

Project Reflections

Step 1

It has been a fantastic discovery, taking up step by step new skills and breaking down GameCo's numbers deeper and deeper.

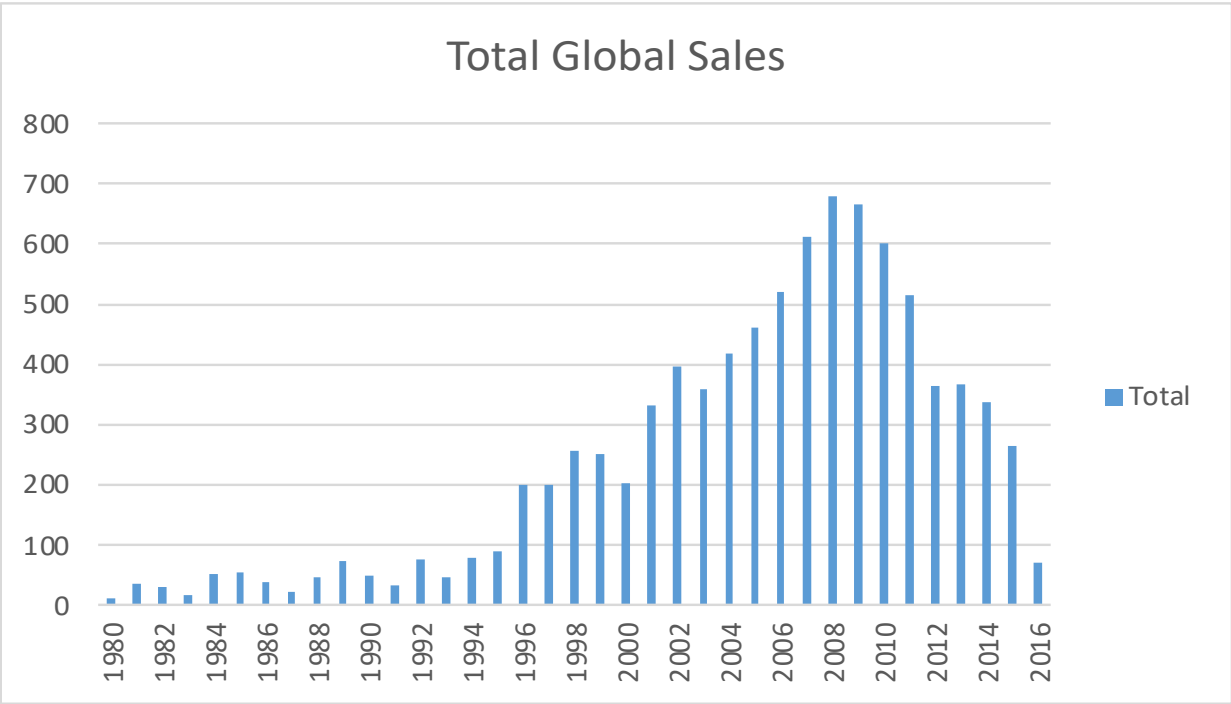
There are few key insights from what we have done so far and that are relevant for the Game Industry. First of all, as seen on graph X, the total sales of software and hardware in NA peaked in 2008 and have been heavily declining ever since. *For this, we created a pivot table where rows are Years and values are Sum of NA sales.* We do not know why, but the information would be crucial to know in order to make recommendation. In this report <https://www.mordorintelligence.com/industry-reports/global-gaming-market>, the smartphone gaming is predicted to grow, as well as AR, VR. Women start to play much more than before, according to the report etc. This and more would have an impact to recommendation to GameCo.

Another insight, as displayed in Graph 2, is that NA sales have declined and have been overtaken by EU sales in 2016. *Here we created a pivot chart with Years as Rows and Sums of regions and global sales respectively as values. We then created calculated field to find the ratios of particular region sales on global sales. From this we created a line graph, Graph 2.* We still talk about SW and HW, but this surely is something to consider going forward.

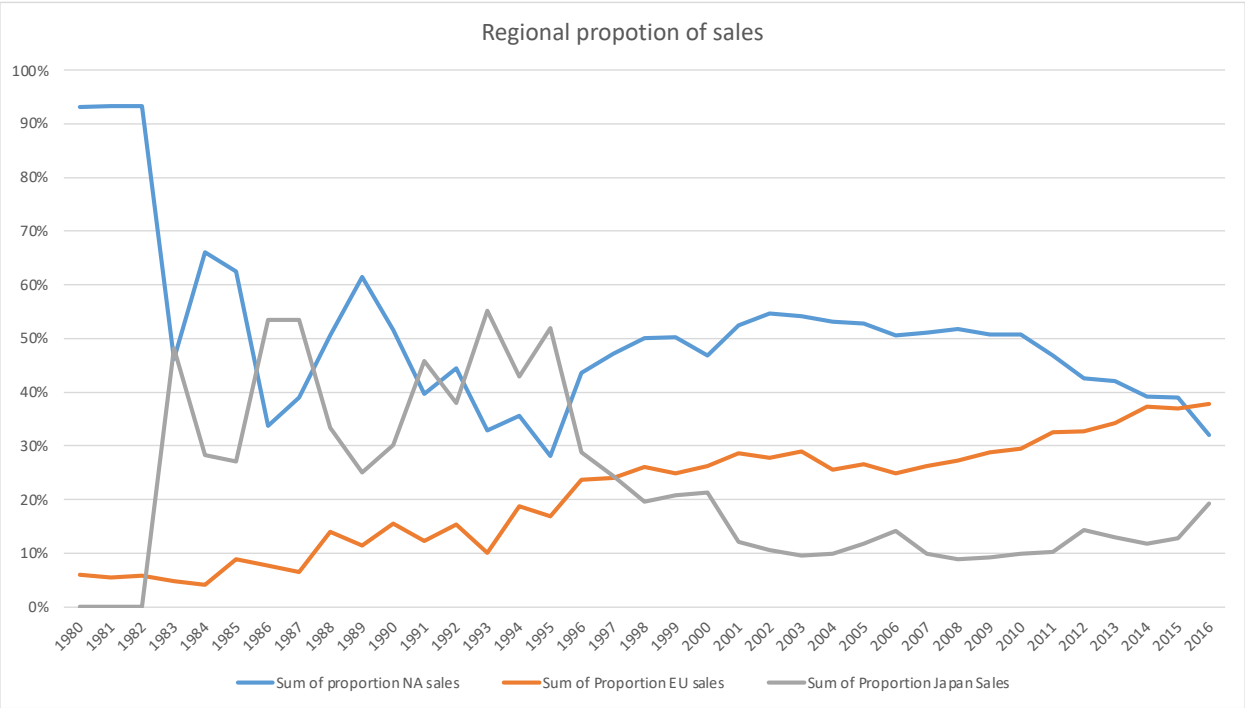
Regarding platforms, Nintendo(Wii), Microsoft Xbox and Sony's PlayStation are the most popular consoles with PC being far being. Action and Sport genres respectively lead the NA sales, Graph 3. *We took genres in rows and NA sales in Values in Pivot Table.*

All in all this gives us something to work with for the final assignment, but obviously we don't have the whole picture to know why exactly the data behaves this way. For this, more research would need to be done.

Graph 1 : Total Global sales



Graph 2, Regional proportion of total sales



Step 4

- **What makes it the most suitable choice for presenting your data story to the GameCo execs?**

There are many things we DO NOT know. For example, what causes the huge decrease in global sales, who is our customer base, how does current marketing budget correlate with popularity/success of genres and platforms and for example which market promises the biggest growth in the next 5 years. For all this, we have limited information.

When looking only at 2016 sales over regions and asking ourselves “where to put marketing budget for next year”, I was thinking as follows. Considering no major changes are expected in trends, markets, sales. I looked at the most successful platforms in NA,EU,JP and also the most successful genres in NA,EU,JP. Then I looked at what each region total sales looks like compared to global totals. From this, I would dedicate same % of marketing budget for 2017 as each region has % share of global sales. This is in the presentation. And then, for each region, I would use the budget for the most popular genres on most popular platforms.

- **How does it connect to or differ from the visualizations you worked with in step 1, which were part of your working process of getting to the insight?**

The visualizations in step 1 were the foundation for the thinking and for deciding where to take the analysis next to provide more insight and give recommendations. My final insights explored the foundations further, so those connect rather than differ.