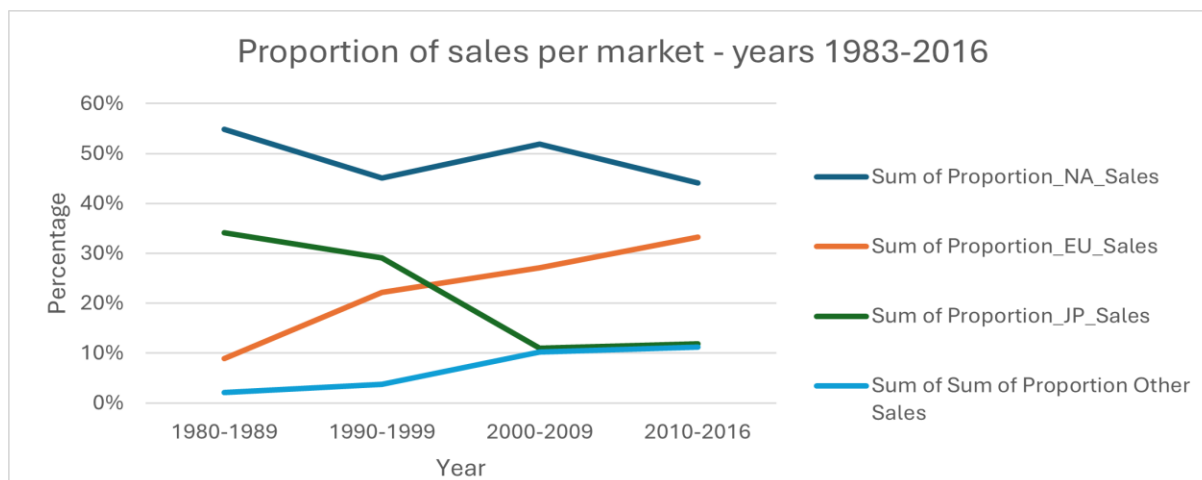


## Project Reflections

In preparation for advising GameCo's executive board on their 2017 marketing budget, I began by thoroughly examining the sales data available to me. My first step was to clean the data by removing mislabeled entries, blank entries, and data from the years 1980 to 1982 due to excessive missing information. This cleaning process was crucial to ensure the accuracy of my analysis.

To gain a clearer picture of the global distribution of sales over time, I grouped the data by decades. This method helped me identify long-term trends and shifts in sales proportions across different regions. By analyzing these decade-based groupings, it became evident that the "Other" market—comprising countries outside the traditionally dominant regions—has seen a significant rise in its share of global sales. Over the past 20 years, this market has grown rapidly, steadily closing the gap

Figure 1



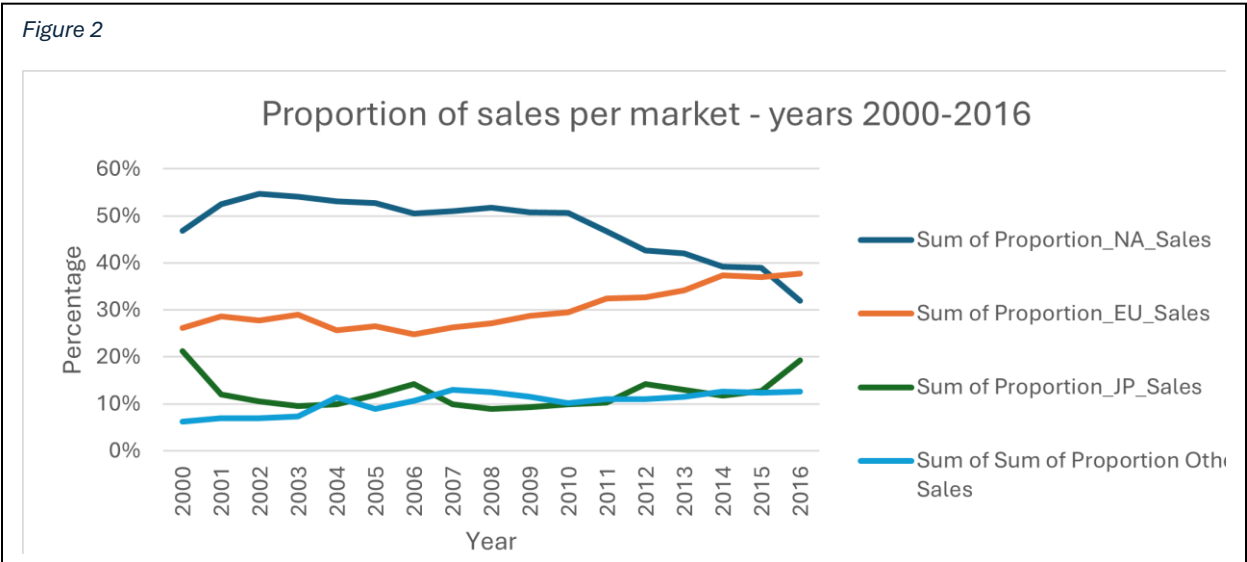
with Japan, which has historically been one of the strongest markets.

By 2015, the "Other" market's share had nearly matched that of Japan, highlighting a major shift in global sales dynamics (figure 1). This trend underscores the growing importance of emerging markets, which have increasingly contributed to global sales, challenging the dominance of traditional powerhouses like Japan.

To dive deeper into recent trends, I decided to filter the data to focus exclusively on the years 2000 onward (figure 2). This approach was motivated by a desire to better understand contemporary market dynamics and to capture the most relevant shifts in sales patterns. By narrowing the focus to this more recent period, I aimed to identify current trends that could inform strategic decisions.

The filtered data brought to light a notable shift in 2016: Japan's market experienced a significant 6% increase in its proportional share of global sales compared to the previous year. This growth is particularly striking given the broader context in which other major markets were either stagnating or declining. For instance, during the same period, North America—a traditionally strong market—saw its share decrease by 6%.

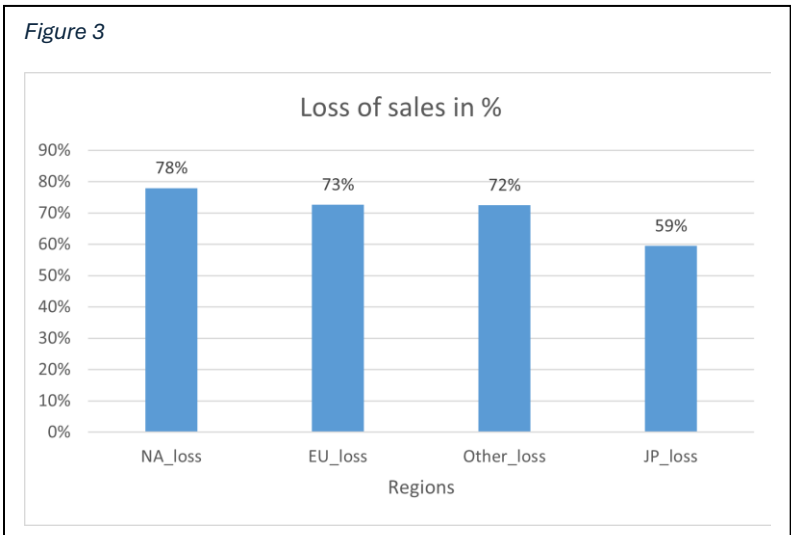
This contrast between Japan's growth and North America's decline highlights a potential rebalancing of global sales power. Japan’s market, which had been stable but not necessarily expanding, suddenly showed renewed strength, suggesting a shift in consumer behavior or market conditions unique to that region. Meanwhile, the decline in North America’s market share points to challenges that may be affecting its traditional dominance. This divergence underscores the



importance of closely monitoring regional trends, as the factors driving these changes could have significant implications for future market strategies.

Initially, my attention was drawn to the "Other Countries" market because of its consistent growth over the years. This market had shown a steady upward trajectory, making it an attractive candidate for deeper analysis and potential strategic focus. However, when I filtered the data to focus solely on the years from 2000 onwards, a new trend emerged that warranted a shift in focus: the resilience of Japan’s market.

Specifically, when comparing sales data across all regions between 2015 and 2016 (figure 3), Japan’s market stood out. While most markets experienced a decline in their share of global sales, Japan not only minimized this decline but also registered a significant 6% increase in its proportional market share. This suggests that Japan was not only resisting the downward trend seen in other regions but was also showing signs of potential growth.



The resilience of the Japanese market is particularly notable when contrasted with other regions. For example, North America saw a 6% drop in its share, and other regions experienced only marginal increases or steady declines. Japan's ability to maintain and even grow its market share during a period when other markets were struggling highlights its unique position.

This insight led me to reconsider my initial focus. While the "Other Countries" market had shown steady growth, Japan's market demonstrated an ability to not only weather adverse conditions but also to potentially expand. This makes Japan a critical area for further analysis and strategic planning. Its performance in 2016 suggests that it could be a key market for future growth, especially in an environment where other traditionally strong markets are facing challenges.

In summary, Japan's market resilience—evidenced by its smallest proportional decrease and significant growth in total sales—indicates that it may offer more immediate opportunities for growth compared to other regions. This shift in focus could be crucial for aligning strategies with emerging market dynamics.

The line charts I created helped me visualize these trends clearly. The first chart showed the proportion of sales across regions over time, highlighting the rise of the global market and the enduring strength of Japan. The second chart, focused on sales from 2000 onward, allowed me to spot the recent shifts in market share that were crucial to my final insight.

In conclusion, the Japanese market's resilience makes it a prime candidate for increased marketing focus in 2017. This insight could help GameCo maximize its return on investment by concentrating efforts on a market that appears ready to rebound.