

Project reflection

Stakeholder expectations:

Analyse data to determine if sales in different geographic locations maintained stable over time.

Hypothesis:

Sales in different geographical locations show minimal variations over a period of time.

Key Data set:

GameCo Game Sales over time

Key areas of focus and points in the dataset

A few key areas were highlighted with the objective to provide an analytical viewpoint for executives' sales requirements according to the video game sales dataset.

1. Analyse sales trends in three major regions and globally, identifying potential interactions.
2. Determine the proportion of each geographical area's contribution to global sales and allocate marketing budget accordingly.
3. Finally, how different regions geographical areas' proportions behaved over the last two decades.

I analysed these three elements and scattered periods of time to deliver useful insights.

- For the purpose to investigate regional sales variations or stability, I started by applying data from the 1980s.
- However, in order to formulate strategic decisions for 2017, it is important to consider additional external factors, such as technological, social, and economic shifts that occurred during certain periods in time. These factors may render historical data unreliable for decision-making purposes in the present day.
- This projection is predicated on the region's share of global sales from 1997 to 2016, with the ability to furnish additional historical data upon request.
- Determine how videogames are being sold in all three regions since 1980.
- Last element, sales by region on different genre: Looking into data set has revealed that many platforms since 1980's has been diminished and only few has survived within last decade. As a result of that to fine tune marketing budgets for regions further on platforms, Platform based analysis has done from 2007-2016 considering last decade

Related Graphs and Charts

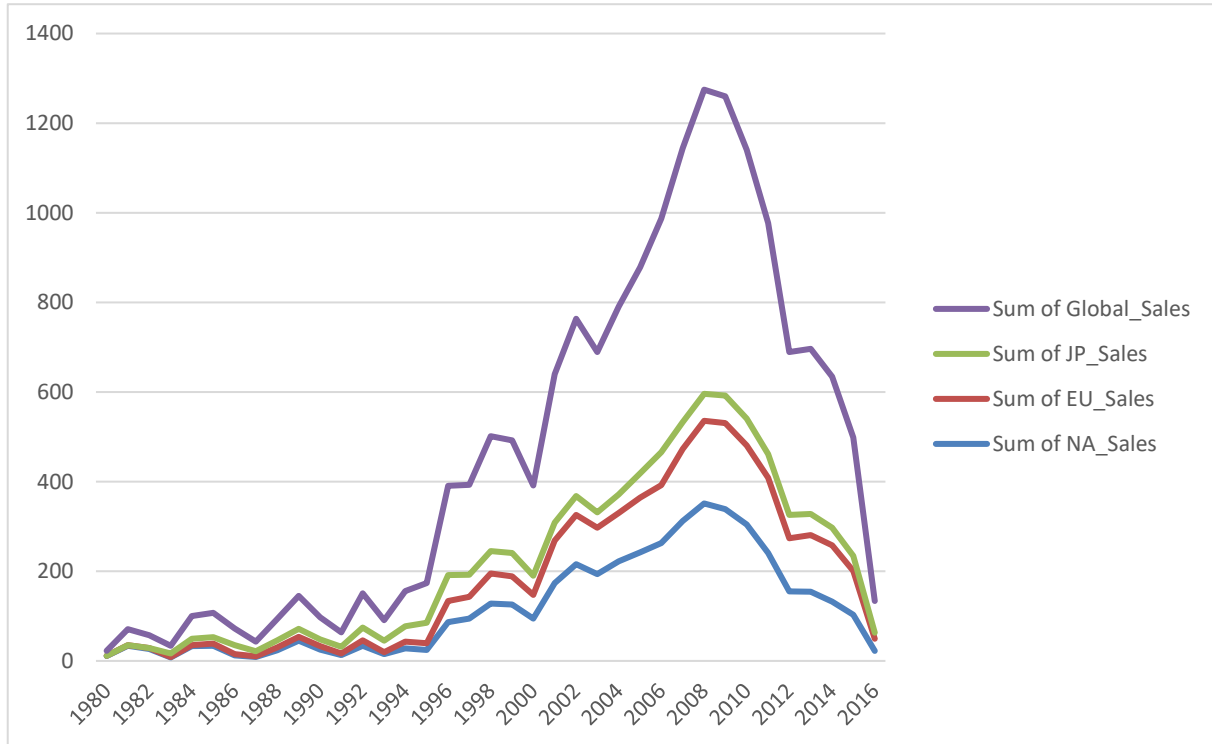


Figure 1 : Sales by Region against global sales 1980-2017

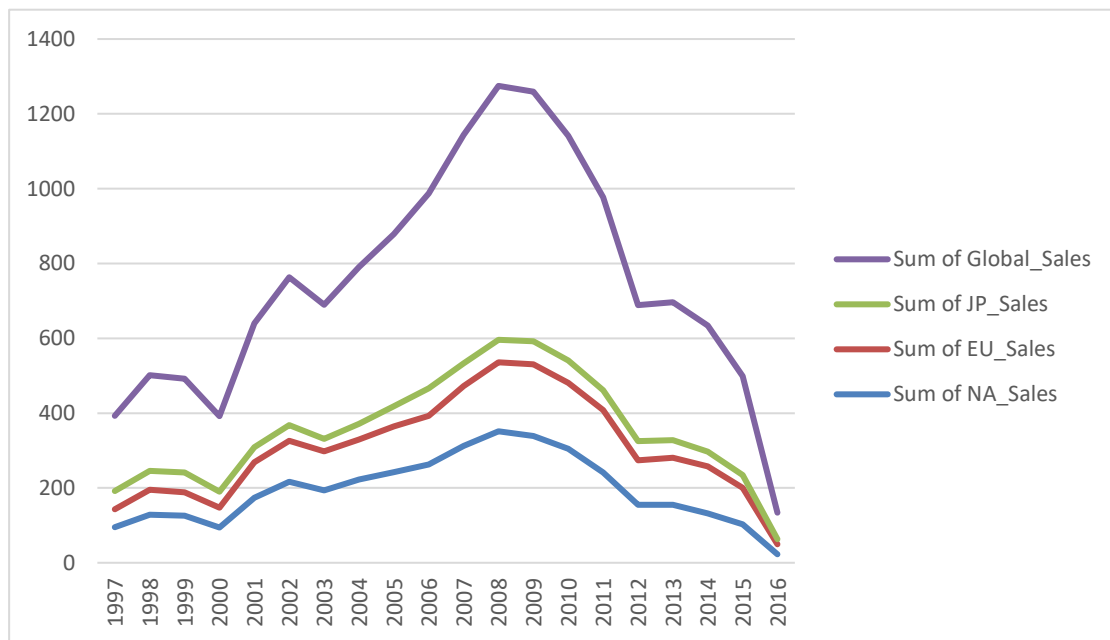


Figure 2 : Sales by Region against global sales 1997-2017

Figure 1 clearly indicate the gradual development of revenues over the first 15 years, with passionate fluctuation. This was a period of significant platform diversity as video game production saw different innovations and trials. (32 platforms). However, but after mid 90's sales have pitched up and market was going on direction of steady growth with number of platforms becoming more mature in sense.

Name of Platform 1980-2006

Platforms
2600
SAT
3DO
3DS
DC
DS
GB
GBA
GC
GEN
GG
N/A
N64
NES
NG
PC
PCFX
PS
PS2
PS3
PS4
PSP
PSV
SCD
SNES
TG16
Wii
WiiU
WS
X360
XB
XOne

Name of Platform 1980-2006

Platforms
3DS
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PC
PS2
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PS4
PSP
PSV
Wii
WiiU
X360
XB
XOne

The following part goes deeper into platforms, highlighting the importance of using recent data for accurate analysis.

Examining at sales patterns from 1997-2016, it is clear that no region saw consistent growth or sales stability. All three regions' sales have fluctuated over time, and all three indicate a positive relationship with worldwide sales movement. Historically, North America has been the largest market, and when sales decline, it has the greatest influence. The European market has become the dominating market,

whereas the North American market has experienced declining sales. Japan has the least impact on sales variations of the three major geographic regions.

An important exploration in this data set is the low sales volume in 2016, which seems unreasonable considering the sales movement. It is highly recommended to verify this data using other sources.

Regional Sales percentage by Genre

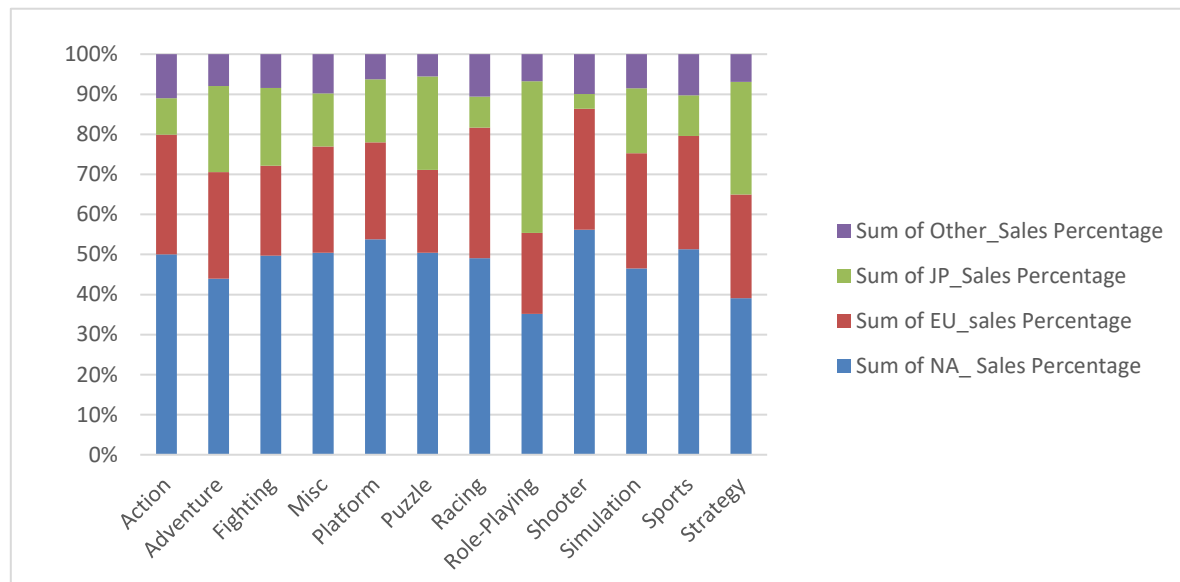


Figure 3: Regional Sales percentage by Genre

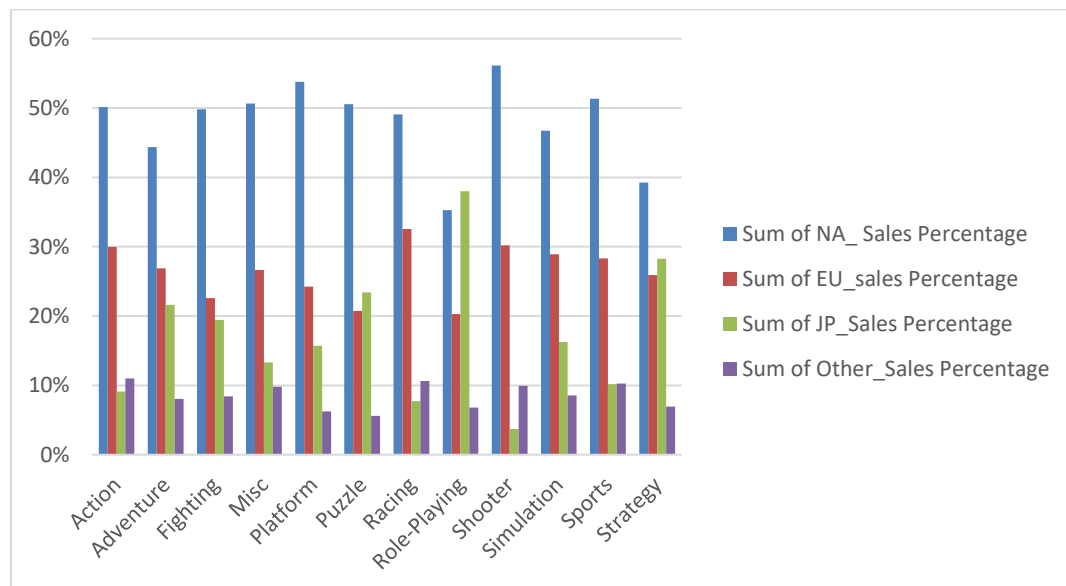


Figure 4: Regional Sales percentage by Genre II

To allocate marketing budgets, it's crucial to identify which genres should be prioritised in each region. Some genres require cash to maintain their sales share, while others require more promotion to increase sales.

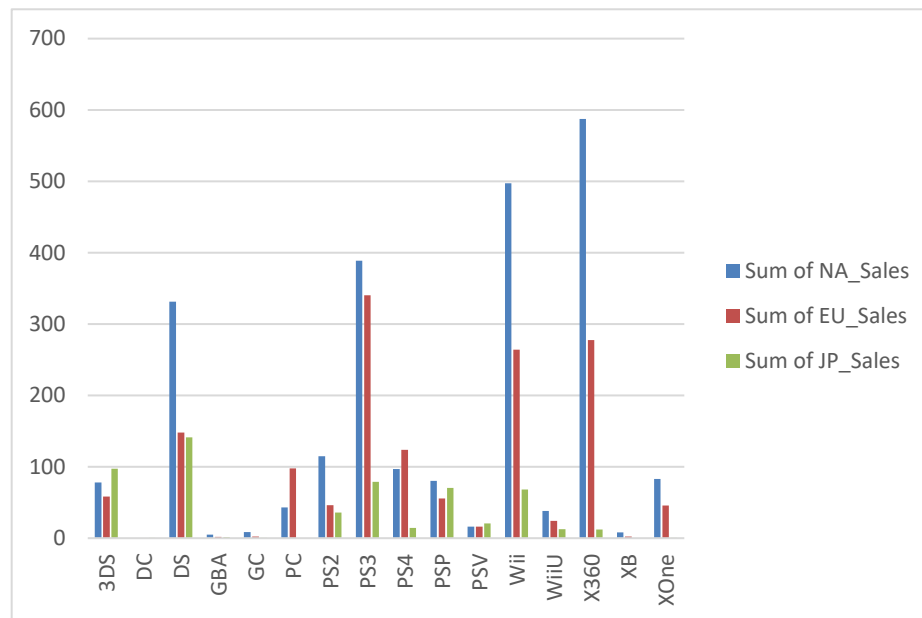


Figure 5: Sum of sales in each platform 2007-2016

When analysing each region and its budget allocation based on genre, it is also important to look into platforms that consumers have expressed an interest in. What are the trends? As mentioned before, most platforms have perished over time. To acquire a more practical image of platforms that are currently on the market, data from the last decade was analysed.

Conclusion on project reflection.

the process of grouping, summarizing, and visualizing the data was instrumental in gaining insights from our project. It not only made the data more manageable but also highlighted important trends and correlations that guided our decision-making process.

Sales have not been constant in any markets over time, and we must consider this while allocating money for 2017. When allocating marketing money across areas, it's important to consider not only sales but also genre and platform preferences.