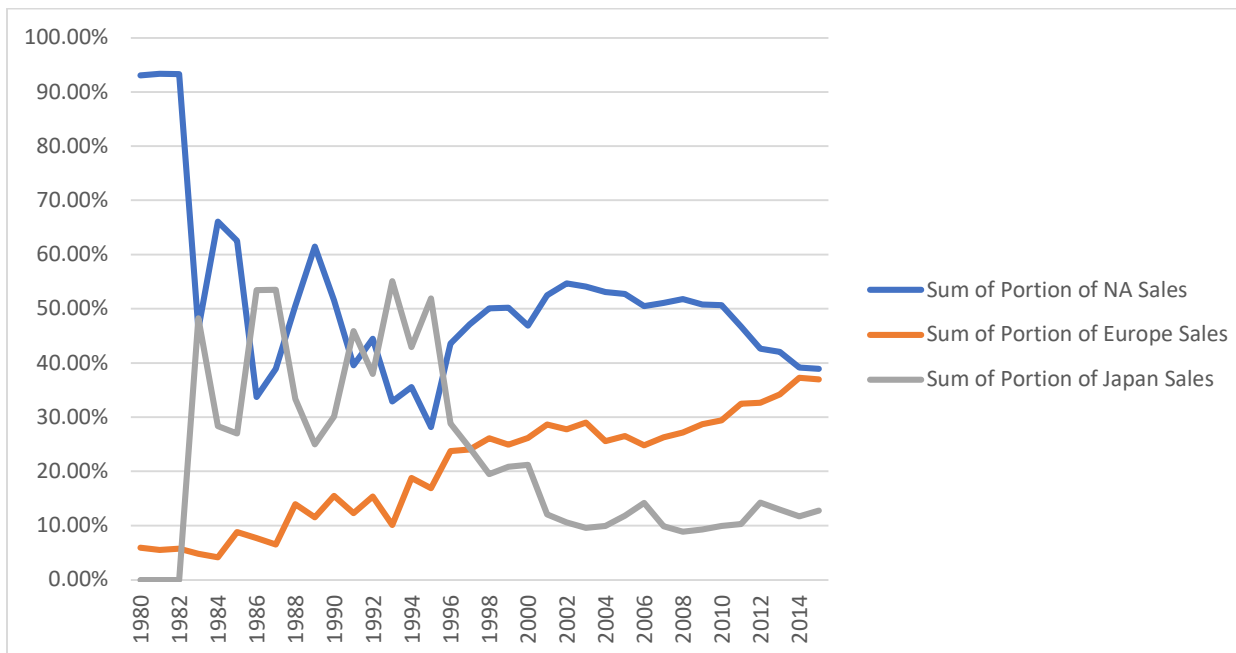
As we plan for 2017 there is a general belief that sales for various geographic regions have been stable and stayed the same over time. Based on the following information, it has been determined that this belief is incorrect. The influence of video games and their sales have shifted and continue to shift as we move towards 2017.

**Figure 1**

| Rank | Name                           | Platform | Year | Genre        | Publisher              | NA_Sales | EU_Sales | JP_Sales | Other_Sales | Global_Sales |
|------|--------------------------------|----------|------|--------------|------------------------|----------|----------|----------|-------------|--------------|
| 1    | Wii Sports                     | Wii      | 2006 | Sports       | Nintendo               | 41.49    | 29.02    | 3.77     | 8.46        | 82.74        |
| 2    | Super Mario Bros.              | NES      | 1985 | Platform     | Nintendo               | 29.08    | 3.58     | 6.81     | 0.77        | 40.24        |
| 10   | Duck Hunt                      | NES      | 1984 | Shooter      | Nintendo               | 26.93    | 0.63     | 0.28     | 0.47        | 28.31        |
| 6    | Tetris                         | GB       | 1989 | Puzzle       | Nintendo               | 23.20    | 2.26     | 4.22     | 0.58        | 30.26        |
| 3    | Mario Kart Wii                 | Wii      | 2008 | Racing       | Nintendo               | 15.85    | 12.88    | 3.79     | 3.31        | 35.82        |
| 4    | Wii Sports Resort              | Wii      | 2009 | Sports       | Nintendo               | 15.75    | 11.01    | 3.28     | 2.96        | 33.00        |
| 16   | Kinect Adventures!             | X360     | 2010 | Misc         | Microsoft Game Studios | 14.97    | 4.94     | 0.24     | 1.67        | 21.82        |
| 9    | New Super Mario Bros. Wii      | Wii      | 2009 | Platform     | Nintendo               | 14.59    | 7.06     | 4.70     | 2.26        | 28.62        |
| 8    | Wii Play                       | Wii      | 2006 | Misc         | Nintendo               | 14.03    | 9.20     | 2.93     | 2.85        | 29.02        |
| 19   | Super Mario World              | SNES     | 1990 | Platform     | Nintendo               | 12.78    | 3.75     | 3.54     | 0.55        | 20.61        |
| 7    | New Super Mario Bros.          | DS       | 2006 | Platform     | Nintendo               | 11.38    | 9.23     | 6.50     | 2.90        | 30.01        |
| 5    | Pokemon Red/Pokemon Blue       | GB       | 1996 | Role-Playing | Nintendo               | 11.27    | 8.89     | 10.22    | 1.00        | 31.37        |
| 22   | Super Mario Land               | GB       | 1989 | Platform     | Nintendo               | 10.83    | 2.71     | 4.18     | 0.42        | 18.14        |
| 12   | Mario Kart DS                  | DS       | 2005 | Racing       | Nintendo               | 9.81     | 7.57     | 4.13     | 1.92        | 23.42        |
| 32   | Call of Duty: Black Ops        | X360     | 2010 | Shooter      | Activision             | 9.67     | 3.73     | 0.11     | 1.13        | 14.64        |
| 24   | Grand Theft Auto V             | X360     | 2013 | Action       | Take-Two Interactive   | 9.63     | 5.31     | 0.06     | 1.38        | 16.38        |
| 23   | Super Mario Bros. 3            | NES      | 1988 | Platform     | Nintendo               | 9.54     | 3.44     | 3.84     | 0.46        | 17.28        |
| 18   | Grand Theft Auto: San Andreas  | PS2      | 2004 | Action       | Take-Two Interactive   | 9.43     | 0.40     | 0.41     | 10.57       | 20.81        |
| 15   | Wii Fit Plus                   | Wii      | 2009 | Sports       | Nintendo               | 9.09     | 8.59     | 2.53     | 1.79        | 22.00        |
| 11   | Nintendogs                     | DS       | 2005 | Simulation   | Nintendo               | 9.07     | 11.00    | 1.93     | 2.75        | 24.76        |
| 30   | Call of Duty: Modern Warfare 3 | X360     | 2011 | Shooter      | Activision             | 9.03     | 4.28     | 0.13     | 1.32        | 14.76        |
| 13   | Pokemon Gold/Pokemon Silver    | GB       | 1999 | Role-Playing | Nintendo               | 9.00     | 6.18     | 7.20     | 0.71        | 23.10        |
| 14   | Wii Fit                        | Wii      | 2007 | Sports       | Nintendo               | 8.94     | 8.03     | 3.60     | 2.15        | 22.72        |
| 37   | Call of Duty: Modern Warfare 2 | X360     | 2009 | Shooter      | Activision             | 8.52     | 3.63     | 0.08     | 1.29        | 13.51        |

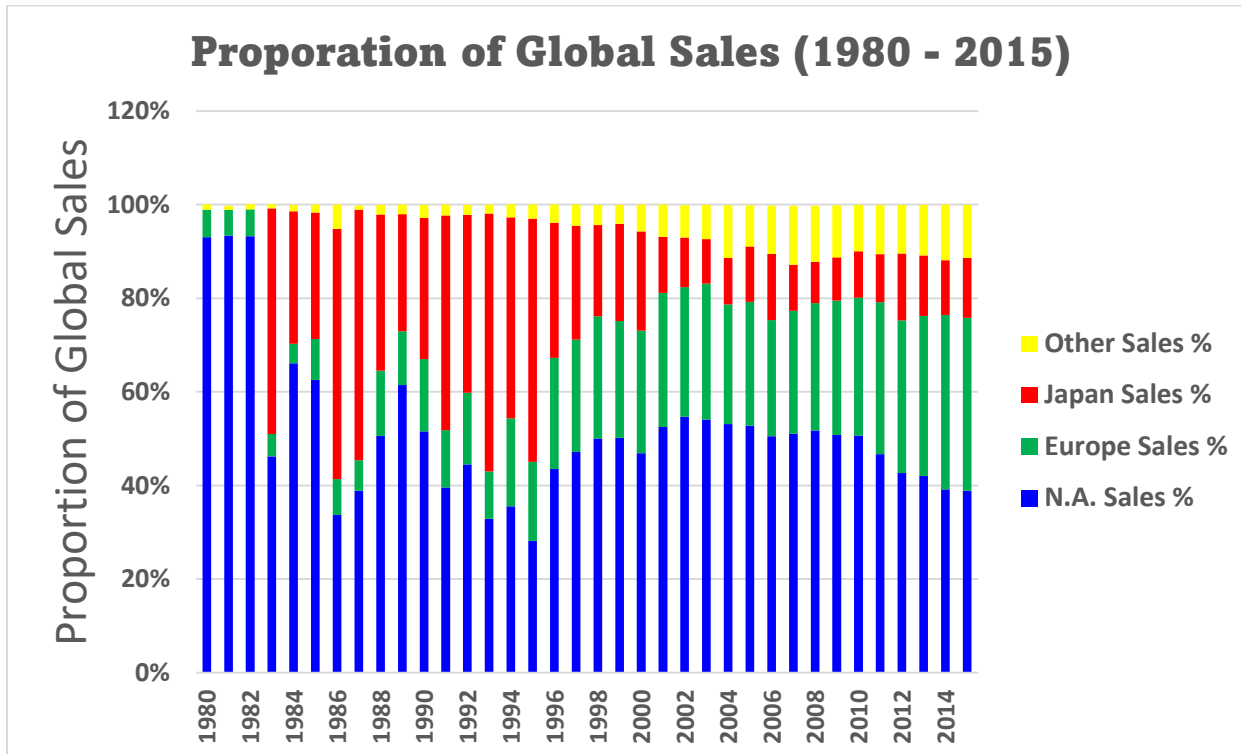
Data was taken from sales figures of over 16,000 video game titles ranging from 1980 into 2016. Data was sorted by sales according to region. Other graphs used data sorted by year and also sorted by genre.

**Figure 2**



Looking at figure 1 we see various changes over time. In the 1980's and early 1990's, North America and Japan went back and forth for the top spot in video game sales and while North America is still currently at the top in portion of video game sales, it Europe and not Japan who competes with North America for the top spot. Over the past 30 years, Europe's portion of global sales has continued to rise and at its current rate, is expected to surpass North America in the next few years.

**Figure 3**



This stacked bar chart helped me understand every region's market share and the direction they are heading. It easily shows how North America and Japan have declined in recent years and how Europe and other countries continue to show growth.

#### Step 4

I chose a line chart to show sales by region from 1980 to 2015. The advantage of a line chart is that it can show trends over time and they help make future predictions. I wanted to show the progression over time how sales were under \$50 million total for several years, then the huge growth of N.A. Sales along with the large drop starting in 2009. This line chart shows how all 4 regions and their patterns of sales change over this 35-year period.

I chose a stacked column chart to show the percentage portion of total global sales that each region had year to year. A pie chart would have been acceptable if showing just one year, but the stacked column chart shows percentage portion on a year to year basis. It allows viewers to see how Japan's portion of global sales has dropped off over time and how it has been replaced by Europe and other countries.

I chose the Bar chart to show the Top 4 Genre in N.A. sales from 2008 – 2015. The bar chart shows a 7-year period for each of the top 4 genres in N.A. sales. The bars help show how each genre started strong in 2008 and then gradually dropped off until 2015.

I chose the pie chart for Total Europe Sales by Genre from 2008 – 2015. During this time Europe has had a very strong increase in sales and each genre was a contributing factor. The pie chart easily shows which genre held the largest portion of sales, the biggest slice being the Action genre.

Each of these graphs help contribute to telling the overall story of how sales trends have changed over time among the 4 different regions.