GameCo

Market Analysis

Analyzing Global Video Game Sales

Project Overview

- ***Project Goal***

GameCo is a fictitious video game company that wants to use data to inform the development of new games for game markets in North America, European Union, Japan, and the global market.

- ***Data sets:***

Historical sales of Video Games from 1980–2016 (for games that sold more than 1100,000 copies) drawn from the website VGCharts.

The numbers in the set represent units sold in millions.

- ***Tools & Analytical Skills:***

Excel
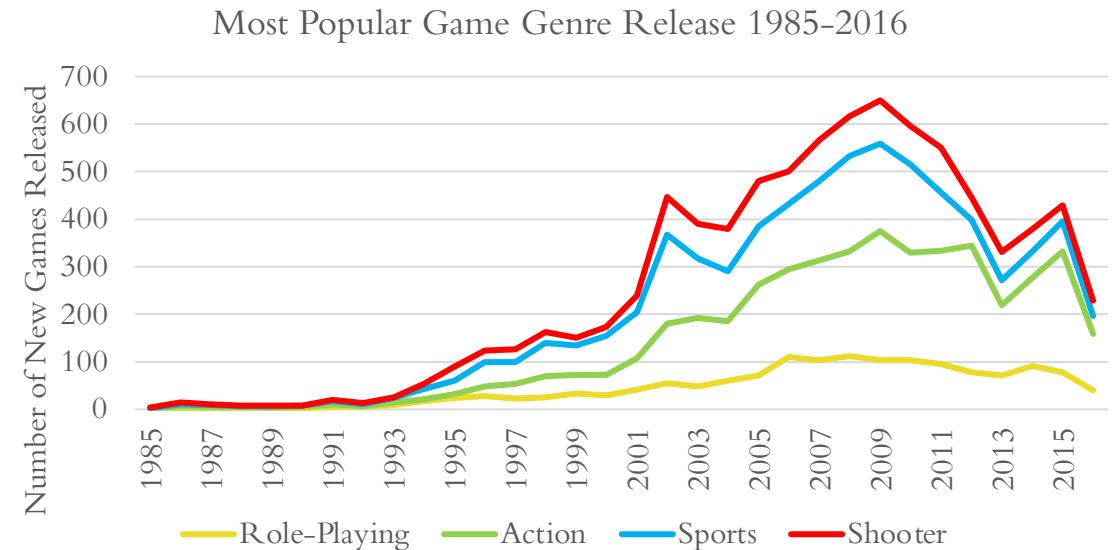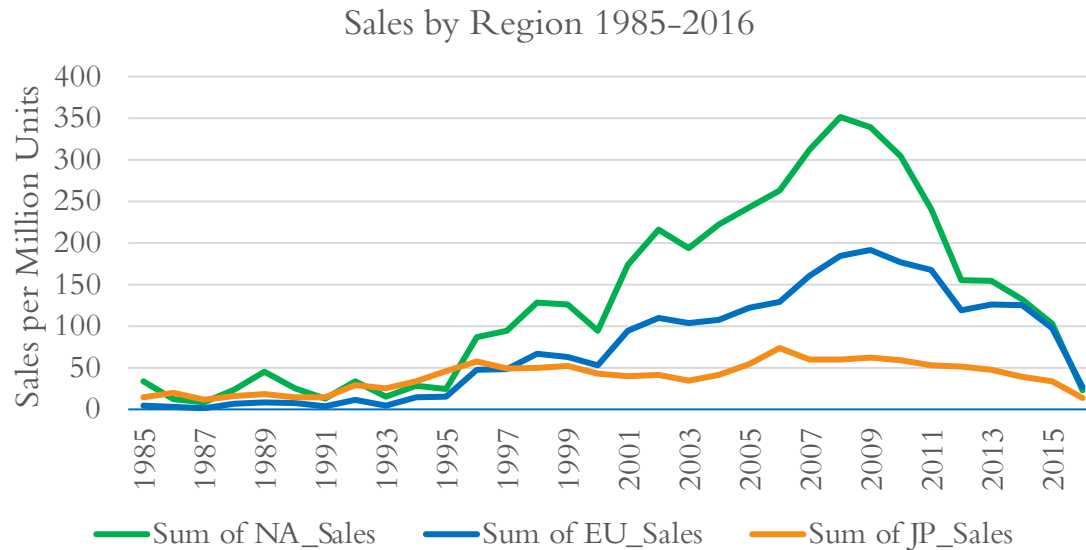Grouping data
Summarizing data
Descriptive analysis

Visualizing results in Excel
Pivot tables
Visualization in Excel
Presenting results

Analysis Process

Sales by Region 1985–2016

Most Popular Game Genre Release 1985–2016

After cleaning the data, descriptive analysis used on Sales by Region and the most popular genres provided valuable insight on geographic sales patterns over time:

➜ Sales have fluctuated across all regions with the highest peak in 2008–2009 and a decline in all regions afterwards.

➜ North America sales' fluctuations seems to have followed the same trend as in the most popular genre release.

➜ Same correlation is evident in other regions.

➜ As the sales in NA goes down after 2008, the most popular Genre release is still going up which potentially shows disconnect/ Perhaps the marketing is investing in the wrong genre/region.

Conclusions:

Proportion of the Global Sales Between 1985 – 2015
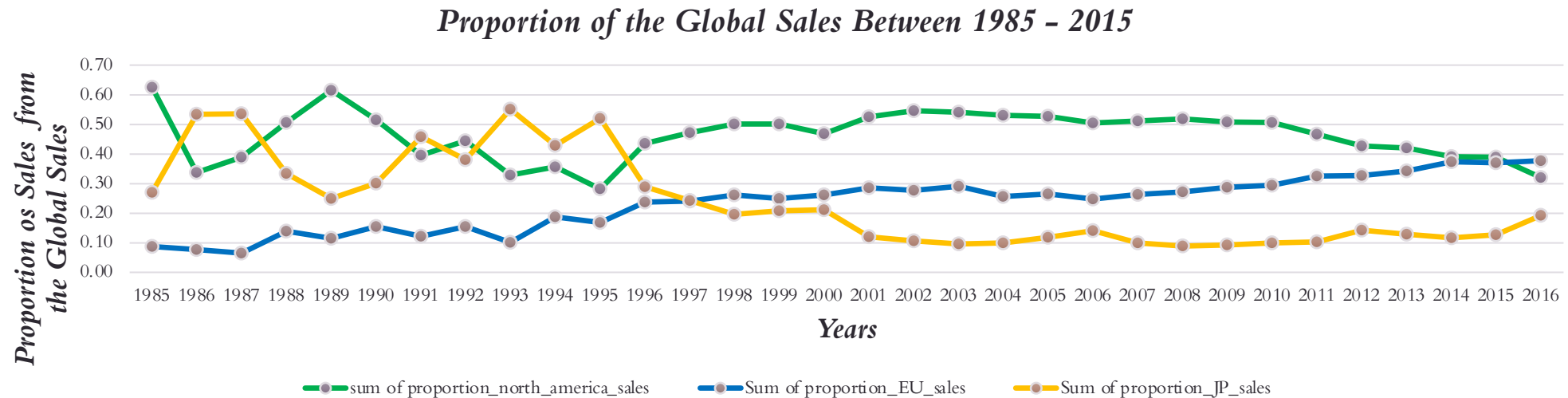
➜ Game sales have fluctuated over the past 20 years with Europe being the most consistent.
➜ North America and Japan sales fluctuated a lot between 1985-199.
➜ There's need for further analysis to investigate possible factors that contribute to these fluctuations.
➜ The overall trend in NA seems to have mirrored the sales in JP
➜ The EU sales has been increasing steadily and exceeded the NA sales in 2015.
➜ The EU sales increase has slowed down in recent years.
➜ There seems to be direct correlation between the release of the most popular games in each region and the sales trends.
➜ We can use these insights to reevaluate our marketing strategies and game release based on each region's trends and characteristics.