FINAL PROJECT PRESENTATION

INTRODUCTION:

PROBLEM STATEMENT: The video game data set has to be analysed and structured in a way that can be easy to analyse, visualise and pull out certain insights to enable the clients to draw conclusions. The provided data set is raw without any processing it can be hard to determine any plausible results.

GOAL OF THE ANALYSIS: To gather, clean and visualise the data set to obtain information/insights regarding the sales of video games by GameCo depending on different variables.

MISSING ASPECTS OF THE DATA SET:

- a. No clarity on the missing values within the data set if it contributes in any way to the understanding of the information provided by the data set
- b. Without sorting and filtering of the data, it would also not be possible to understand the patterns within the dataset such as the sales in different years in different regions
- c. In the raw, uncleaned dataset, it would also not be possible to understand the role of different publishers or the genre with the highest sales values.

CURRENT UNDERSTANDING

ASSUMPTIONS MADE REGARDING THE BUSINESS:

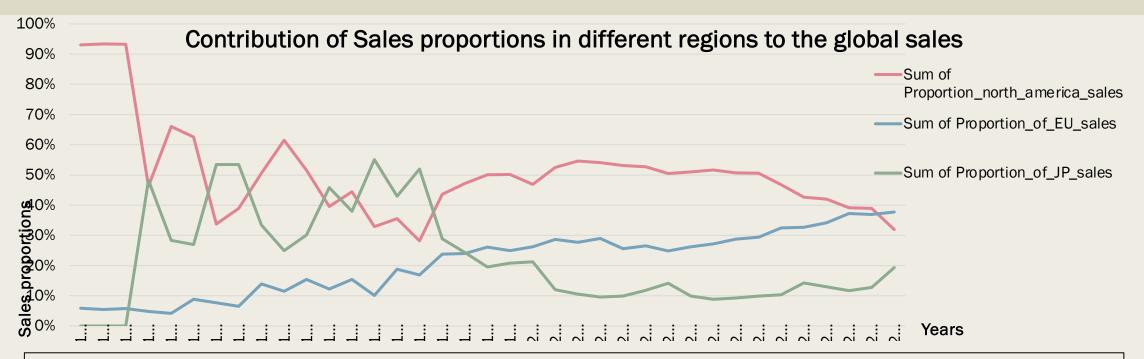
The current understanding is that video game sales across all regions are consistent and have not changed throughout.

CURRENT UNDERSTANDING OF THE DATA:

With the current raw data, no information can be gathered. This will not help in providing answers to the questions requested by the client where the requirement is to:

- a. Identify the genres of games doing the best;
- b. Growth and shrinkage of business to understand the position of GameCo in the eyes of the competitors;
- c. Domination of the market to understand the sales.

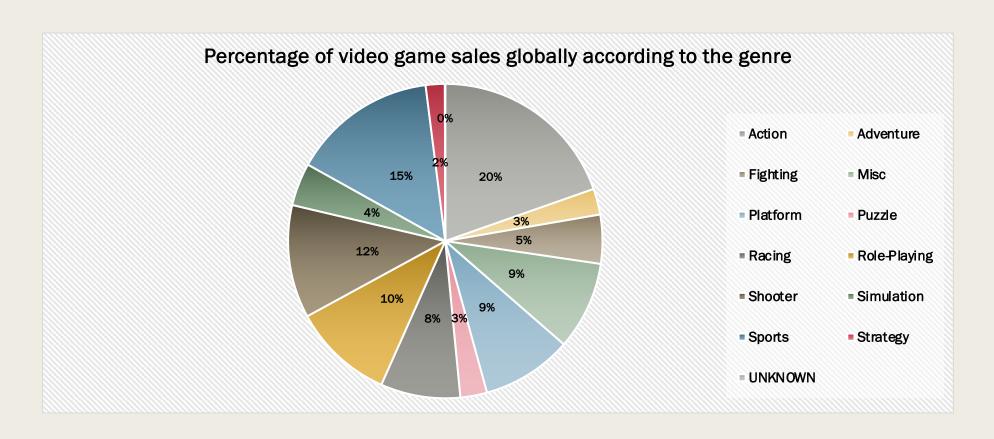
Current understanding of video game sales over regions



- NA_sales contributed to the highest global sales overall across the years. They dropped significantly in proportion after 1983 and further lower than EU_sales beyond 2015.
- EU_sales gradually increased over the years very steadily in their contribution to the global_sales.
- JP_sales remained low and became even lower over the years.
- INSIGHT: Overall the sales of video games have reduced greatly over recent years.

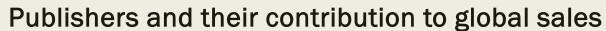
*Did not consider sales of other countries in the global sales since I wanted to understand the contribution of these three country contributions to the global sales.

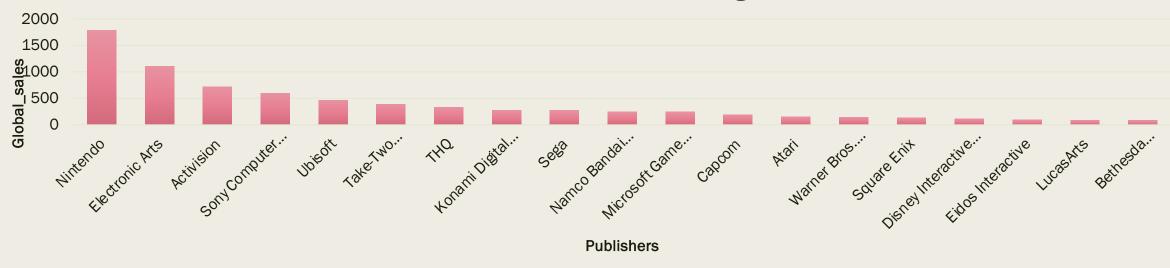
Genre-based video game sales globally



- Action games have the highest sales constituting 20% of the entire sales.
- **INSIGHT:** GameCo must concentrate on releasing more action-based games in the future to have a higher sales margin.

Publishers with the highest contribution to global sales





- INSIGHT: Nintendo contributed the highest to the global sales followed by electronic arts.
- Using this data, GameCo can predict which publisher will have higher sales when compared to the rest even in the upcoming years. It will also reveal which publisher has regularly contributed the highest in terms of global sales.

Understanding of GameCo's data

- Sales across the years in different locations varied significantly but overall there has been a drastic drop in the overall sales of video games. The sales in Japan were low throughout the period.
- Across the regions, action-based video games sold the most.
- Nintendo sold the highest number of video games when compared to the rest of the publishers.

Recommendations for GameCo

- The sales across the different regions did not follow any pattern and increased in a few years while it decreased in other years. EU_sales did gain a steady increase over time in its contribution to global sales and may also continue to increase. Therefore, GameCo must focus on EU region for their marketing and continue the marketing strategy that is currently being used since it seems to be working well.
- The marketing strategies for NA and Japan must be refined since both countries have lowered their contribution to global sales.
- Since action-based games are being sold in higher numbers globally, GameCo must concentrate more on this genre.
- It also seems like the overall market competition has increased since there has been an overall drop in video game sales from 2008 to 2016 at GameCo. Therefore, other advertising and sale strategies must be implemented.
- Looking at the publisher contribution, Nintendo has significantly contributed to the sales hence GameCo must concentrate on building more sale values for this publisher.

CONCLUSION:

- Before the analysis of the data set, it was assumed that the sales across different regions remained constant throughout
- The analysis of data revealed that:
- a. The sales across different regions globally varied throughout the years and were not constant. This challenges the assumption made initially.
- b. The data also revealed that the sales values have reduced significantly over the recent years. This is also in disagreement with the assumption that the sales have been consistent.
- c. Different genres of games have been sold in different proportions across different regions. This contributes to the overall sales in different values thereby also challenging the assumption initially made.
- Therefore, through the analysis of data, it can be clearly shown that the sales varied over time and in different regions unlike the assumptions initially made regarding the business. This may provide better clarity for the company to strategize on their business in a more well-informed data-driven manner.