

Company expectation:

“Sales will stay the same over time for the various geographic regions”.

Insight = They varied greatly over the Years. There are also differences between the regions. It is important to look in Japan because the sales are lower in the last years. In the last 10 years there is being a change in sales between Europe and North America, Europe is growing and NA decreasing.

- **How did you group or summarize the data that made this insight apparent?**

As a descriptive analysis, I grouped the cleaned data in a Pivot table. Then I made a line chart with the sum of total sales per region in the period of time from 2011-2016 to see how the sales were in this time period.

Secondly, I used the sum of the sales from each region (columns) and the years (rows). With this Pivot table I inserted extra columns with the calculated value of the sales proportion from each region in relation to the Global Sales value.

With the calculated field (proportions), I made a line graphic to facilitate the visualization of tendencies.

I inserted a filter and made a second graphic only with the data from the period of 2011 until 2016 to see the most recent tendencies.

As secondary info, I also made a Pivot Table with the number of sales per Publisher to see the proportions from each Publisher in each market. Then I filtered the tablet to show only the 10 biggest sellers in each region and the sales values from the period of 2011 until 2016.

And, as an extra info, I made a new Pivot Table and filtered the data to see the sum of sales per genre and region in the same period. Then I made a line chart to see the sales behavior for each genre.

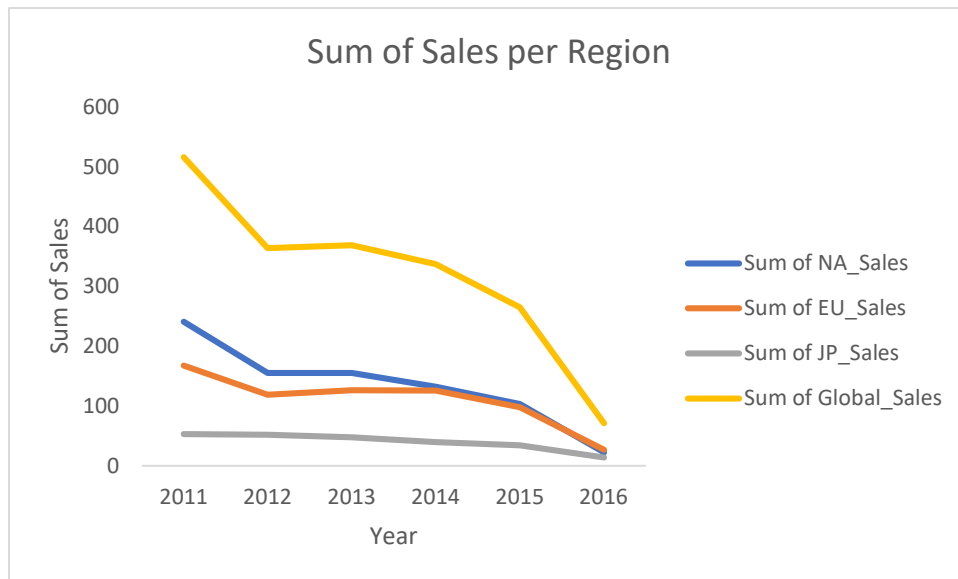
- **How did the specific summaries, groupings, and visualizations you made lead you to this insight?**

With the summaries, groupings, and visualizations I could see the data in a more specific way. When the data was raw, it was difficult to see trends and extract information about that.

When I grouped the values and selected/filtered only the data that was relevant it was much easier to see what was happening with the values.

With the line chart it is very easy to see what is happening with the sales value during the period that the company asked for and with this information, it is better to find if there is something that could be improved.

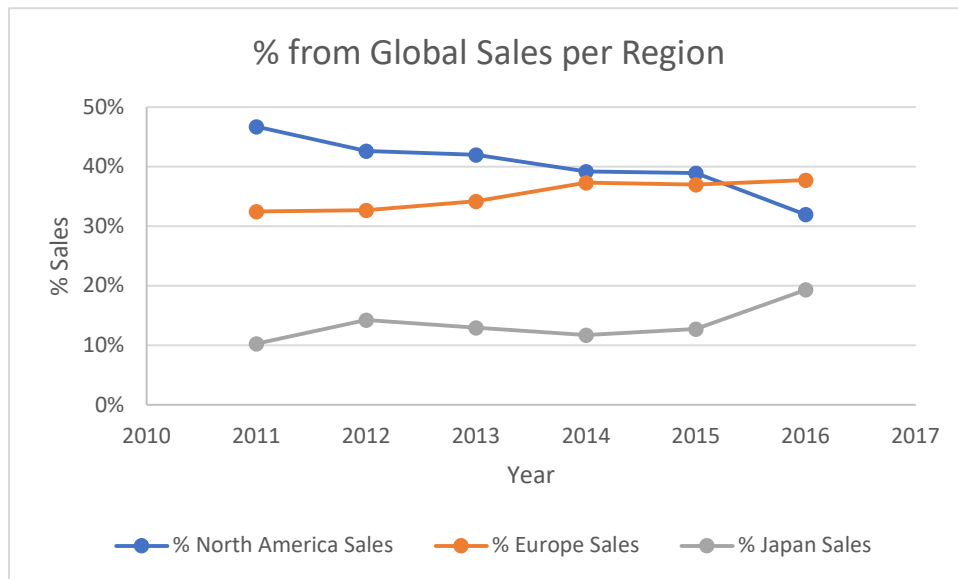
### Examples of Visualizations:



This first analysis is very important to show how was the behavior of the total amount of sales per region in this time period (2011-2016). With this chart it is possible to see that the sales were not stable in the last years and there is a huge decline.

With this chart it is possible to prove that the expectations of the company were unfortunately wrong.

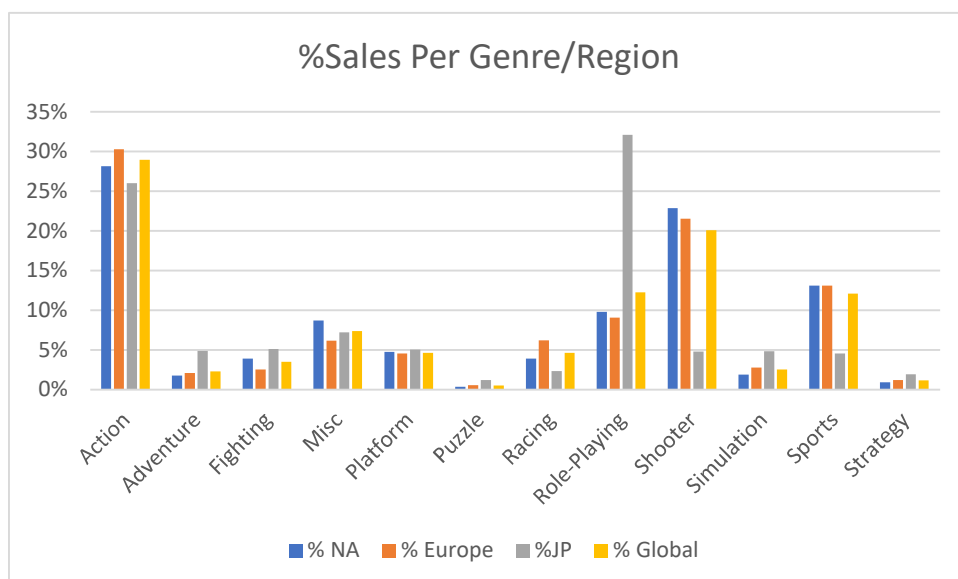
Japan is the smallest market, but it is possible to see that this country had the most stable number of sales.



This chart was made to demonstrate the representation of each market in the total global sales. We can see how each market behaved in the period from 2011 until 2016.

The markets are Clearly changing. North America was the biggest market but since 2015 the Graphic shows a decrease. At the same time European sales and Japanese sales are growing. Europe was the biggest market in 2016 but the proportion of growing was bigger in Japan (6%).

When we calculate which genres were most popular per region, we can see that:



Action games, shooter and Sports are the biggest markets, but we can think that if Japan is a growing market, maybe it would be interesting When the company invests in Role-playing games. Role-playing games are the most

popular ones in Japan and if the company wants to try to expand in the Japanese market, this could be a good decision.

Question 4.

I will choose for my presentation the first Graphic (Sum of sales per region 2011-2016), because with this analysis I could find the most important insight "the sales are not stable over time". This result challenged the Company expectation, and it will guide all the resto f the presentation.

Question 6.

After the results Where presented, it is possible to say that the Company should change its approach to the markets.

It is very important to make a plan to try to reverse the decrease in sales. At the same time the company should take a look at the markets that are exponentially expanding.

Question 7.

I think the company should invest more in the Japanese Market because the sales there were stable and between 2015 and 2016 the value sales grew by 6% while in the European market it was only 3%. Investing in Role-playing games specially designed for Japan would be an option.

At the same time, it is important to know what is happening in North America, why the sales are decreasing so strongly. Maybe it would be good to take a look at what is happening economically in that region and what people are more likely to use for entertainment.