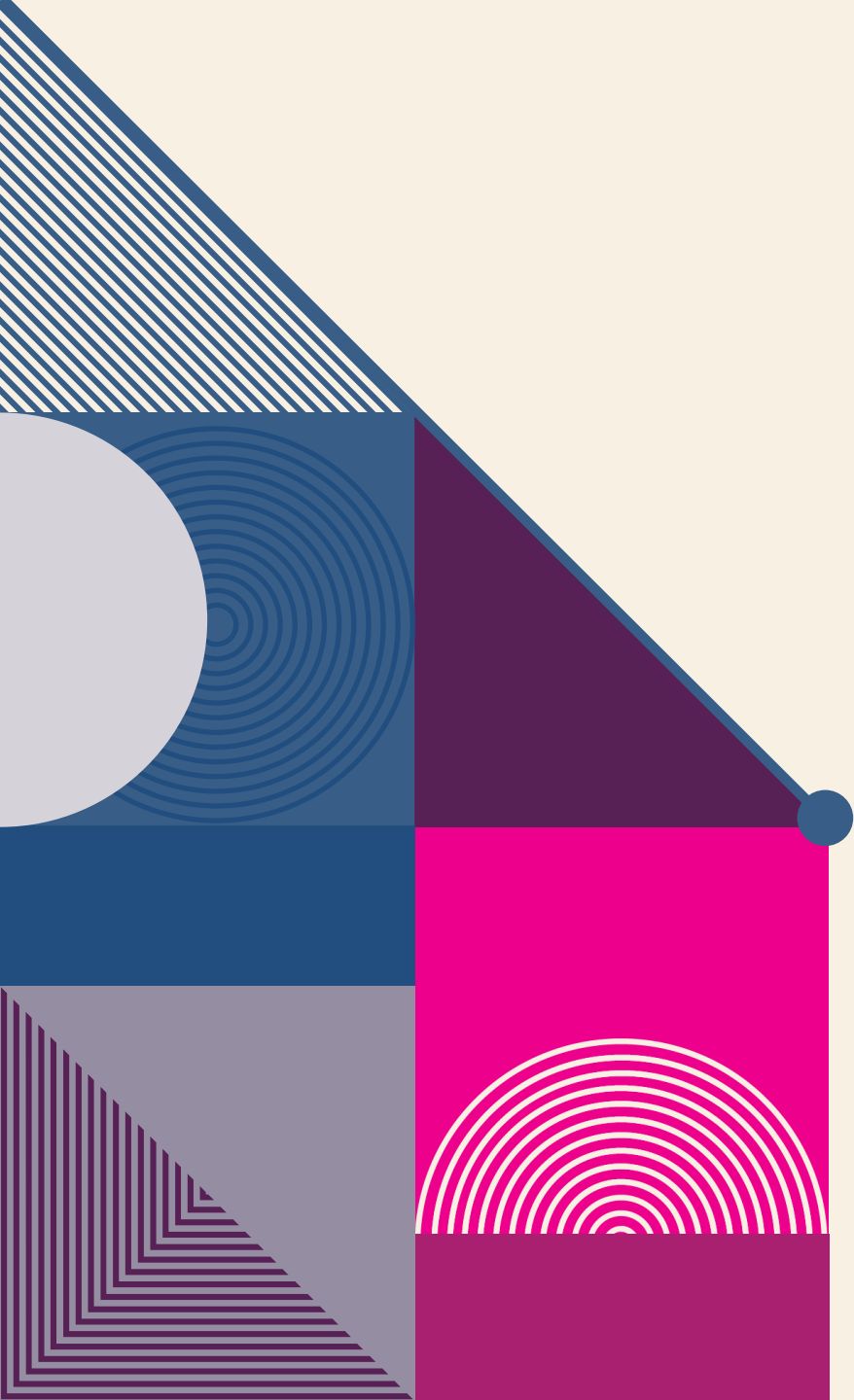




FINAL PROJECT PRESENTATION

A video game sales trend analysis

Esteban Torres-Flores



AGENDA

Setting the Scene

Visualizations

Insight Statements

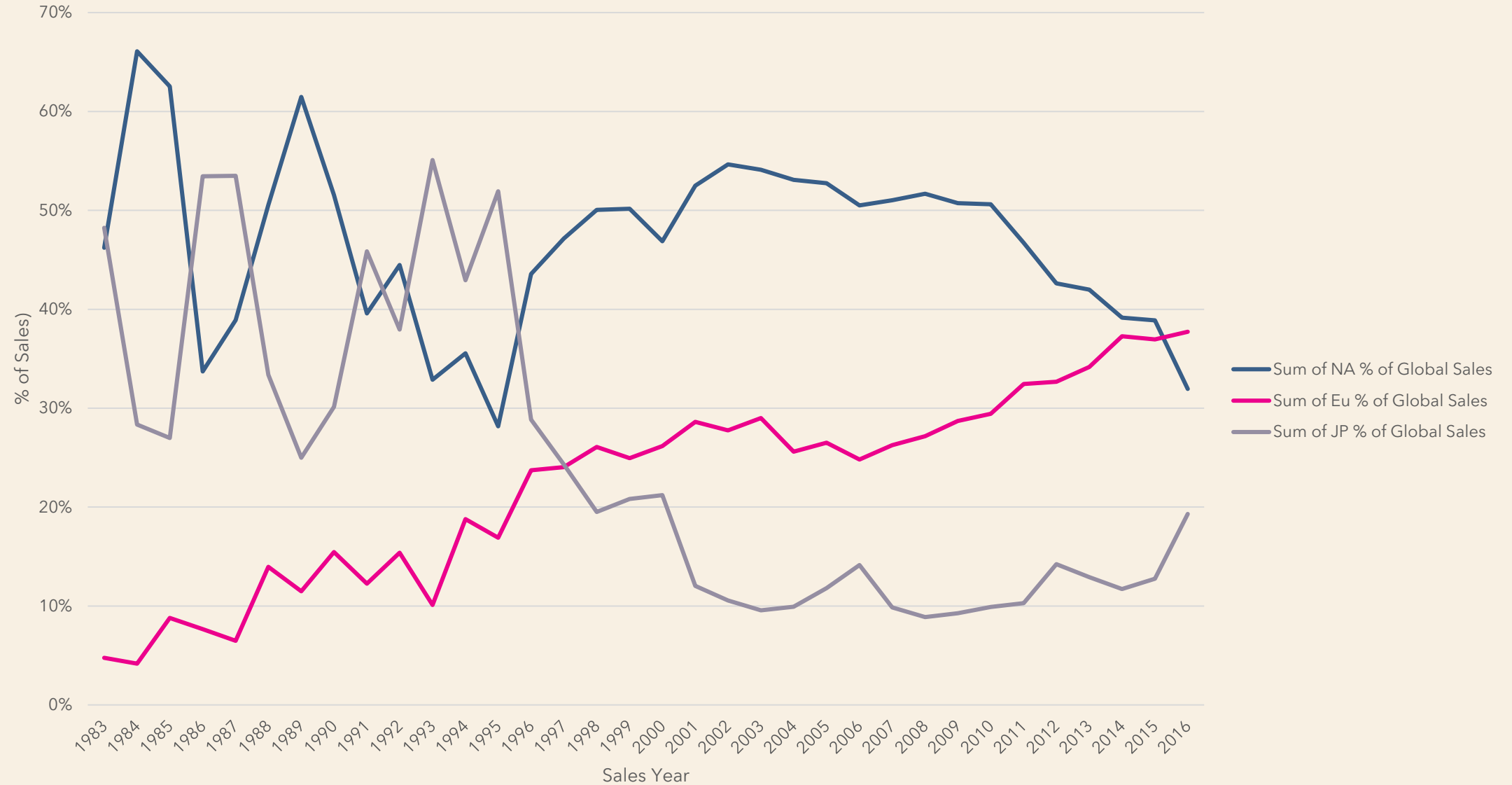
Revised Understanding

Recommended Action



GameCo's current understanding around video game sales trends assumes consistent sales over its dominant regions; North America, Europe, and Japan. The company expects that market demand hasn't shifted, meaning previous budget allocations may still be effective. However, before finalizing the marketing budget, I will analyze sales trend and validate if this assumption is still true.

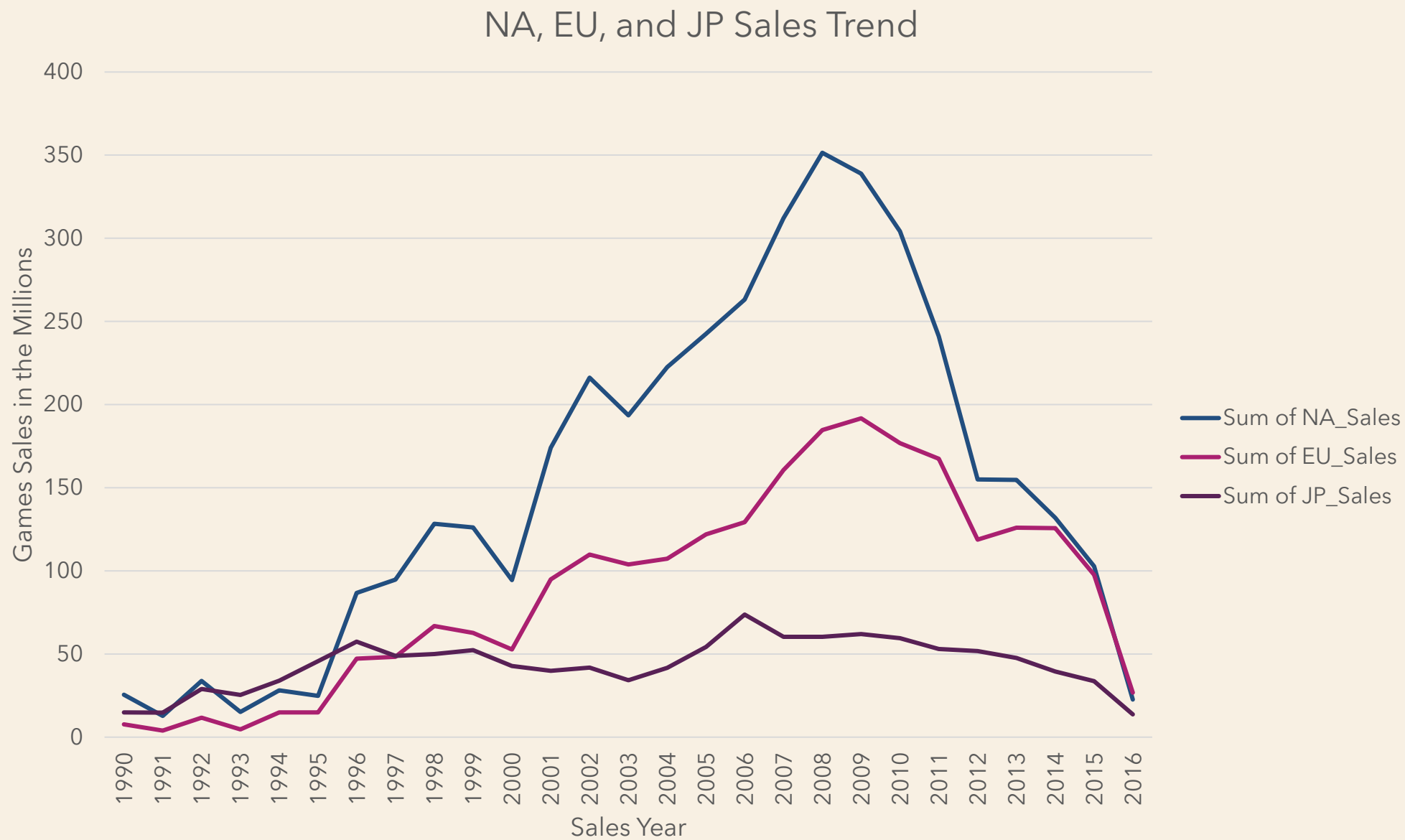
% of Global Sales by Region (NA, EU, & JP)



INSIGHT 1

The Percentage of Global Sales by Region chart demonstrates the relationship between the dominant regions. We can clearly see that their relationship is not consistent over time. We see Europe on a steady incline since it's inception and North America and Japan having an almost perfect inverse relationship throughout the 30 years.

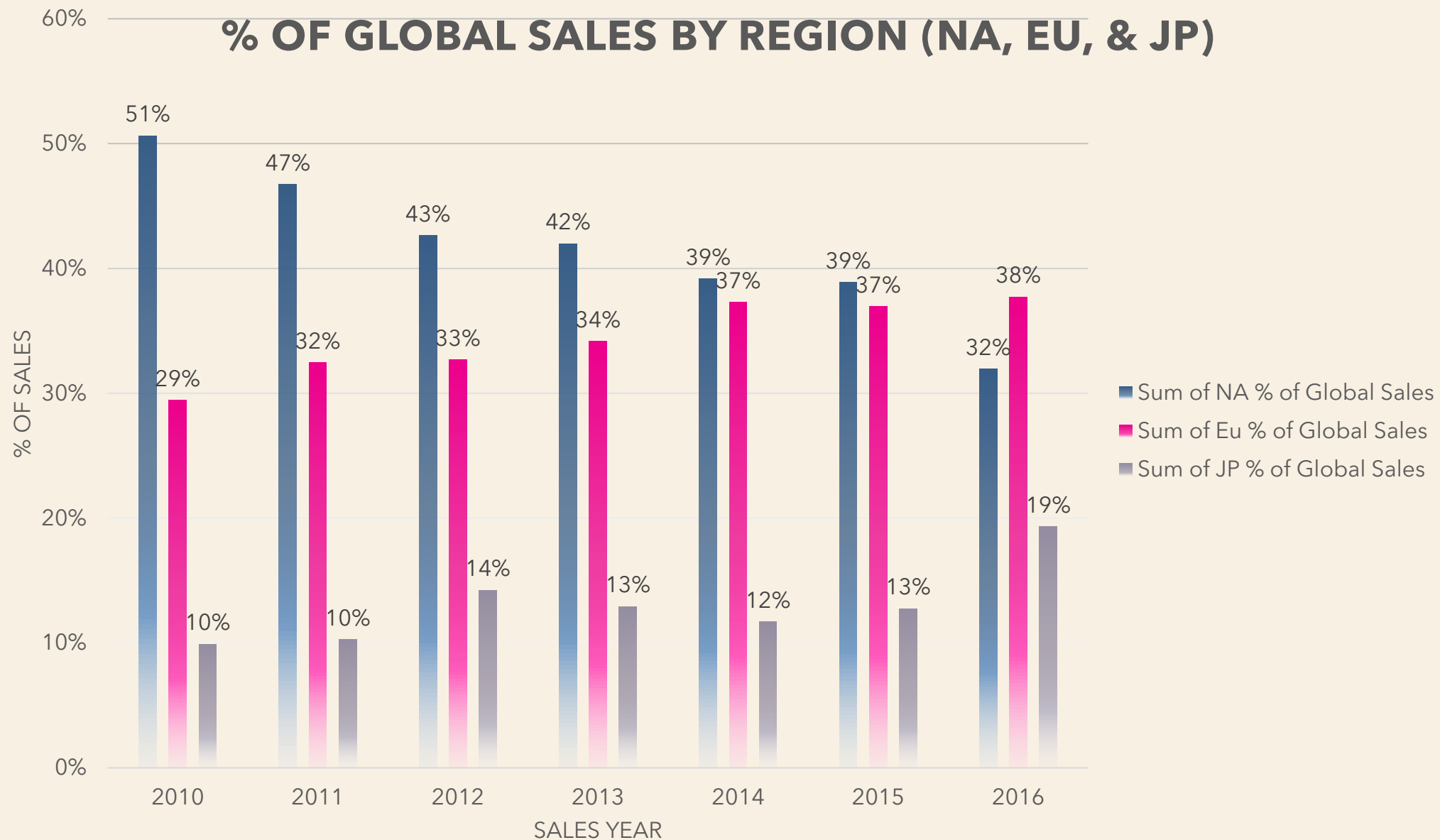






INSIGHT 2

- The Sum of Sales by Region chart demonstrates the overall sales numbers and not necessarily their relationship to each other, which is useful for understanding how much to allocate to each region. We can clearly see that by 2016 sales for all regions are down even though by percentage, we only see North America having a down trend and Europe and Japan on an up trend.





INSIGHT 3

Ultimately the percent of global sales by region bar chart gives us a closer look at the few years prior to 2017. This bar chart has percentages in every bar to help us better understand how to redistribute budget among the regions to maximize return on investment for 2017.



REVISED UNDERSTANDING

Based on the findings, GameCo shouldn't allocate funds under the premise that sales have stayed the same over time. Instead GameCo executives should redistribute funds according to the sales trends and percentage of global sales by region.

RECOMMENDED ACTION

Based on the sales trend direction and the percentage of market sales North America's budget should decrease while Europe and Japan's budget should increase. Most likely the budget removed from North America should be added to the other two regions. With Japan having a larger increase over all seeing as it has the steepest percentage increase on a one-year basis and Europe should now have the largest budget over all as it is the highest seller and has had the most consistent growth.



THANK YOU

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