

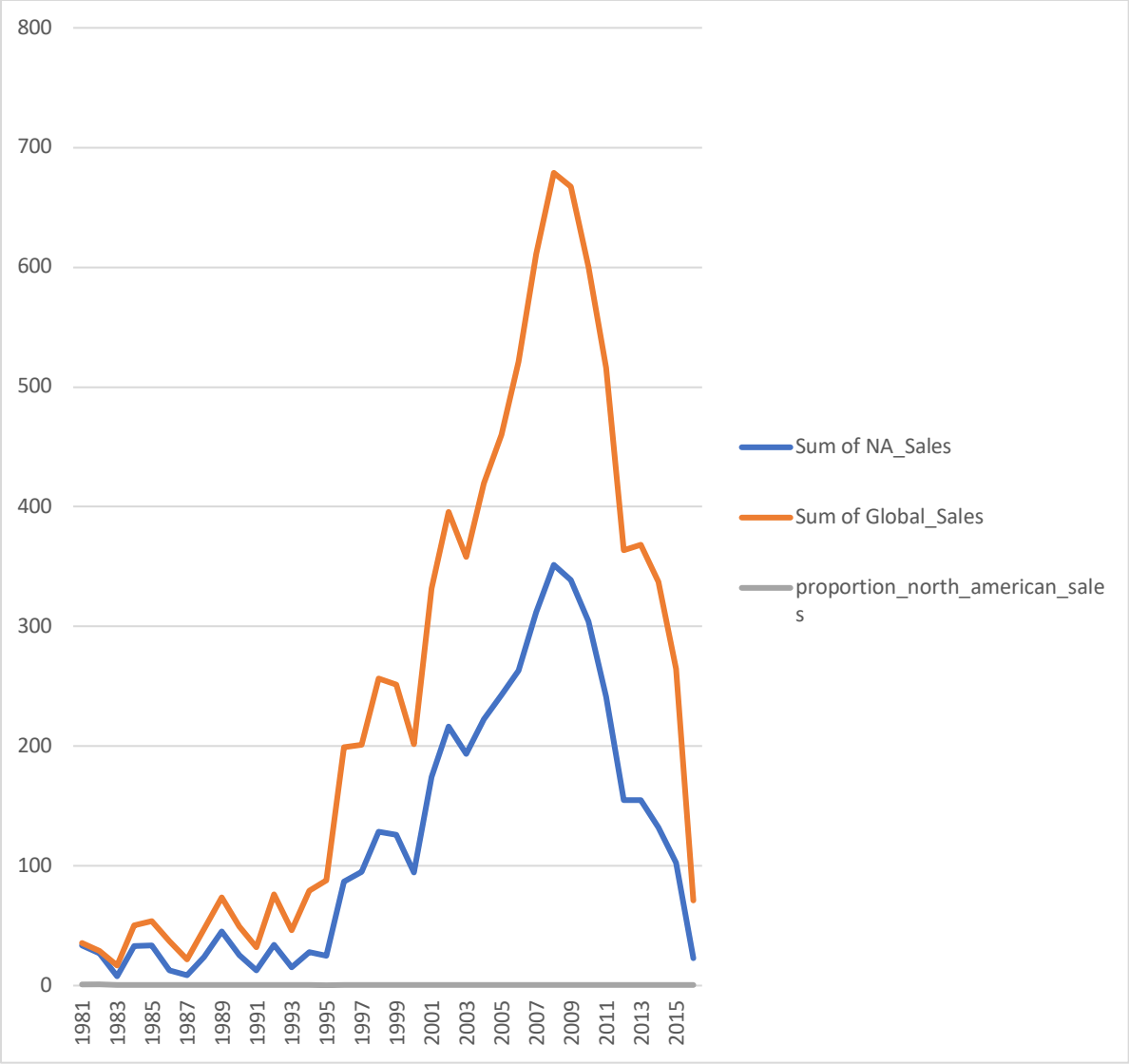
## Project Reflections

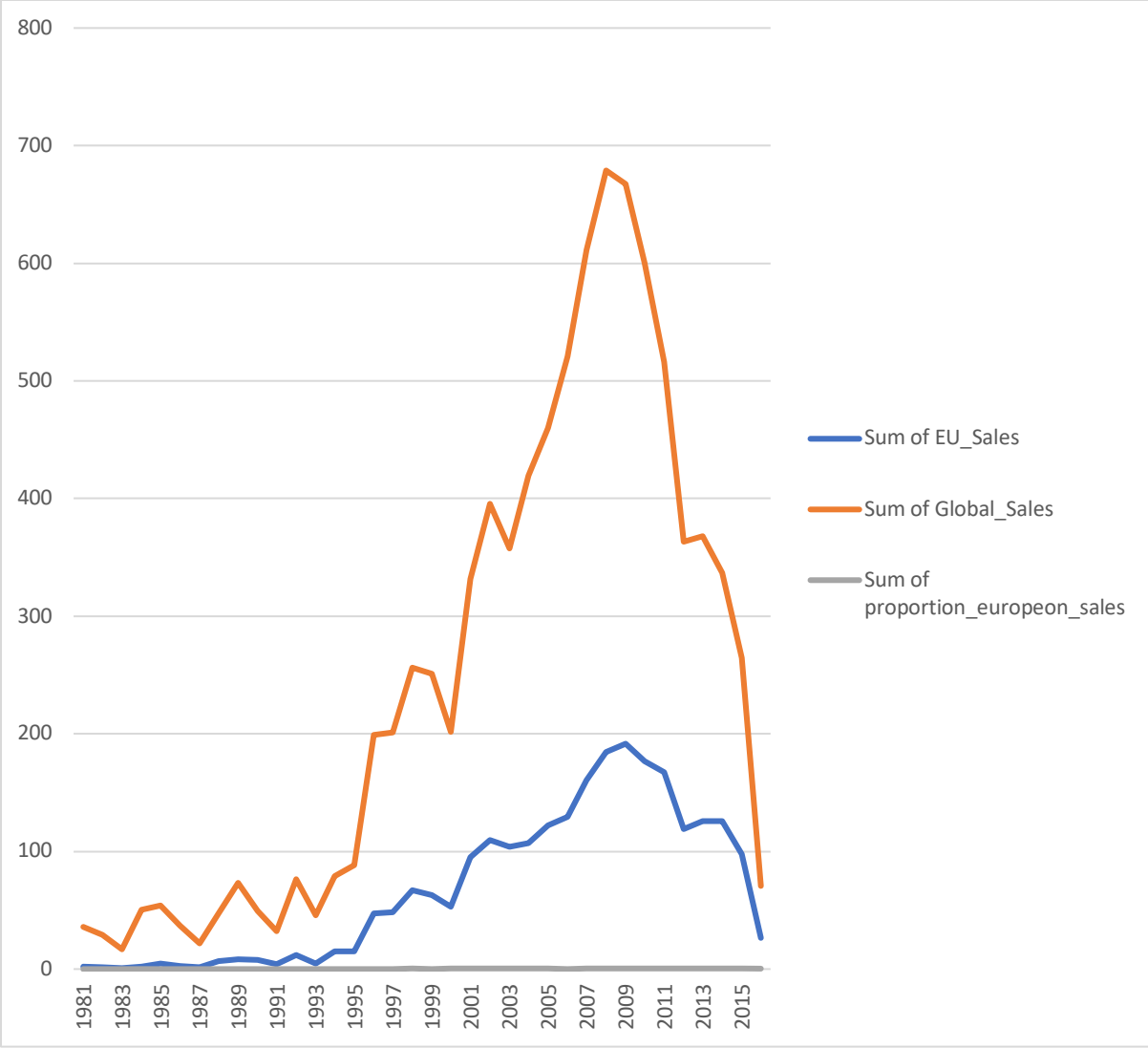
### Step 1

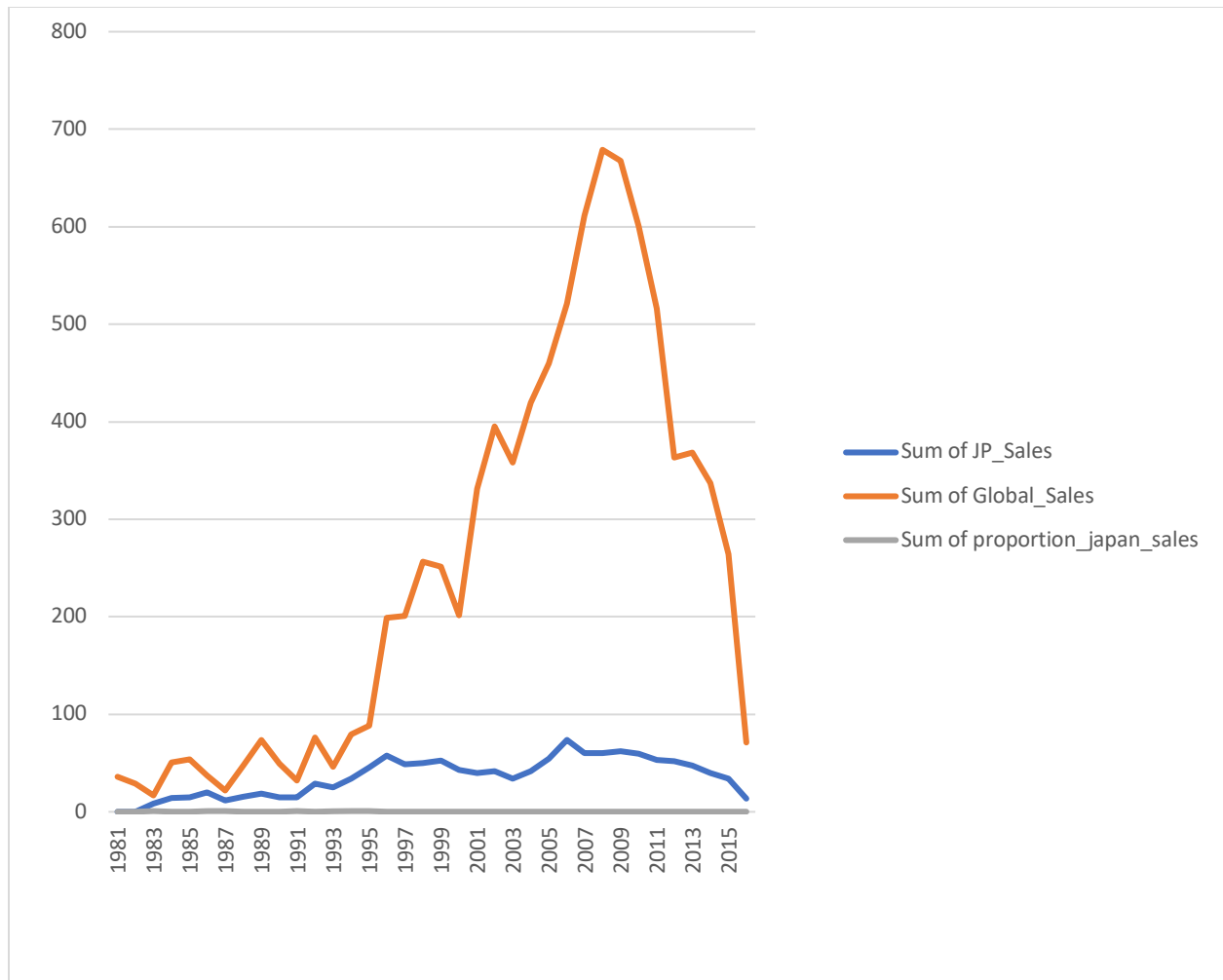
I would like to go back to Exercise 1-8 (Developing Insights) and the line charts that were created for the proportion of North America/ Japan/ Europe sales to Global Sales. I started out by creating a pivot table with each row showing the different years. I had one column as the Sum of each continent's sales, one column of the Sum of Global Sales, and I created a column with the variable Sum of proportion sales (continent's sales divided by Global Sales). After that, I created a 2D Line Chart for each (North America, Japan and Europe).

I have gathered insights from the groupings and visualizations of each of these three. In terms of North America, the proportion of sales there have gone down considerably since 2003 (54.10%) to 2016 (31.95%). In a similar time period, the proportion of European sales has climbed from 2004 (25.59%) to 2016 (37.73%) actually surpassing North America for the first time ever in 2016. In terms of Japan's sales, the line on the line chart stays pretty flat over the years compared to Europe and North America. Japan shows a consistency of always remaining between 13.7 and 73.3 (from 1984 to 2016) even as Global Sales have been as high as 678.9 and as low as 21.74.

On the next three page I have included the three visualizations (all as line charts for North America, Europe and Japan).







#### Step 4

I used 2 pie charts to share with the GameCo execs so that I could show in a simple way the general trend of sales for different regions in the world. I thought that comparing 2015 to 2016 would help predict what may happen in 2017. I think that the pie charts show three main points. First, that North American sales are trending down. Second, that Europe as a region has the highest sales. Third, that Japanese sales are also trending up.

I also improved upon the line charts by combining them all into one line chart that shows the proportion of regional sales by year. The new line chart I made shows very clearly what kind of trends each region has had historically.