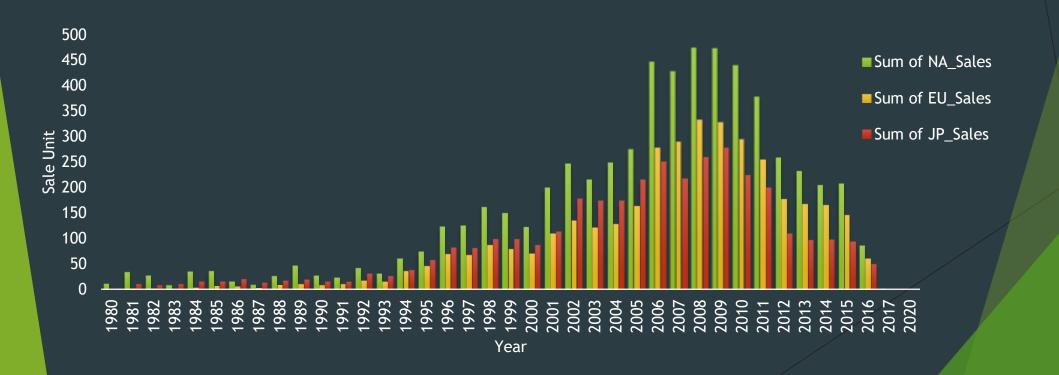
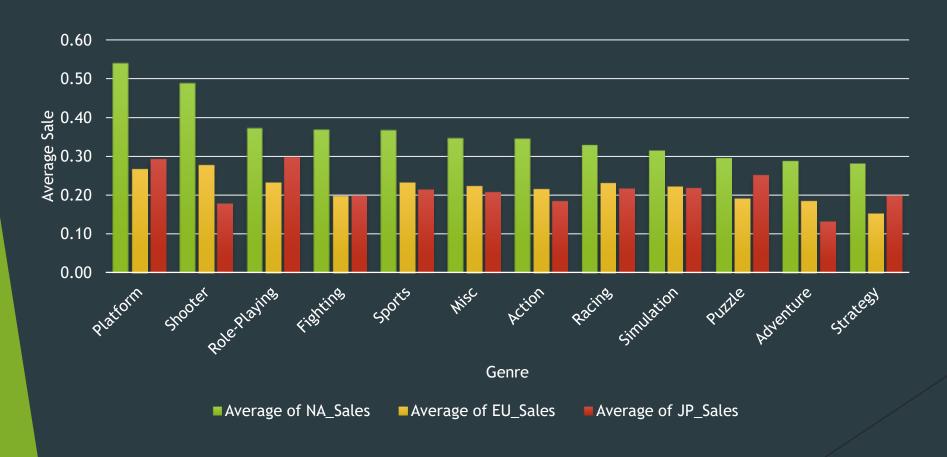
# Final Project Presentation on GameCo Executives

#### About The Dataset

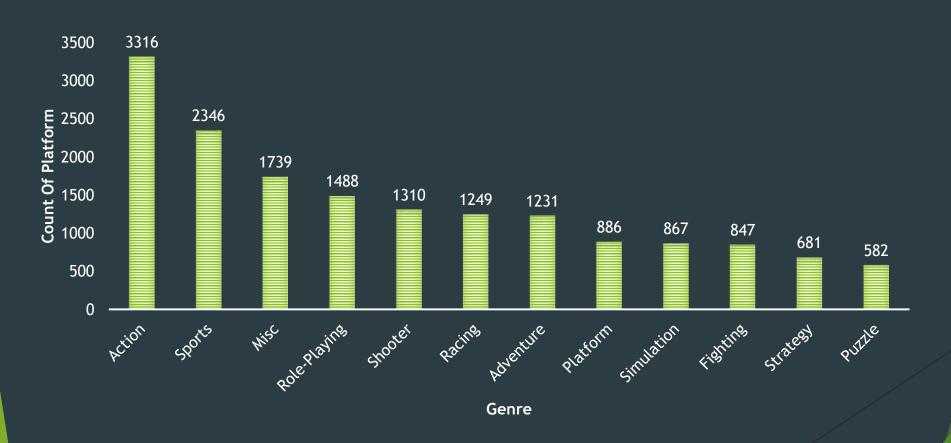
I have access to the October 2016 dataset of GameCo executives. My analysis indicates that there are regional differences in the behavior of video game sales. As for the sale, GameCo currently thinks that the maximum sale happened in North America 473.05 millions in the year 2008 and the minimum sale happened in Japan which was 0.05 millions in the year 2017.



According to the following graph, NA\_Sales remained the highest across all genres when compared to other regions. Sales in the EU and JP were varying. Somewhere in Europe, sales were high, and occasionally in Japan, they were high.



The graph below illustrates the declining trend of various genres played across various platforms. It is evident from this representation that action is the most popular genre among consumers, and it is typically played on 3316 platforms. The least popular genre, however, is puzzle games, which are available on only 582 platforms.



## Meaningful Insights

- ☐ Compared to 2009, when a maximum of 1425 genres were published, only one genre was published in 2020.
- ☐ Between 2006 and 2009, all regions reached their peak sales. Stated differently, this was the recorded maximum sale time.
- ☐ The PS2 was the most popular platform, with 2154 games released on it.
- ☐ The dataset indicates that Electronic Art is the sole publisher with 1351 genre publications.
- ☐ The genre's highest global sales, 678.64 million, occurred in 2008; action games' highest global sales, 139.39 million, occurred during this time.

### Recommendations

- ▶ Pay attention to the titles with the best sales figures. For example, 2016–2020 were the years with the highest NA sales. At this time, shooter games were increasingly popular. This kind of game can be published by GameCo.
- ▶ Japan earns very little money. GameCo can therefore establish a reasonable spending limit for games.
- ▶ GameCo can make more realistic and appropriate sales targets for the market by incorporating regionally specific data into its forecasting models.
- ► GameCo can concentrate on the platform that people use the most and release games on it.

# THANK YOU