



**GameCo**

**Video Game Popularity Data Project**

# Overview

## COMPANY

- GameCo is new to the video game industry.
- They want to use data and its insights for the development of new games.
- They are interested in how these new games will perform in North American, European and Japanese markets.

## OBJECTIVE

- Perform descriptive analysis of video games sales using historical data.
- Check for any trends or insights present in the data.
- Identify the variables which will have the major impact on future sales.

## DATASET

- It tracks total number of units of games sold from 1980 to 2016.
- There are different variables available in the data like name, platform, genres, geographical sales, publishers.



# Analysis



## Data Understanding and Preparation

- Check for data consistency
- Cleaning the data set
- Group and summarize the data

## Statistical Analysis

- Descriptive analysis used to get insights on geographical sales over time.
- New variables created using calculated fields.
- All the variables are checked for potential impact.

## Visualizations

- To present identified trends from data below visualizations are created using excel.
  1. Line chart
  2. Pie chart
  3. Histograms
  4. Scatterplot
  5. Box & Whisker

# Findings

- Below charts represent the percentage of global sales by region for the decade (2006-2016).
- The regions are North America (NA), Europe (EU), Japan (JP) and Others.
- GameCo executives assumed that sales for the various geographic regions have stayed the same over time.
- But data from the previous years supports that sales are fluctuated in all the regions.
- EU sales have surpassed the NA sales in 2016 and they have continuous increase in sales. I expect this trend to continue in 2017 and EU will be the largest sales producing region and hence more budget should be allocated to this region

