

GameCO-Excel

A fictional company that deals in video games, wants to analyze the global sales, and create a marketing plan for the next year.



Objective Performed a 10-year descriptive analysis to gain insights into the current video game trends and planned the marketing budget distribution for 2017.



Data • Accessed from [here](#)



Limitations • The data is only available till 2016.
• The numbers represent units sold in millions and not the revenue generated



Skills Data quality assessment, Data Cleaning, Data Integrity Checks. Descriptive analysis and data analysis.



Tools MS Excel, Power point

MS Excel for data grouping, summarizing pivot tables, and visualization. Power point for presentation.

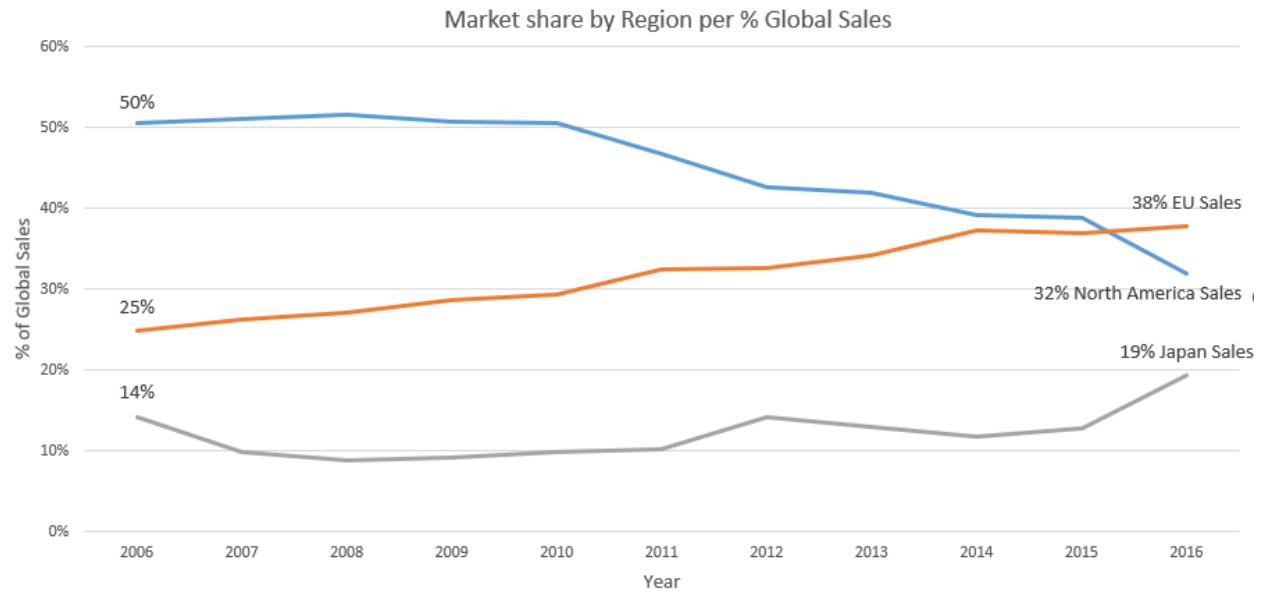


• Check the Project Presentation [here](#)

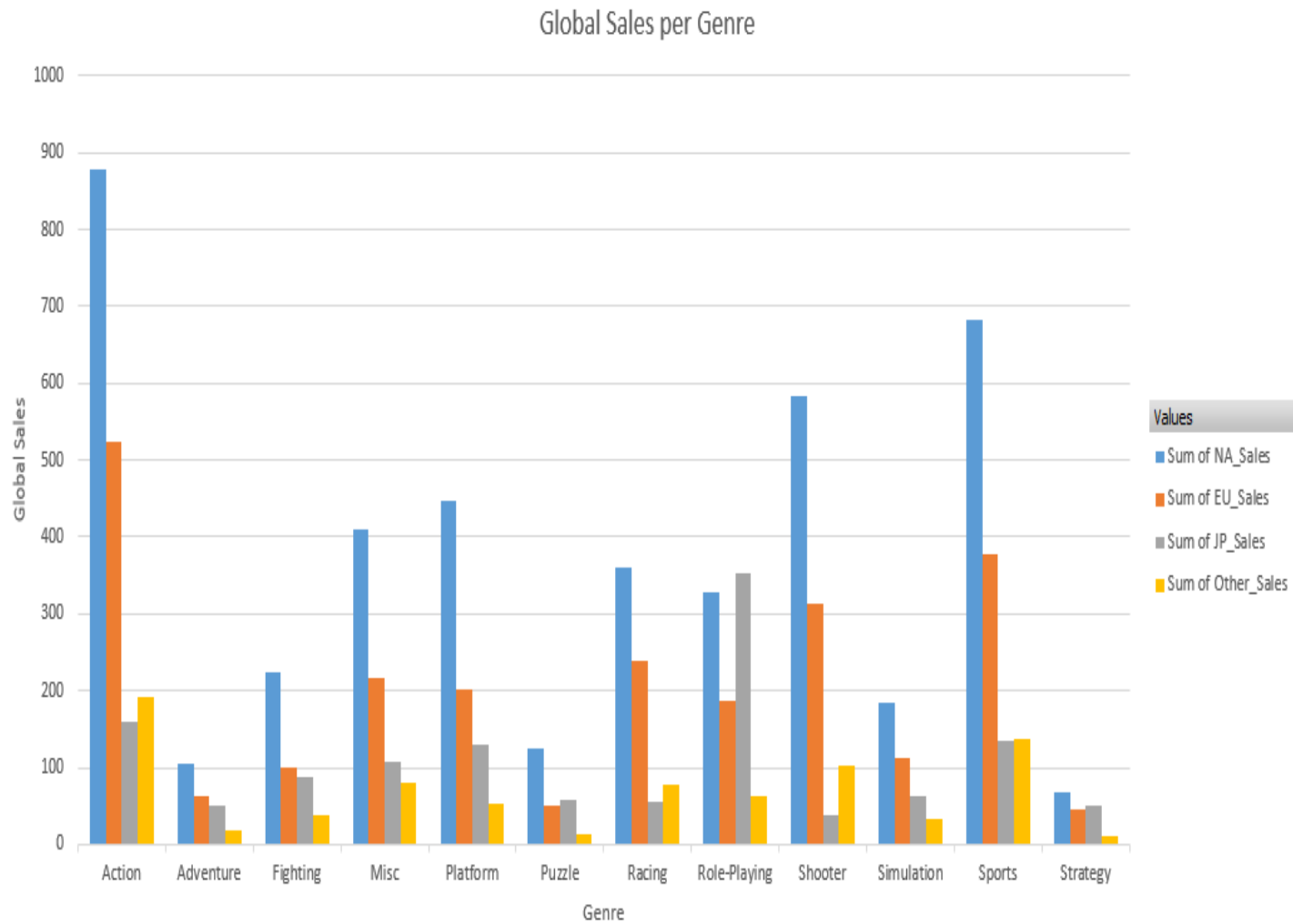
Initial Analysis



The line graph displays a declining pattern in overall sales performance nullifying the stakeholders' current business understanding.



In the last decade, North America has seen a big decline of 18%, while EU sales has a steadily increase of 13%, also Japan sales increased by 5%.



The cluster column shows that Action, Sports, and Shooter are the Genres with the highest Global Sales for the period.

Wii has the highest global sales Platform, followed by GB.

The Publisher with the highest Global Sales is Nintendo.



RECOMMENDATIONS

1. GameCo should focus more of the marketing budget on Action, Sports, and Shooter genre for in Europe, North America, and Japan regions to maximize return on invest.
2. GameCo needs to revive its largest market, North America, by releasing more new titles in the top 3 Genres.
3. GameCo should focus on why the market in North America is going down and reverse this.
4. GameCo need to provide incentives to the top Publisher as an encouragement.
5. More review is required using Sales in cash and profits made.