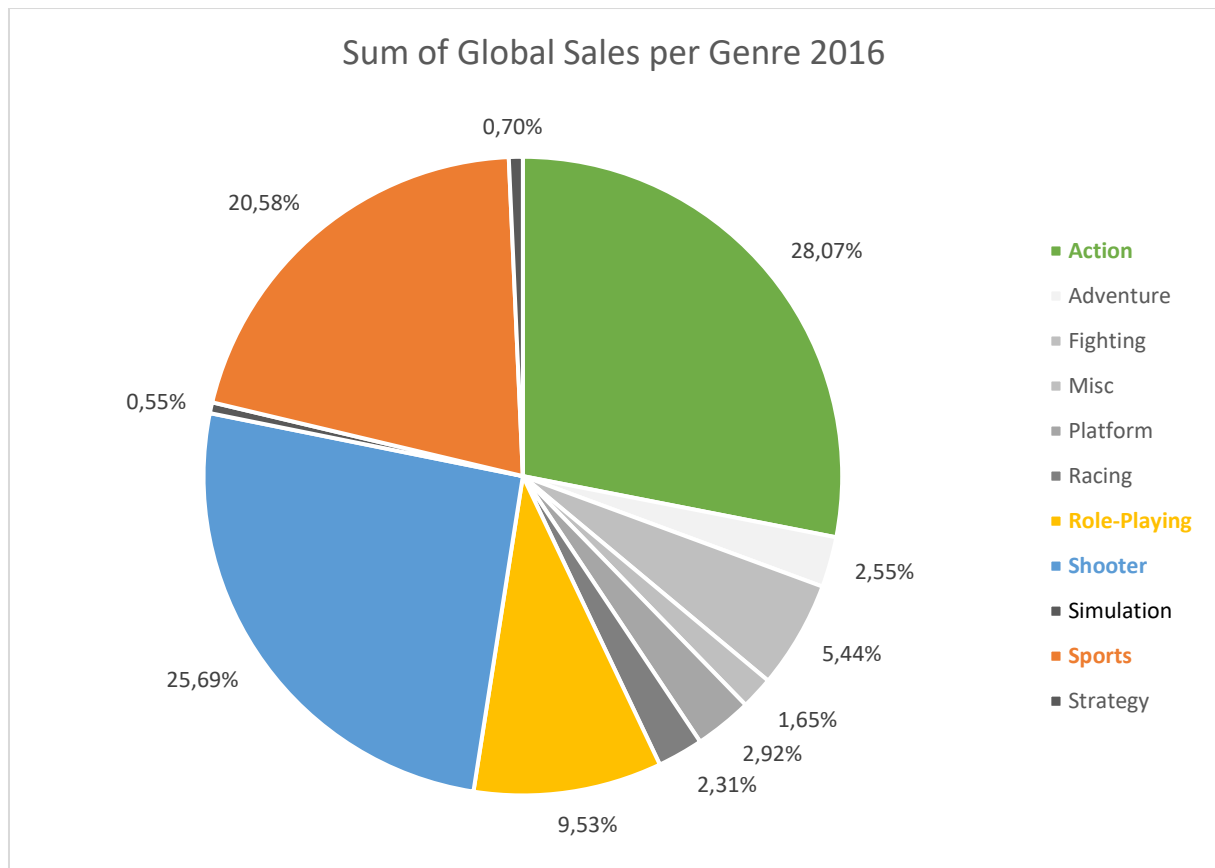# Project Reflections

Step 1

During my work on the tasks, I looked at the decreasing sales throughout the Years. Being aware that Mobile Gaming started to become popular at around 2013, I wondered if the age of console and pc gaming would start to vanish. Therefore, I compared this graph with the published titles per year.

Global Sales per year

Total published Games per year
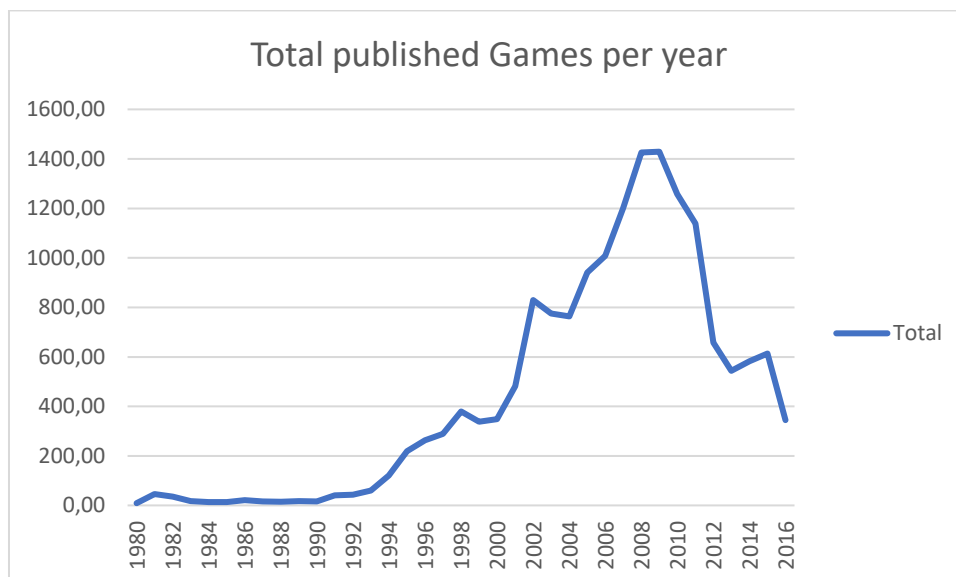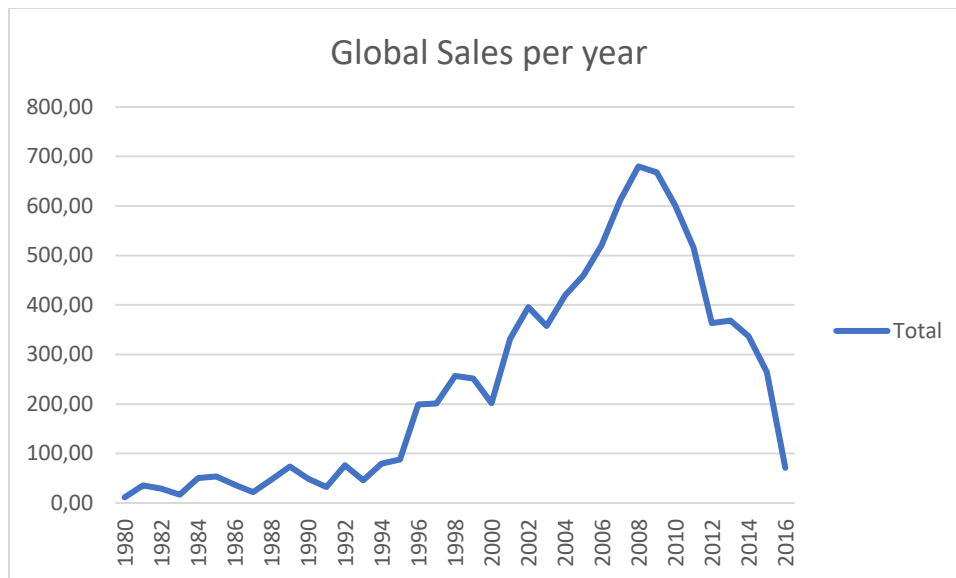
Both graphs have a similar progress, increasing since 1980, having a peak at around 2008/2009 and then quickly decreasing. I wanted to take a closer look at the development focusing on 2006-2015. I excluded the year 2016 from most of my analysis, because I have reason to believe that the data for this year is incomplete.

(The task is set for October 2016, furthermore some titles that were published in 2016 and publicly awaited – e.g., 'Battlefield 1' and 'Call of Duty: Infinite Warfare' – would be on this list, but they're not.)

To start, I identified the most-selling genres, by looking at market share of the years 2013, 2014, 2015 and 2016. However, only the graph for 2016 is displayed since the results are the same.


Sum of Global Sales per Genre 2016

- Action
- Adventure
- Fighting
- Misc
- Platform
- Racing
- Role-Playing
- Shooter
- Simulation
- Sports
- Strategy

0,70%
20,58%
28,07%
0,55%
2,55%
5,44%
1,65%
2,92%
2,31%
9,53%
25,69%

As we can see, the most selling genres are 'Action', 'Role-Playing', 'Shooter', and 'Sports'.

At this point I asked myself, how to identify a successful product in a decreasing market with the data I have. So, I set up the ratio: Global Sold Units (in million) per year / Count of published Title per year:
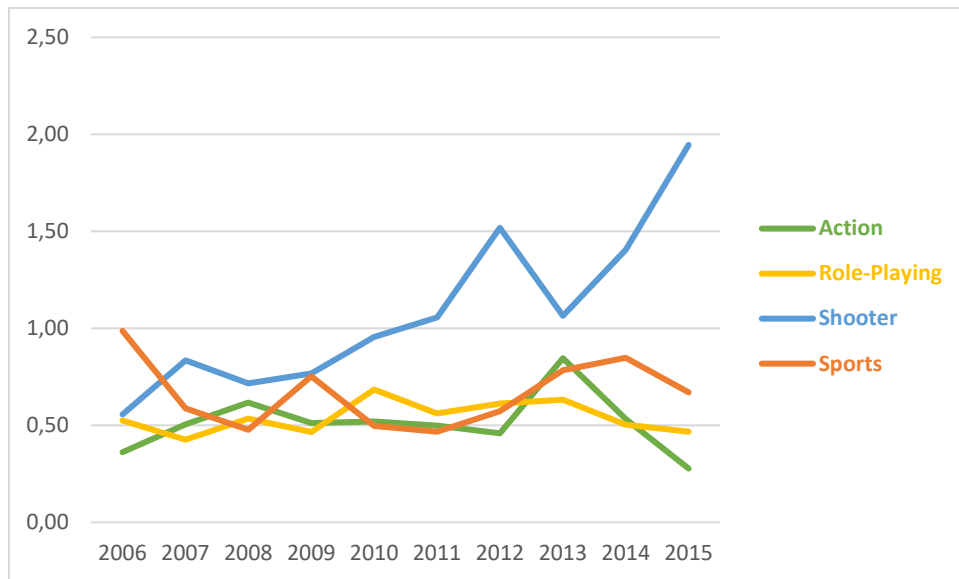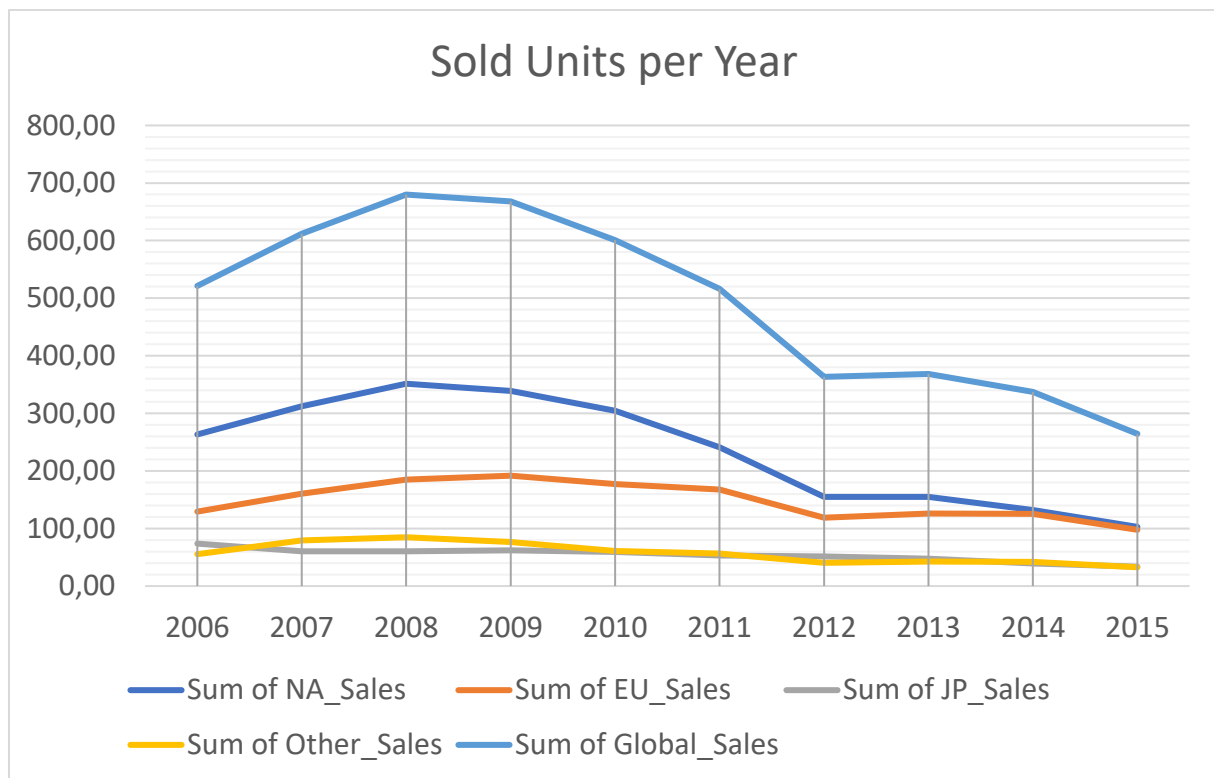
But to put this in perspective I used the numbers for 2015 and put them together with all genres:
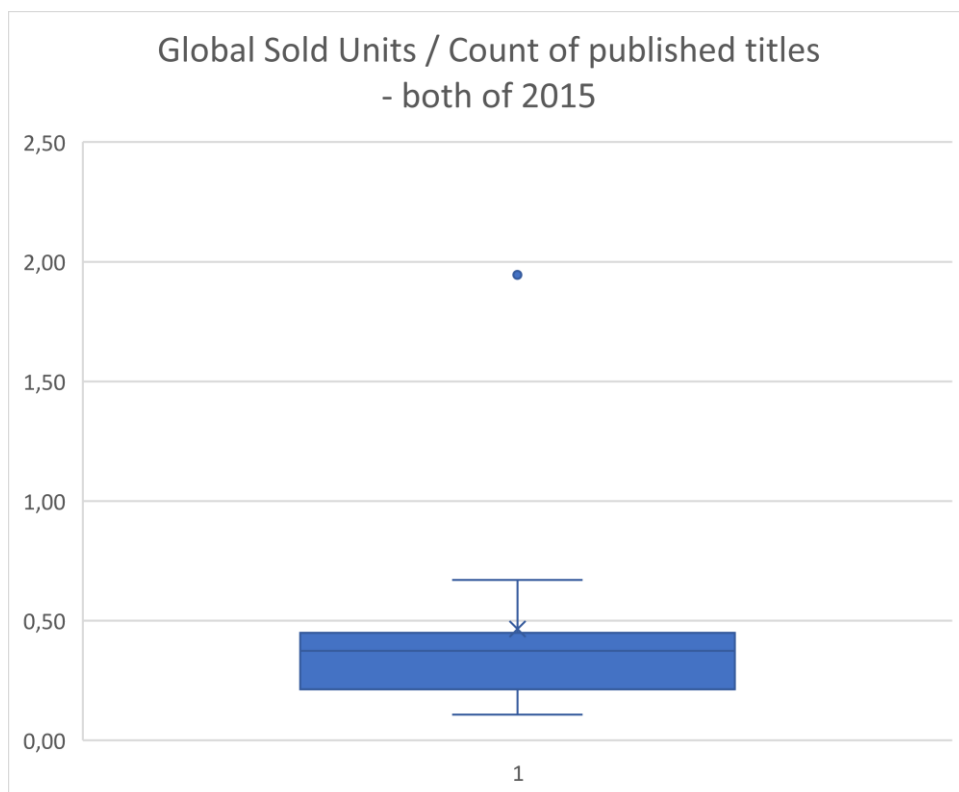
The 'Shooter' genre is with a ratio of nearly 2:1 promises to be a potential option for revenue. In other words, every 'Shooter' title published was nearly sold 2 million times.

For my presentation I want to specify those insights for every region.

Step 4

Sold Units per Year

I chose this visualization, because I think it displays the starting point of my insight journey precisely. It shows that the global video game market is on the decrease, after it reached its peak in 2008. Now 8 years later in 2016 we must face the current state and find new methods or niches to establish ourselves again.

It connects to the previous visualization because it is a more detailed version. Here we can see the part of the geographic regions as well. Not in percentage, but in the sold units. Therefore it shows directly the current concrete state of the situation.