

Project Reflections

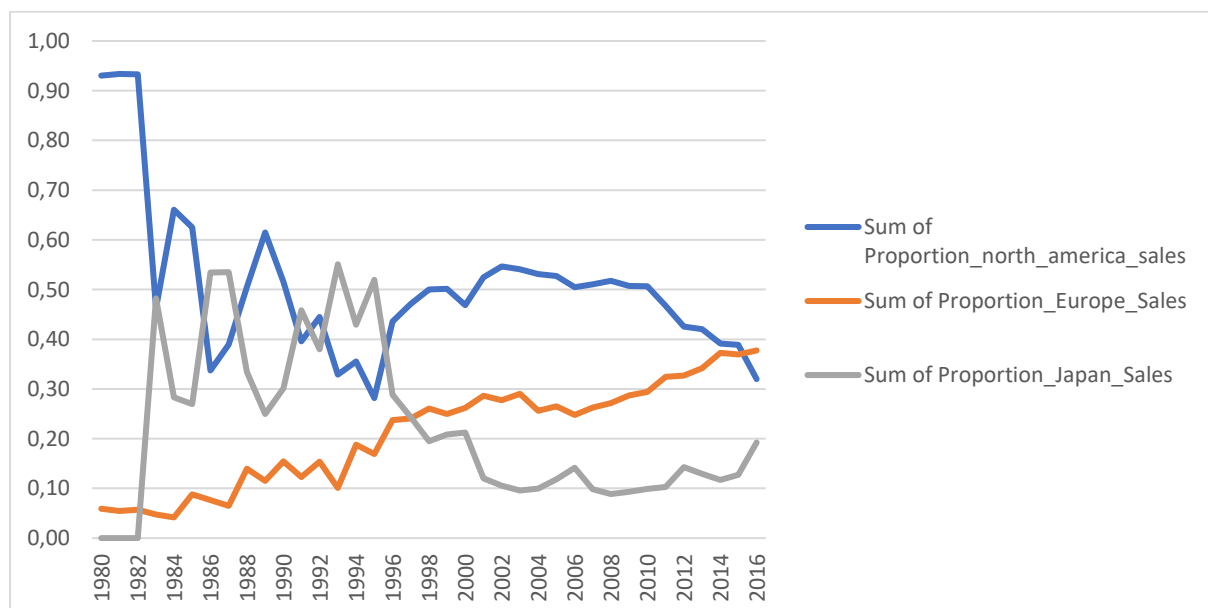
Most interesting insight for GameCo

After doing all the exercises and completing the first 9 tasks of this project for GameCo, I have uncovered several insights from the company's sales results. I believe the most interesting insight for GameCo's executives is that in each of the main regions different game genres are popular and that their sales of all genres changes over time. The main regions for GameCo are North America, Europe and Japan.

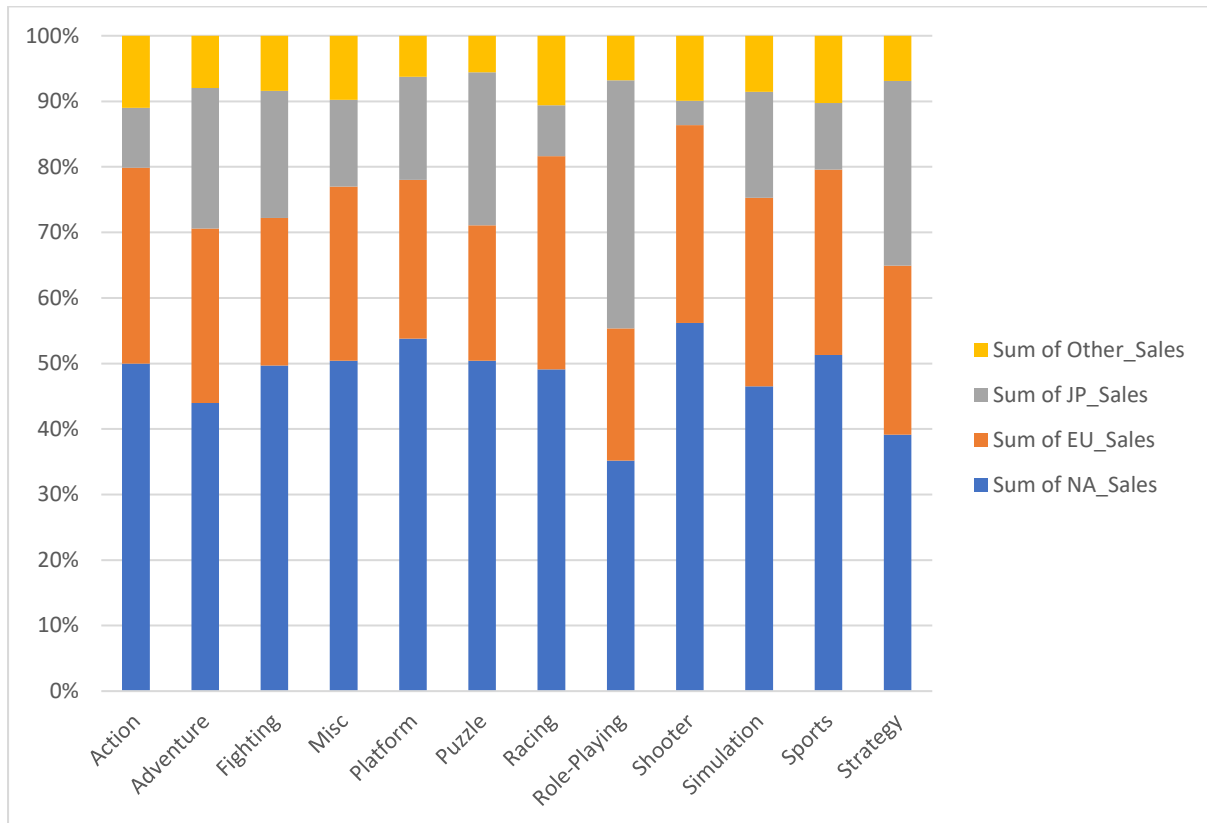
When I was working on task 1.5, I learned how to group different values together in a pivot table. I grouped together the genres action and adventure and already noticed here that the sales for this group are the highest in both North America and in Europe, compared to other sales. However, in Japan it showed that even though these two genres were grouped, role-playing games are the most popular.

First I created the pivot table of the North American Sales per genre, which showed the group Action-Adventure on top. At a later stage of the task I did the same for Europe and Japan, but I included the years in the pivot table. Here I could already see that the sales over time in Europe were a lot different than in Japan. Both the total sales per region as well as the sales per genre per region.

During task 1.8 it became clear that for each of the regions the sales per year are very different. I had to create a line chart from a pivot table that showed the proportion of the total sales per region for each year. This is the result:



For task 1.9 I had to create a 100% stacked bar chart to show the proportion of sales for each region per genre. I again used a pivot table for this and this visual really shows how each genre is divided by region.



You can see clearly that Japan has lower sales in Action games than North America and Europe, but higher sales in Role-Playing games.

Choice of visualization

I choose the two visualizations for my presentation because I wanted to connect the sales per genre for each region and show the results for different years. The visualizations here above only show the genre per region of the proportional sales per year for each region. But not the genre and years combined. These two values together are in my opinion important to show to the executive board, so they can see on which genres they should spend more of their marketing budget of 2017 and in which region.

I decided to create one clustered column chart for the years 2010-2015 and one for 2016. I only choose the most recent years, to highlight the biggest current changes in sales per genre for each region.