

ELECTRONIC ARTS (EA)

ABOUT THE COMPANY

Electronic Arts Inc. is an American video game company headquartered in Redwood City, California. Founded in May 1982 by Apple employee Trip Hawkins, the company was a pioneer of the early home computer game industry and promoted the designers and programmers responsible for its games as "software artists. EA delivers games, content, and online services for Internet-connected PCs, consoles, mobile phones, and tablets.

ABOUT THE DATASET

The dataset of *Video Game Sales* was created by Gregory Smith(1). With 16,598 rows and 11 columns, which are:

- **Rank** - Ranking of overall sales
- **Name** - The games name
- **Platform** - Platform of the game's release (i.e. PC, PS4, etc.)
- **Year** - Year of the game's release
- **Genre** - Genre of the game
- **Publisher** - Publisher of the game
- **NA_Sales** - Sales in North America (in millions)
- **EU_Sales** - Sales in Europe (in millions)
- **JP_Sales** - Sales in Japan (in millions)
- **Other_Sales** - Sales in the rest of the world (in millions)
- **Global_Sales** - Total worldwide sales.

But we didn't need all the data so, we selected the highest publisher company's record and save it in another CSV file to be our dataset.

then we transform the data as we need by dropping some columns (Rank column and Publisher column since all the games are from the same publisher) then we change the Global_Sales name to total_Sales to be more clear to us then, we check all the null record and dropped 2 records that don't have a year value.

	Rank	Name	Platform	Year	Genre	Publisher	NA_Sales	EU_Sales	JP_Sales	Other_Sales	Global_Sales
0	1	Wii Sports	Wii	2006.0	Sports	Nintendo	41.49	29.02	3.77	8.46	82.74
1	2	Super Mario Bros.	NES	1985.0	Platform	Nintendo	29.08	3.58	6.81	0.77	40.24
2	3	Mario Kart Wii	Wii	2008.0	Racing	Nintendo	15.85	12.88	3.79	3.31	35.82
3	4	Wii Sports Resort	Wii	2009.0	Sports	Nintendo	15.75	11.01	3.28	2.96	33.00
4	5	Pokemon Red/Pokemon Blue	GB	1996.0	Role-Playing	Nintendo	11.27	8.89	10.22	1.00	31.37

Figure1. The Video Game Sales dataset

ABOUT THE DATASET

The dataset offers all data of *EA Inc.* between 2000 and 2016 with 1231 rows and 9 columns, which are:

- **Name** - The games name, object
- **Platform** - Platform of the game's release (i.e. PC, PS4, etc.), object
- **Year** - Year of the game's release, float
- **Genre** - Genre of the game, object
- **NA_Sales** - Sales in North America (in millions)
- **EU_Sales** - Sales in Europe (in millions)
- **JP_Sales** - Sales in Japan (in millions)
- **Other_Sales** - Sales in the rest of the world (in millions)
- **total_Sales** - Total worldwide sales.

Therefore, we created a relationship between these columns and represented it on several KPIs on the dashboard.

These KPIs show and measure the company's performance through the past few years, these measurements going to help the company for faster and easier decision-making and aid the organization in forecasting and growing future sales. Through these KPIs, we figure out the most relevant information, such as the game that gets the highest sales, the most preferred genre, the favorite platform, and much more. In this report, we're going to talk more about how the company uses this information for future benefits.

Name	Platform	Year	Genre	NA_Sales	EU_Sales	JP_Sales	Other_Sales	total_Sales
FIFA Soccer 08	PS2	2007	Sports	0.68	0	0	2.46	3.14
Madden NFL 09	PS2	2008	Sports	1.22	0	0	0.27	1.49
NCAA Football 14	X360	2013	Sports	1.01	0	0	0.06	1.07
NCAA Football 12	X360	2011	Sports	0.94	0	0	0.06	0.99
Madden NFL 10	PS2	2009	Sports	0.88	0	0	0.1	0.98

Figure2. The *EA Inc.* dataset

THE INSIGHTS

03

ABOUT THE DATASET

Diagnostic analytics:

- The **most preferred** Genres are Sports, Shooters, Racing, and Action.
- Adventure games are the **most unpreferred** Genre.
- FIFA releases are the **best-selling**.
- The **worst-selling** game is Spore Galactic Adventure.
- **Favorite** platforms include PS2, PS3, Xbox 360, and PSP.
- **Unpreferred** platforms are the N64 and GB.
- **Most sales** are in the North American region.
- Japanese are the **lowest sales**.
- The **best-selling** was in 2008.
- The year with the worst selling was 2016.
- **Each year** there are Sports products.
- **Higher production** in 2008.

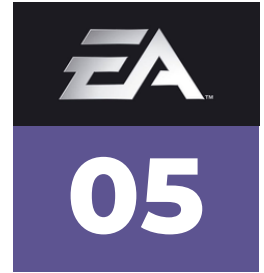
Overview on platform released years and sales:

- In 2000 PlayStation2 released
- in 2002 the high sales
- In 2005 X360 released
- In 2006 PlayStation3 released
- in 2008 the highest sales
- In 2013 PlayStation4 released

Table for Numbers of Games in Platforms by Years

Year	No. of Games in Platforms	No. of Games & Genres
2022	PS2 = 31, GC = 21, XB= 19 , GBA = 10, PC= 6 , PS = 1	Game: 88 Genre: 8
2005	PS2= 29, XB= 27, GC & PSP = 18 , PC=6, PS3= 5, X360= 4, DS= 7, Wii= 2	Game : 117 Genre: 9
2006	PS2= 20, XB= 18, PSP= 17, X360= 16, PC= 9, PS3= 5, DS= 7, Wii= 2	Game: 102 Genre: 9
2009	X360= 25, PS3= 21, DS & Wii= 18, PC=16, PS2= 13, PSP= 8, XB= 1	Game : 120 Genre: 11
2013	PS3 & X360 = 11, PC & XOne & PS4 = 5, PSP & Wii & WiiU &PSU & 3DS = 1	Game : 42 Genre: 5

PREDICTIVE ANALYTICS



The Games & Genre

According to the previous diagnostic analysis, FIFA games in all versions, as well as Battlefield, should be continued in future releases to enhance sales. Furthermore, any sport or shooting game should be created continuously.



The Platforms

If the corporation produces more games for the PlayStation and Xbox new release platforms and stops making games for older platforms, sales will improve in accordance with customer preferences.



The Region

Due to the low sales in Japan, the corporation may find that if it focuses on North America and Europe instead of that country, it will see an increase in sales.



PRESCRIPTIVE ANALYTICS



06



The Platforms

Producing more games for the new PlayStation and Xbox platforms when they are published will increase sales.



The Games versions

provides many versions of the same software so that it may be used by the biggest number of users who may have owned various computer systems.



The Genre

Establishing partnerships with other game development firms to create new exclusive sports and shooter games



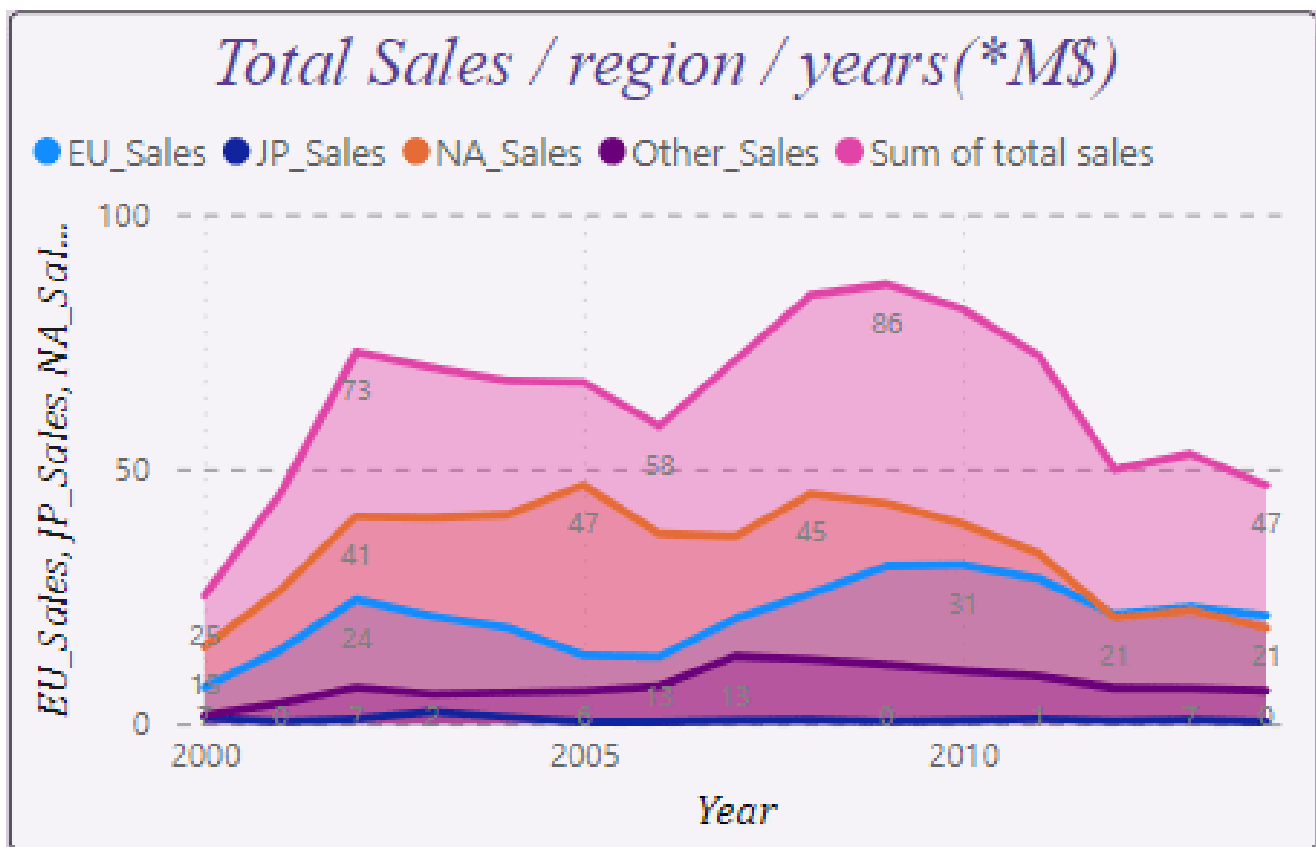
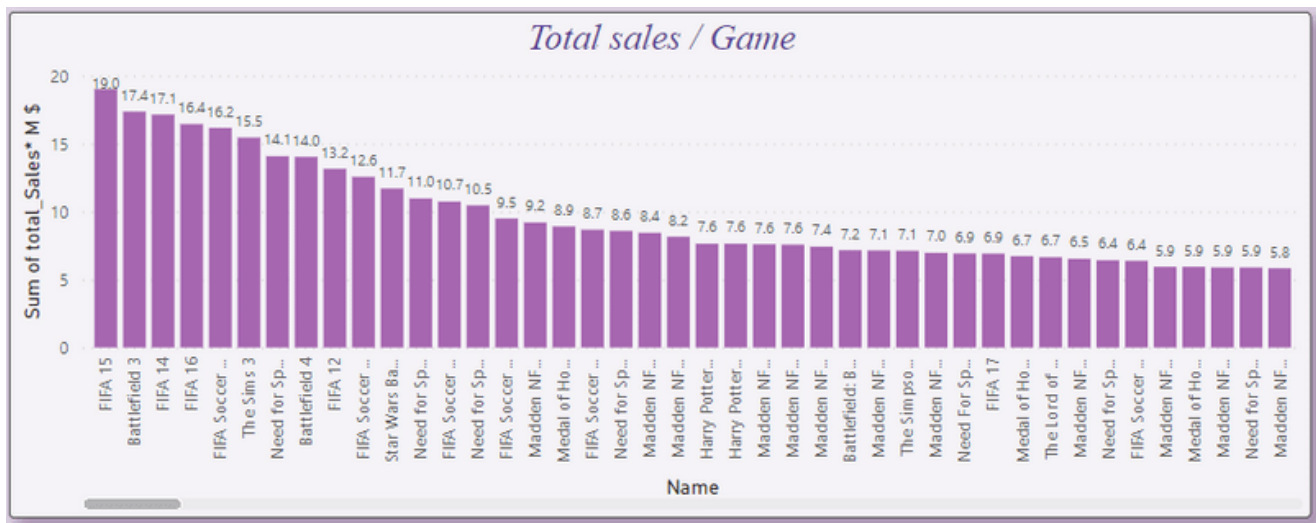
The marketing plan

contracting with many sports stars and other celebrities to promote the products.

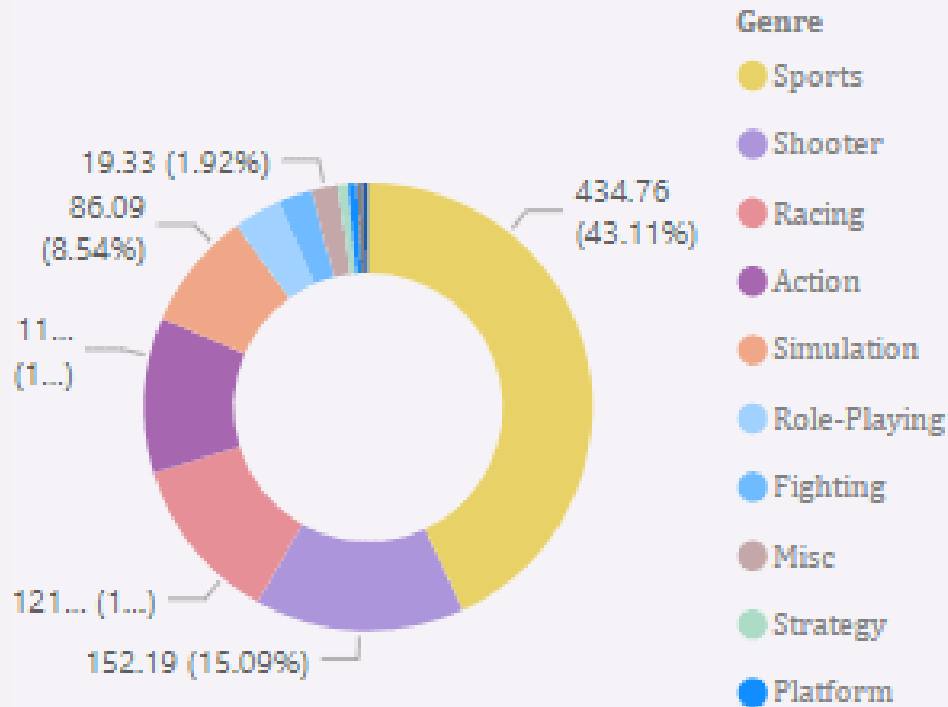


APPENDIX



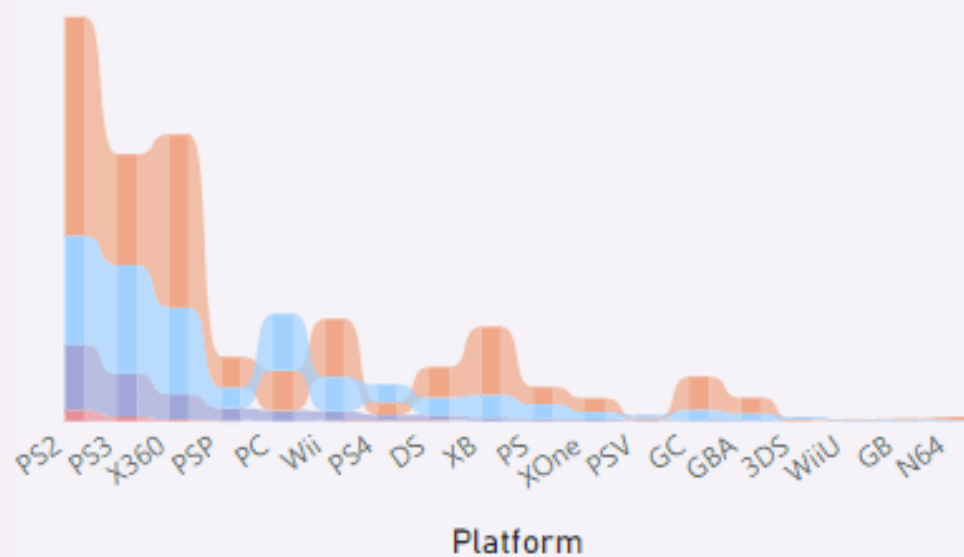


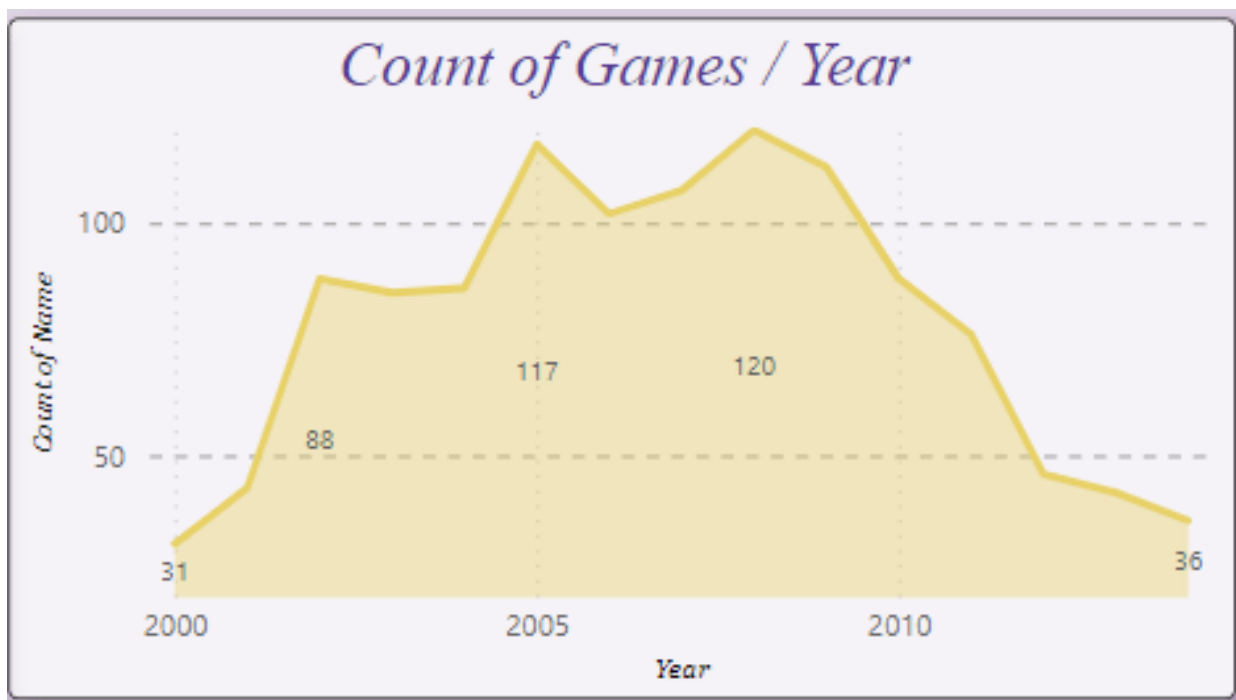
Total Sales / Gener (*M\$)

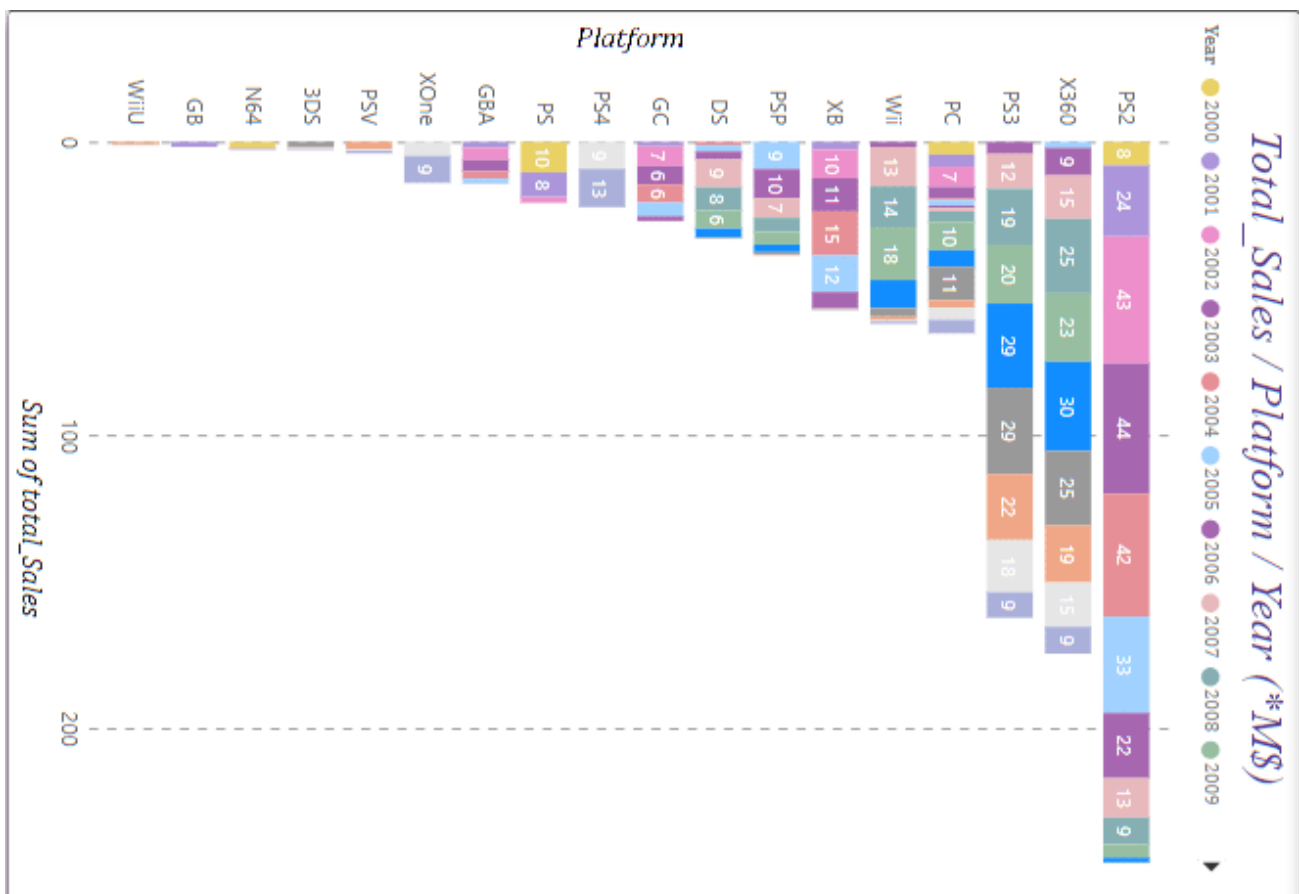
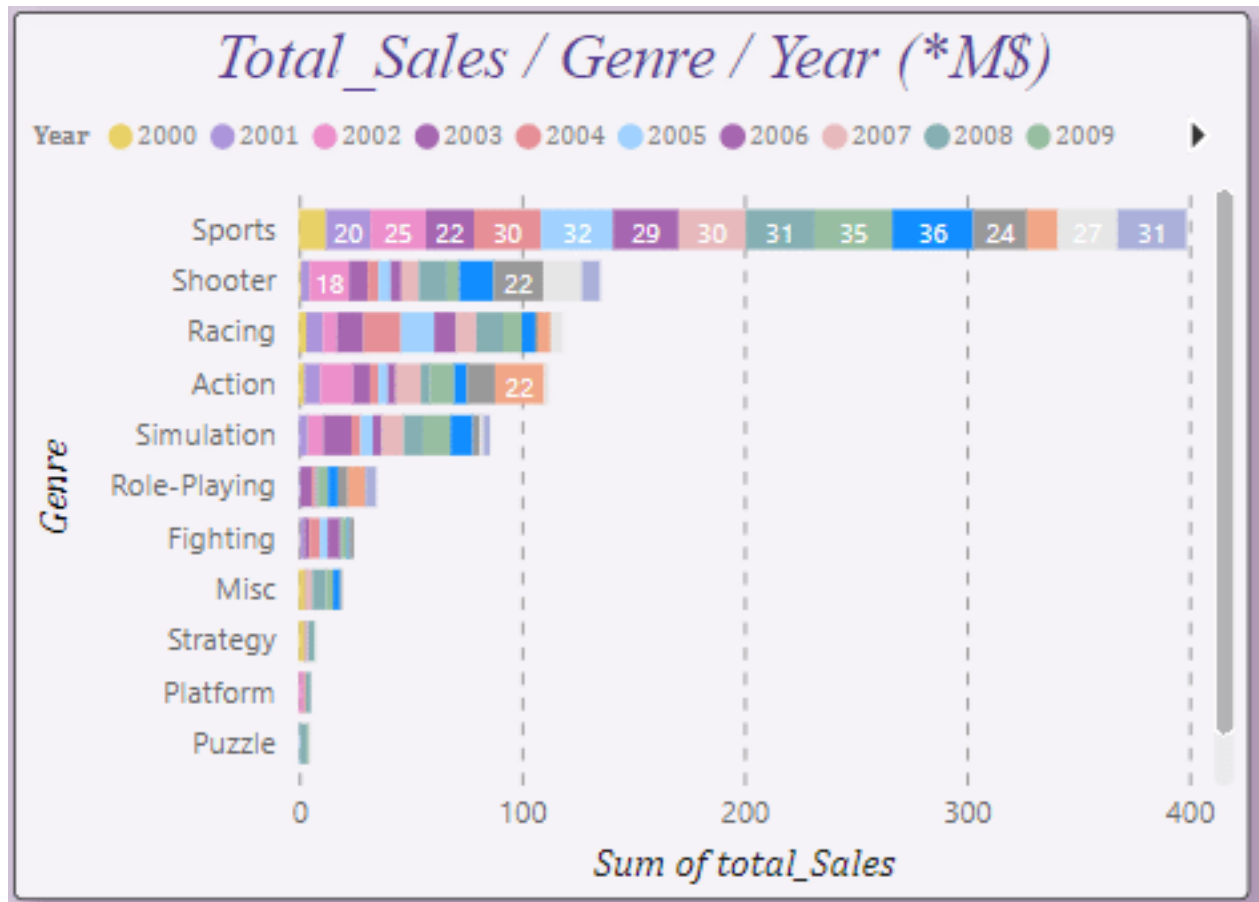


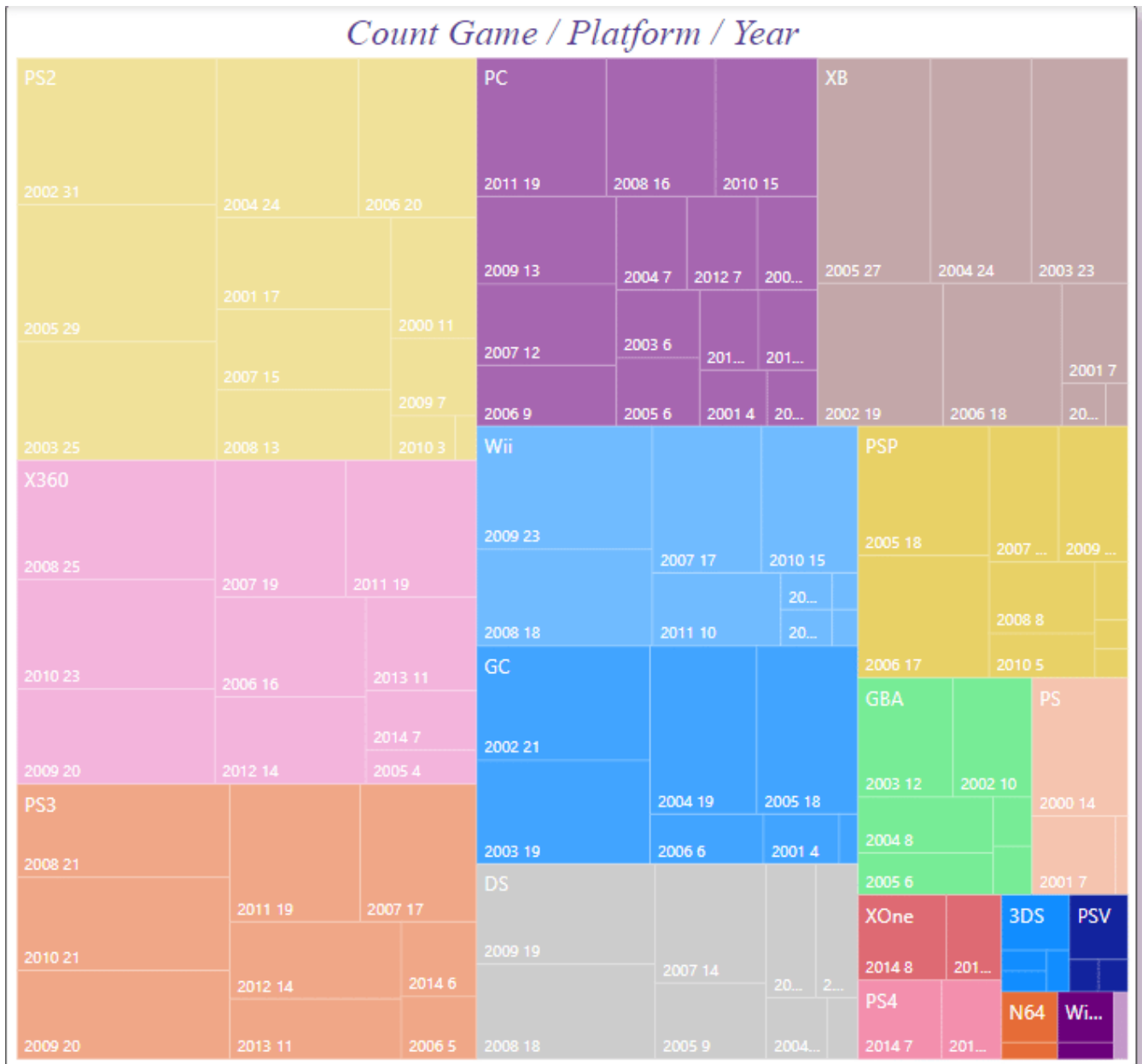
Total Sales / Platform (*M\$)

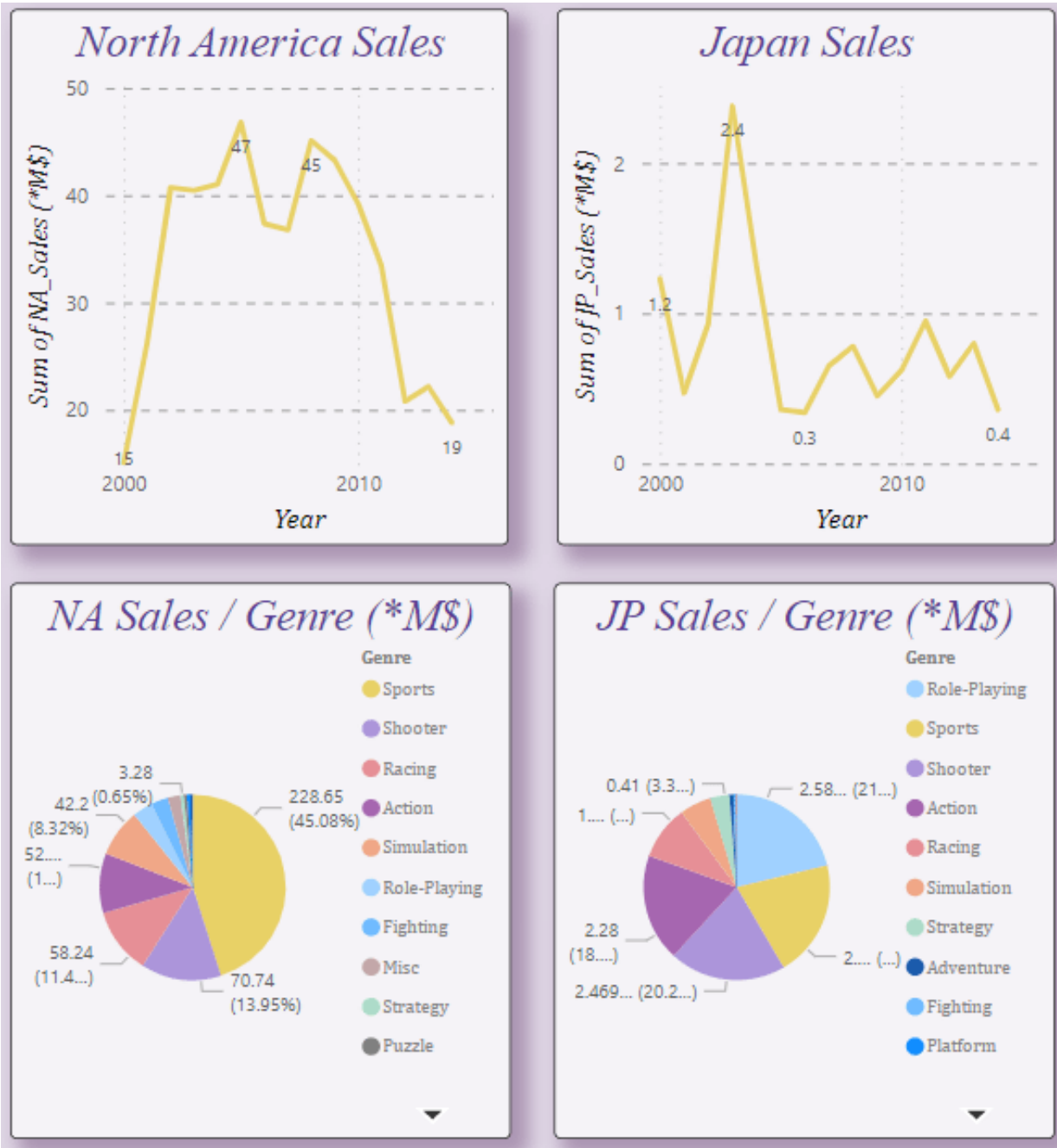
Other_Sales NA_Sales JP_Sales EU_Sales

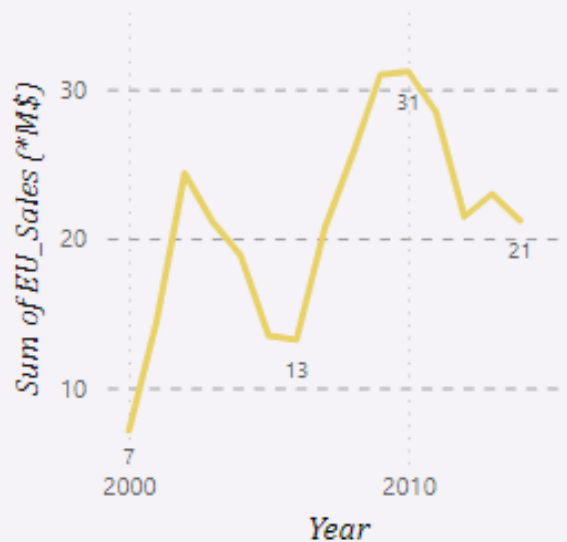
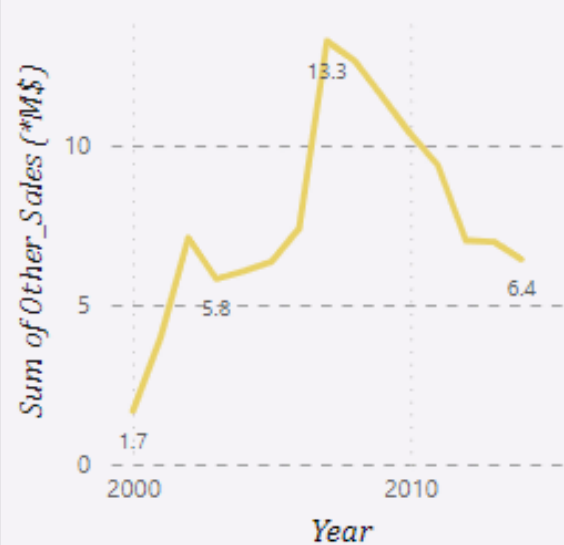
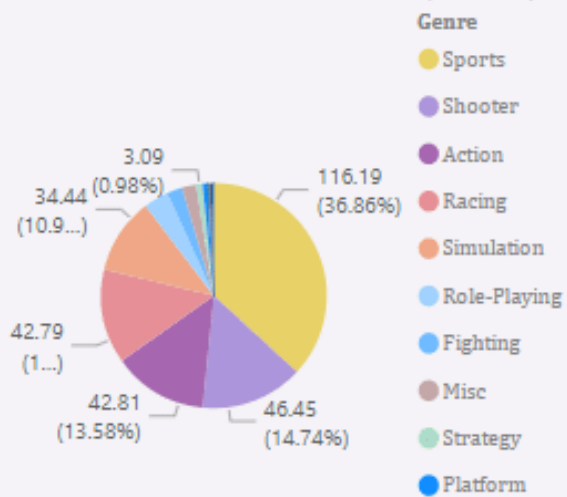










Europe Sales*Rest of the world Sales**EU Sales / Genre (*M\$)**Other Sales / Genre (*M\$)*