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TASK 1.10 - PROJECT REFLECTIONS

GAMECO's executive board assumes that the sales for the various geographic regions have stayed the same over time.

Firstly, based on the executive board assumption, I wanted to analyze the sales data concerning the years from 2006 to 2016. A line chart (Figure 1) was created to visualize the data. To have a clear picture of the data the main regions such as North America, Europe, and Japan, were taken into consideration. We can infer from the line chart (Figure 1), that the sales for various regions were not consistent over time. The chart clearly shows a decline in sales for the past 8 years.

Secondly, I also wanted to check the favorite genre for the respective regions. A column chart was created to find the relationship between genre and sales proportion for North America, Europe, and Japan (Figure 2). So that, the executive team can concentrate on the marketing campaigns for the genre of interest. I also summarized the least favorite genre as the marketing team not only can change the budget for these genres but also analyze why these genres have lower sales and take actions accordingly.

Finally, from the charts, we can conclude important pieces of information. Over the years, the total sales value has considerably reduced. To improve the return on investment, the marketing campaign should be concentrated on the most popular genres for each region.
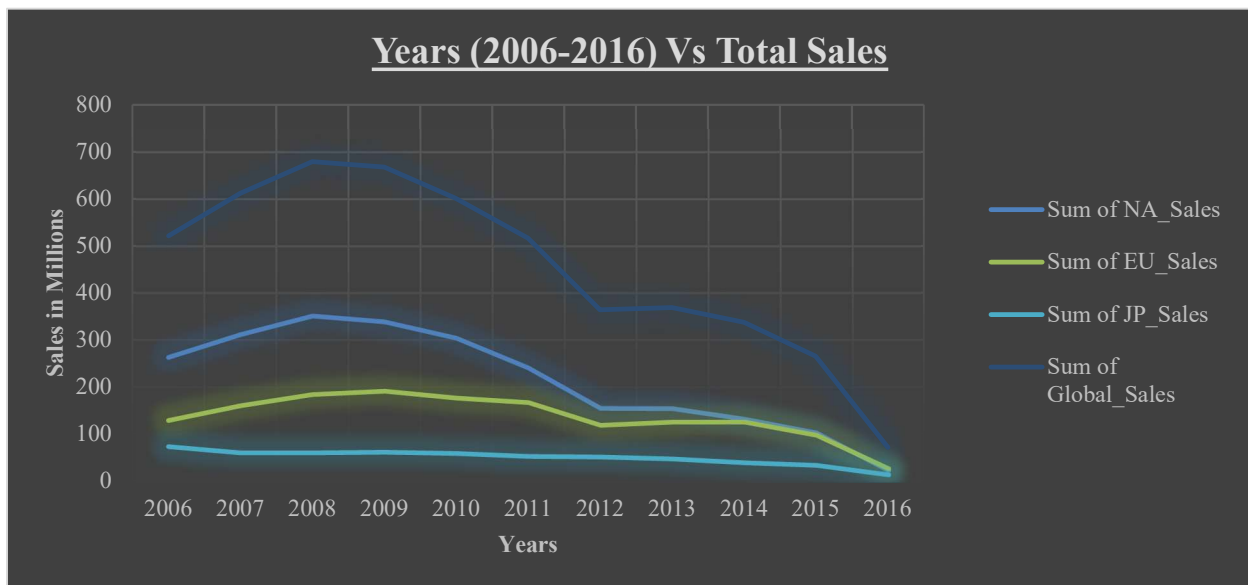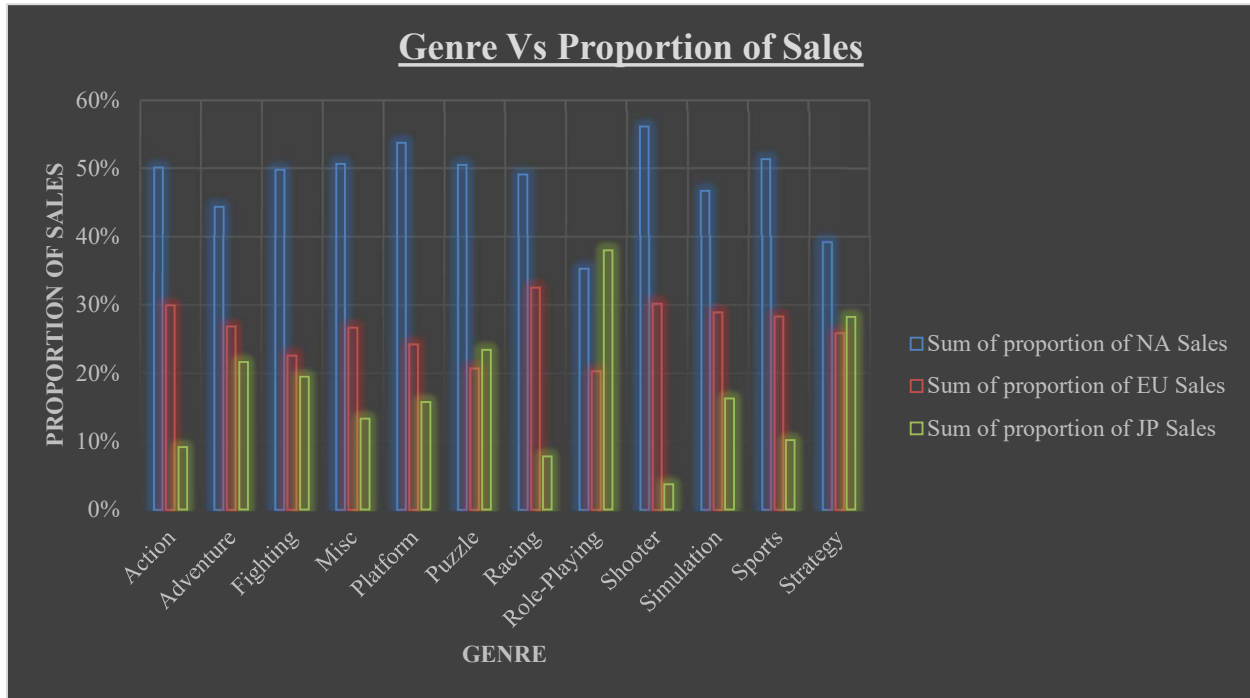

Figure 1: Sales data with respect to years

Figure 2: Comparing the relationship between genre with sales percentile.

STEP 4

Earlier as you saw in Figure 1, the Sum of sales data for different regions and total global sales were presented in a line chart. It is also valuable to note the percentage of regional sales contributing to the global market. For this, a line chart was used to show the proportion of sales with respect to years (Figure 3). The chart depicts clearly the trend of each region contributing to global sales.

With the help of the chart (Figure 3), we can see how each region performs in relation to others. When observing the trend from figure 3, Japan has an increasing trend towards its share in the global market. Whereas, we can see clearly that Europe has beaten the North American sale in the past year. This is a valuable insight for the GAMECO's executive when planning a budget for different regions. It would have not been possible to get these insights without the line chart (Figure 3).

To conclude, charts such as column charts, line charts, and clustered column charts were used for this project to get a summary of different results and recommendations.
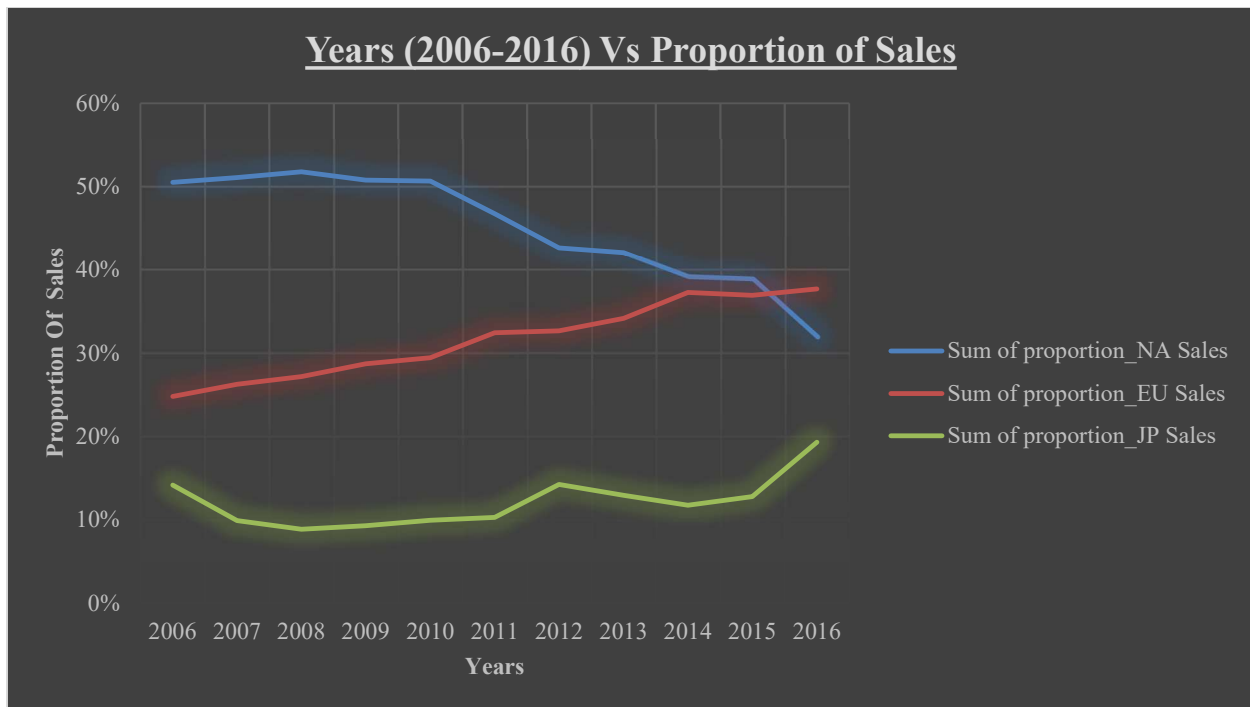
Figure 3: Regional Sales contributing to the global market