

PROJECT REFLECTIONS

PROJECT 1 TASK 1.10

NGAWANG DHUNDUP

Look back at the insights you've uncovered in the past few Exercises and decide which one you think would be the most interesting to GameCo's executives. Then write a minimum of 200 words (in Word or Google Docs) describing the process that led you to this insight. Be sure to address the following points:

- *How did you group or summarize the data that made this insight apparent?*
- *How did the specific summaries, groupings, and visualizations you made lead you to this insight?*
- *To support your answers, include 2 of the visualizations you made to uncover this insight. These visualizations shouldn't be the polished visualizations that you'll include in your presentation as part of step 3 below. They should simply demonstrate the steps you took when getting to know the data and developing your analysis. (Hint: Take a step back to really reflect on your work thus far and use this text to give your mentor a window into your analytical process and preparation.)*

Quick notes:

- North American sales is the majority of market share, European market is second and Japan is third.
- Europe is second and is slowly and consistently growing and crossed NA sales
- Japan is last, maybe identify why
- Top ten games total and top ten games in 2016
- Top genres; action, sports, shooter, rp
- Average sales by market
- Correlations between markets and sales

As an analyst for GameCo, I started first with descriptive analytics to identify the sum and average of sales for each market. I then cleaned the data by removing duplicates, fixing spelling errors for “Pokemon” games, deleting outliers that had missing info such as no year published, rank, title, or even sales.

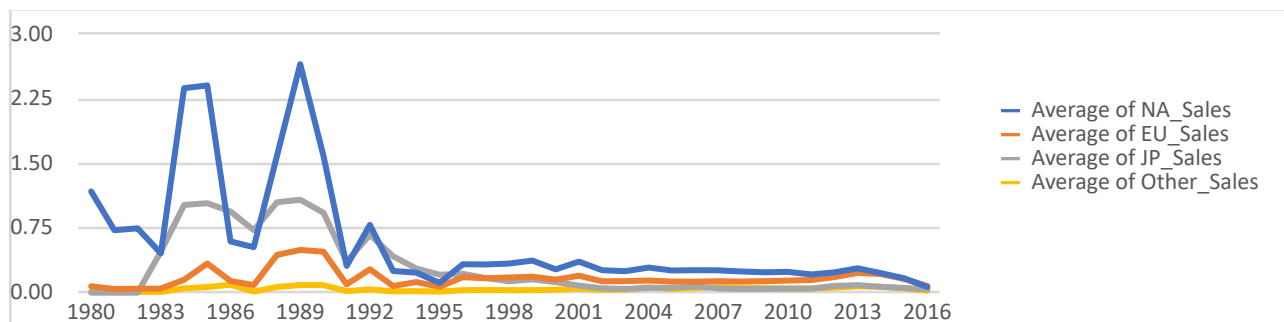


chart 1

After cleaning the data I would group the sales by genre, and figure out the best performing type of game in order to follow the trend.

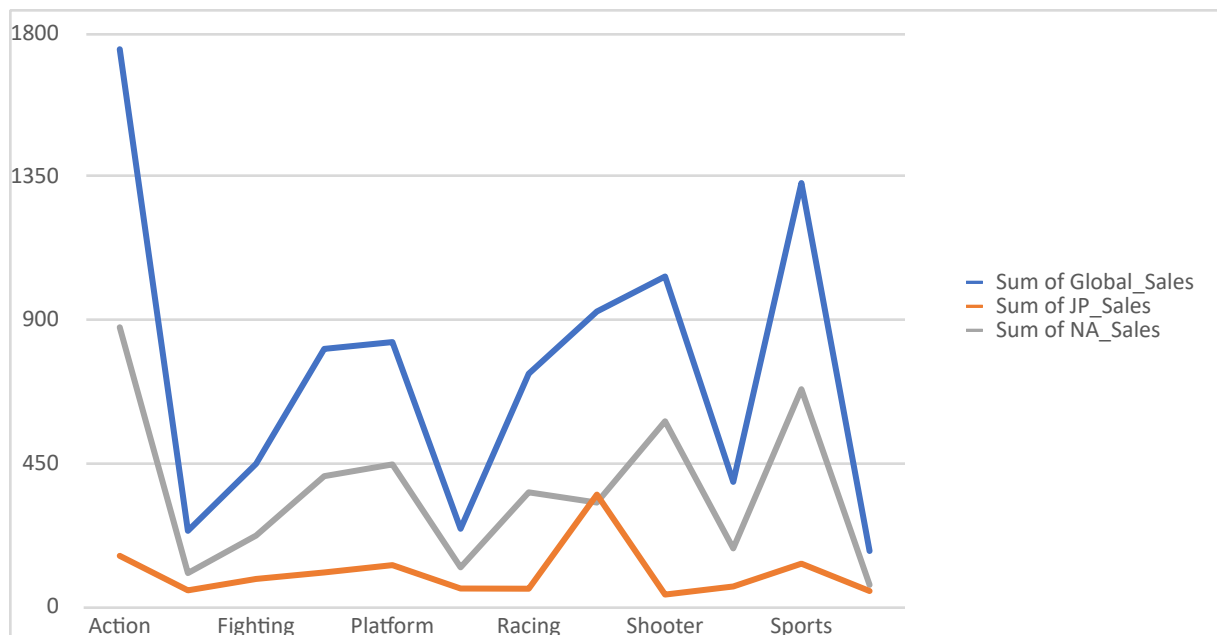


Chart 2

Then stack it per proportion of each market for genres

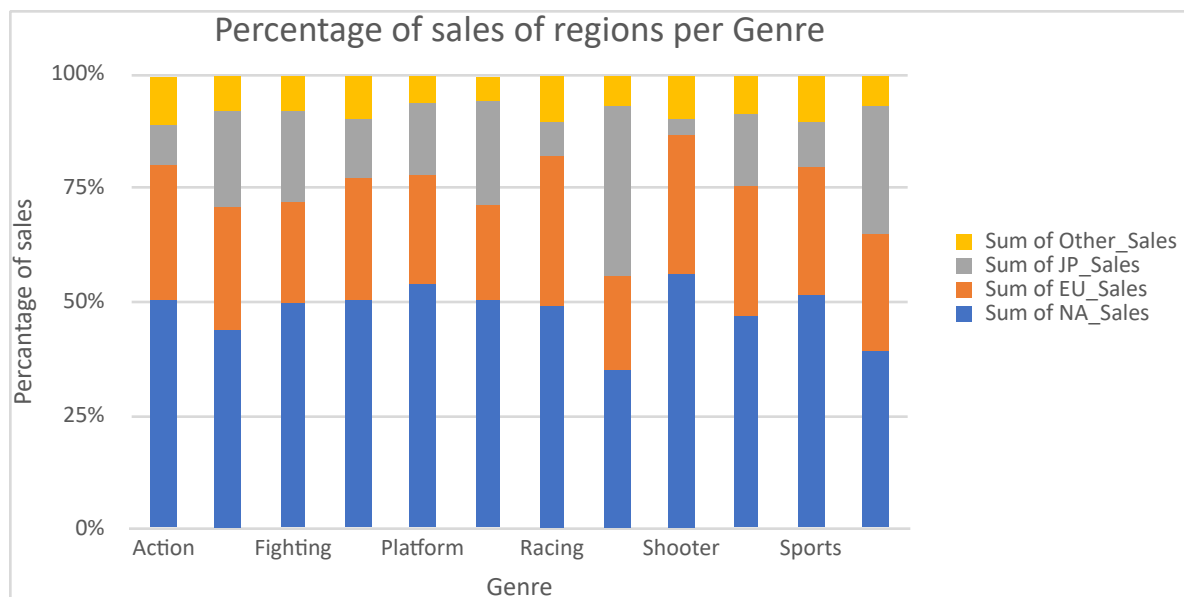


Chart 3

According to the above chart, NA sales contribute the majority of global sales per genre. Except for Role playing, in which Japan sales has a majority. Perhaps this could be the entry point for Japan market.

Make insight of how sales trends are different for each market, and how NA sales are top and Europe has a steady increase and will overtake NA market

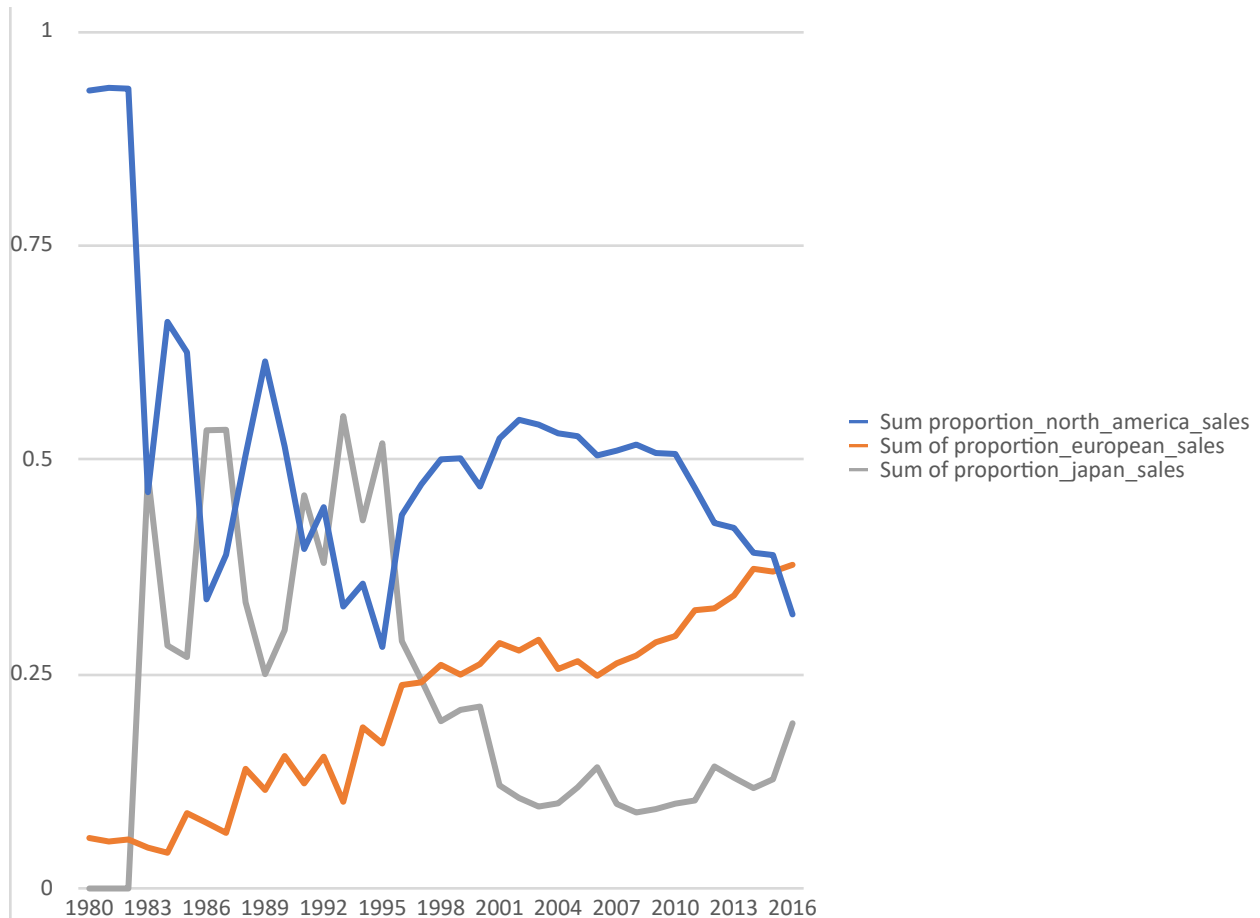


Chart 4

Make recommendation of how we need to bolden NA sales and show how NA sales has direct correlation with global sales

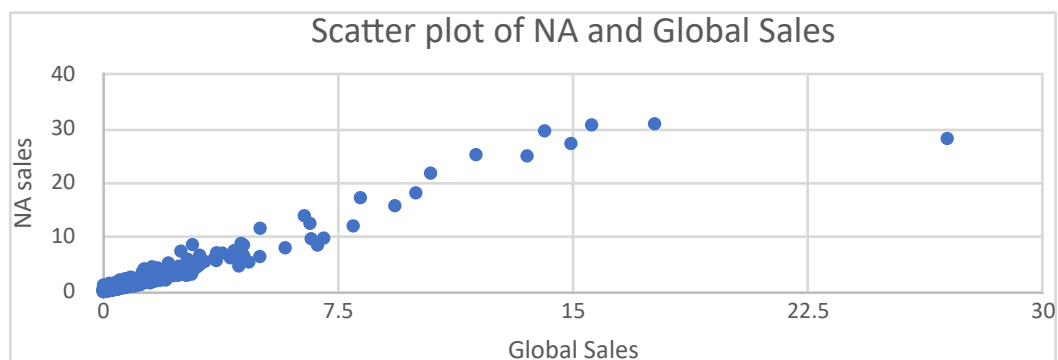


Chart 5

Compare top ten games and genres from 1980 – 2016 and how the market shifted to top ten games in 2016 alone.



Chart 6

In the chart above there is a wide variety of genres

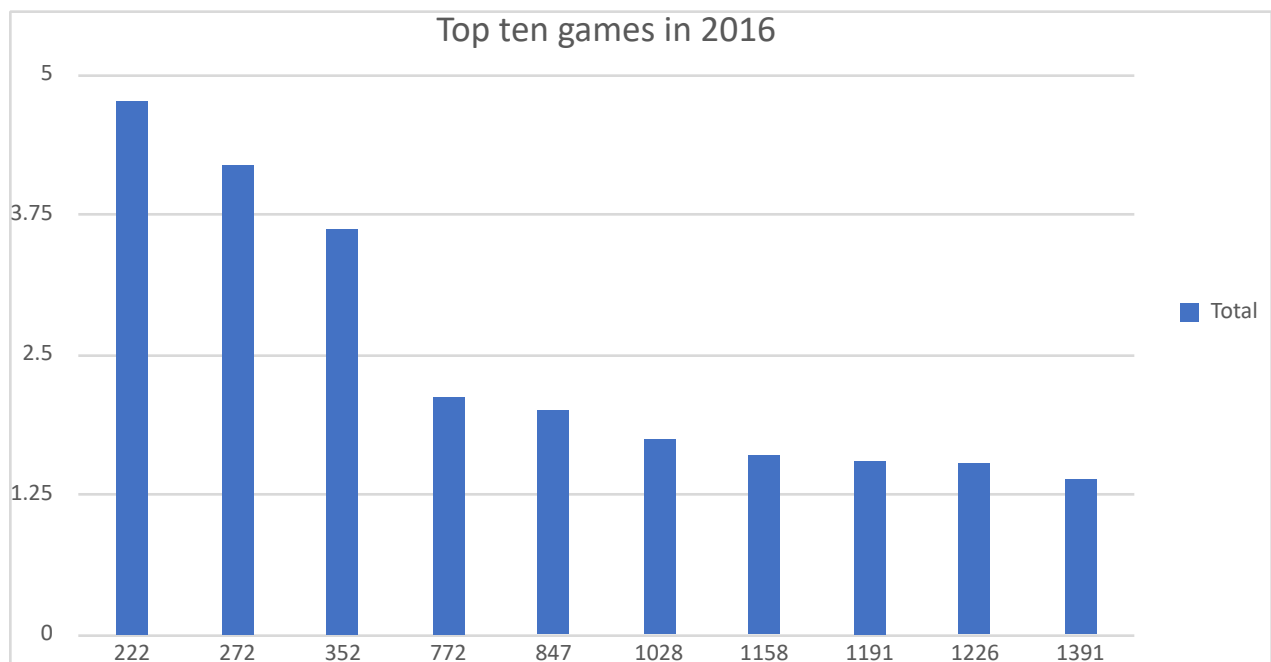


Chart 7

Meanwhile in 2016 the genres have shifted to primarily sports, and shooter genres. GameCo should take this info in consideration when deciding what games to make.

STEP 4

In your “Project Reflections” document from step 1, write an explanation for why you chose this particular visualization for your presentation and label it “Step 4.”

- What makes it the most suitable choice for presenting your data story to the GameCo execs?*
- How does it connect to or differ from the visualizations you worked with in step 1, which were part of your working process of getting to the insight?*

I would use chart 1 to set my baseline, and chart 3 and chart 4 to present my insight and build my story. Chart 4 shows how market share fluctuates between the regions. Chart 3 shows the popular genres and how they differ between regions.