

Project Reflections

There is a general assumption in GameCo that game sales for each of the regions we serve have stayed the same over time. I did some data insights to identify if our historical sales record matches this assumption.

Using a pivot table, slicers, and column chart, I broke GameCo's data into 2 parts. (1). Historical Sales for 1 year [2016] and (2). Historical Sales in the past 10 years [2006 - 2016]. Below were my observations:

2016

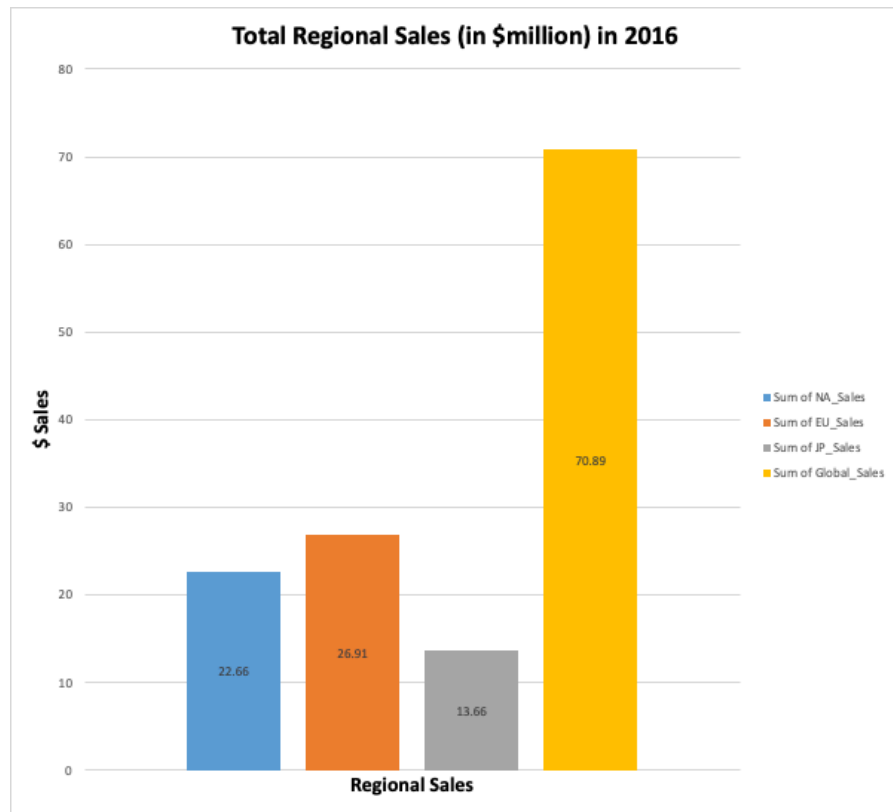


Figure A.

Figure A. Shows a column chart for each regional sales in 2016. As you can see above. Europe (EU) led sales this year (\$26.91) followed by North American (NA) (\$22.66) and then Japan (JP) (\$13.66). However, global sales were \$70.89 in 2016.

Genres	Sum of NA_Sales	Sum of EU_Sales	Sum of JP_Sales	Sum of Global_Sales
Action	5.87	6.51	5.79	19.91
Adventure	0.34	0.39	0.93	1.77
Fighting	1.6	1.15	0.64	3.86
Misc	0.22	0.09	0.81	1.17
Platform	0.79	0.87	0.11	2.07
Racing	0.33	1.14	0.01	1.64
Role-Playing	1.39	1.29	3.63	6.76
Shooter	7.44	7.7	0.61	18.22
Simulation	0	0.09	0.3	0.39
Sports	4.57	7.36	0.78	14.6
Strategy	0.11	0.32	0.05	0.5
Grand Total	22.66	26.91	13.66	70.89

Figure B

In figure B the regional sales were grouped by genres. The common genres in 2016 were Action, Adventure, Fighting, Platform, Racing, Role-Playing, Shooter, Simulation, Sports, and Strategy. Shooter games Led in NA (\$7.44) and Europe (\$7.7), Action games led in Japan (\$5.79) and led globally (\$19.91). X360 was used in all three top genres (Action, Shooter, and Sports). Overall Europe led sales in 2016 (\$26.91), followed by North America (\$22.66), and finally Japan (\$13.66). After filtering the data further by using a slicer to include the game platform, I noticed that the commonly used platforms this year were the 3DS, PC, PS3, PS4, PSV, WiiU, X360, XOne.

Zooming in on just 2016 will help executives understand how sales performed this year and will give a clearer perspective when comparing the current year to the past 9 years (*as seen on the next page*). The column shart makes it easy for the executives to visualize whether sales remain the same or changed. I also shared screenshots from the pivot table results as seen in Figure B to help the executives see the breakdown sales grouped by genre for each region.

2006 - 2016

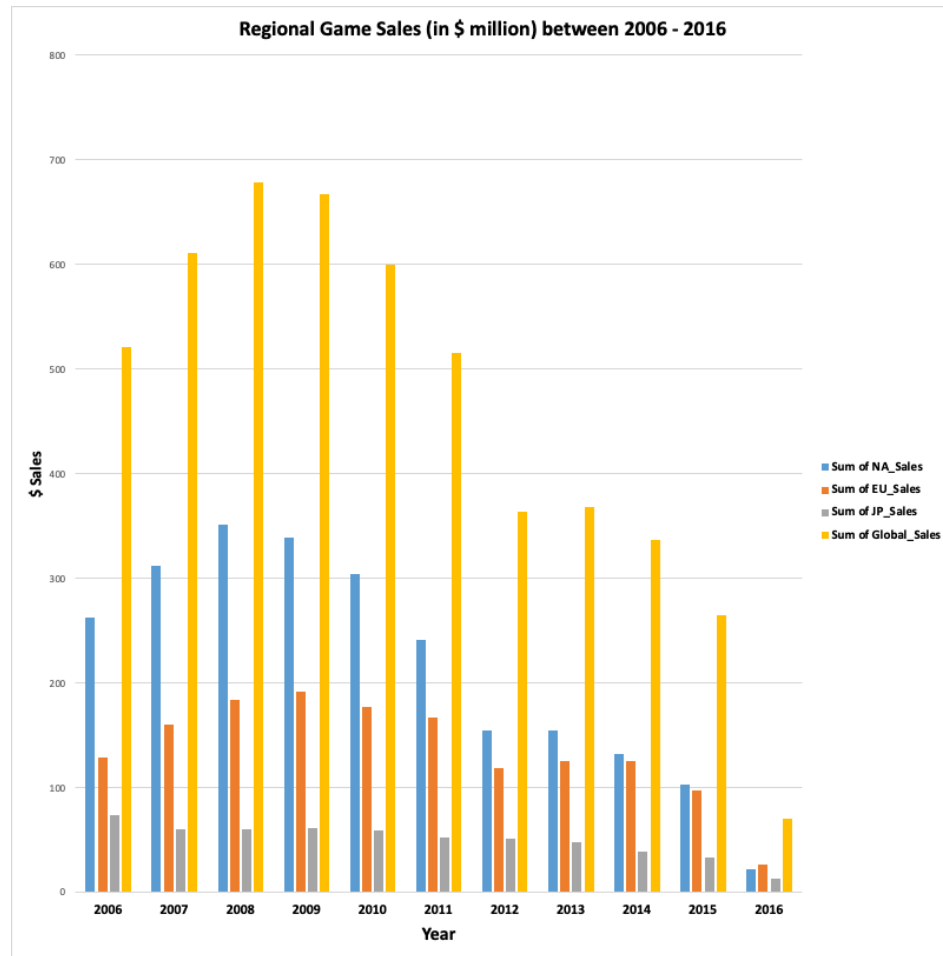


Figure 1

When comparing game sales over the last decade, you can see from the graph above that sales for each region haven't stayed the same with time. This challenges GameCo's current assumption. Figure 1. Shows a column chart for each regional sales from 2006 - 2016. North America (\$2,378) led sales, followed by Europe (\$1,505), and then Japan (\$554). See this breakdown in Figure 2.

A	B	C	D	E
Years	Sum of NA_Sales	Sum of EU_Sales	Sum of JP_Sales	Sum of Global_Sales
2006	263.12	129.24	73.69	521
2007	312.05	160.5	60.25	611.09
2008	351.41	184.4	60.18	678.78
2009	338.85	191.59	61.81	667.22
2010	304.24	176.73	59.45	600.41
2011	241.06	167.44	52.96	515.91
2012	154.96	118.78	51.74	363.54
2013	154.77	125.77	47.55	368.03
2014	131.97	125.65	39.42	337.01
2015	102.82	97.71	33.68	264.4
2016	22.66	26.91	13.66	70.89
Grand Total	2377.91	1504.72	554.39	4998.28

Figure 2

In Figure 2, you can also identify what year was the most successful for each region.

Genres	Sum of NA_Sales	Sum of EU_Sales	Sum of JP_Sales	Sum of Global_Sales
⊗ Action	529.05	356.26	100.58	1122.32
⊗ Adventure	61.98	38.44	28.74	142.05
⊗ Fighting	94.54	43.62	28.48	189.77
⊗ Misc	223.76	114.03	54.93	441.71
⊗ Misc.	64.18	35.96	9.25	119.93
⊗ Platform	135.65	82.79	35.14	282.87
⊗ Puzzle	43.34	28.49	12.43	92.04
⊗ Racing	132.9	115.02	13.17	301.8
⊗ Role-Playing	196.06	109.91	167.24	515.03
⊗ Shooter	363.49	234.8	18.85	701.61
⊗ Simulation	108.78	69.42	23.21	222.25
⊗ Sports	395.53	251.52	48.8	793.02
⊗ Strategy	28.65	24.46	13.53	73.84
Grand Total	2377.91	1504.72	554.35	4998.24

Figure 3

With the 10 year Column chart, GameCo's executive can clearly identify the sales changes for each region. This data is further broken down and illustrated in figure 2 and 3 to highlight each regional sales grouped by year and genre respectively. In the last 10 years, Action games led NA (\$529.05), EU sales (\$356.26) and Global Sales (\$1,122.32), Role-Playing games led JP sales (167.24).

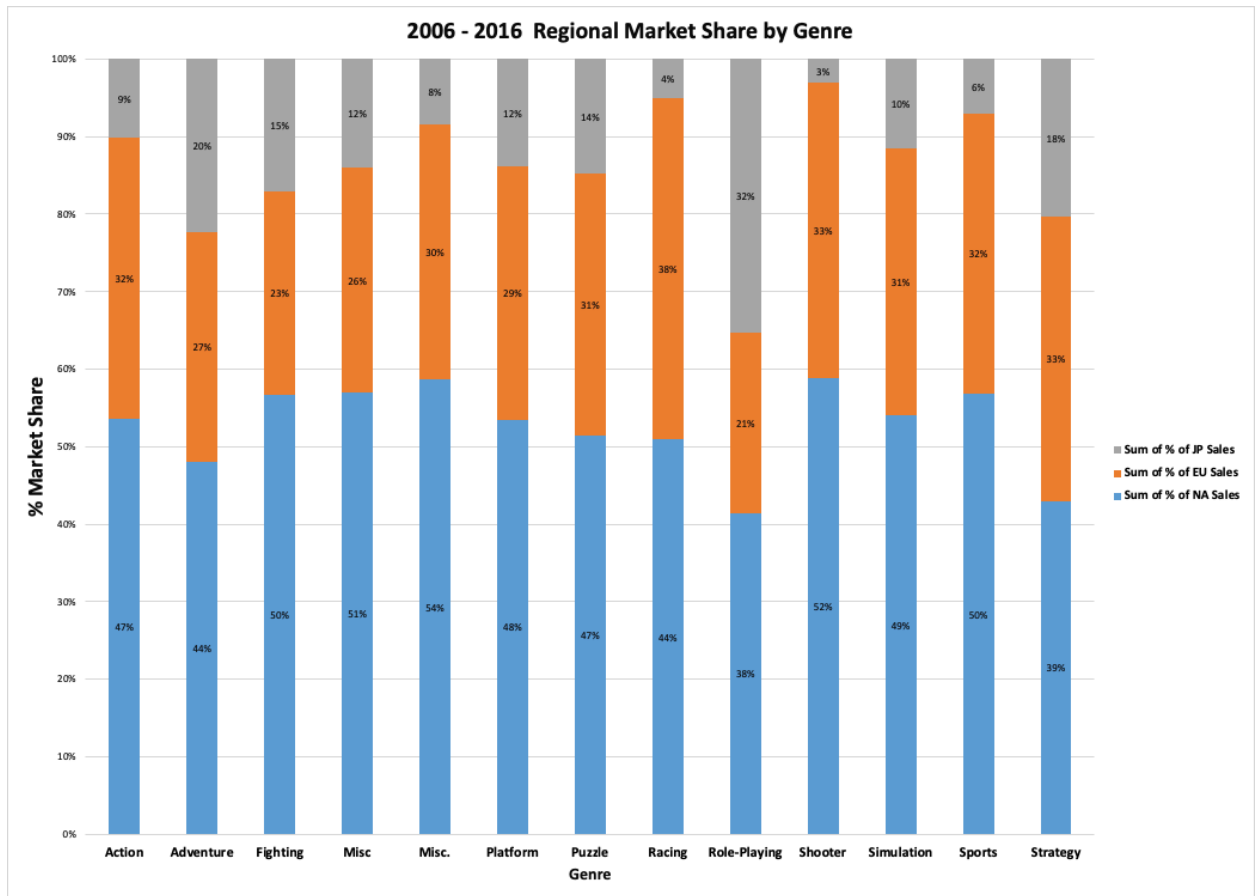


Figure 4

Genres	Sum of % of NA Sales	Sum of % of EU Sales	Sum of % of JP Sales
Action	47%	32%	9%
Adventure	44%	27%	20%
Fighting	50%	23%	15%
Misc	51%	26%	12%
Misc.	54%	30%	8%
Platform	48%	29%	12%
Puzzle	47%	31%	14%
Racing	44%	38%	4%
Role-Playing	38%	21%	32%
Shooter	52%	33%	3%
Simulation	49%	31%	10%
Sports	50%	32%	6%
Strategy	39%	33%	18%
Grand Total	48%	30%	11%

Figure 5

I decided to refine the data further to help the executive team see how much the market share each region holds by Genre between 2006 - 2016. In general, across all genres, North America holds most of the market share at 48% followed by Europe 30% and then Japan 11% (see figure 6). In this time period Misc (54%) and Shooter (52%) games rank the highest for North America, Shooter (33%) and Strategy(33%) games rank the highest for Europe, Role Playing (32%) rank the highest for Japan. Interestingly, these findings only match figure 3's results for Japan in the Role-Playing genre. It shows that although genre sales might be high in a region as is the case for North American and Europe in Action genre, the data can differ in terms of % global market share. However, both figure 3 and 5 confirm that the top ranking regions in terms of sales and market share still remain: North America, Europe, and then Japan.

In order to save time and focus on relevant results, I included data only highlighting the last 10 years.

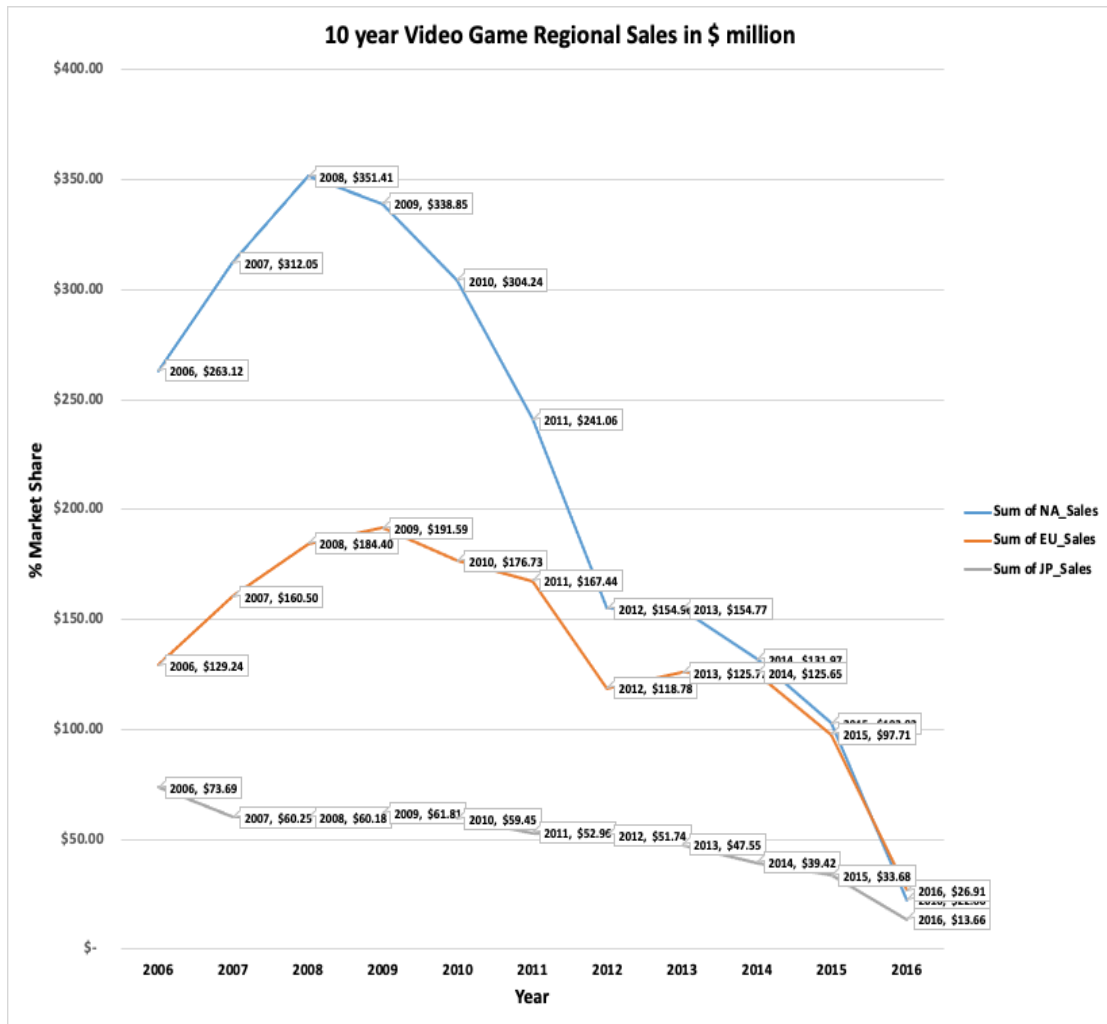


Figure 6

Finally, figure 6 highlights the \$ sales trend for each region from 2006 to 2016. NA reached its peak in 2008 at \$351.41, EU reached its peak in 2009 at \$191.59. JP's peak was all the way back in 2006 at \$73.69. This coincides with the findings in figure 2 and figure 3. In figure 6, the line graph shows that since 2008 none of the regions have surpassed their peak and they all continue to see decline in sales from 2016 and perhaps spilling to the next year.