Allyson West

12/07/22

NEWM-N328

Final Project

Visualizing Information: Final Project

For my final project for N328, I used [Kaggle](https://www.kaggle.com/) to find a dataset with sufficient attributes. I debated for a while on whether to choose a more serious or a more fun dataset. After browsing *Kaggle*, I found a dataset that could answer an economic question about an entertaining topic. The chosen dataset shows the sale of PlayStation 4 games the regions of North America, Europe, Japan, and a sum of the rest of world’s sales. With the recent arrival of the PlayStation 5, an important question in the world of gaming is “what genre is the best-selling?” However, a more specific question I would also like to answer is “what genre is the best-selling in each region?” I believe this dataset can be turned into an interactive visualization that depicts that information.

These answers could help publishers’ future software sales. The video game market in each region is unique. By knowing which genre sells best, publishers can focus on making video games that consumers truly want. Different genres include action, shooter, action-adventure, sports, and role-playing games.

During this design process, I initially used Tableau to visualize the data. The attributes found in the set include the game title, the publisher, the year it was released, the sales of the three largest video game markets (North America, Japan, and Europe), and the sales of the rest of the world collectively. To create my visualization, I needed to use the genre, North American sales, European sale, Japan sales, and the rest of the world’s sales attributes. I felt the easiest way to convey the information learned would be to use a bar graph. Color conventions for each regions’ sales needed to be distinct and easy to view. I decided on red for Japan, blue for North America, green for Europe, and grey for the rest of the world.

When sketching the visualization, I decided to negate genres with little-to-no sales and I kept only the more prominent, useful ones.