

Allison Weese

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Project Reflections

GameCo is a business that sells electronic games across the globe. I think an insight that would be interesting to the GameCo execs is the stacked bar chart from exercise 9 where it shows the sum of sales in North America, Japan, Europe, and other based on genre. This would help the marketing department decide where to market specific genres of games. For example, shooter games appear to not be very popular in Japan according to the stacked bar chart but very popular in North America. This insight shows you where to market different genres around the globe. This graph tell GameCo execs that there is a lot of money to be made in shooter video games so they should spend more money marketing those especially in North America where they are the most popular. You can also take away from the stacked bar chart that Role Playing games are more popular in Japan than other places around the world. Again, this would help executives to know which genres to market more in different areas. This tells us that Japan is a hot market for role playing games and more money should be allocated towards role playing games in Japan than any other genre. Another insight that would be important for GameCo executives is the chart showing how sales have behaved over time. This graph shows sales declining in recent years across all markets. Hopefully by identifying this, GameCo can work on a plan to pick sales back up.

