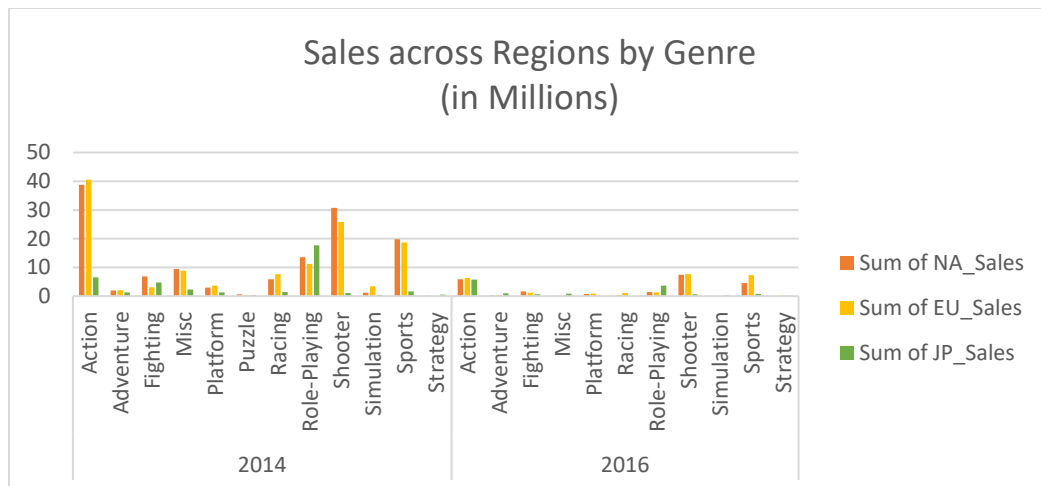
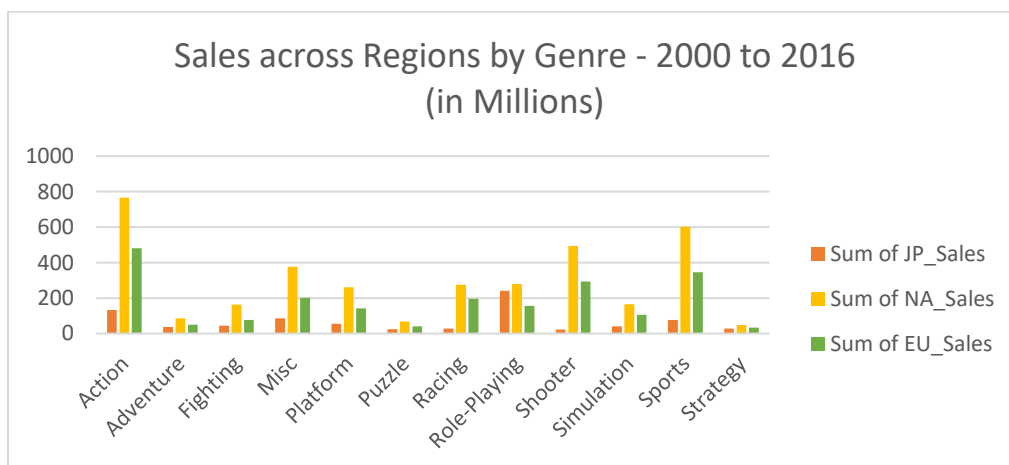


Project Reflections on Video Games Sales Data

The analysis began with the cleaning of a data set with more than 16,000 observations from 1980 to 2016. This included the identification and removal of incomplete or irrelevant data. Next came, the arranging of the data in a meaningful way: for each game, by rank, genre and sales according to geographic region.



When grouping the sales by genre, and attributing these to the different regions, it became apparent that some regions contributed more to the proportions of global sales. Said differently: Some genres have more sales in some regions than in others.



Next, I used the same methodology to examine sales by platform for each region. The conclusion: The PC, PS4 and Xbox360 are the platforms most strongly dominated by European market, whilst the handheld gaming platforms are overwhelmingly represented by Japanese sales.

Finally, I examined historical data for games sales by region over several years, to understand how the sales of the different regions have evolved over time since the beginning of the data in 1980. It also became clear that the overall global sales reduced over time, with 2016 being one of the years with the lowest recorded sales in decades (Comparable to 1995).

The reason I have chosen figures 1 and 2 in the presentation is because they clearly show the intersect at which Sales in Europe begin to represent a higher proportion of global sales. The figure 3 differs from the previously shown charts, not only because it is a line chart but also because it shows the change in the proportions over time. The previous graphs were column graphs, which were useful for showing a rather static relationship between the regions.