Evaluating historical sales data to understand the global market

Project Objectives

- Analyze historical data on video game sales to understand the global market

- Provide recommendations to GameCo, a fictional video game company, on the distribution of their marketing budget

Data Overview

- Historic video game sales data from 1980 to 2016

- Includes games that sold more than 10,000 copies

- Covers North America, the European Union, Japan, and other regions

- Sourced from VGChartz

Techniques Applied

- Cleaning, grouping and summarizing data using Excel

- Transforming data using pivot tables

- Conducting a descriptive analysis using summary statistics and data distribution

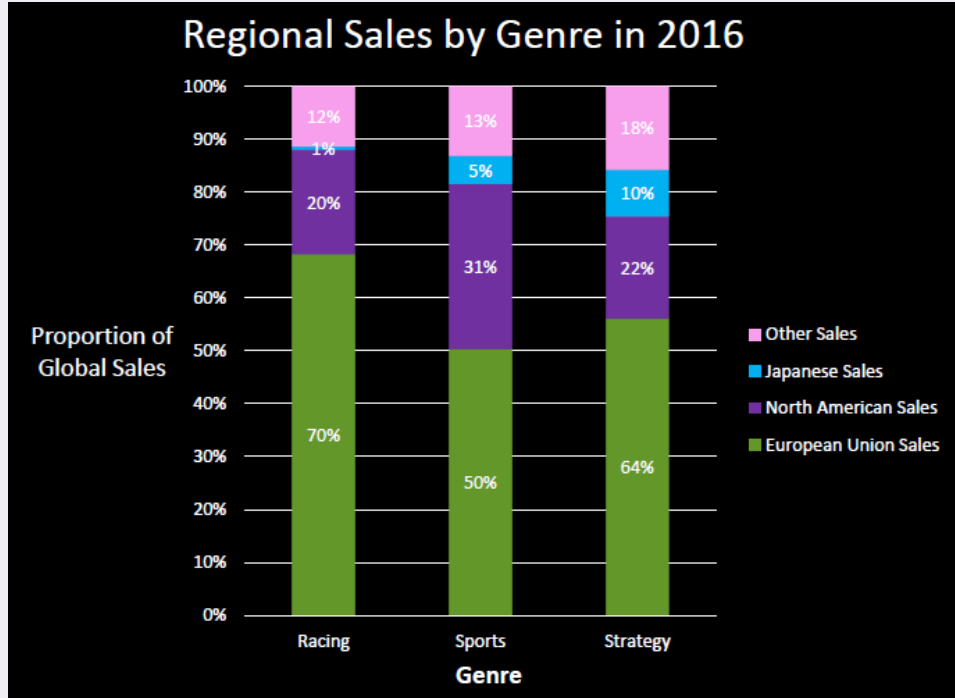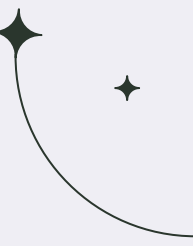- Displaying insights and relationships with visualizations

Tools Used

- Microsoft Excel
  - Statistics and distribution formulas
  - Pivot tables
  - Visualizations
- Microsoft PowerPoint
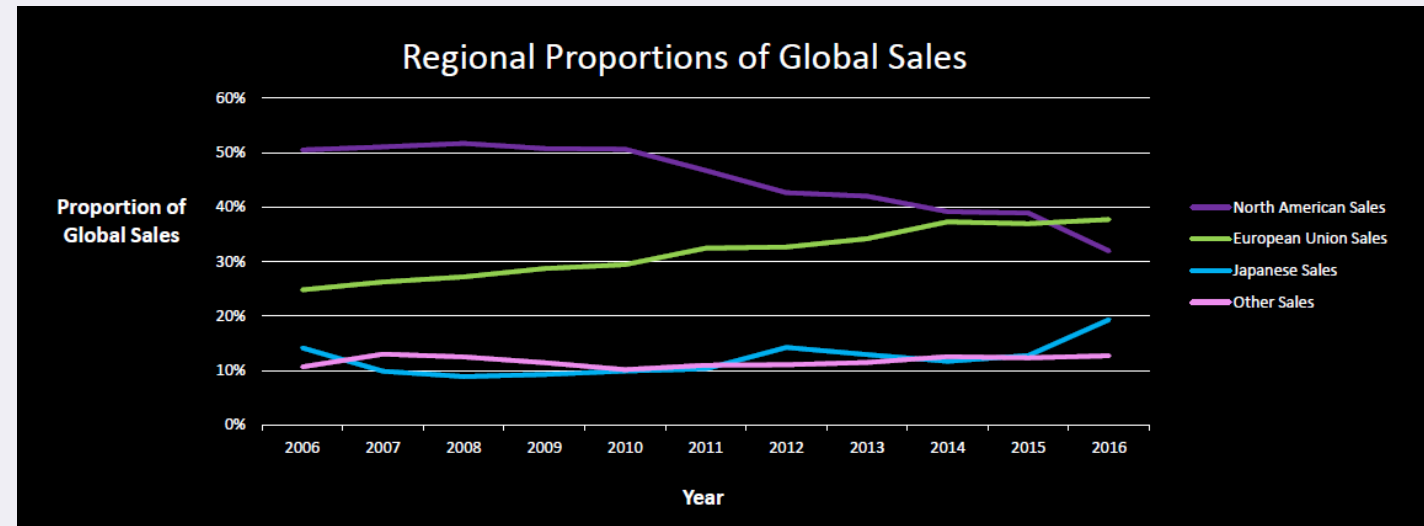 - Presentation of findings

Visual Highlights

A stacked bar chart effectively displays how well racing, sports, and strategy games sold in the EU compared to other regions

The rising proportion of Japan's global sales should be taken into consideration when making global marketing decisions

Key Recommendations for GameCo

- Focus their 2017 marketing efforts on how different genres perform in various regions

- Investigate cultural changes or phenomenon in each region to better understand why certain genres sell more units in specific regions

Actionable Insights

- Excel's ability to quickly clean, group, and summarize data should be utilized when appropriate

- Pivot tables are useful for transforming and aggregating data as well as creating visuals

- Quantifying a statement or discovery helps to provide meaning and understanding

[Link to Final Presentation](#)