

## Project Reflections

The expectation of GameCo executives is that sales for the various geographic regions have stayed the same over time. Upon building on the past tasks/exercises, this is not the case. As the three big regions are NA (North America), EU (Europe), and JP (Japan), I created a pivot table to display the sales for each region and year. After cleaning the dataset, I've removed values that do not add any relevance to the chart. I then created a line chart based on this data to visualize it. Figure 1 will exhibit the sales of the three regions over time, from 1980 until 2016.

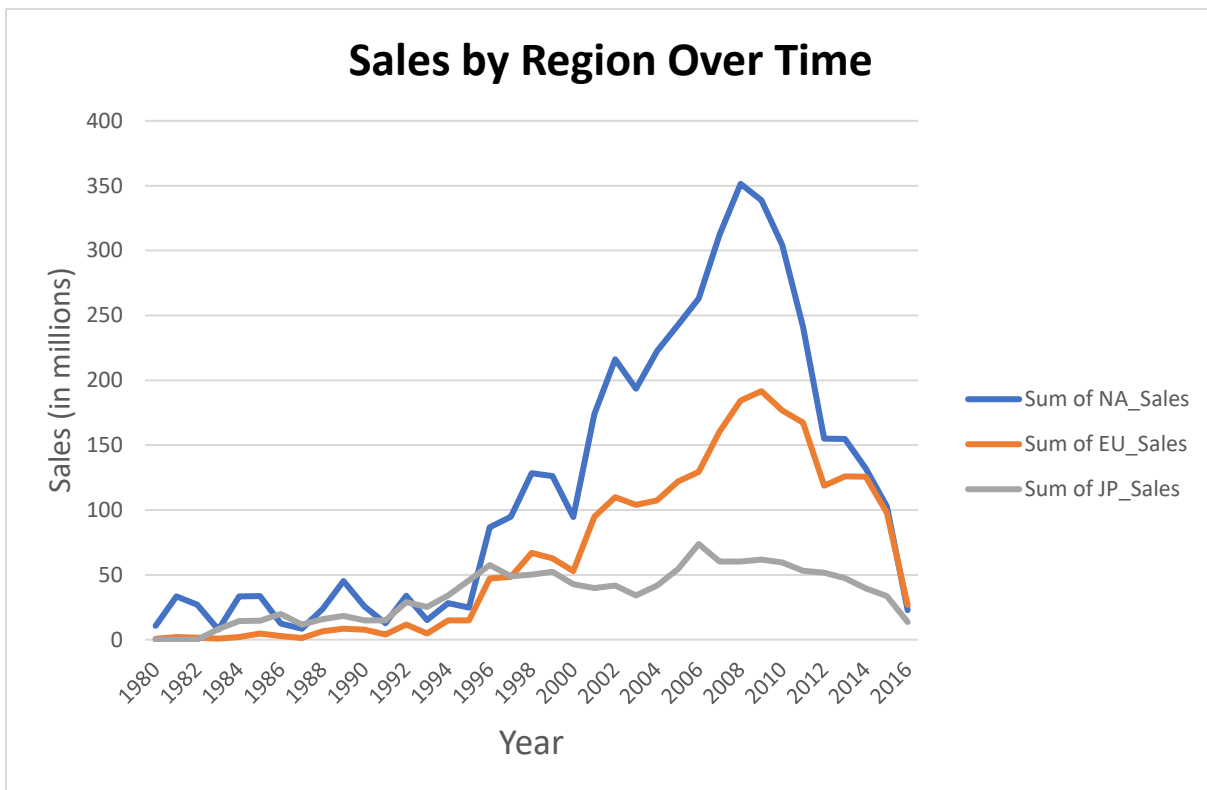


Figure 1. Sales by region over time

As you can see, sales prior to the year 2000 were relatively moderate and within the same range under 50 million. However, as we approached the early 2000s, we see a huge spike in sales for both the NA and EU markets. In Figure 1, NA sales have dominated even reaching its peak point in 2008. However, for all three regions, after their highest point of sales, we see a steady decline.

Gathering influence from the Vice President of Marketing, he states he's eager to know which genre of games perform the best. In my cleaned dataset, I created another pivot table and displayed the sales of each genre per region. Figure 2 will exhibit the sales for each genre, comparing all three regions visually.

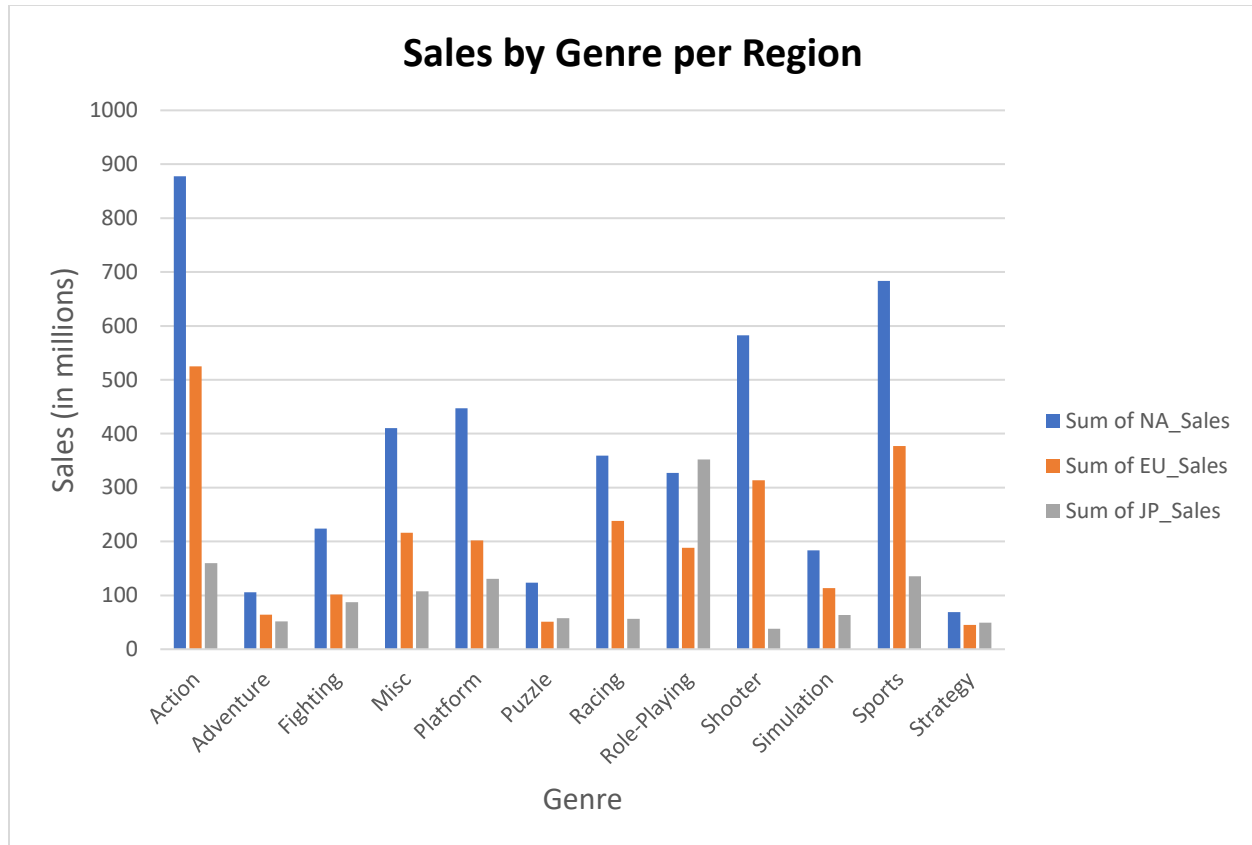


Figure 2. Sales for each genre per region

In comparison between the three regions, both Action and Sports games are the top two genres in NA and EU. This indicates there could be an allocated budget towards these types of games.

#### Step 4:

The reason I chose to incorporate the two visualizations above, was because there were key questions to be answered.

- How have their sales figures varied between geographic regions over time?
- Are certain types of games more popular than others?

As the expectation of the executives was that sales over time were stagnant, I wanted to revise that and challenge it. In Figure 1, I chose to display the results as a line graph, because it best shows how the sales did over a period. As I am comparing many years of data, it's easier to notice trends or patterns. If the overall trend is moving up, this indicates that sales are doing well. However, if the trend is going down, this could be an area for the analyst to dig into and find out why sales are decreasing.

To answer which types of games are more popular than others, I created a bar chart above (Figure 2) to display these results. The bar chart itself can show comparisons side by side, and the higher the bar is, the better it's doing. This provides a side-by-side view as to each category within a region is doing. With a clear sense of what's generating sales, there could be a focus on producing more of these games. We want to be continuing the trend and not going against it. However, the genre of games also depends on the platform. Is that platform popular within that region and if so, how does it compare to its competitors?

Figure 3 below displays the popular platforms/consoles in the form of a pie chart. I chose a pie chart because I am only comparing a small number of values. By selecting the years 2014 – 2016, it provides a recent view of what has been selling. Newer versions/upgrades of the platforms perform better in sales compared to their older versions. The pie chart demonstrates this by showing that PS4 sales are more than double the PS3 and the same with the XOne and X360.

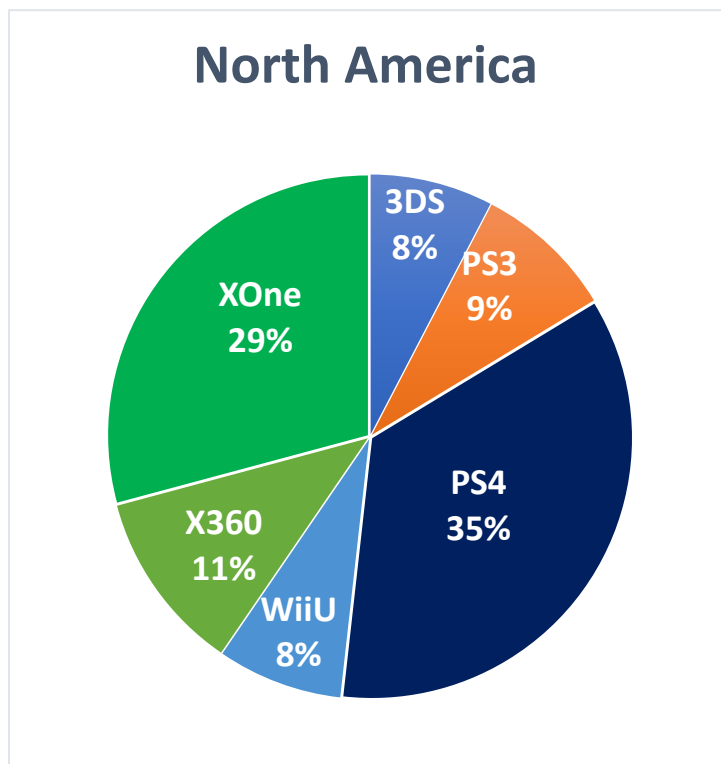


Figure 3. Popular platforms in NA from 2014 - 2016

In addition, Figure 4 below shows how each region's sales are doing compared to global sales. This chart was created using a pivot table and calculated fields dividing each region's sales by the global sales. It is from a previous exercise, and this chart shows potential growth in the EU region. We see that JP has always been lower than NA and EU, but NA shows a downtrend, whereas EU is slowly uptrending.

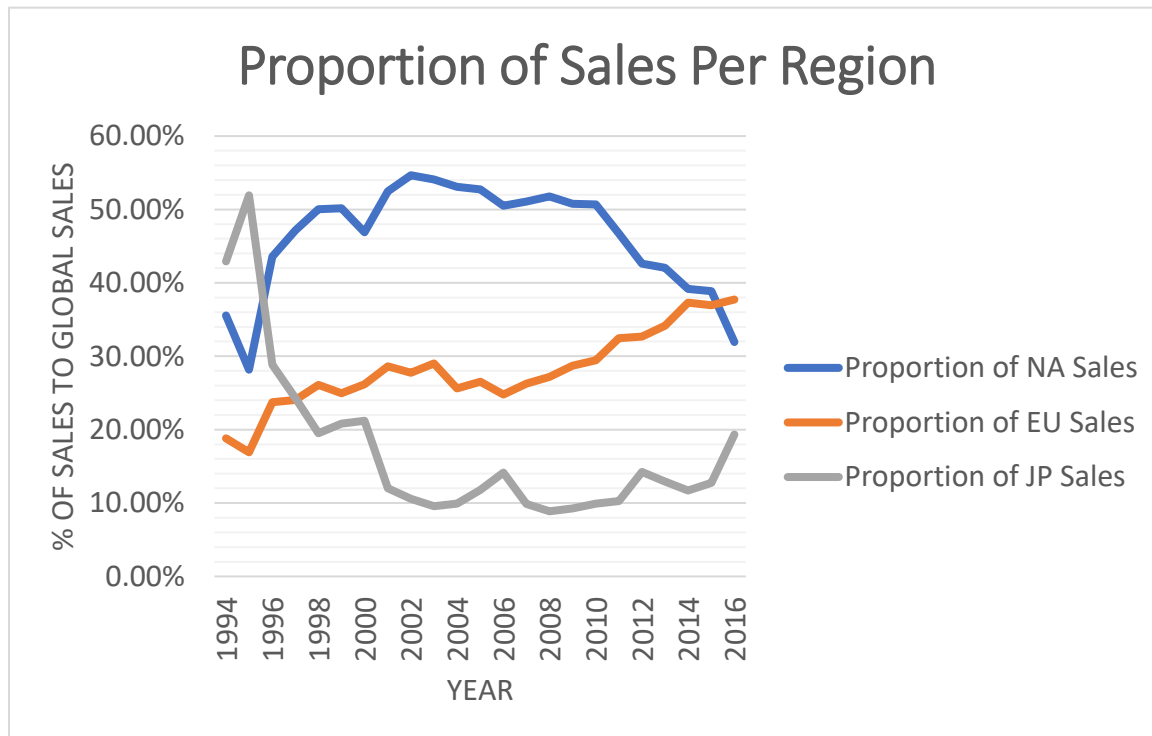


Figure 4. Each region's total sales divided by the global sales

Because the Senior Vice President of Sales wants to know the swing in markets, I thought this chart would display the results the best. I chose 1994 as the starting point because based on Figure 1, that was when sales began to increase for all three regions. This chart displays that EU has potential compared to NA and JP. Like the reasoning with Figure 1, I chose a line chart to display changes **over time**. This would produce the best visuals to show any trends/patterns that can easily be identified.