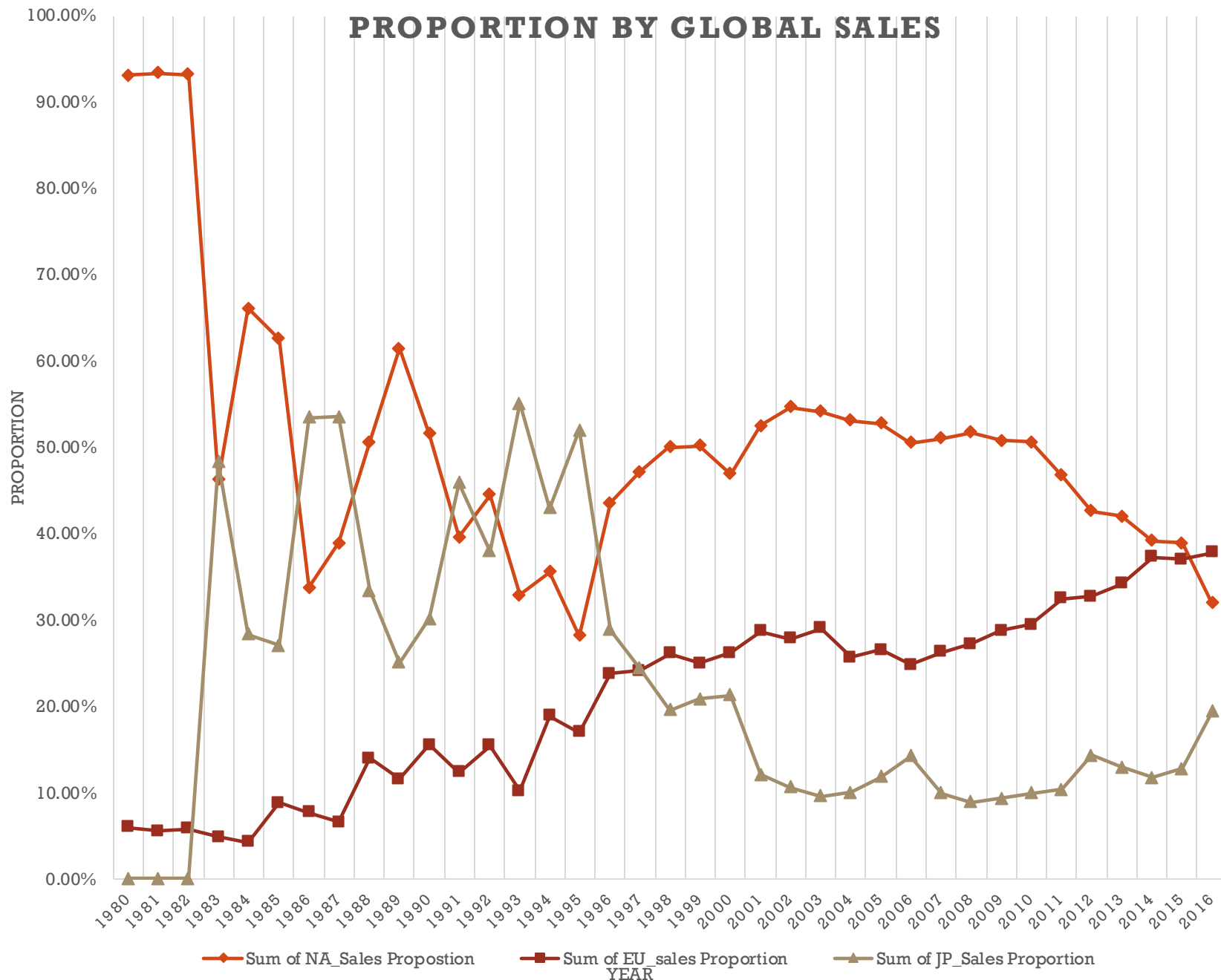


CURRENT UNDERSTANDING

- As we plan for 2017 there is a general belief that sales for various geographic regions of North America, Europe, Japan and Other countries have stayed the same over. 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.



PROPORTION BY GLOBAL SALES

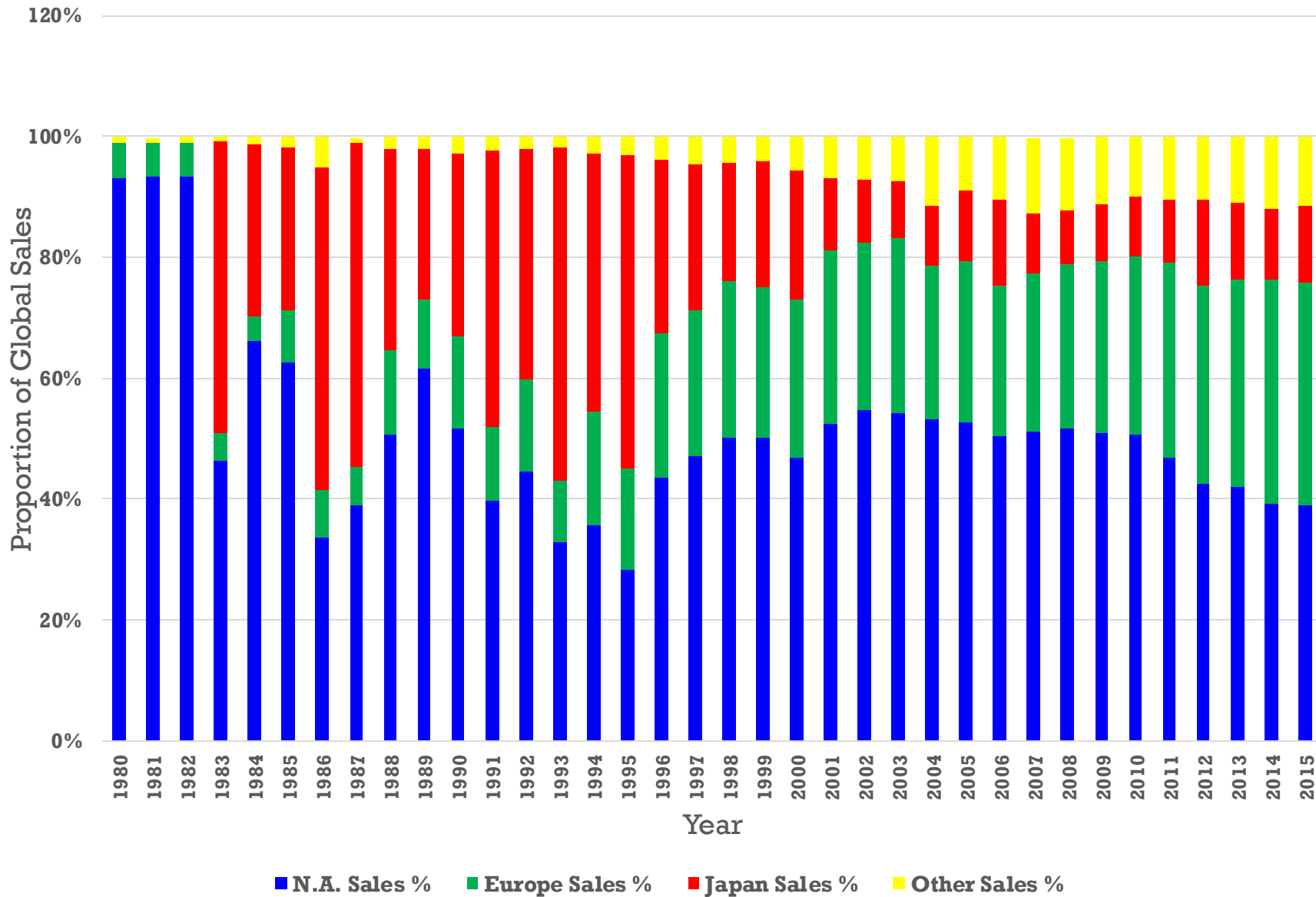


DATA ANALYSIS

. We can 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 proportion of global sales has continued to rise and at its current rate, is expected to surpass North America in the next few years.



Proportion of Global Sales (1980 - 2015)



DATA ANALYSIS

Early 80's:

North America is head up in the market until 1983 when Japan entered the market.

Mid 80's to Mid 90's:

Japan and North America continue to compete for the top spot.

1996 to 2015:

Japan's porportion continues to decrease. Europe gains closer and closer to North America. Other countries region continues growth.



❑ Line chart:

- I take a line chart to display 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 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.

❑ 100% stacked bar chart:

- I chose a 100% stacked column chart to display the percentage proportion of total global sales that each region had year to year. It allows viewers to see how Japan's proportion of global sales has dropped off over time and how it has been replaced by Europe and other countries.

❑ Bar chart:

- 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.

