Final Project Presentation

The Current Understanding of GameCo's executives is that the sales for the various geographical regions have stayed the same over the time.

To verify above the statement is true or not, vgsales.xlsx data set used to analyse the data.

Select all the data in the vgsales from the Excel table and created a Pivot table by Insert-> Pivot Table. In the Rows,flied drag and drop the Year filed, in the values filed drag and drop the NA_Sales, EU_Sales, JP_Sales and Other_Sales. Now filter the Row Label the years Up to 2016.

Now selecting all the Rows, columns, and insert the line Chart. After giving the Axis titles and Chart titles the line chart shows as in Figure 1
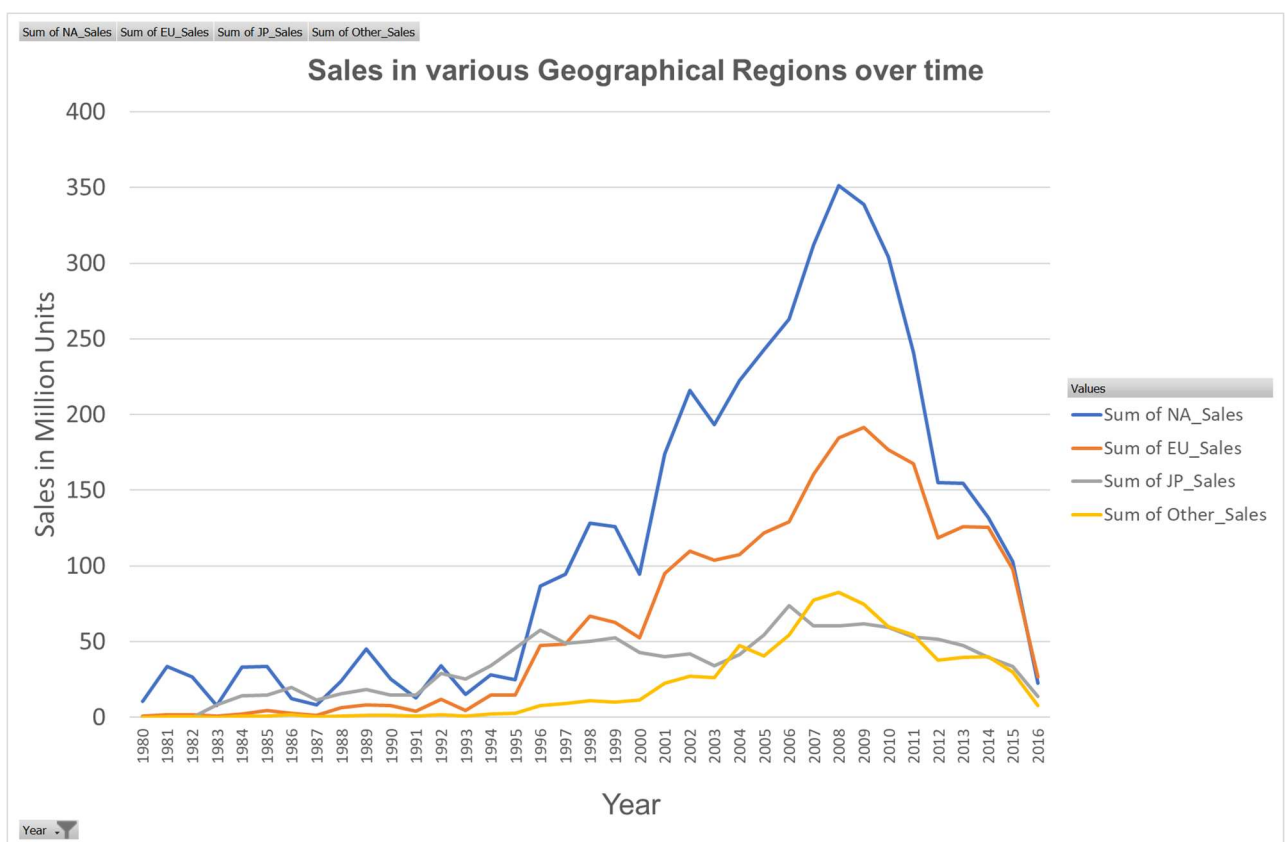

Figure 1: Line Chart for Sales in various Geographical Regions over time

This Figure 1 shows that Games sales in various Geographical Regions from 1980 to 2008 increased but from 2008 to 2016 decreased.

A stacked Column chart has drawn with the same data to compare how the sales has distributed in different geographical regions with time.
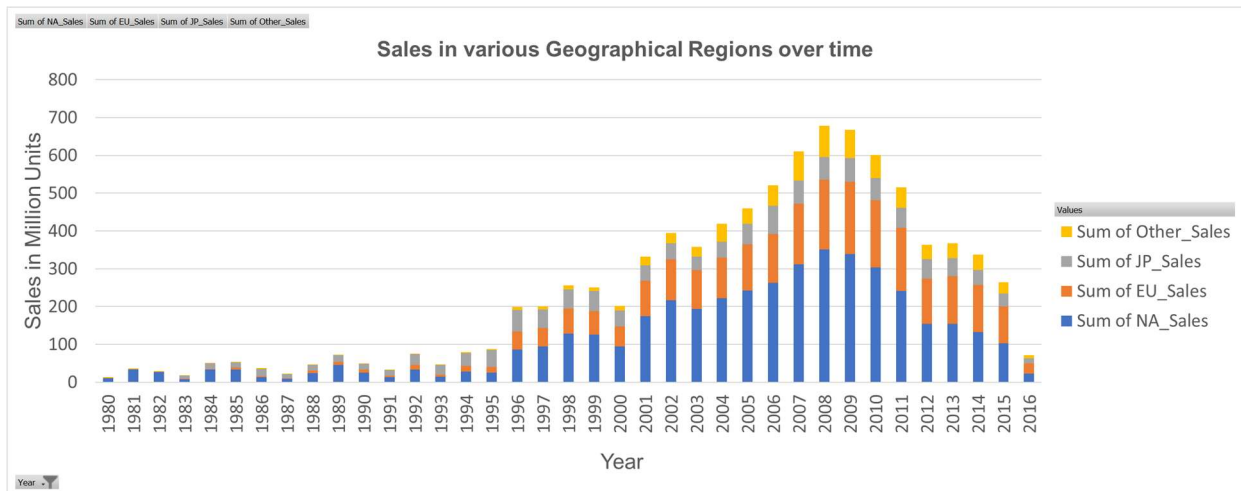
Figure 2: Stacked Column chart for Sales in various Geographical Regions over time

From Figure 2, from 2008 to 2015 the NA_Sales is the highest sales in all geographical regions. However, in 2016, NA_sales decreased and EU_Sales increased. For the detail visualization see the below Figure.
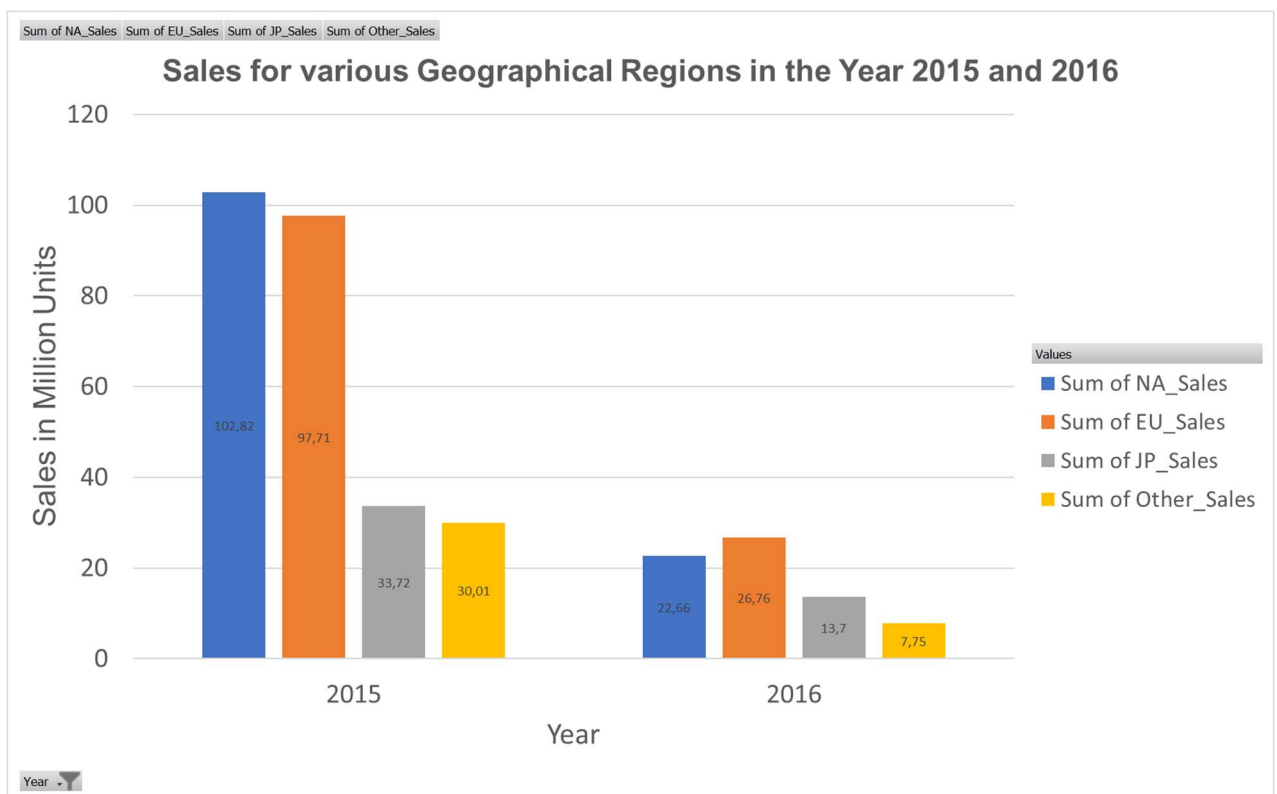

Figure 3: Bar chart for Sales in various Geographical Regions in the Year 2015 and 2016

In the Figure 3, in 2015, NA region is the highest sales among other geographical regions but in 2016, EU region is the highest sales among other geographical regions.

This is the insight, which I want to highlight to the GameCo's executives that the sales is not same over the various geographical regions over time.

Based on the insights, which I found I want to recommend the GameCo's executives that while planning the marketing budget for 2017 please follow the recommendations.

➢ Make a predictive analysis how was the sales in the 2017 in different geographical regions.
➢ Based on the results of the predictive analysis Increase the marketing budget to the predicted highest salese region compared to the other regions.

Based on the visualizations in the Figure 1 and Figure 3 an investigation need to perform to find out why it is happening.

➢ According to the Figure 1, from 1980 to 2008, the Games sales increased gradually but from 2009 to 2016 sales gradually decreased? Why this happened? Need to investigate.
➢ From 2009 onwards is there any new entertainment platform has introduced in different geographical regions, which makes the games sales decreasing?
➢ From 2009 onwards how was the games sales for the GameCo's competitors?
➢ From 2009 onwards what type of games people like more? Is the same games GameCo is introducing to the market with their new game launches?
➢ Need to investigate why the NA sales decreased over EU sales from 2015 to 2016?
➢ Is there the taste of NA people changed from 2015 to 2016? Or any Olympics happened in NA region? etc…

The above investigative results will tell the reasons for the sales decrease. Based on the results further analysis can be performed.