

Video Game Company Analysis



GameCo

Overview

Objective



A fictitious video game company – GameCo – requires data insights for a new marketing strategy and budget plan.

Context



GameCo executives are open to hearing any insights from the data but are specifically eager to know which genres perform the best so they can allocate the marketing budget efficiently.

Questions to answer to the Marketing Team

1

Are certain types of games more popular than others?

2

What other publishers will likely be the main competitors in certain markets?

3

Have any games decreased or increased in popularity over time?

4

How have their sales figures varied between geographic regions over time?

Data



Dataset on historical sales of video games from 1983-2016 obtained from [VGZChartz](#), and can be retrieved [here](#)

Skills



- Grouping data
- Summarizing data
- Descriptive analysis
- Visualizing results in excel
- Presenting results
- Business Mindset

Tools



GitHub

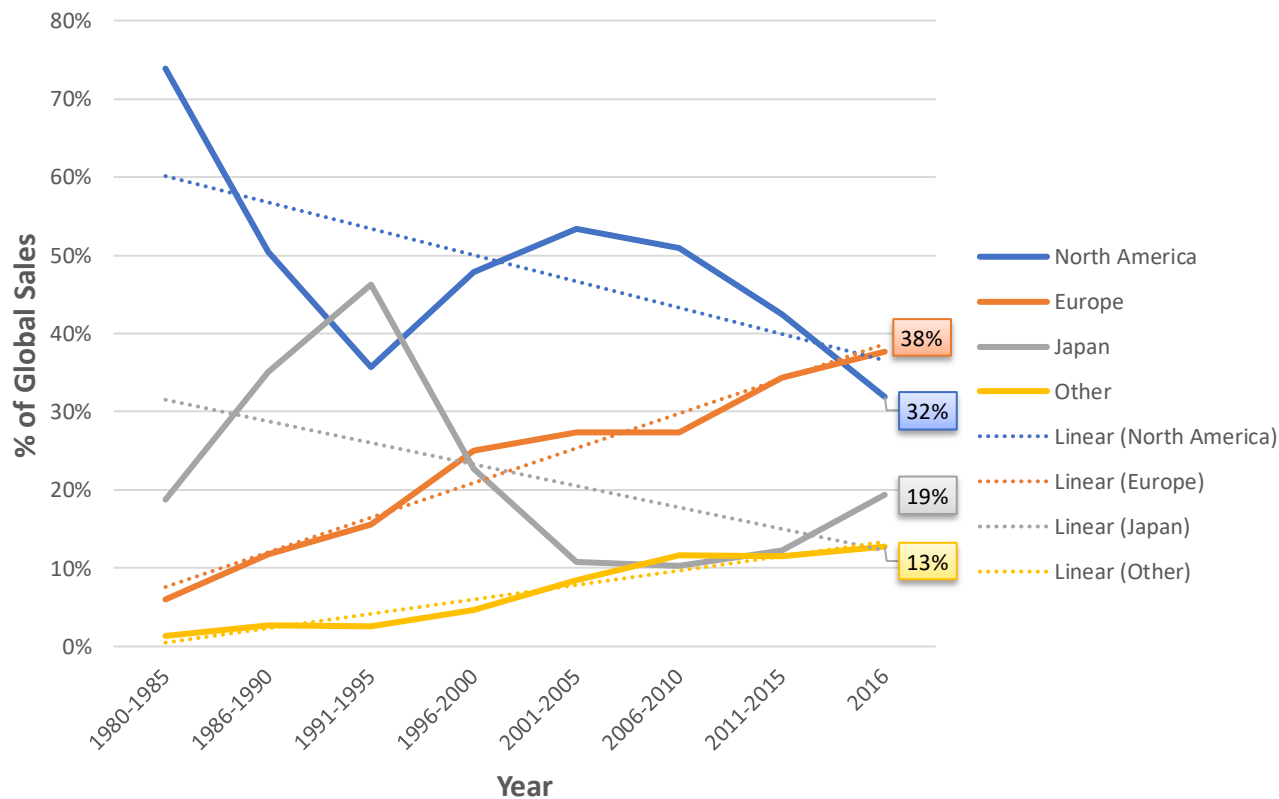


Click here

This project was my first time working with a game company dataset. I enjoyed this exciting field, and even though it was demanding, I developed the skill of manipulating data using advanced techniques in Excel. Conversely, getting a bit of the right business mindset was challenging. But with my mentor and tutor's guidance, I assimilated this strength thanks to their rich experiences.

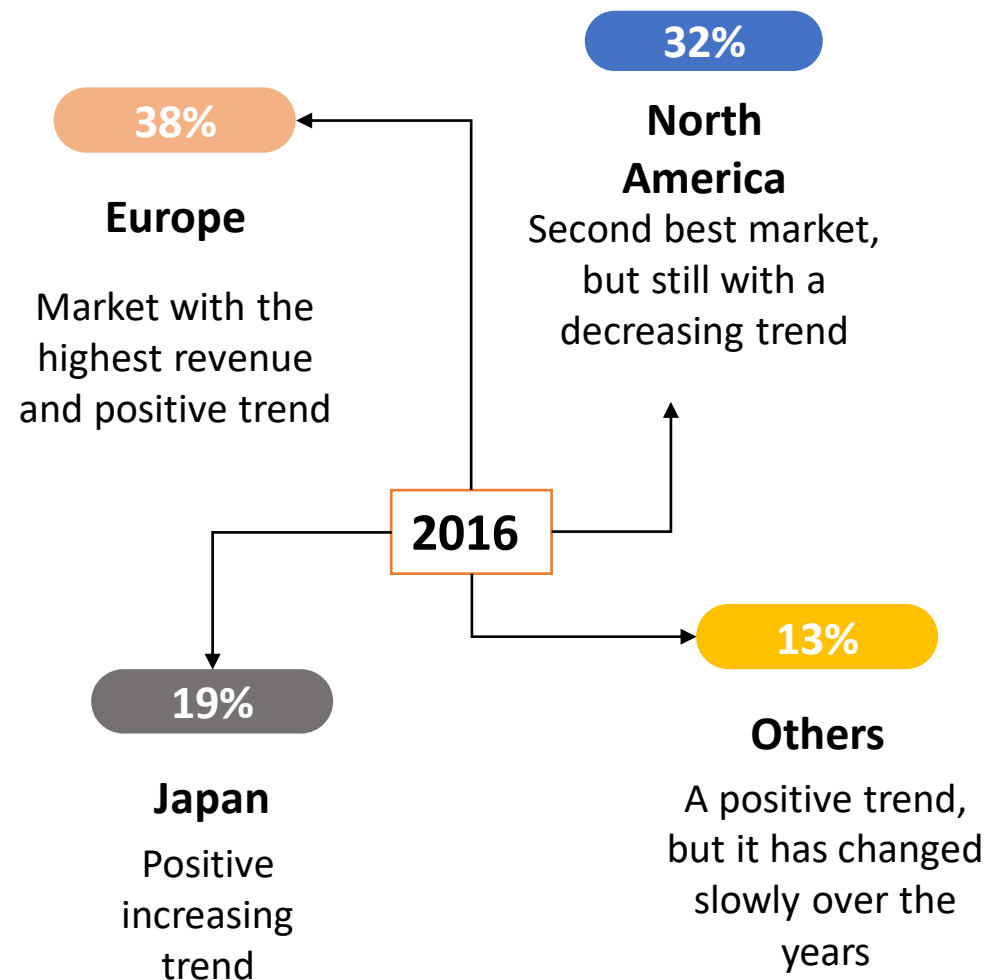
Challenges

Proportion of global sales by region over the years



Overview GameCo sales trend

We reject our assumption! Sales differ according to location over the years.



Findings

40%

North America

Fighting and
shooter games

50%

Japan

Simulation
games

49%

Europe

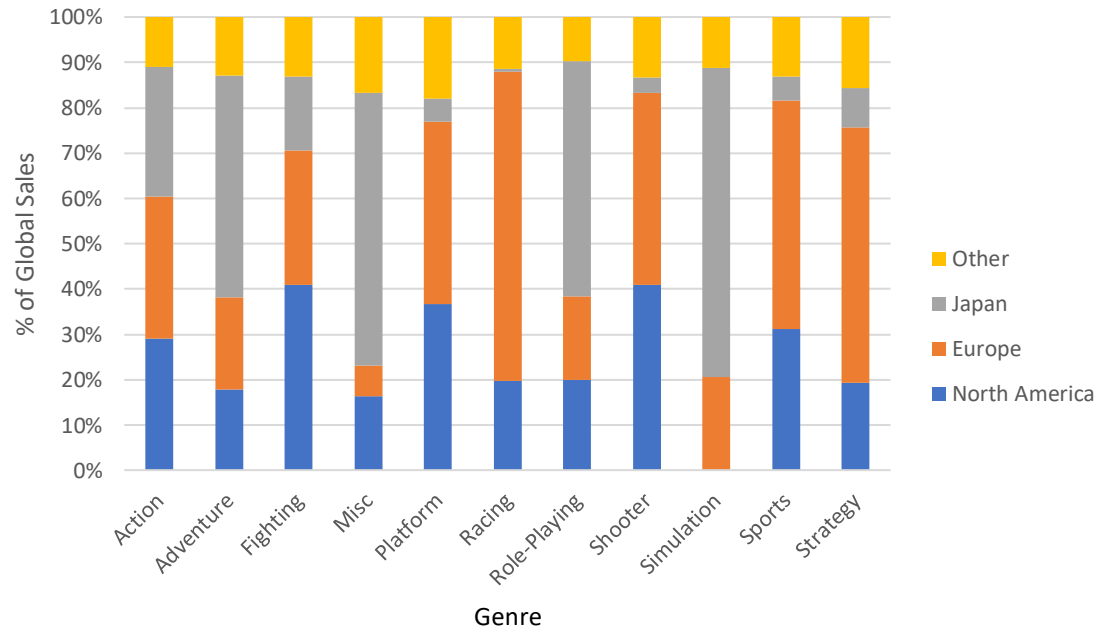
Racing games

25%

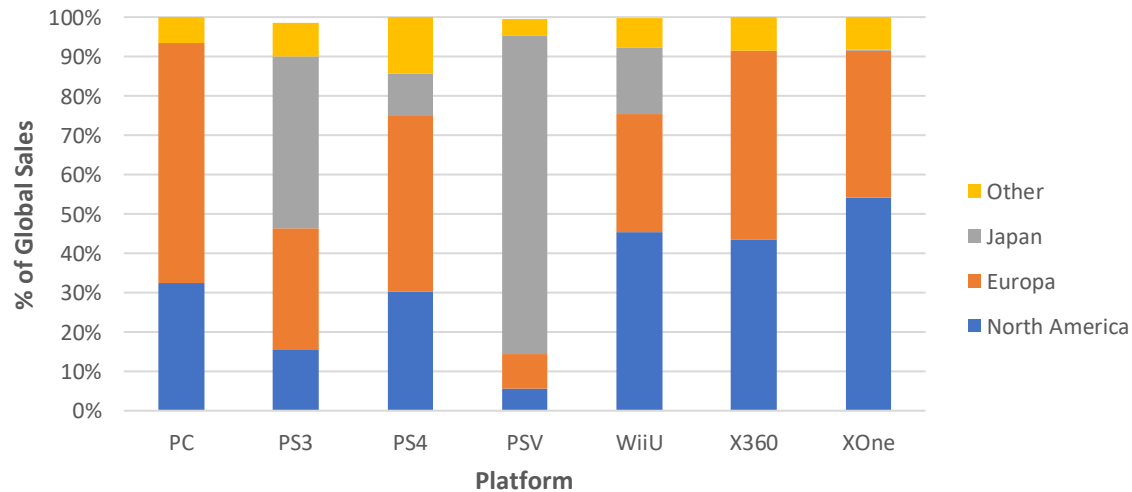
Other

Platform games

Distribution of sales for different Genres in 2016



Distribution of sales for different platforms in 2016



42-45%

North America

XOne, X360,
WiiU

81%

Japan

PSV

61%

Europe

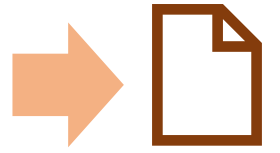
PC

15%

Other

PS4

Recommendations



Report [here](#)



01

Target market

- Higher investments in Europe



02

Study

- Why North American sales continue in a decreasing trend



03

Specialise

- Invest more in genres and platforms with higher revenue in the different regions