

Project Reflections

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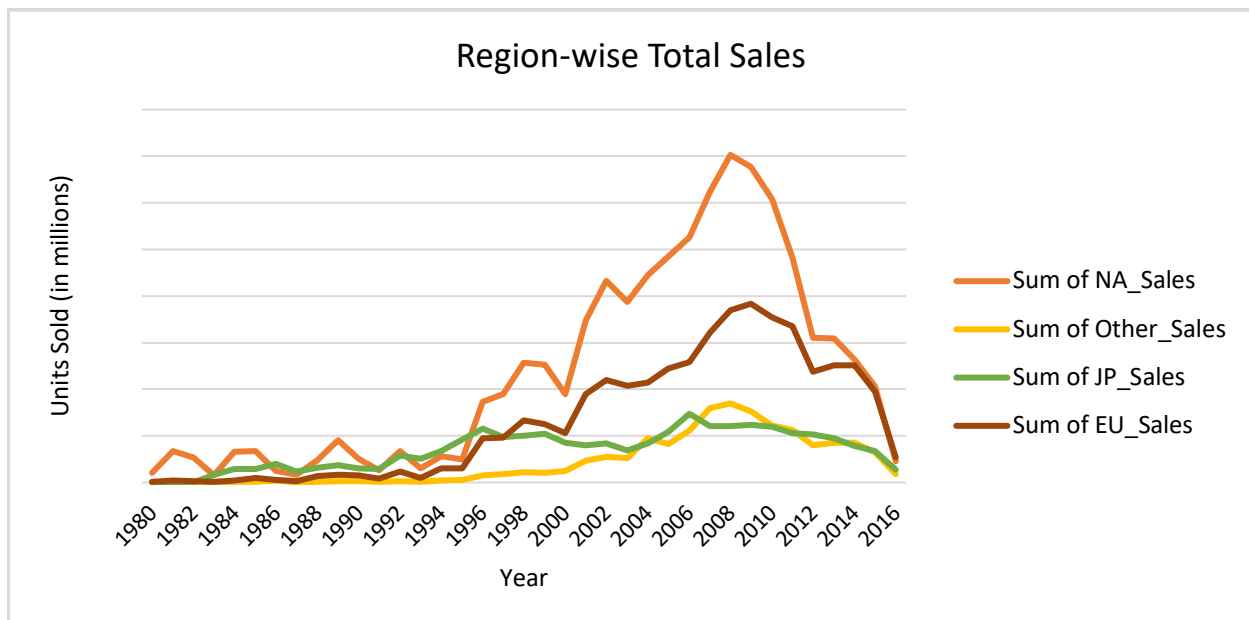
Step 1

GameCo's executives assumed that the sales across regions have stayed the same over time and asked to look into the data to see if this is still true.

However, I found that the data shows a trend of sharp decline in sales starting in 2008.

In order to see this, I filtered the sales by year for each region and created a line chart.

Through this visualization, I was able to see the decline in sales starting in 2008 in all regions, particularly the sharp decrease in NA sales.



This visualization clearly shows that the sales in all regions were slightly increasing from 1980 to 1995. After 1995 up to 2008, there was a steady increase in sales which peaked in 2008.

From 2008 onward, it shows a sharp decline in sales. This trend was particularly outstanding in the NA sales but the general tendency was affecting in all regions as well.

The causes of this trend can be various but it is a well-known fact that the introduction of the digital sales in Game has changed the map of the whole industry.

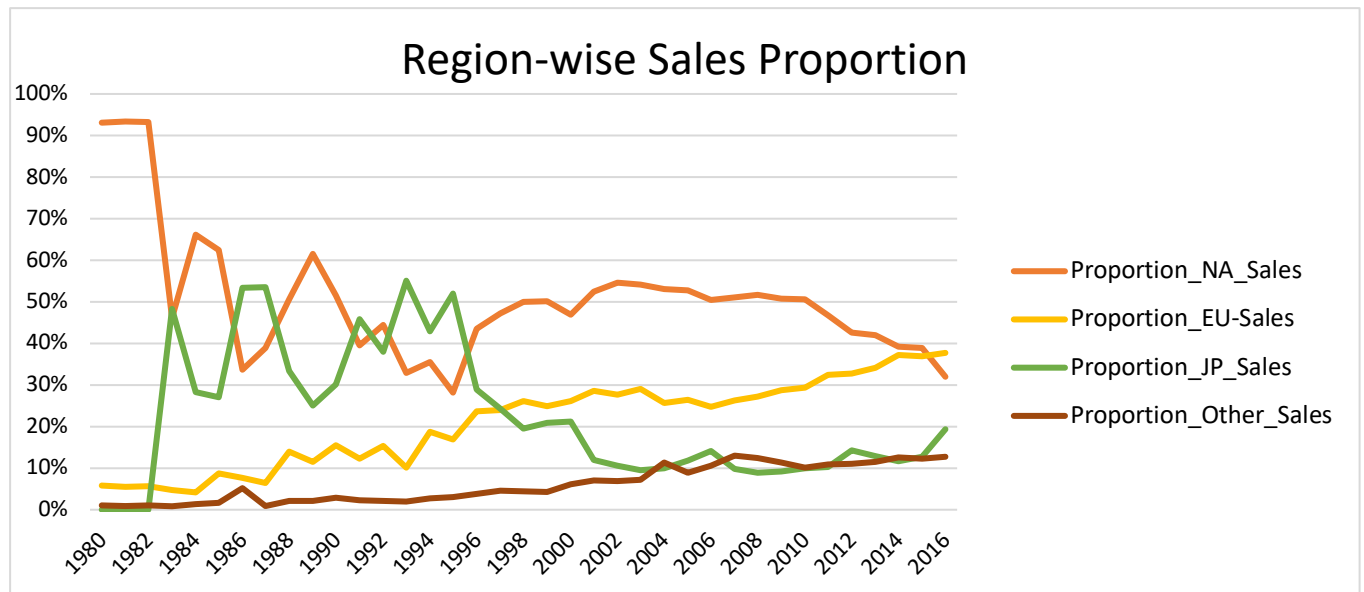
However, GameCo doesn't have any data set in reflecting its digital sales.

In order to show a clearer picture as to how the sales fluctuate throughout the years, I have to follow the proportion trends of sales across the major regions.

For this task, I created a calculated field of each region's sales divided by the global sales.

This would give me the proportion of each region's sales as percentage.

From there, I created a line chart, which shows how the proportion shares in each region has changed over the years.



In this visualization, we can see that North America and Japan's sales fluctuated over time, but Europe showed a steady increase in sales and finally surpassed North America in 2016. However, North America shows a dominantly high sales in Global market from 1997 to 2015, but a declining share each year.

Another point to note is that Japan owns third largest market since 1997, proving to be competent with annual growth of 1-2%.

Following this sales data, it looks like GameCo needs to decrease marketing budget to the downfallen North America and increasing toward Europe.

Step 4

I chose these visualizations to directly answer the key questions that GameCo's executives wanted to know.

First, they wanted to know whether sales across the regions have stayed the same.

In order to do that, I started it by showing the trends how the sales have changed across the regions over time. This will show that there is a decline in sales, which is quite contrary to what they were expecting.

Second, I also include the visualization of how the proportion shares in each region has changed over the years. This visualization ironically suggests that the executives need to decrease marketing budget to the downfallen North America and increasing toward Europe.

Is this really the whole picture?

This conclusion might be misleading, due to the lack of data on digital sales in GameCo.

It is a well-known fact that the digital sales have substantially grown worldwide after 2009 in Game Industry.

To show how the digital sales affect the Game industry, I'll provide the bar chart which shows digital and physical game sales in the US between 2009 to 2016.

In addition, I conducted the genre's popularity and sales across the regions. This helps the executives to determine what genres for each region need to be marketing in order to maximize profits.

Lastly, I showed which publishers were popular amongst the regions. This will help the executives to decide on which publishers to partner with.

In any case, the visualizations explain that there is a clear decline in sales in all regions.

With this data, I can easily mislead the executives to set up the marketing strategies and to distribute the limited resources to the wrong regions in the coming future.

However, we shouldn't forget that the data set from GameCo only focused on physical sales of the games.

Why is that?

Is GameCo only conducting the physical sales using the traditional way?

Or is the data set from GameCo missing this portion of the digital sales from the beginning?

We need the further analysis, especially in regards to digital copies.

If done, this might explain the whole trend of global decrease in sales since 2009 and find a way of a total new way of marketing.