PROJECT REFLECTIONS

PROJECT 1 TASK 1.10

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*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.)*
* 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.