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Task 1.10 Storytelling with Data  
Project Reflections

The current understanding of GameCo’s executive board is that sales have remained consistent in varying geographical locations over time. After analysis of the data-set, I think the executives would be interested to find the evidence shows that sales have not remained consistent across locations over time, and have been on a global decline since 2008. This finding shows that the executive board at GameCo will need to revise their current understanding. There are further insights to uncover when looking into sales by genre, publisher, and platform and how those play an effect in different geographic locations. The best visualization to represent the evolution of sales over time by geographic location is a line chart including global sales. 

By looking at this graph it is easy to see that video game sales were on a steady increase and gaining popularity by the early 1990’s and hit a peak in 2008. Sales have been on a sharp decline ever since. With the rise of the internet in the early 2000’s and its rapid development since, the ability to digitally download is more widely accessible than it’s ever been today; One could find themselves wondering what sort of impact this would have on physical video game sales.

However, GameCo’s executives are planning the marketing budget for 2017, so expanding into further detail about what happened is not relevant. The rest of the analysis pertains to developing insights for best marketing strategies for 2017 such as trends in genre, publishers, and platforms. These variables will be able to help determine where the best return on investment can be made. For example, by looking at a line chart of the proportions of sales in the different markets, it is easy to identify which regional markets are increasing and decreasing. The executive board could draw a conclusion on which markets to increase/decrease investments in.



We can see that sales in North America and Japan have been decreasing over time, while sales in Europe and Other markets have been steadily increasing. To gain further insight we can look to see which genre is the best-selling in different regions, publisher market share, and sales by platform.

**STEP 4**In my final presentation, I explored sales trends by Publisher and was able to determine market share between publishers. I thought the best visualization to use was a Pie Chart as it was easy to compare proportions of market share.



I grouped together Publishers based on how many game titles they’ve published so it was easier to identify who the biggest competitors in the market are. This would make it easier to filter for relevant data in further explorations. By doing this I could compare Large Scale Publishers to Small Scale Publishers. I was able to determine that Nintendo owns 20% of the market, which is almost as much as all Mid Scale Publishers combined followed by Electronic Arts at 13% and Activision at 8%. 