

Project Reflections

Step 1

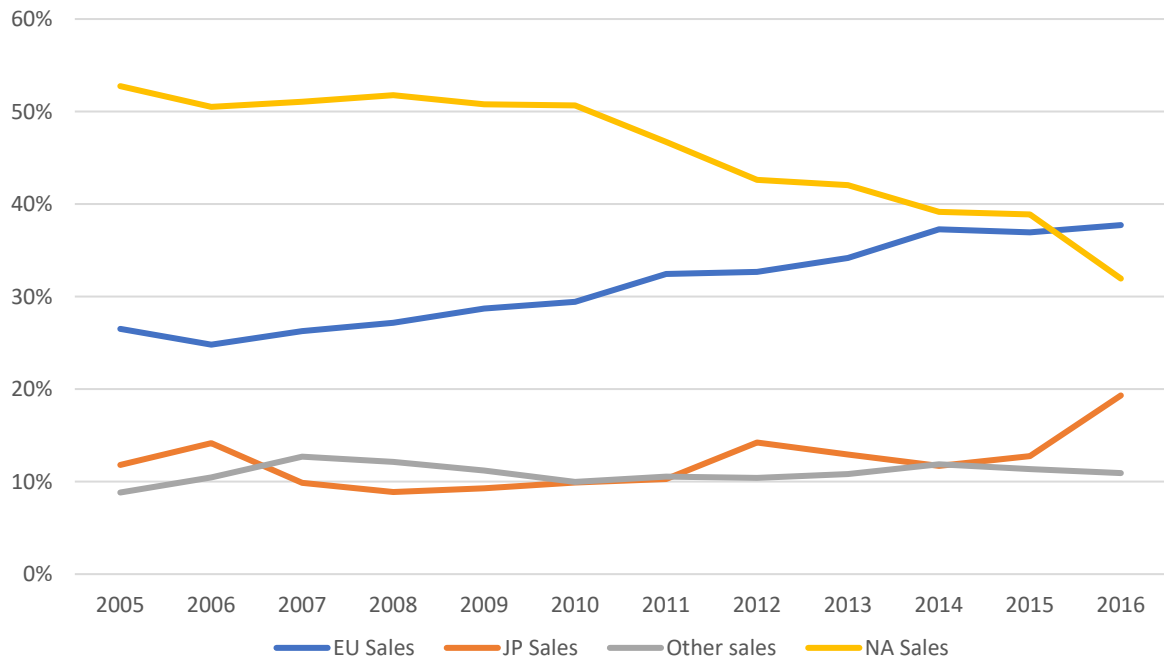
Some of the insights we have uncovered in the past few Exercises include:

- During the last 12 years, on average, NA sales represented 46% of global sales, while the EU and the JP market accounted for 31% and 12% respectively.
- Between 1980 and 2016, more than 85% of games were produced for the 12 most popular platforms.
- From the 579 publishers included in our database, 15 of them account for more than 80% of global sales. Nintendo is the leader with 20% of the market.
- 2008 was the year most games were sold worldwide. It has decrease since then. The amount of games sold globally in 2015 was 61% lower than in 2008!
- In 2016, the EU is about to overcome NA as the biggest regional market.
- EU's market share has increased by an average yearly rate of 3,5% between 2006 and 2015.
- NA has been decreasing its global market share since 2008 at an average rate of 3,9% per year.
- Japan recently has been furiously gaining market share in 2016, possibly reverting a long period of stagnation.
- Other markets outside the EU, NA and JP have stayed the same since 2005.

Considering that “GameCo’s executive board is planning the marketing budget for 2017” and that the company assumes that “sales for the various geographic regions have stayed the same over time”, an interesting insight would have to challenge this assumption. The insight that NA has been decreasing its global market share since 2008 and that it’s about to be overcome by the EU as the largest regional market qualifies.

We have reached this insight by creating a pivot table showing the historical evolution of regional sales as a percentage of global sales. The insight became clear in the graph.

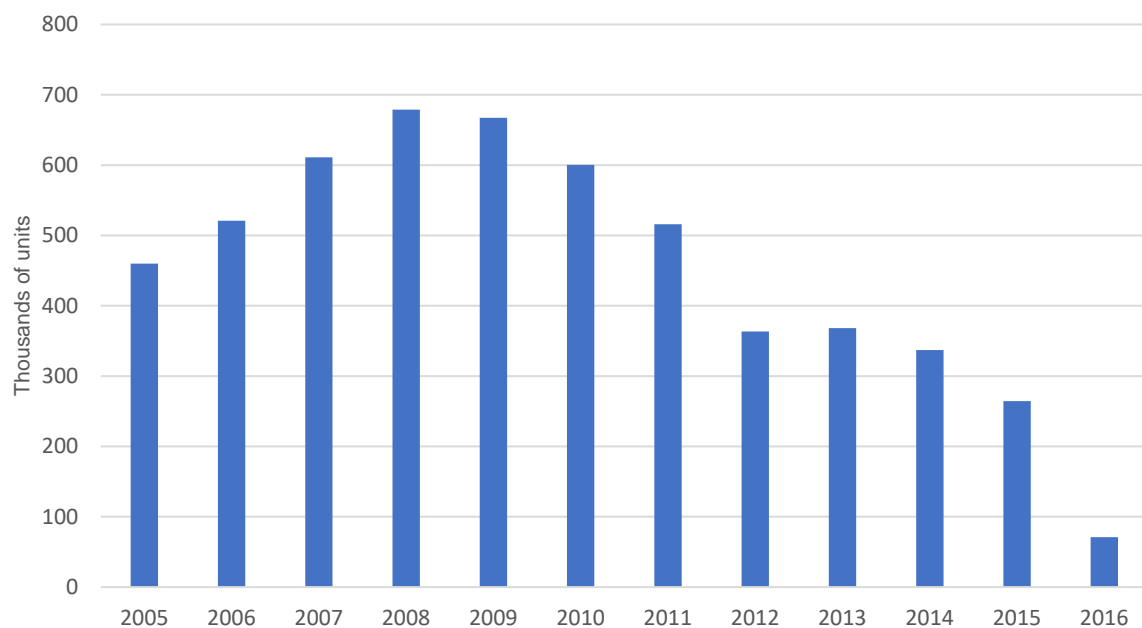
Regional sales as a percentage of global sales



We choose a time frame between 2005 and 2016 because it allows enough time to observe the formation of current expectations yet understanding that the utility of older data is rapidly eroded given the fast pace that consumer tastes currently evolve.

The insight that the sales for the various geographic had change over time is better understood within the broader context of the industry's global sales:

Industry Global Sales



The figure above shows that the quantity of games sold worldwide is declining since 2008. Does this mean that the industry is losing its momentum? Not necessarily. The quantity of games sold is an important aspect, but it is only part of the story. In order to assess the health of the industry, we would have taken a closer look at the revenues and costs of firms.

When interpreting this figure, it is important to point out that the value for 2016 is not definitive, since we did not yet reach the end of the year. The reason we decided to keep it in this analysis was to provide some indication of what the final value for 2016 will be.

Step 4

Why you we chose this particular visualization for your presentation?

It is the visualization that better illustrates our key insight: that NA has been decreasing its global market share since 2008 and that it's about to be overcome by the EU as the largest regional market.

It was not so much that we chose the visualization, but more like the visualization enable us to spot the insight.