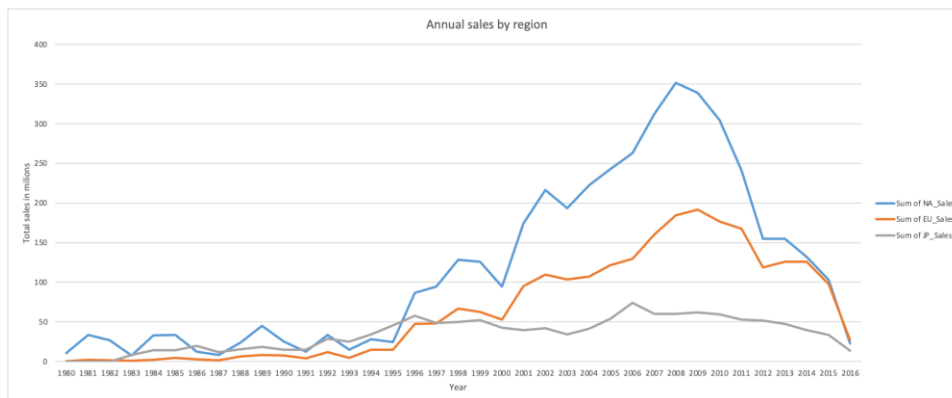


## Project reflections

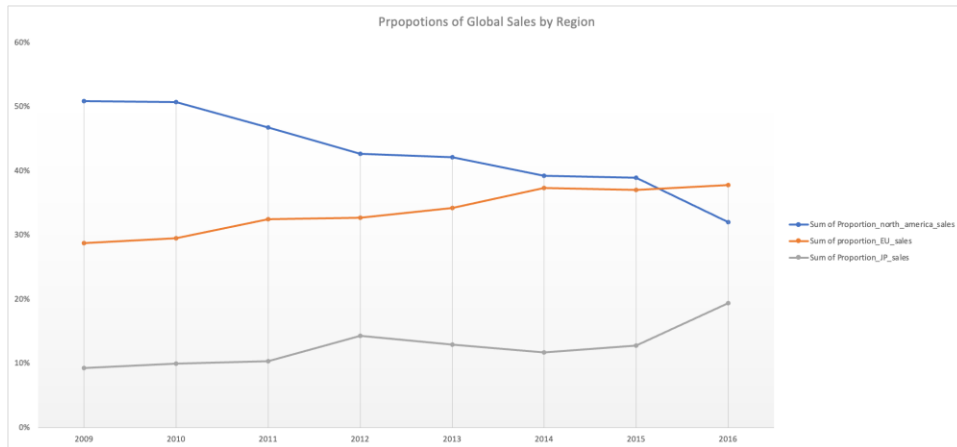
### Step 1

GameCo current understanding around sales for the various geographic regions assumes that the sales in those regions have stayed the same over time. To further analyze this assumption and help GameCo executives with the budget planning for 2017, I decided to look at the overall sales trends in the past years. I've used data from vgsales, my first task was to clean it and then create a pivot table. That pivot table showed the sum of all sales per region per year. Finally, I plotted this on the line graph to visualize the trends for each region over time.



The above data suggest a significant decline in sales in all regions. In between 1980 and 2006 sales were steadily growing in all regions, reaching a peak in 2008 and then dramatically declining.

To further investigate my findings, I decided to look at the relative proportions of regional sales versus global sales. This will help the executives at GameCO decide how to distribute the marketing budget between the regions in order to maximize the return on investment.



The above data shows that NA sales declined from 2010 and in 2016 only accounted for 35% of global sales. However, sales in the EU are steadily increasing yearly and surpassing NA sales in 2014. GameCo should gather more insides before deciding to invest more marketing resources.

#### Step 4

Having presented the historical data for the global and regional sales, I think the executives from GameCo will be also interested in specific sales details, such as best performing genres and most popular platforms. The gaming market has changed dramatically in the last years so to keep the data relevant for the leadership at GameCo I decided to focus on the most recent years and to present data from 2016. I created pivot table again, focusing on 2016 and gathered insights on the best performing genres and platforms.

