Project Reflection

"Sales Analysis, GameCo (Budget Planning for 2017)"

Task 10- Final

Project Presentation

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To recap the purpose of this presentation, executives are asking to look into the data to see if sales for the various regions still have stayed the same over time as of October 2016. If not, what they want from the data analysts is insight based on the data analysis because they must redistribute the marketing budget by the regions in order to maximize their profit for 2017.

Accordingly, data analysts should dig out the facts and insights from the data, then summarize, interpret, and visualize the key points of the results which would be the most interesting thing to GameCo's executives. For reference, I would like to focus on data handling and visualization using Excel which was mainly covered in this course instead of finding reasons and alternatives to the problem.

Based on the dataset, 'vgsales.xlsx,' the sales of video games in the world except North America have been rising slightly upward since 2008. In addition, global video game sales have fallen severely since 2008 to the present, October 2016. That is the hypothesis of GameCo's executives that "sales for the various geographic regions have stayed the same over time" is not correct.
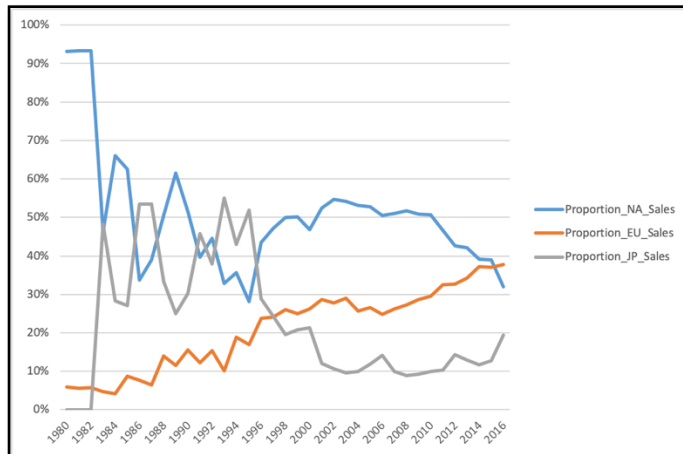
[Line Chart: 1980-2016]
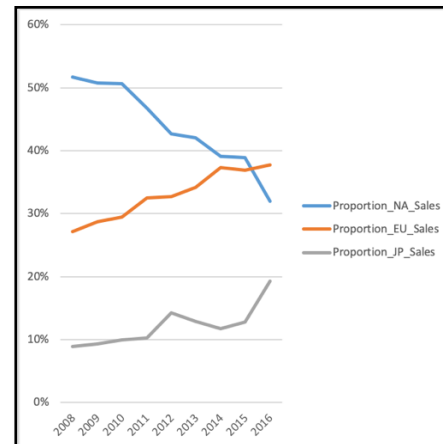

[Line Chart: 2008-2016]

To show this, I would like to use descriptive analysis with line charts representing the proportion of global annual sales by region. It will help to understand the overall flow of the world's video game sales and compare sales flow between the regions over the year at a glance. In addition, using 100% stacked column charts will be helpful to compare proportions between several variables in a certain column.
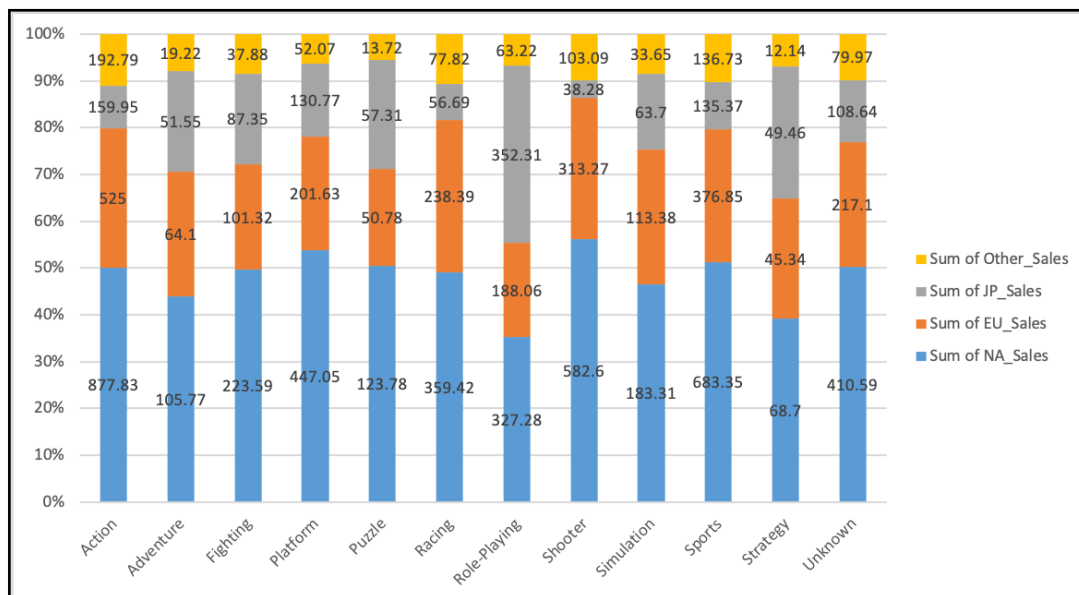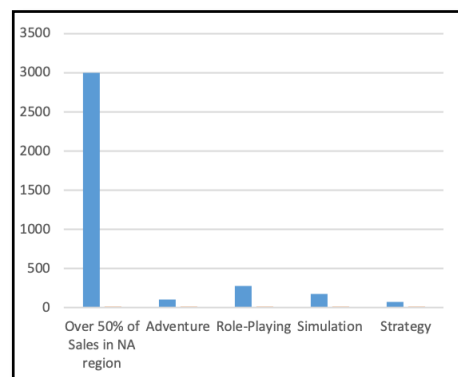

[100% Stacked Column Chart]

Throughout the data visualizations, GameCo's executives are going to understand the gap between their assumption and reality, and then we could revise baseline hypotheses and establish new expectations. In other words, the analyst should show executives the fact that sales have been slightly rising since 2008 except in North America and provide them insights from the predictive and prescriptive analysis.

In the closing stage, I would attach the scatterplot chart to show the correlation between NA and Global sales as well as the bar chart, grouping the genres that account for more than 50% of the market in NA to tell NA's share in Global sales is still high. Finally, I would like to conclude the presentation with a suggestion based on the results.
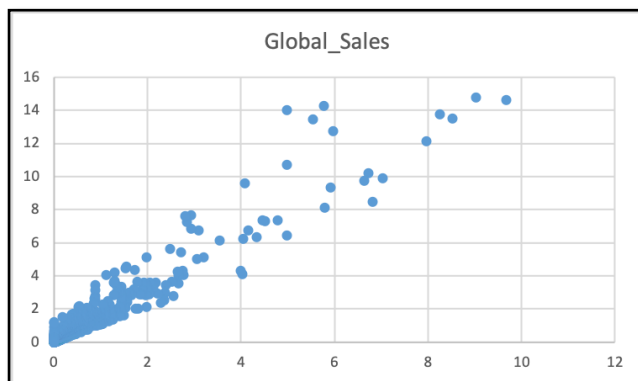
[Scatterplot Chart]

[Bar Chart with Grouped]