**Project Reflections – Intro to Data Analytics**

It’s time to take all the work you’ve done throughout this course and develop a data story for GameCo’s executives. But first, let’s set the scene for your analysis: it’s October 2016 and GameCo’s executive board is planning the marketing budget for 2017. They’re assuming that sales for the various geographic regions have stayed the same over time, and they’ve asked you to look into the data to see if this is still true. If it’s not, the marketing budget will need to be redistributed among the regions in order to maximize return on investment. While GameCo's executives have an awareness of the video games market for different regions, they don’t have a deep understanding of the data. That’s why they’re looking to you to guide them through the results in a way that will be meaningful to them.

Step 1 Instructions

Look back at the insights you’ve uncovered in the past few Exercises and decide which one you think would be the most interesting to GameCo’s executives. Then, create a document called “Project Reflections” and write a minimum of 200 words (in Word or Google Docs) describing the process that led you to this insight. Be sure to address the following points:

* + How did you group or summarize the data that made this insight apparent?
  + How did the specific summaries, groupings, and visualizations you made lead you to this insight?
  + To support your answers, include 2 of the visualizations you made to uncover this insight. These visualizations shouldn't be the polished visualizations that you’ll include in your presentation as part of step 3 below. They should simply demonstrate the steps you took when getting to know the data and developing your analysis. (Hint: Take a step back to really reflect on your work thus far and use this text to give your mentor a window into your analytical process and preparation.)

Step 1 Project Reflections

Of the insights uncovered in previous exercises, the most relevant one to this project is that proportionally, sales for North America have been decreasing and sales for Europe have been increasing, and in fact European sales surpassed North American sales for the first time in 2016. In the past, North America was consistently the dominant market, but the data indicates that times are changing, and Europe is now holding a greater percentage of global sales. (This insight contradicted my original hypothesis, which was that North America would remain the dominant market.)

This insight became apparent when I took a closer look at sales by region from 2000 to 2016. The sales were summarized on a pivot table, using calculated fields for the proportion/percentage of global sales for each of the three main regions: North America, Europe, and Japan.

This pivot table was turned into a line graph, to visualize how the three different markets evolved over time in their percentage of the global sales. By creating the line graph, I saw that Europe's proportion of global sales has been steadily increasing since 2006. North America's share has been decreasing since 2010. In 2014 and 2015, Europe and North America were nearly at the same percentage of market share. In 2016, Europe finally surpassed North America, which seems to be in line with the consistent trend.

The visualization above led me to my original hypothesis that North America would retain the market share. I hypothesized this after seeing how North America had sales above and beyond the other regions in nearly every genre.

The visualization above helped me to see that the proportion of global sales for each region were actually changing considerably over time.

Step 4 Instructions

In your “Project Reflections” document from step 1, write an explanation for why you chose this particular visualization for your presentation and label it “Step 4.”

* + What makes it the most suitable choice for presenting your data story to the GameCo execs?
  + How does it connect to or differ from the visualizations you worked with in step 1, which were part of your working process of getting to the insight?

Step 4 Project Reflections

The first visualization I chose was similar to the visualization on the previous page. I chose it because I thought it told a clear and insightful story about how the sales have changed for different regions over time, which would be useful to the executives. I punctuated that visualization by adding a pie chart and summary stats to drive the point home that Europe is the up-and-coming market.

These visualizations in the project differ from the ones in step one because the project visualizations were specifically chosen to make it clear to the executives which regions and genres need the most budget and where. The “step 1” visualizations are merely an exploration of what is going on in the data, whereas the ones in the project were created specifically to bring the most pertinent information to the executives.