

GAMECO

Video Gaming Company



The executives at a video game company want to use data to inform the development of new games. They especially want to know the difference of regional sales and acquire suggestion for their marketing budget redistribution plan.

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Project Overview

Market Analysis

- Historical sales of video games and their market share since 1980
- Regional sales difference
- Regional genre, publisher and platform preference

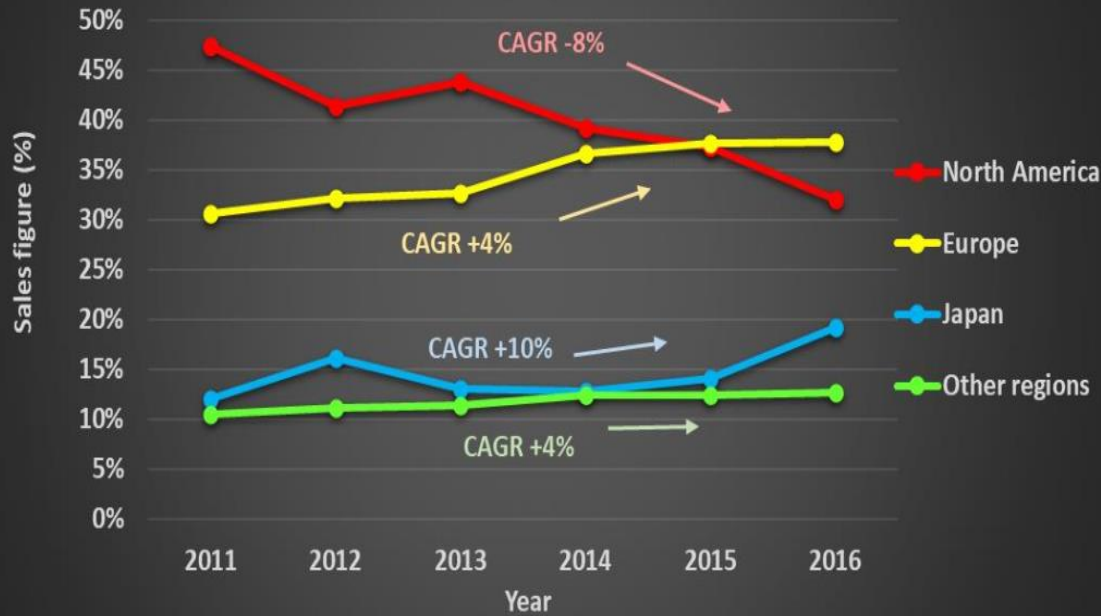
Data

- Dataset: [Vgsales](#) (Excel-CSV)
- Data source: 16,599 titles from the website [VGChartz](#)
- Regions: North America, Europe, Japan and Others
- Information: Rank, Title, Platform, Genre, Publisher, Year, Sales in Regions and Global

Skills

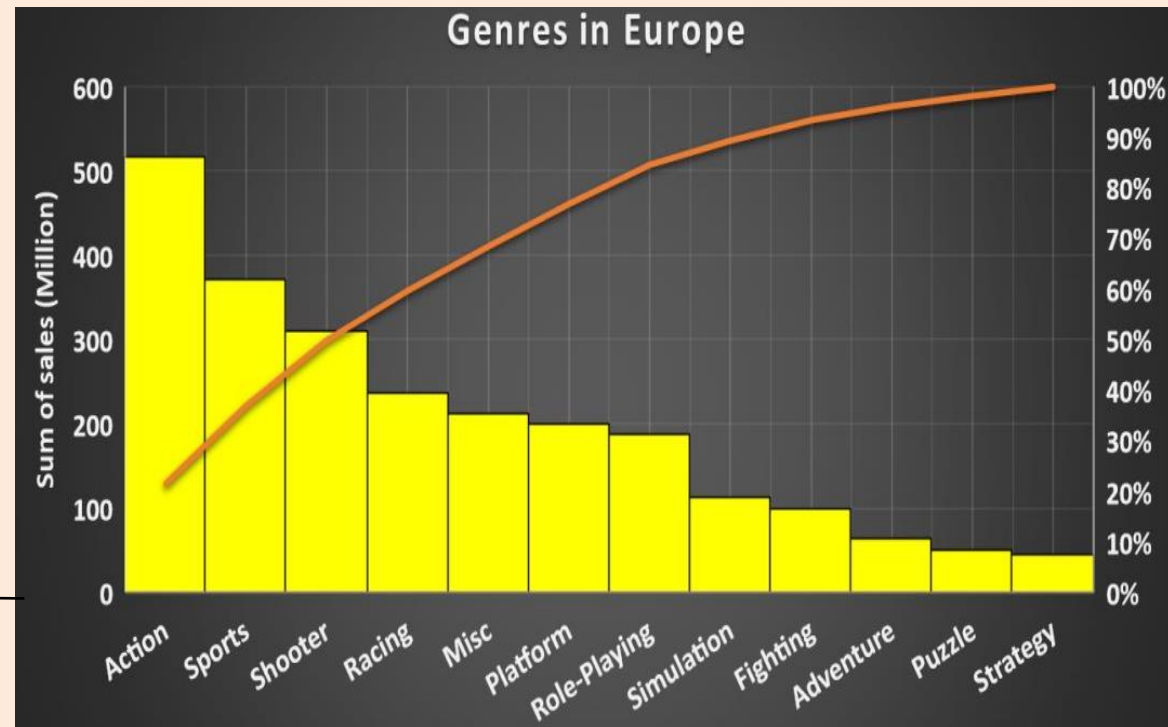
- Excel • Data Cleaning / Filtering • Pivot tables • Grouping data • Summarizing data • Descriptive analysis • Formatting • Standardizing the dataset • Visualizing results in Excel • Presenting results

Reginol Percentage of Global Sales over 5 years



Use compound annual growth rate (CAGR method) to calculate the growth rate of regional market shares. We can see that EU and JP market share have strong potential to be invested on considering their market share percentage, CAGR, and historical sales.

Pareto charts are applied to investigate the popularity of genres, platforms and publishers. Here, top 5 popular genres in Europe are Action, Sports, Shooter, Racing and Misc. They make up 68.41% European market share.



Conclusion

Insights and Recommendations

Insights

- **European market** has relatively high (~35%) and consistently rising share of global sales (CAGR 4%).
- **Japanese market** was once a comparatively leading market (~40% market share) and now has a significant rising share of global sales (CAGR 10%).
- **North American market** has fairly constant high revenue market (~ 40% market share).
- **Market share in other regions** is the least (~10%) and increases gradually.

Recommendations

- Marketing team should redistribute more budgets to EU market along with JP market on the side
- **EU market:** Invest on more customer acquisition; Top Genre (Action, Sports, Shooter); Top Publisher (Nintendo, Electronic Arts); Popular Platform (PS3, PS2, X360, Wii, PS)
- **JP market:** Invest on a revamp solution such as proper redesign based on language, culture, etc.; Top Genre (Role-playing, Sports, Sports); Top Publisher (Nintendo); Popular Platform (DS, PS, PS2, SNES, NES)
- **NA market:** Observe without an external push for some few years and investigate the reasons behind decreasing sales.

Further Step

Track KPI revealing how customers in different markets react to the budget redistribution and change budget plan in the future accordingly.