



PCLJ Consultancy Group

Associates:

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We are a consultancy company which has been asked to advise a new video game producer **BestVGS Cia. Ltd.** which specializes in making a videogame.

They have been proposed to associate with one of these amazing Brands:

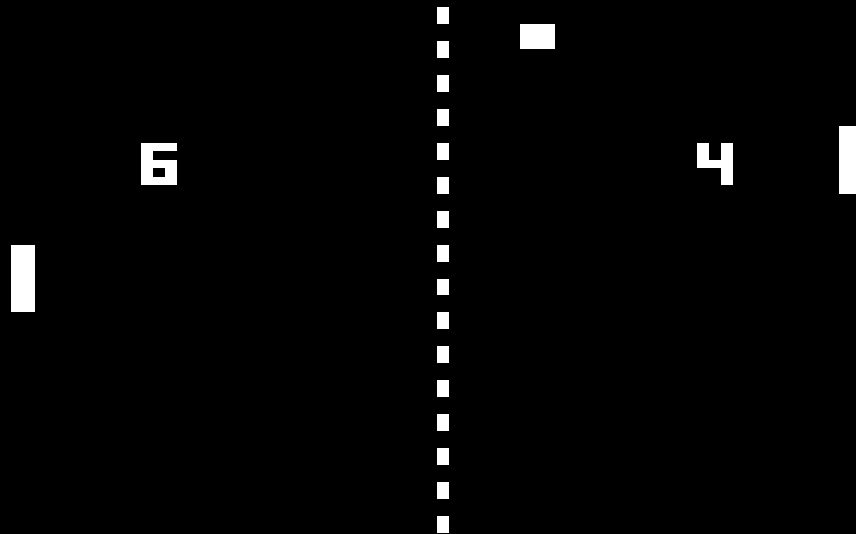


They need to give them all the insight that can help them to take the best decision according to their interests which primarily are:

- 1) Become globally recognized.
- 2) Increase the net worth and sales of the company.



- 1) Is there any relation between genre and console?
- 2) Which company fits the best with our client's interests?
- 3) In which region they should launch their first associated product?
- 4) Which company we recommend to sign the association?



Methodology:



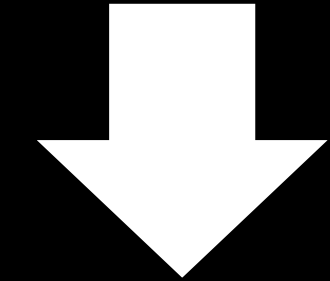
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Exploration:

- Kaggle.com
- Rapidapi.com

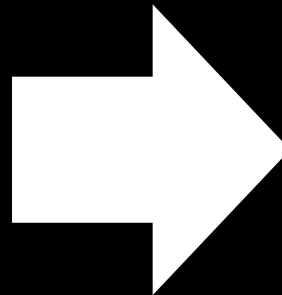
Vizualization:

- HTML/CSS
- Javascript
- D3
- Plotly



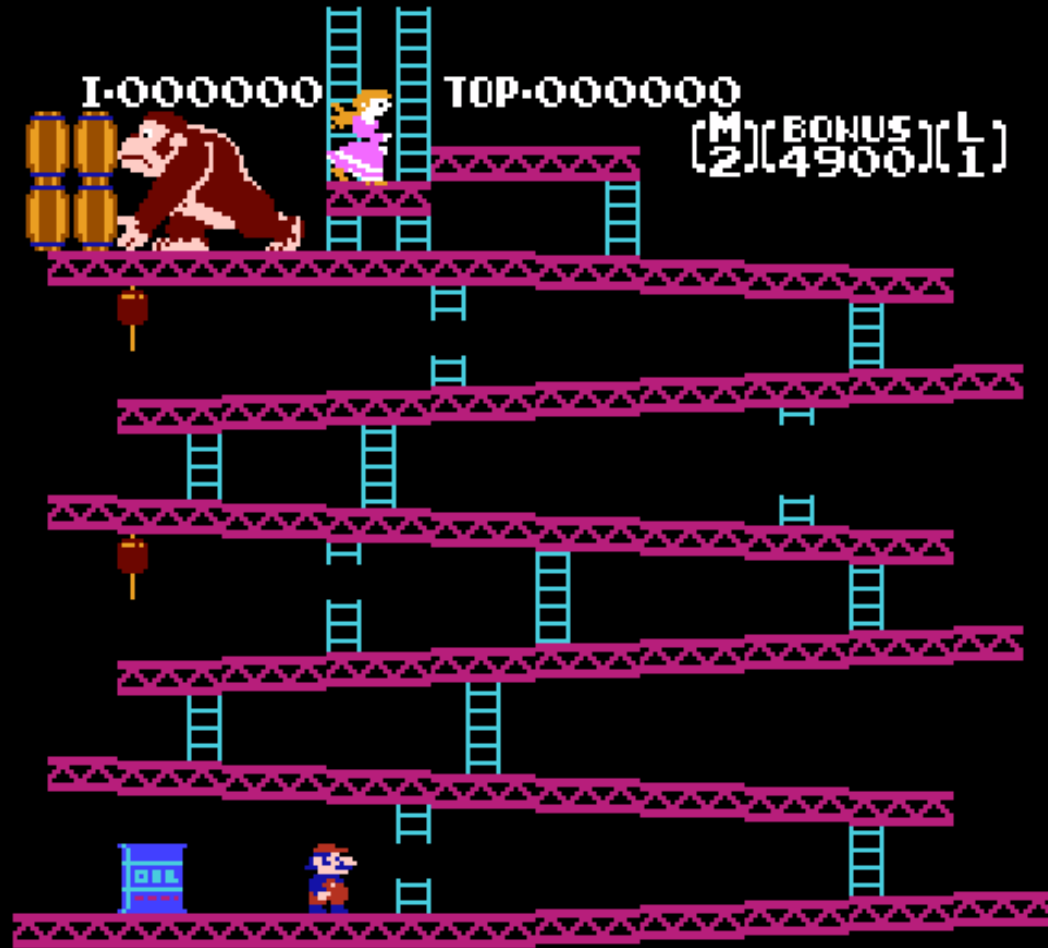
Transformation

- Flask
- Python



Loading

- MongoDB
- PostgreSQL



Vizualization



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START THE GAME

Insights:



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SALES	NA	EUROPE	JAPAN	OTHER
Nintendo	50.49%	29.07%	9.66%	10.74%
Microsoft	50.64%	29.05%	9.54%	10.72%
SONY	50.21%	29.28%	9.56%	10.91%

TOP 3 GENRES PER COMPANY			
NITNEDO	ADVENTURE	\$	290
Microsoft	ACTION	\$	325
Sony	ACTION	\$	741

CRITICS REVIEW PER GENRE

Accion	92
Aventura	92
RPG	92



Recomendations:



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PLAYSTATION



North America & Europe



Action Game

GAME OVER

YOU LOSE

Thanks for your confidence in choosing us!



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