**Project Reflections**

Looking back at all the tasks I completed, I now realized how each task lead to discovering and further understanding insights found throughout the data. At the beginning of the project, the data was missing values in a few columns and some values just didn’t make sense. Knowing this, the best strategy was to clean the data and arrange it for better visualization, and effectiveness.

After the data was clean, I took it a step closer and arrange the data using pivot tables and filters within the data and even added some color to the boxes to make them stand out.

Once all of this was completed, it was time to analyze the data. One of my initial insights was that during the recession in 2007 and 2008 all markets but especially the NA Market sales went up. As we know this was a recession that affected the housing market of the US, but it is interesting to see that all markets, not just the NA market were affected as seen in the graph below.

With this information, given, I switched my focus to data after the year 2010 as this will show a better representation of how the market will be in 2017.

The graph above shows how even after the recession we see an incline in sales. This should raise some concerns, especially, as GameCo’s executive assumes that sales for the various geographic regions have stayed the same over time. I also looked at Market share and notices that all markets except for the North American market have increased over time.

Once, I understood where the sales moved, I dived deeper into the data and reorganized different groups to find where the most effort and resources should be allocated. I started by finding the ranking of sales by genre. If executives want to act it is important to understand where there is potential. By looking at genres, executives can either allocate resources to those genres with the most sales or focus on increasing sales in genres with the lowest sales. Now that we know where there is an opportunity, we need to know who the top producers of each market are. If executives want to continue to grow sales in certain genres, it is important to understand who can help them produce games.

Now that we have the what, when, where, and who, it was time to answer the how. This section will be covered in the presentation with the suggestions I made. Executives can use my suggestions to know how to increase sales or market share based on each market’s needs. These suggestions range from digitalizing games to allocating resources to increase sales.

**Step 4: Visualizations**

I started my presentation by using 3-line graphs one for sales by year showing each market from years 1980 to 2016, a second graph only showing sales from 2010 to 2016 and the third showing market shares from 2010 to 2016. The first graph captures the visual of all the data we are given and provides an overview of such sales. This graph was necessary to show executives that sales have changed over time in each region. The second graph goes more in-depth in a specific period of time to let executives know that we will be focusing on this period of time for my presentation. Lastly, the third graph, showed the market share of each market throughout this time period to highlight any trends throughout the years.

Throughout my presentation, I used a variety of graphs to present information in the most effective ways but yet simple. For the sales by year both for general sales and market share I used a line graph. I used this graph because it showed sales for each year and the patterns between this period of time. This information is important for executives as they can see how each market is doing during the most recent years and take action based on this. Now that we knew what is happening in each market, I needed to highlight how to take action. For this reason, I used these charts for each of the four markets to highlight the top 3 publishers and the ranking for each genre. Executives will be able to see where to allocate their resources and the areas of improvement for sales by genre.