**Lab Activity Evaluated for 10 Marks**

**From Data to Narrative: Video Game Sales Insights**

**Scenario 1: Market Domination (Genre Focus)**

* **Scenario:** Your group is a team of game developers deciding which genre to focus on for your next big project. You want to maximize the potential audience.
* **Template:**
  + **Headline:** "The Winning Genre: Data Reveals the Most Popular Choice"
  + **Key Finding:** "The pie chart shows that **[Genre Name]** is the most prevalent, with **[Percentage]** of the market."
  + **Story Points:**
    - "According to the pie chart, what percentage of games are in the **[Another Genre Name]** genre?"
    - "Which two genres combined make up the largest percentage of games?"
    - "Is there any genre that has a percentage less than 5%?"
  + **Conclusion:** "Our team will prioritize **[Genre Name]** because..."

**Scenario 2: Platform Strategy (Platform Focus)**

* **Scenario:** Your group is a marketing team for a new gaming platform. You need to identify the platform's strengths and weaknesses compared to competitors.
* **Template:**
  + **Headline:** "Platform Performance: Identifying the Champions"
  + **Key Finding:** "The platform with the highest average sales is **[Platform Name]**, with **[Sales Figure]**."
  + **Story Points:**
    - "According to the bar chart, which platform has the lowest average global sales?"
    - "What is the approximate average global sales figure for **[Another Platform Name]**?"
    - "Are there any platforms where the average global sales are above 1 million?"
  + **Conclusion:** "Our platform will focus on **[Strategy]** to compete with **[Platform Name]**."

**Scenario 3: Best-Seller Analysis (Top Game Focus)**

* **Scenario:** Your group is a team of analysts studying the top-selling games to understand what makes them successful.
* **Template:**
  + **Headline:** "The Secrets of Success: Analyzing the Top Video Games"
  + **Key Finding:** "The top 3 best-selling games are **[Game 1, Game 2, Game 3]**, with sales of **[Sales Figures]**."
  + **Story Points:**
    - "What is the global sales figure for the 10th best selling game?"
    - "According to the lollipop chart, which of the top 10 games has the lowest global sales?"
    - "Is the difference between the first and second game greater than the difference between the 9th and 10th game?"
  + **Conclusion:** "Successful games often feature **[Key Elements]**."

**Scenario 4: Regional Market Insights (Regional Focus)**

* **Scenario:** Your group is a global sales team tasked with understanding regional preferences for video games.
* **Template:**
  + **Headline:** "Global Gaming: Understanding Regional Preferences"
  + **Key Finding:** "The region with the highest sales is **[Region]**, which prefers **[Platform/Genre]**."
  + **Story Points:**
    - "According to the grouped bar chart, which platform has the highest sales in Japan?"
    - "In North America, which platform has the lowest sales out of the top 5 platforms?"
    - "For the PlayStation 3 platform, which region has the highest sales?"
  + **Conclusion:** "Regional sales strategies must consider **[Regional Preferences]**."