Project Reflections

**Task 2-Instructions:**

* Review the insights you’ve uncovered in the past few Exercises and decide which GameCo executives would find the most interesting.
* Create a “Project Reflections” document and write at least 200 words (in Word or Google Docs) describing the process that led you to this insight. Be sure to address the following:
* How did you group or summarize the data that made this insight apparent?
* How did specific summaries, groupings, or visualizations lead you to this insight?
* To support your answers, include 2 of the visualizations you made to uncover this insight.

**Task 2-Response:**

Two crucial insights that GameCo executives would find valuable, despite falling outside the 2016-2017 planning window, are the breakdown of genre sales across regions and the sales trends over the years for major regions.

The genre sales breakdown across regions, visualized through a 100% stacked column chart (Reference Image 1), provides a clear understanding of potential focus areas for game development. This visualization, created by grouping sales data against genres in a pivot table, offers an easily digestible representation of market preferences in different regions.

Equally important is the sales trend over the years for major regions, as illustrated in Exercise 1.8, task 6 (Reference Image 2). This analysis matched the average sales data for North America (NA), Europe (EU), and Japan (JP) with corresponding years, eliminating outlier years to prevent distortion of information. The resulting line graph with markers effectively demonstrates how sales have progressed over time in these key markets.

These insights could significantly inform GameCo's strategic decisions. For instance, the sales trend data could guide the allocation of marketing budgets across regions. Given that North America consistently shows the highest sales potential and represents the largest market, it would be prudent to allocate a substantial portion of the marketing budget to this region.

Furthermore, the genre preference data could influence game development strategies. By understanding which genres perform best in specific regions, GameCo can tailor its product lineup to meet regional demands more effectively.

In conclusion, these data-driven insights, while not confined to the immediate planning window, offer valuable long-term strategic guidance for GameCo's executives in areas of marketing budget allocation and game development focus.

**Task 2-Images:**

(Image 1)

(Image 2)

**Task 4-Instructions:**

Refine these visualizations or develop new ones to add to your final presentation for the GameCo execs. Remember—your audience will need to be able to decipher the materials you’re presenting. Explain why you chose the visualization(s) for your final presentation:

* + 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 used in the previous step to develop your analysis and reach your chosen insight?

**Task 4-Response:**

* The updated bar chart of yearly average sales across major regions is the most effective tool for presenting our data story to the GameCo executives. By visually comparing sales trends over time in key geographic areas, we can clearly identify patterns, growth opportunities, and potential challenges. This data-driven insight will empower executives to make informed decisions regarding marketing budget allocation, resource distribution, and strategic planning.
* The visualization is a slightly modified version of the chart we generated during exercise 1.09. Outside of a bit more cleaning of the data available in the pivot table and cleaning up the visuals of the chart it is almost the same as what was produced for that exercise.

**Task 4-Image(s):**

