GameCo's

Planning and marketing budget for 2017

GameCo intends to develop new games in order to remain competitive in the market. They are looking for market, competitor, and sales insights to make the best use of their resources GameCo, a new video game company, wants to use data to inform the development of new games.

Goal: Perform a descriptive analysis of a video game data set to foster a better understanding of how GameCo's new games might fare in the market.

DATASET

Video Game sales. sources: VGCHARTZ

VGChartz data collection Methodology

LIMITATIONS

Data contains units sold per M, not in dollars. It's also from one source and the methodology could be inconsistent.
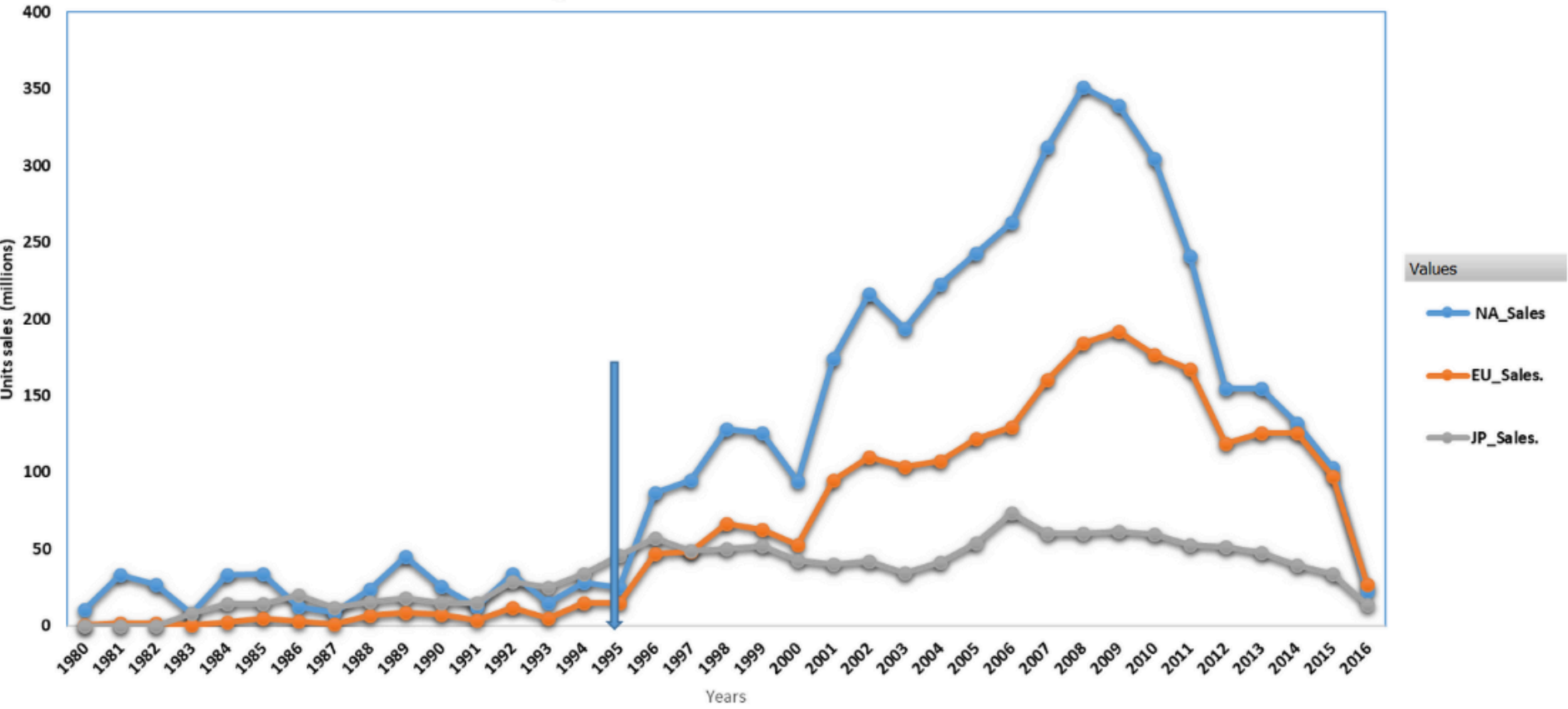
TOOLS/SKILL

- Excel
- Cleaning data
- Grouping data
- Summarizing data
- Descriptive analysis
- Visualizing data insights in Excel
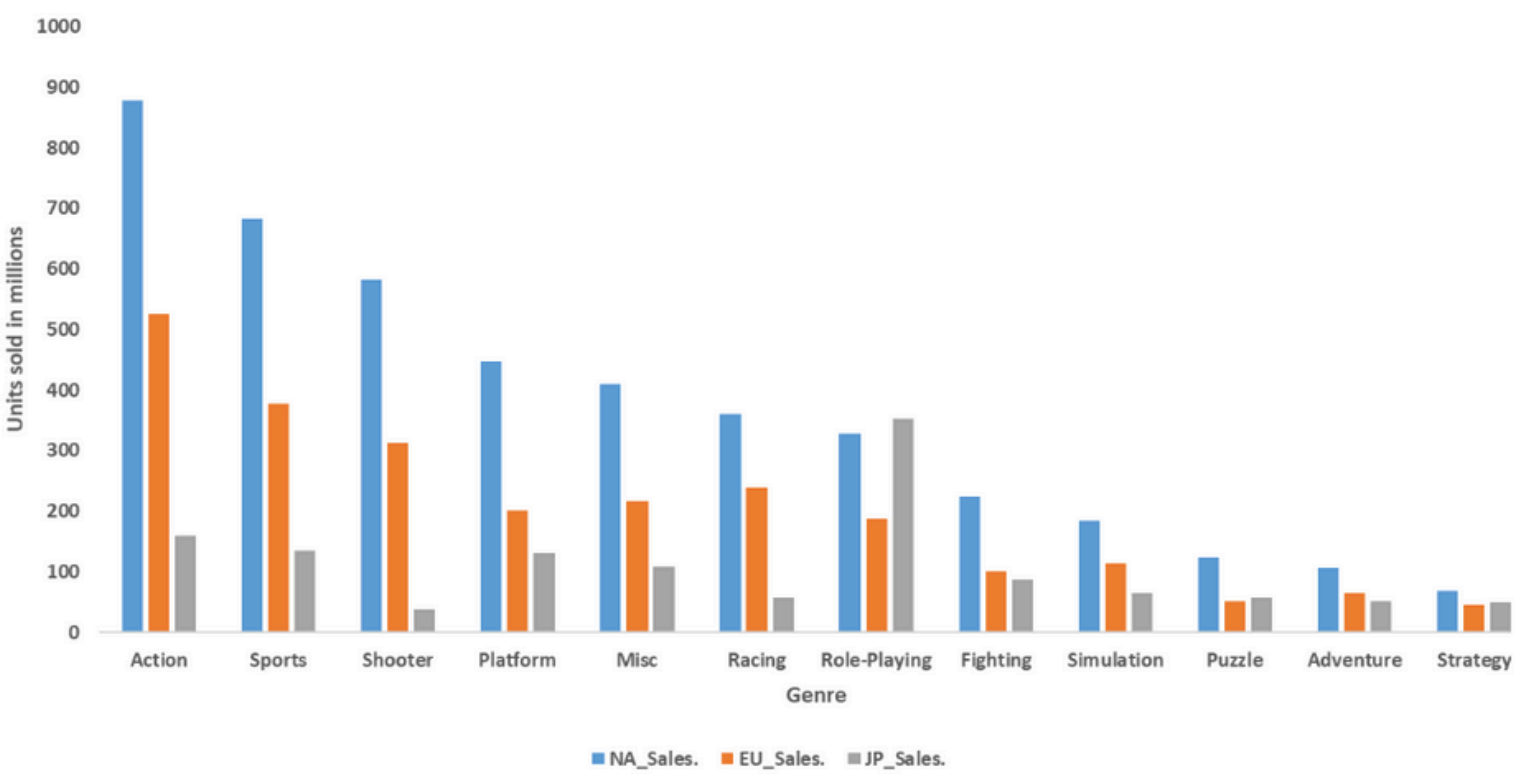- Storytelling with data

Regional sales Trends from 1980 to 2016

Regional sales by Genre from 1980 to 2016

GameCo's regional sales figure until **1995** have the same pattern. However, **from 1995 to 2008 North American (NA_Sales), Europe (EU_Sales) and Japan (JP_Sales) all experience a continuous sales increase, by 2009** as result economic downtime all region sales figure continue to drop.

Sales performance in Action game, Sport and Shooter in **North American and European are identical**

Japan has preference for **Action game and Role-playing**

Sport , Shooter and Action game are the main driver of GameCo's Sales figure

North America Has Remained Leader in Sales GameCO'S Since until 2015

1.3

- The strategy for 2017 should be driven by various geographic regions top genre performance in 2016 and over the years.

- The 2017 strategy should also include providing more funding to publishers who are producing top selling games may increase revenue

- The Strategy for the European geographic regions should maintain and improved to continue sales from the region.

- The 2016 Japan market Budget for action game should improve to keep upward trend in the region

- The driver of North America games sales should be review revitalize the upward sales trends in the North America region

Recommendations

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