

GameCo's Project Reflections

Introduction/Background

Analysis of GameCo's

Insight of GameCo's

Recommendations

Introduction/Background

GameCo video game company which wants to use data to inform the development of new games. In October 2016 GameCo's executive board is planning the marketing budget for 2017. They're assuming that sales for the various geographic regions have stayed the same over time

As a professional data analyst, they expecting me to able to understand a problem, map it onto a type of analysis, use data to confirm a hypothesis, and communicate any insights back GameCo's executive board and also Producing an end-to-end analysis.

Analysis GameCo's

The North America region have been top contributor to GameCo's Video game sales wright from inspection, Action Game, Sport and Shooter contribute about 50% of the GameCo total Sales figure over the years, these same trend is what obtainable in the North America region and European Region While Action Game, Sport and Role-playing contribute 50% total Sales figure for Japan sales region.

These insight was reveals by using a Pivot table, the analysis was carried by Genre, dragging genre to row and Global Sales was drag to columns, The Genre was sorted Largest to Smallest. Chart was plot for the visualizations contribution of the games to the Global sales see [chart 2.1](#) another Pivot table, the analysis was carried by Genre, dragging genre to row and NA_Sales, EU_Sales and JP_Sales was drag to columns, The Genre was sorted Largest to Smallest, Chart was plot for the visualizations of each region contribution by genre to the Global sales see [chart 2.2](#).

Chart 2.1

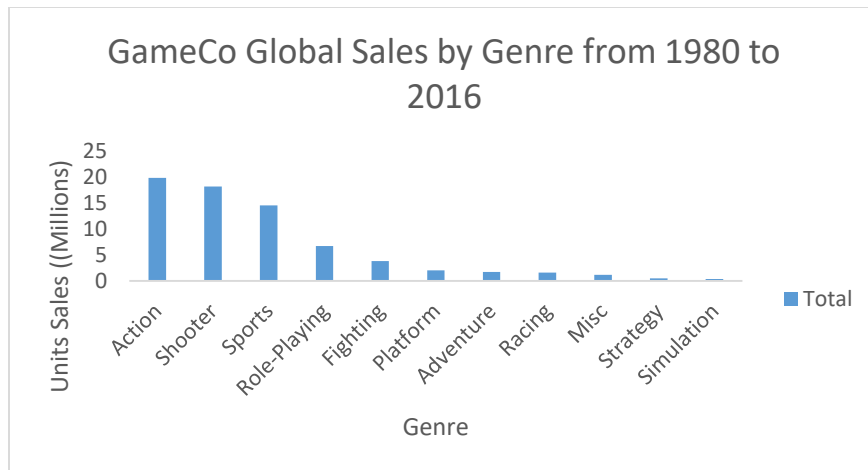
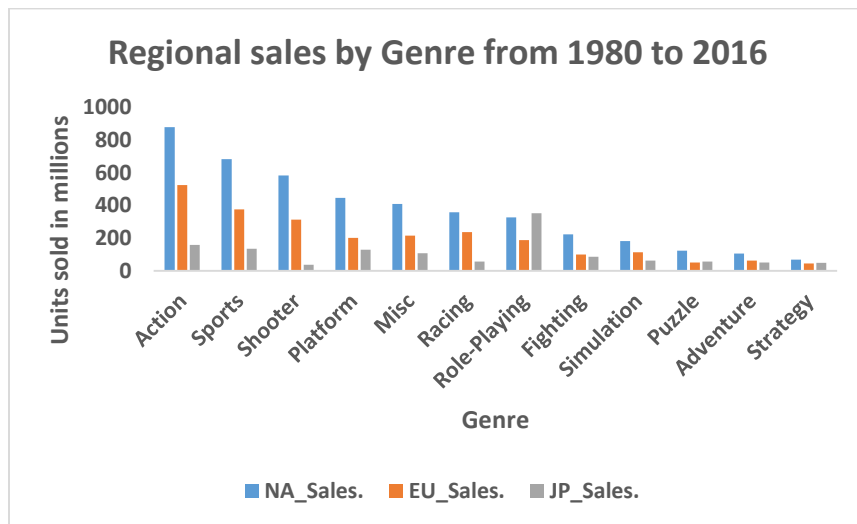


Chart 2.1



Insight of GameCo's

The insight from GameCo Video game sales analysis reveal that Sales figure in Europe in action game, Shooter game and Sport Game have steadily increasing from 1995, However in **2016 the sales figure surpass that of North America.** Chart 3.1

Action game, Sport and Shooter in are main driver of GameCo sales figure, the 3 games contribute **over 70% of Games sales figure in 2016.** Chart 3.2

Action game, Sport and Shooter in North American and European are main driver of GameCo sales and have identical trends

Action games are most popular in Japan before 2016 however Role-Playing games are most popular in Japan compared to the other regions 2016.

Chart 3.1

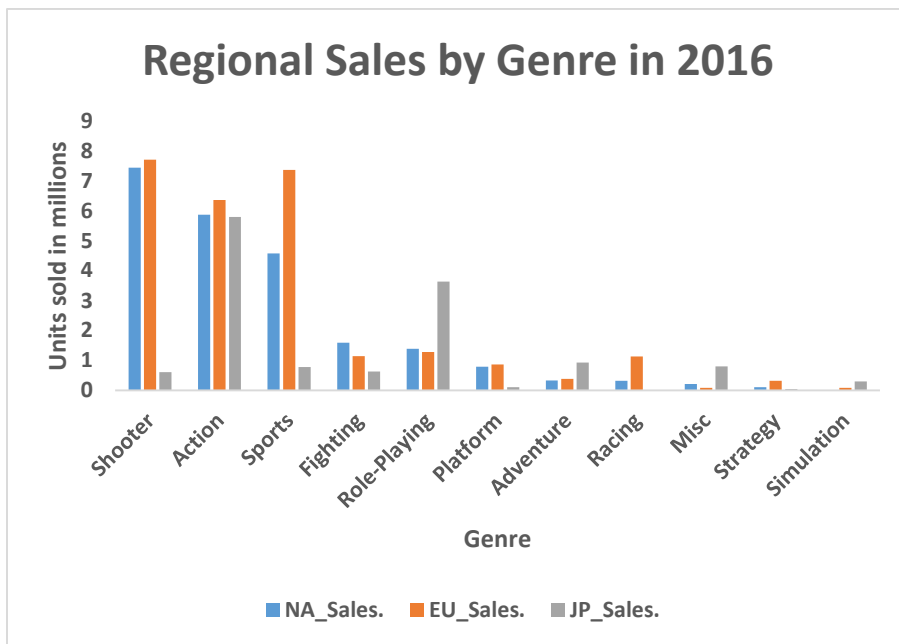
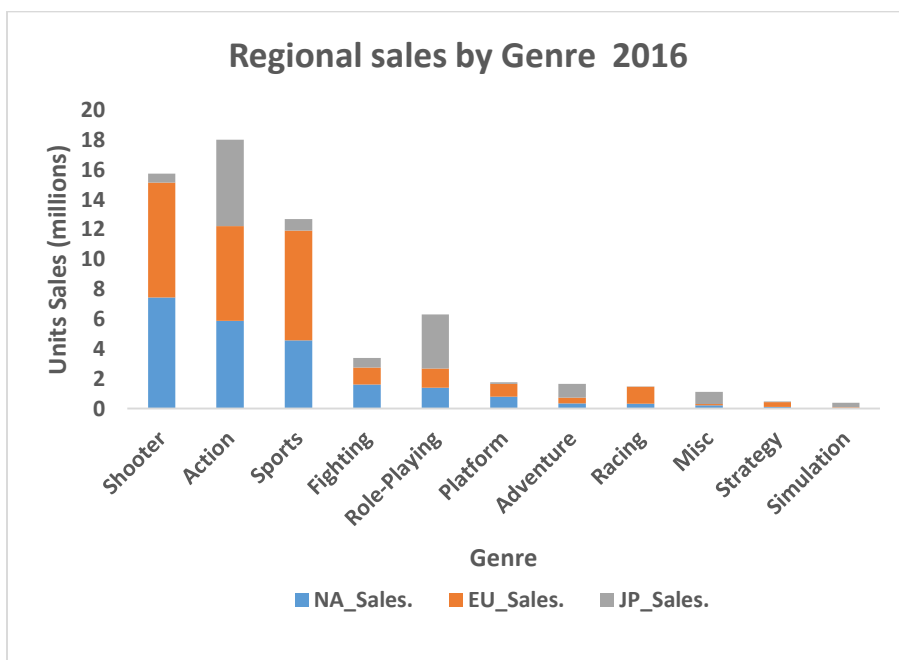


Chart 3.2



Recommendations

All region marketing budget and strategy for 2017 should be driven by various geographic regions top genre performance in 2016 and over the years.

The 2016 marketing budget distribution 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.