



DR. SERGEY KHRAPAK

DATA ANALYST PORTFOLIO

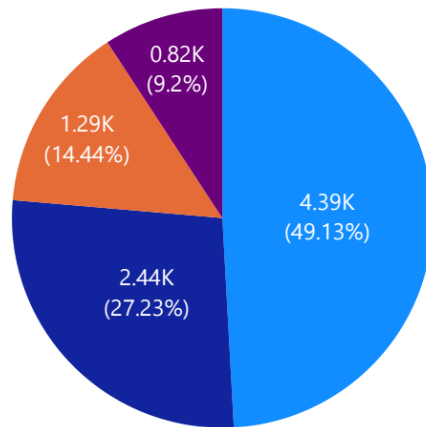
[GITHUB.COM/SKHRAPAK](https://github.com/skhrapak)

GAME CO

- GAME CO is a video game company, which wants to use data to make strategic decisions about further development
- MAIN OBJECTIVE is to analyze global sales trends on the video games market by regions, genres, publishers
- DATA: video game sales
- TOOLS: Excel and Power BI

TOTAL SALES BY REGION

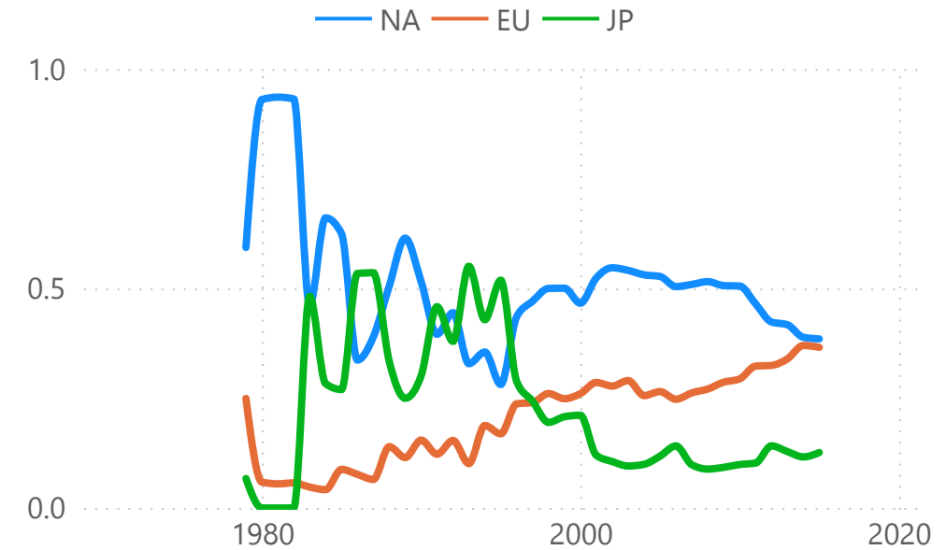
Total Sales by Region



Markets:

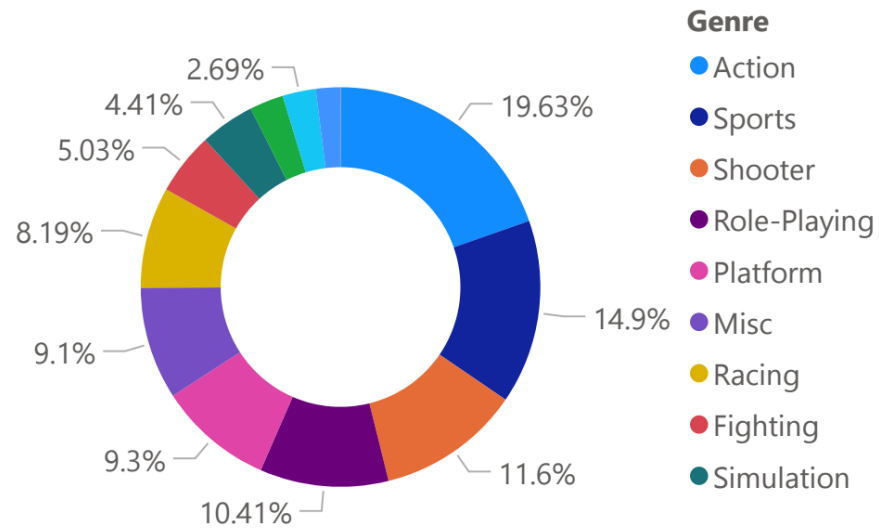
- NA
- EU
- JP
- Other

Proportion of Sales by Region

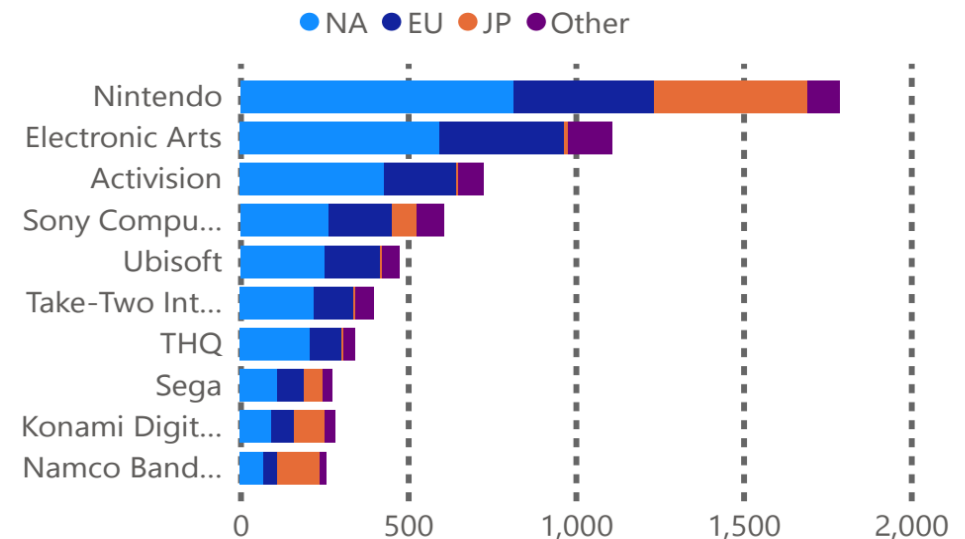


GLOBAL SALES BY GENRE & TOP 10 PUBLISHERS

Global Sales by Genre



TOP 10 Publishers Sales by Region



COMMENTS & RECOMMENDATIONS

- | | |
|---|---------------------------------|
| • Current working assumption: Sales for the various geographic regions have stayed the same over time | NOT SUPPORTED |
| • EU sales have demonstrated persistent growth and reached the NA sales level recently | CONCENTRATE ON EU MARKET |
| • Competitors from NA and EU operate mainly on these markets and have relatively small sells in JP | DIFFICULTIES ENTERING JP MARKET |

THANK YOU

Dr. Sergey Khrapak

sergey.khrapak@gmx.de

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