Project Reflections:

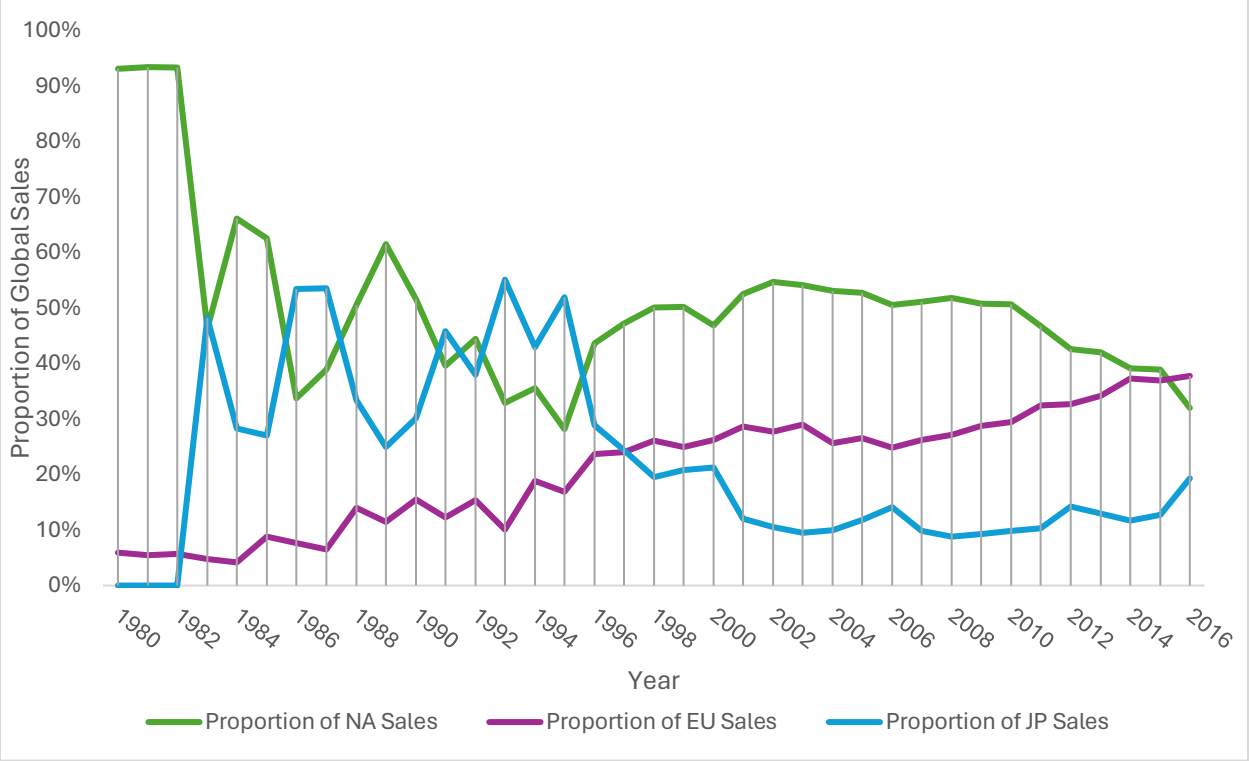
Overview of current situation:

GameCo is assuming that sales for the various geographic regions have stayed the same over time.

Their key questions are:

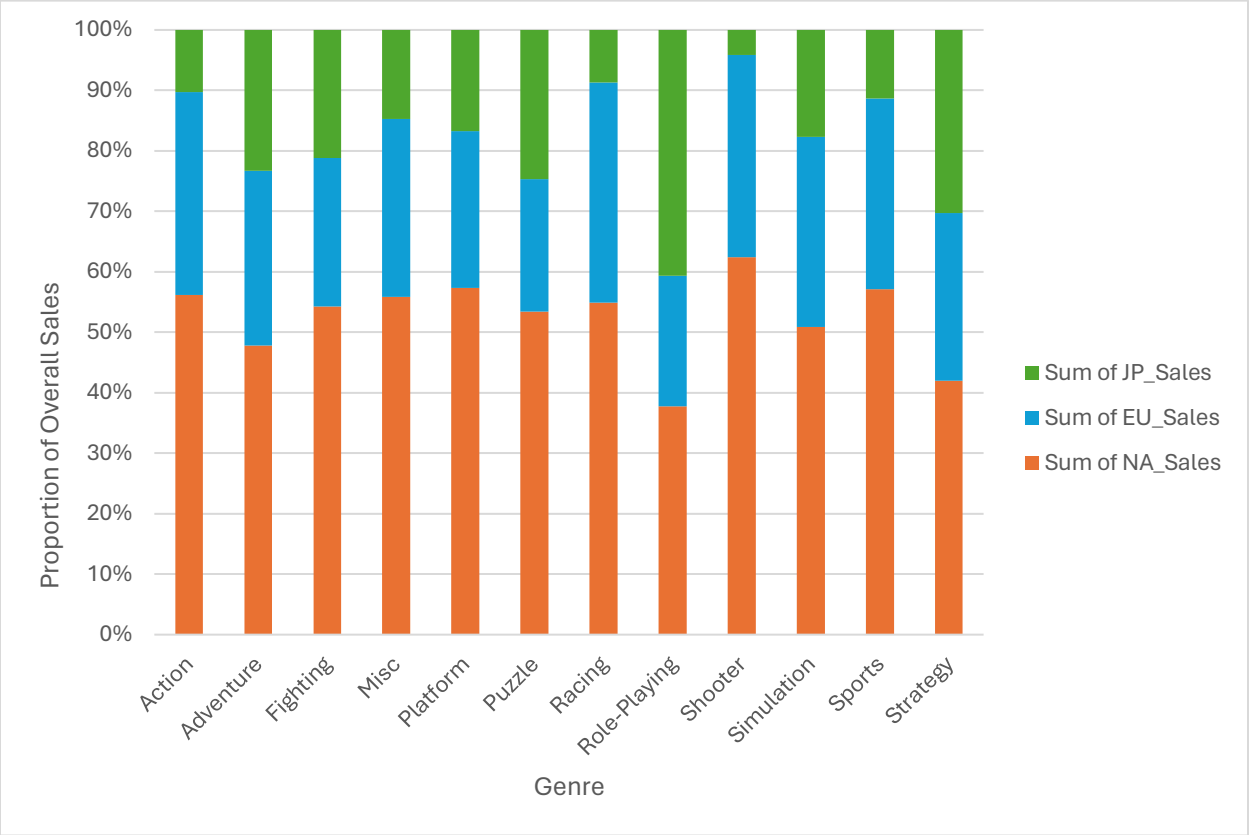
- Are certain types of games more popular than others?
- What other publishers will likely be the main competitors in certain markets?
- Have any games decreased or increased in popularity over time?
- How have their sales figures varied between geographic regions over time?

In the last few exercises, it has become apparent that the sales for the different geographic regions have not stayed the same over time. This was discovered by making a pivot chart and then a line graph that compared the proportion of sales for each region over the years, showing that the market fluctuated quite a bit. This also answers their question about how their sales figures vary between regions over time.



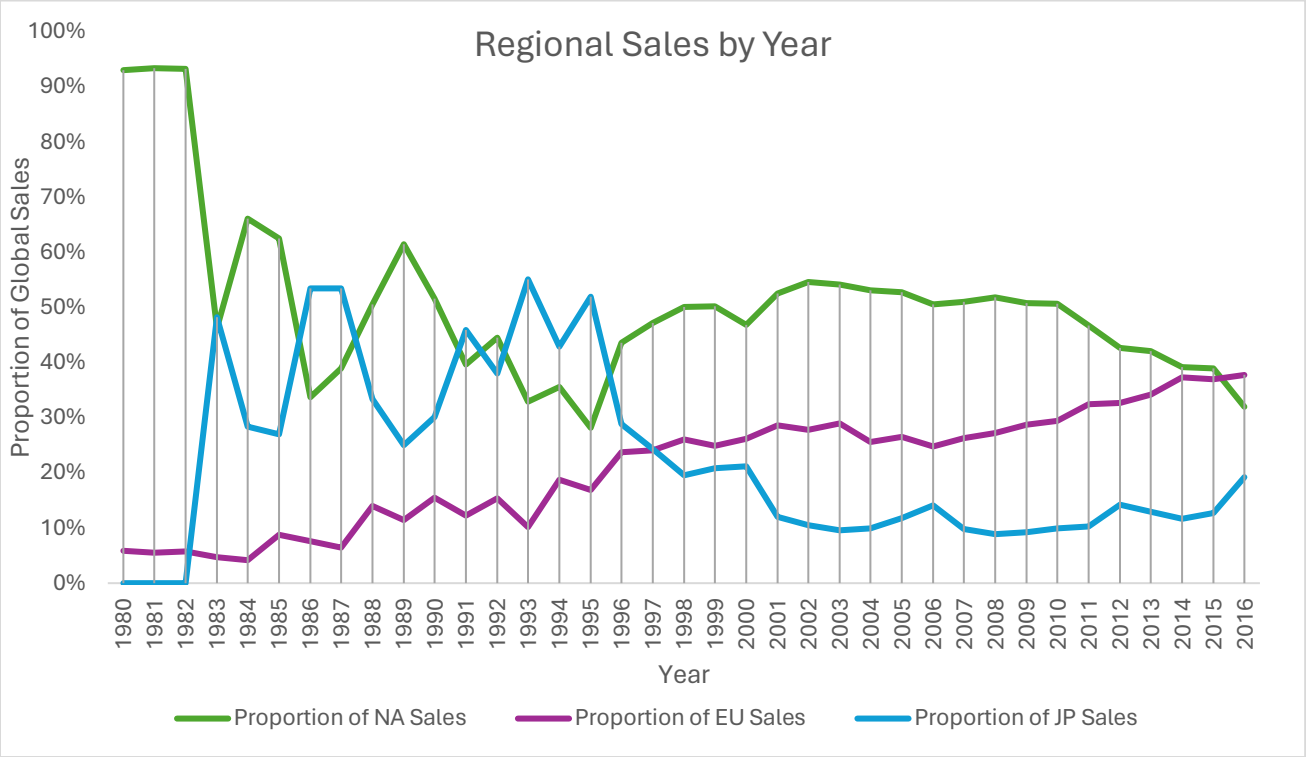
As we can see with the chart, North American sales are generally the highest. European sales are steadily on the rise though, and even managed to pass North American sales in 2016.

In addition to the graph comparing sales over the years, a 100% bar chart was made to compare the proportion of sales for each genre in each region.

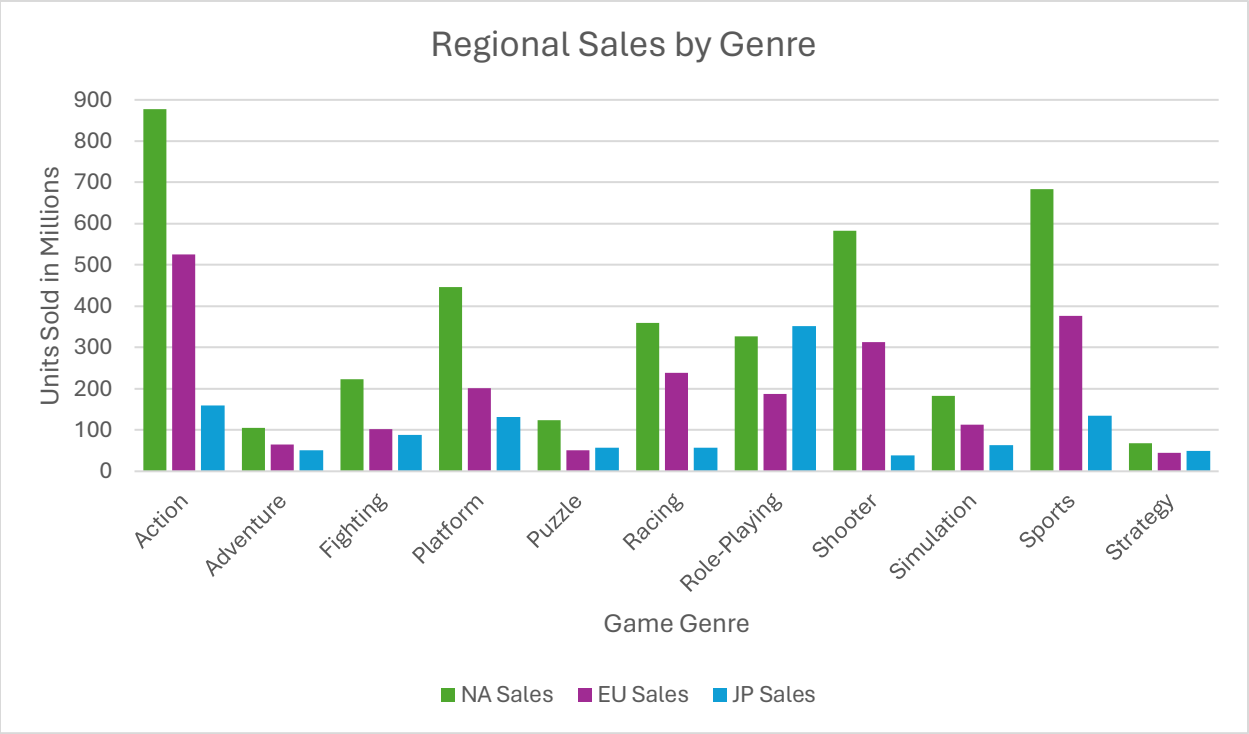


This helps solidify the idea that North American sales make up most of the sales, followed by European sales, and then finally Japanese sales.

Final visualizations for the presentation:



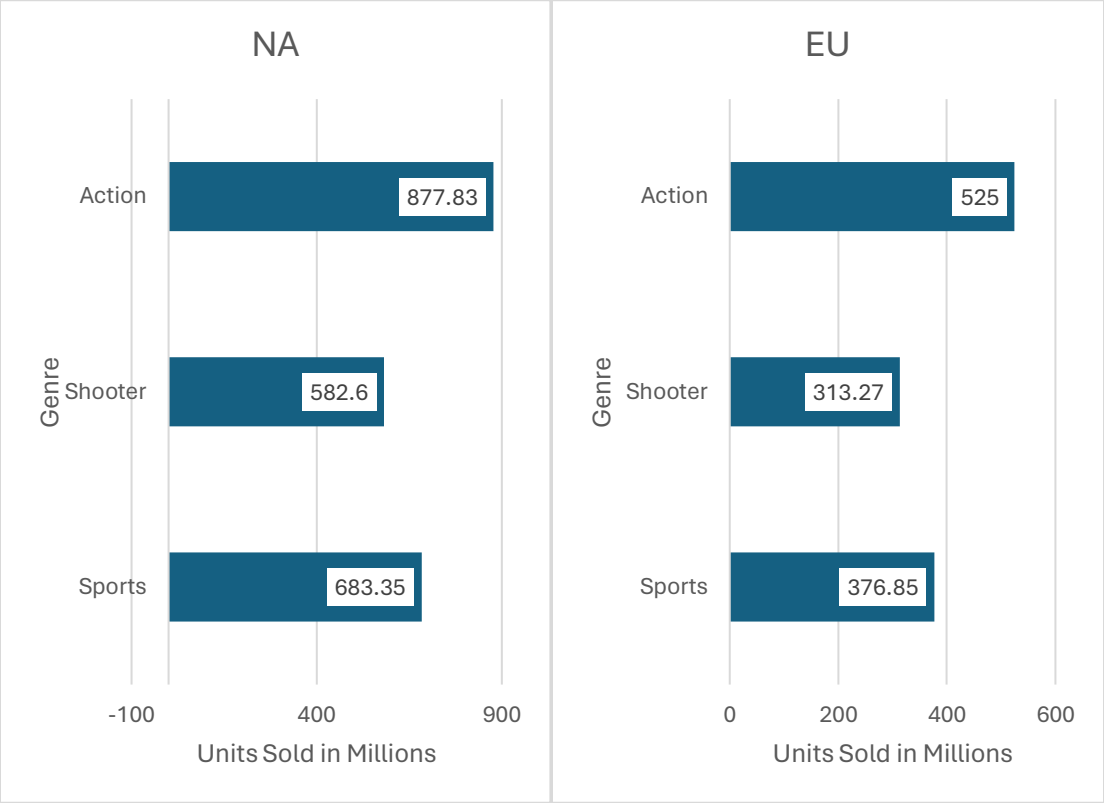
This graph is the best choice to help address their initial assumption of the market staying the same, as well as their question about how their sales figures varied between geographic regions over time.

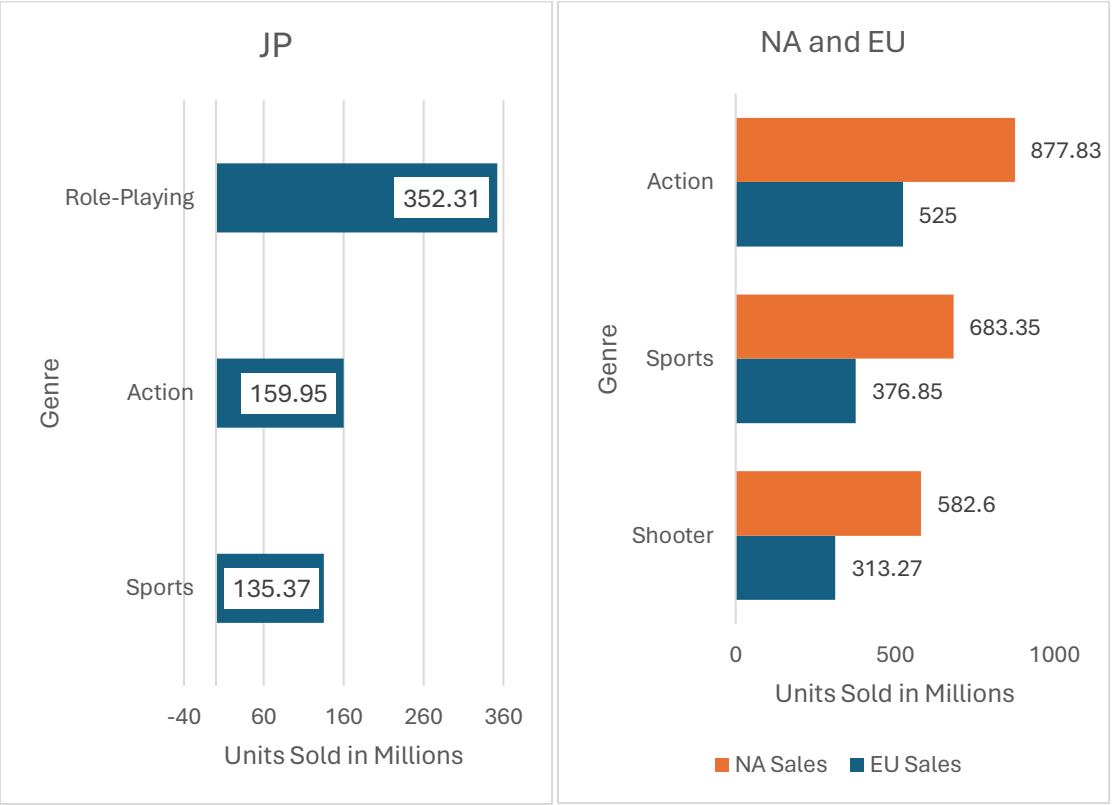


The graph helps answer the question “Are certain types of games more popular than others?”.

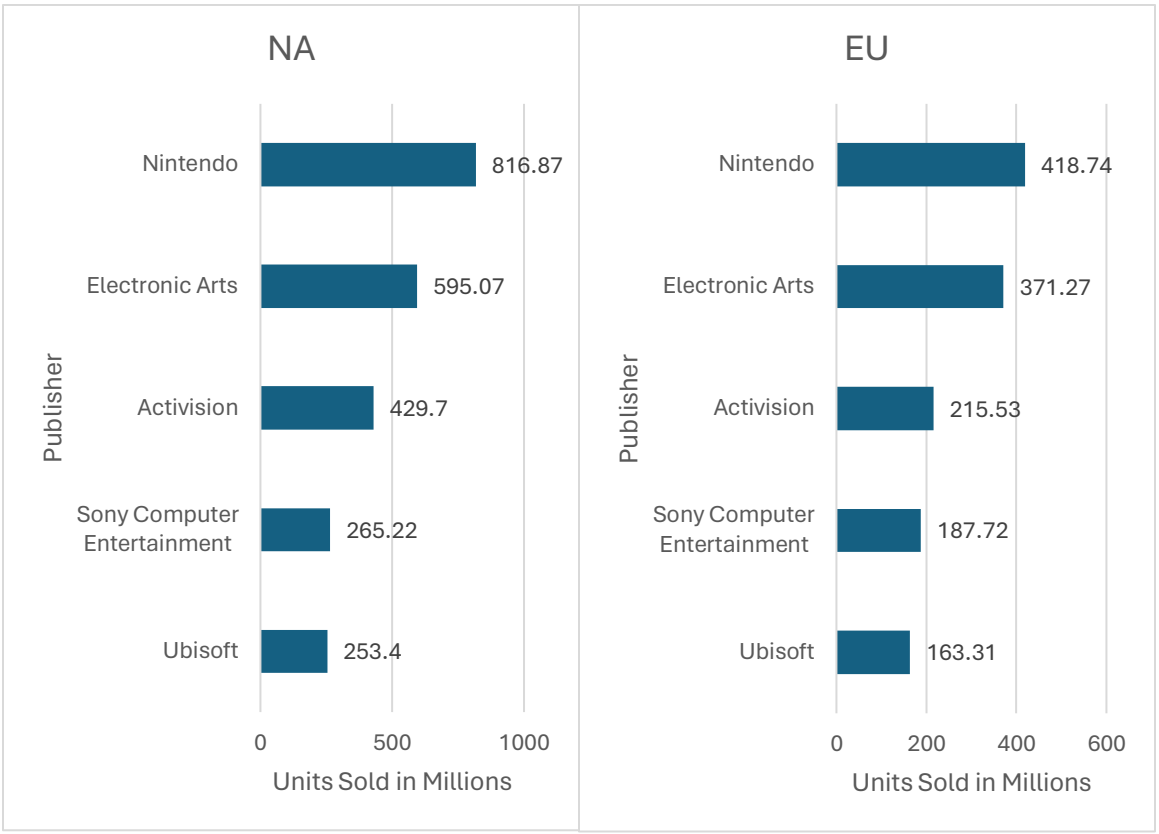
As it shows, the types of games that are popular vary by region. Although the 100% bar chart that was made in one of the earlier exercises was helpful to compare the number of sales of each genre in each region, it was still slightly confusing to understand which genres were most popular in each region, and overall.

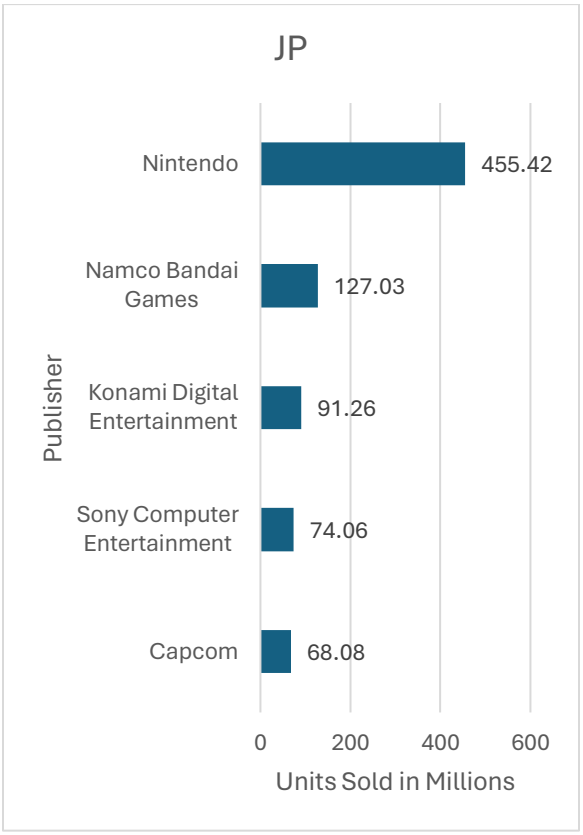
It may even help more to break it down into the top 3 games for each region:



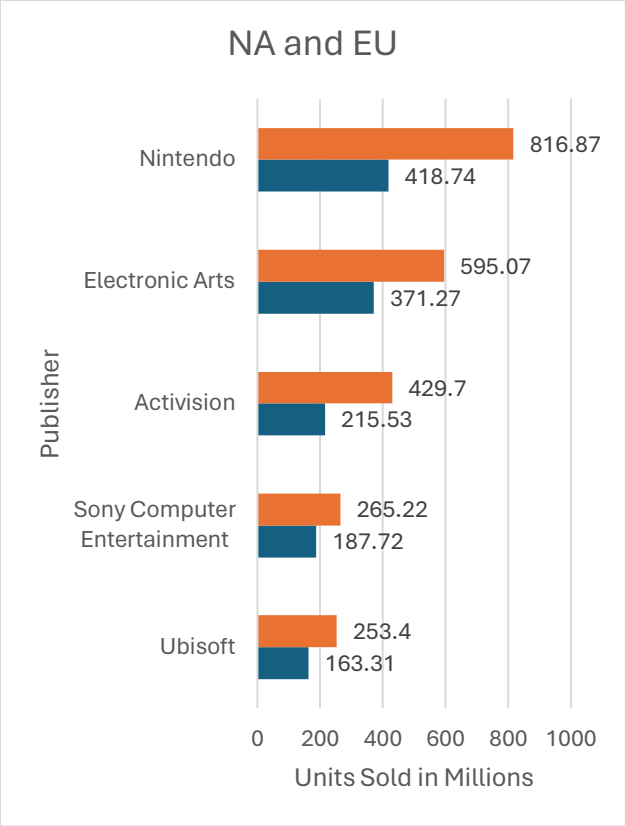


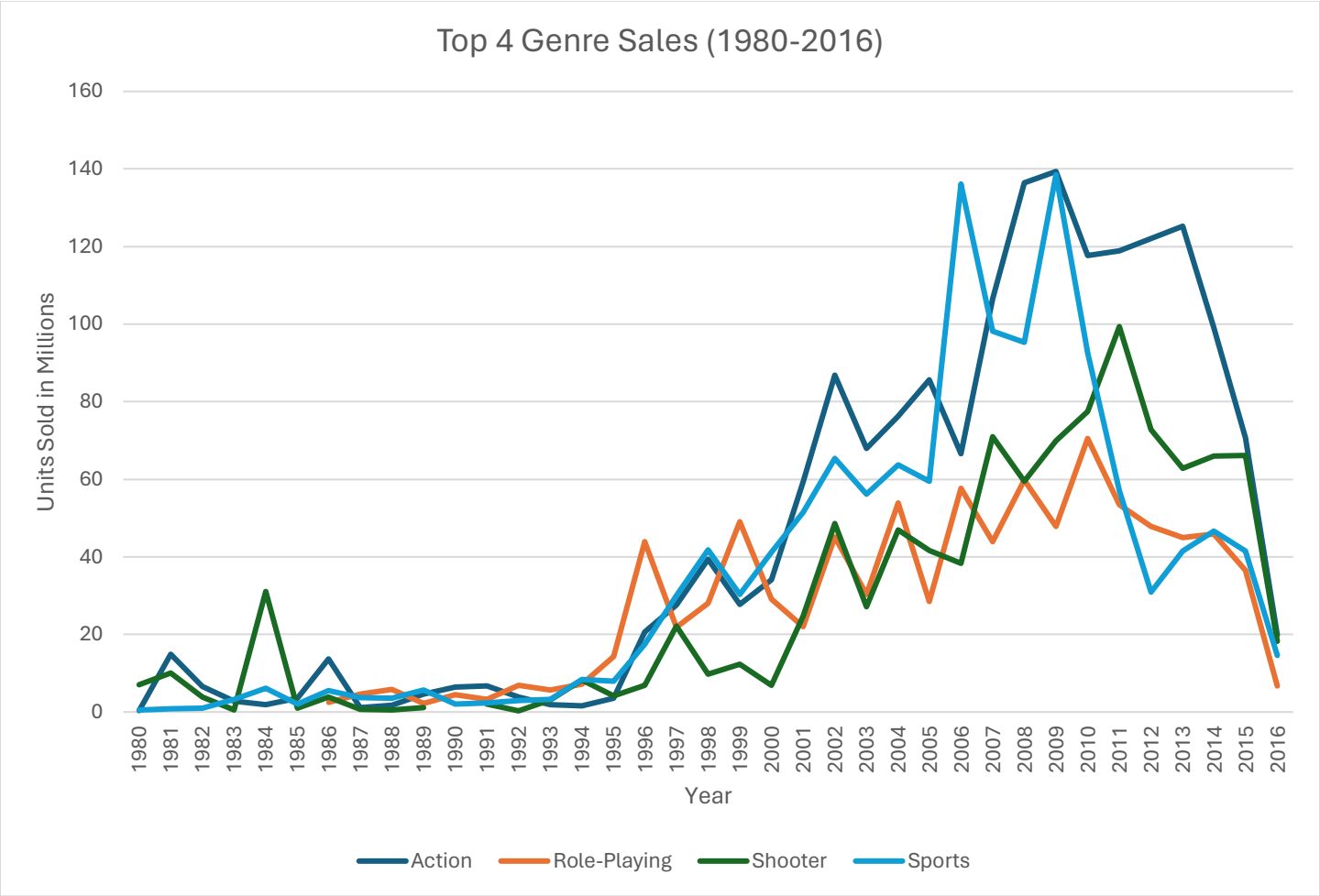
We can do the same for publishers:





Since NA and EU have the same top 5 publishers, we could condense them down to be easily comparable:



When they ask “Have any games decreased or increased in popularity over time?”, I assume they mean genres of games, since the data we have does not allow us to analyze the success of each game outside the initial year it was released.

In case of genre popularity over the years, we can take the top 4 genre’s that we compared sales for and look at their sales numbers over the years: