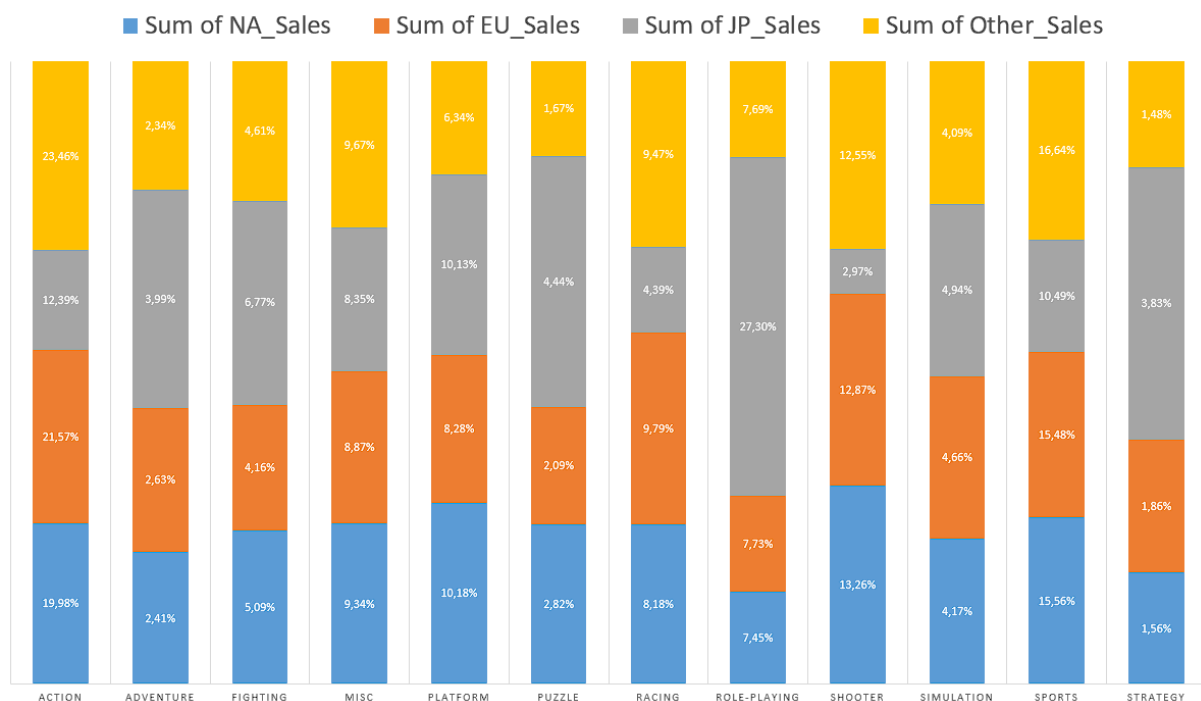


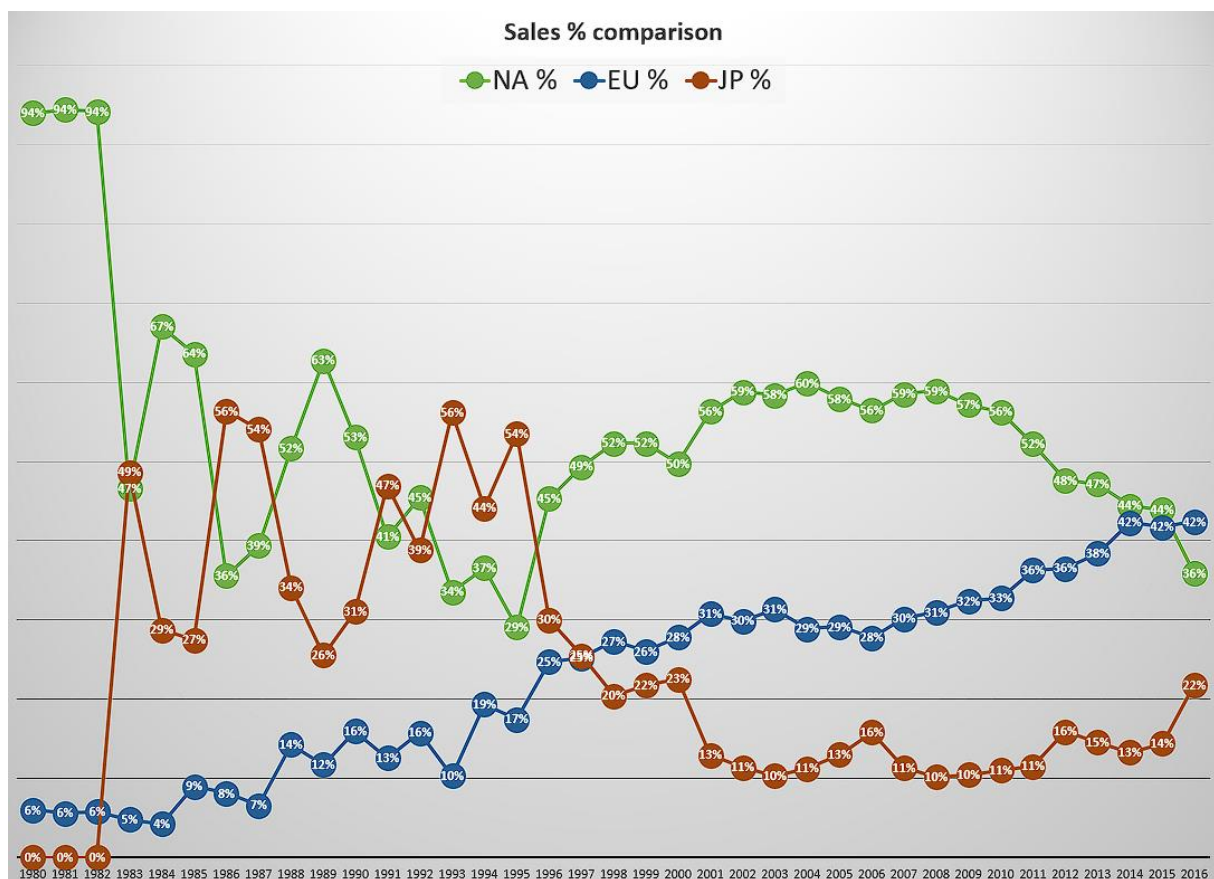
## Project Reflections

In this project, I aimed to uncover insights about video game sales across different regions and genres. The process involved systematically grouping, summarizing, and visualizing the data to highlight trends and patterns, which led to meaningful insights about the gaming market's regional dynamics and genre preferences.

To identify key trends, I first grouped the data by region (North America, Europe, Japan, and Other) and calculated the total sales for each. Then, I further summarized the data by genre, using a stacked bar chart to visualize the sales distribution in each region across various genres (Visualization 1). This approach allowed me to see, at a glance, which genres were more popular in specific regions. For instance, "Role-Playing" games showed a significantly higher proportion in Japan compared to other regions, whereas genres like "Sports" and "Shooter" games were particularly popular in North America. This insight was possible due to the way the data was grouped by genre and visualized regionally.



The second visualization (Visualization 2), a line chart showing sales percentages across different regions over time, provided further insight into how regional preferences have evolved. By plotting sales trends over the years, I could observe shifts in the gaming industry's focus areas. North America maintained a consistent lead in overall sales, while Japan's influence fluctuated more noticeably, peaking in earlier years and later stabilizing. Europe's market share grew steadily, highlighting an emerging market over time. This timeline perspective, achieved through year-based grouping and summarization, gave a historical context to the sales data and showcased the changing dynamics in global demand.



In summary, these visualizations collectively highlight the importance of regional and genre-based preferences in the gaming industry. Visualization 1 allowed me to identify specific genre preferences by region, which can inform targeted marketing strategies. Visualization 2 revealed long-term trends in regional sales, emphasizing North America's consistent dominance and Japan's unique fluctuations. Together, these insights suggest a nuanced approach for game developers and marketers, catering to regional tastes while acknowledging shifting global trends.