The `VGS.ipynb` file focuses on preparing and cleaning a video game sales dataset. Based on the data processing and feature engineering steps performed in the notebook, here are some potential business insights that can be derived:

- **Regional Market Performance**: The notebook calculates sales percentages for different geographical regions (North America, Japan, PAL, Other). This data can provide crucial insights into which regions are the strongest markets for video game sales and which might be underperforming. Businesses can use this to tailor marketing strategies, game releases, and distribution efforts to specific regions, or identify new growth opportunities. For instance, if North America has a significantly higher sales percentage, it might indicate a need to invest more in that market or analyse why other regions lag.
- **Historical Trends and Market Evolution**: By extracting the 'Year' from the 'Launch_Date', the dataset is prepared for time-series analysis. This allows businesses to observe trends in video game sales over different years. This can reveal long-term growth or decline in the industry, the impact of new console generations, or shifting player preferences over time. Understanding these historical trends can help in forecasting future market conditions and making informed strategic decisions.
- **Data-Driven Decision Making**: The emphasis on data cleaning, including dropping irrelevant columns and handling missing values, signifies a commitment to data quality. For businesses, this means that any insights or decisions made based on this cleaned data are more likely to be accurate and reliable, reducing the risk associated with flawed data.