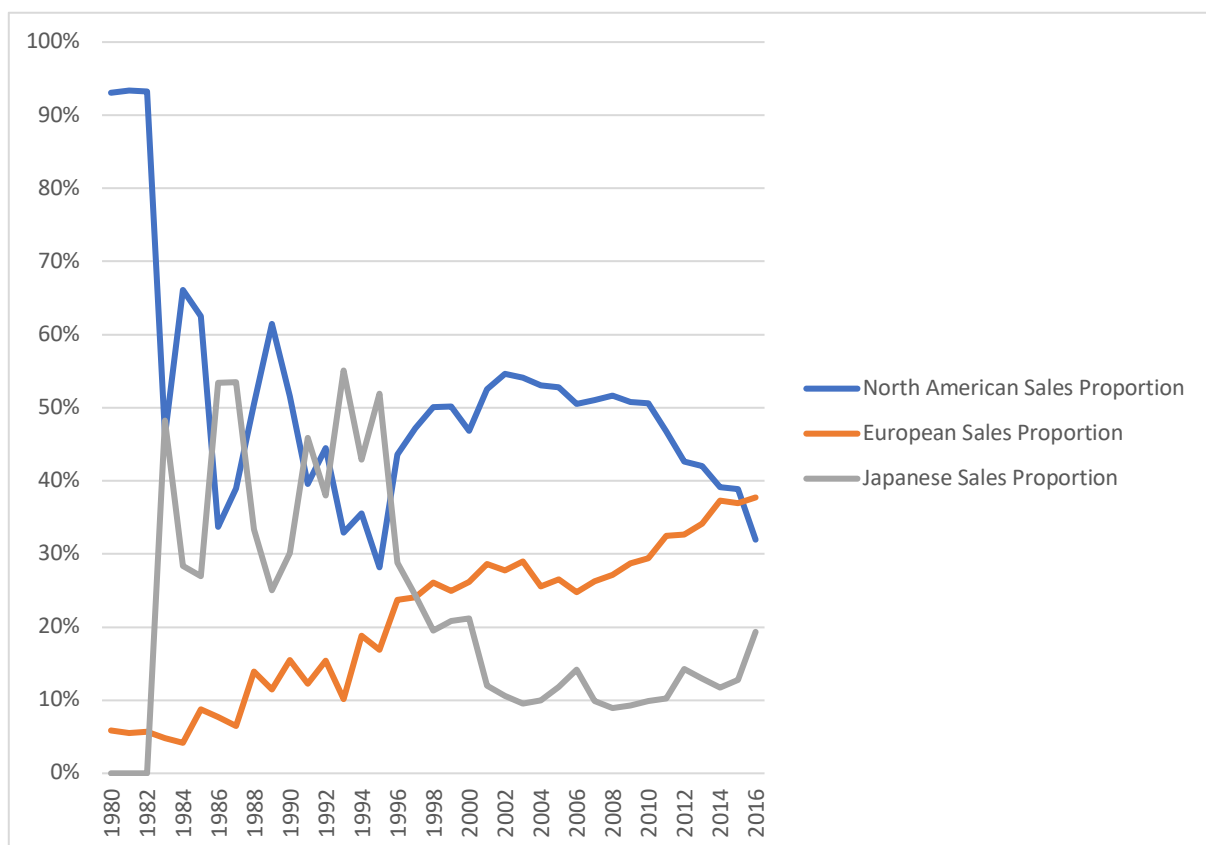


## Project Reflections

1. The most important insight was that the European market has been consistently growing over the period examined (1980-2016) and that it is the best target for present/future investment, while the North American one is actually in decline.

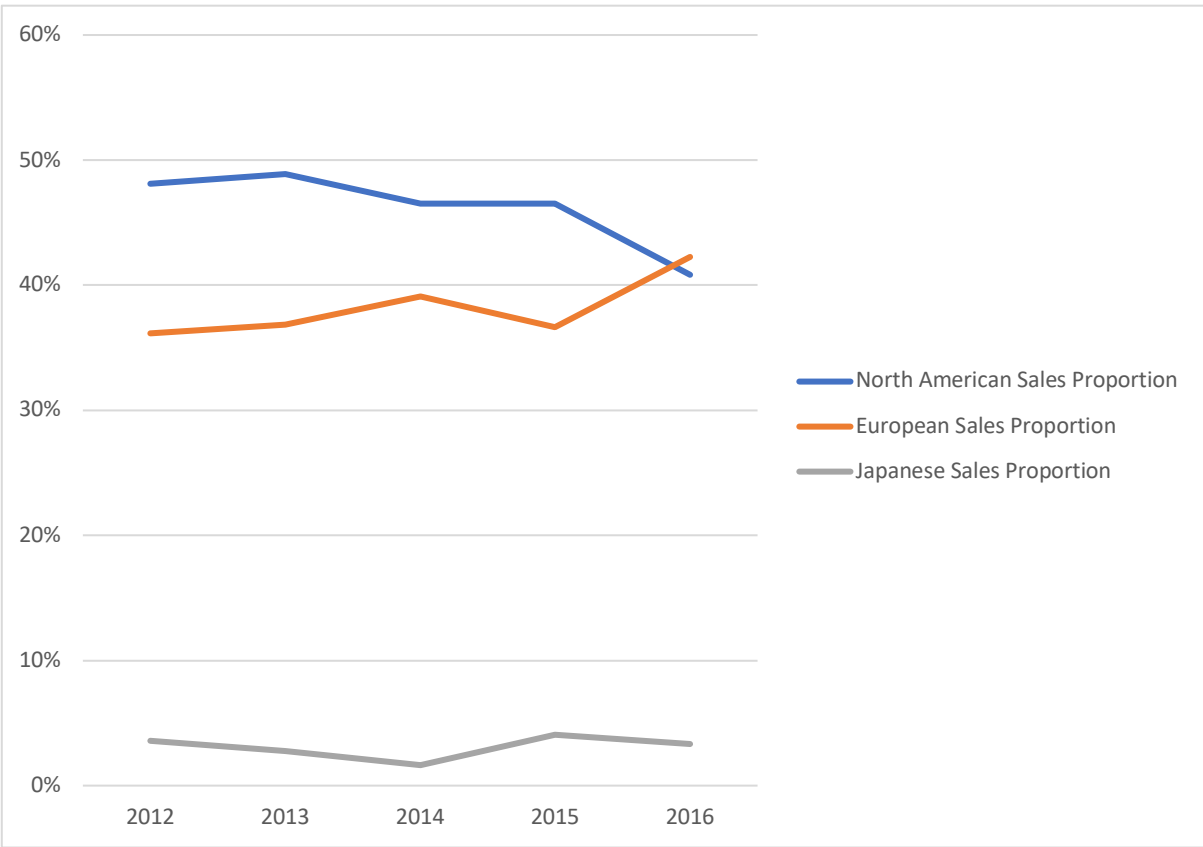
2. The way that I came to this insight was first to clean the data (which included removing years not relevant) and isolate the necessary data (the sales of each game by year in North America, Europe, and Japan) and then calculate the sales proportions of the relevant market to the global totals using calculated fields. This was all done in a pivot table.

The insight was made most apparent by a line graph (namely a pivot chart) showing the three regions proportional sales against each other. This showed not only that the European market has been consistently growing in these terms, but also that the North American market is declining in these same terms. As this was a significant difference in expectation, it makes a stronger impact to show the European sales data against the North American one, even if just showing the European sales data indicates consistent growth on its own. This chart is below:

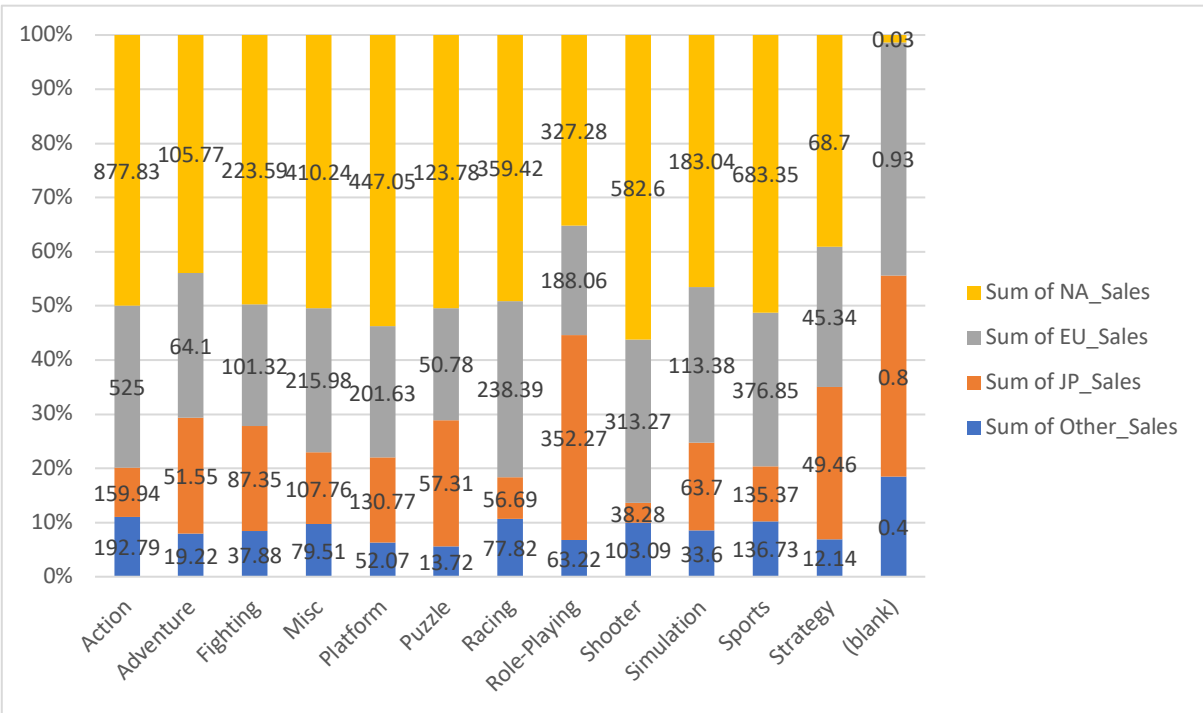


Another important visual was once I created on my own after doing Exercise 1.9, which derived a potentially important insight within this grander insight: even when looking at the past five years (2012-2016) in the Shooter genre, the most popular genre in North America, the same is true. The Shooter genre has been growing in Europe and declining in North America, and sales for shooters were larger in Europe than in North America by 2016. This visual was done just by adding an

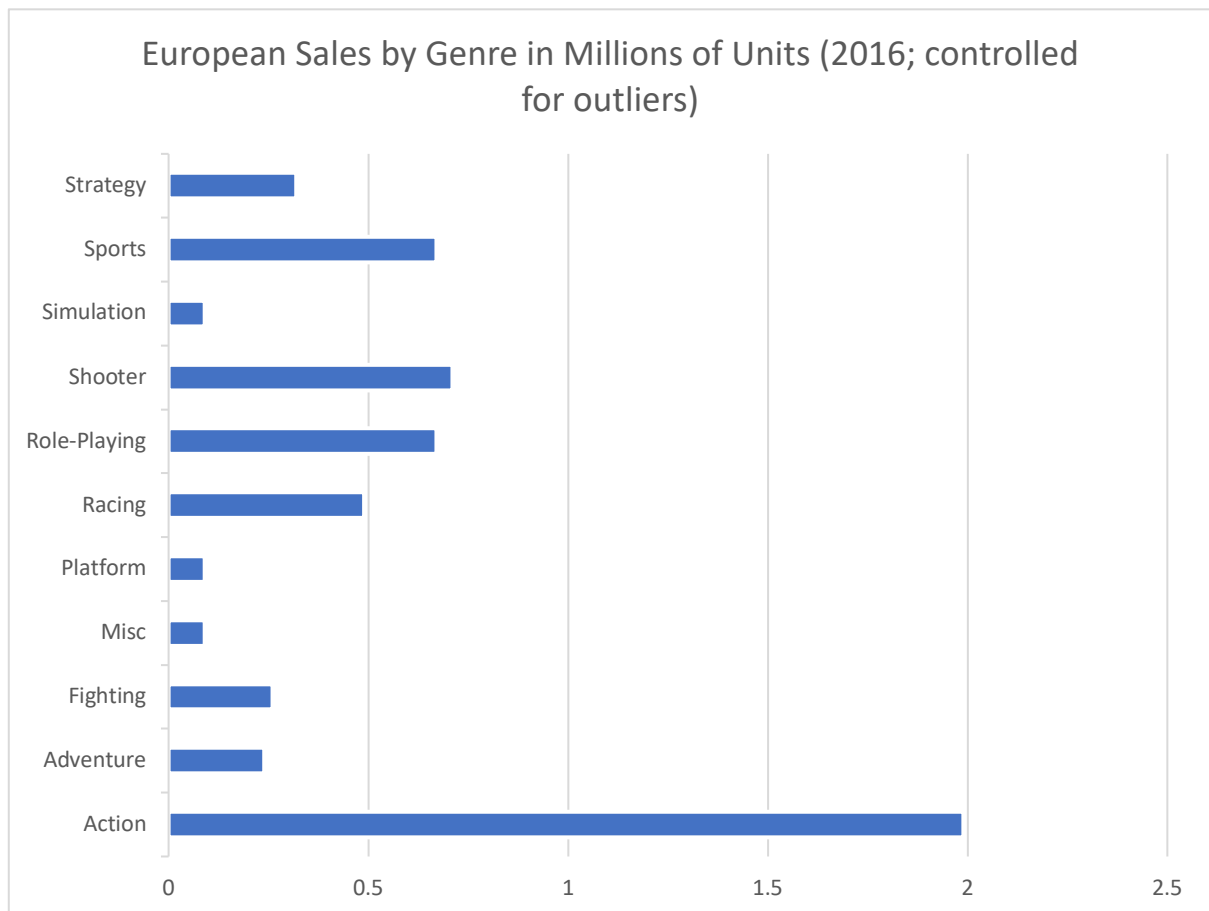
additional slider (Genre) to the previous pivot chart and isolating the genre and the past five years. This chart is below:



Though it's important that I had determined the Shooter genre's prominence in North America using a 100% stacked column chart:



When making the presentation, I realized when showing the popularity of genres that outliers could be a major factor in making some genres appear more prominent. I thus made some bar charts on a pivot table, using slicers to exclude outliers but also to focus on specific years. An example is below, but is very similar to that in the presentation:



4. Notably I decided to make a two-part presentation, in part because I wanted to practice more of the skills I learned during the course.

For part 1, dealing with sales, I used a lot of line charts. This is because I was dealing namely with descriptive statistics, showing how sales were in the past. I did use a 100% stacked column chart at one point, but that was to highlight a specific aspect and shift (European sales even surpassing North America in the shooter genre) as well as to keep the VP of marketing interested before I got to the part more interesting to him/her.

Notably, I decided to make these line charts about the markets' proportions of global sales, as I thought this was a stronger way to show where the growth/decline is in the world, and not the pure sales numbers. In this sense, even if North America were growing in pure units sold, working with proportions of global sales would help magnify that Europe is growing much more. I also excluded the "rest of the world" area since a previous exercise says GameCo is not focusing there. That could be a mistake on GameCo's part and worthy of study but was out of scope for this task.

I also decided to change the timelines mostly since the year 2000, and that's really because it was where the important recent trends were visible from for all three regions. Aside from Europe's consistent growth, nothing before 2000 was of interest, and rather showed some wildly fluctuating trends from the 80's and 90's which would just be confusing.

For part 2, for marketing, I tried to use more prescriptive statistics and chose horizontal bar graphs to show the size of different genres to choose genres to invest in, both with and without outliers. I also made these both for 2012-2016 (past five years) and just for 2016. This was to identify recent trends vs. just what happened in 2016, which could be anomalous. Especially since 2016 largely matched the past five years, I included both. I thought the bar graphs would be best, as it is easy to quickly identify the largest genres. I considered whether to talk about outliers given the executive audience, but decided it wasn't too complicated and discussing them helped tell an important story: that certain genres have had mega hits recently.