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March 1st, 2024

Analyzing GameCo's Marketing Budget

Introduction:

In this document, I will reflect on the process of analyzing GameCo's marketing budget for the year 2017. The goal of this analysis was to assess whether sales trends in various geographic regions have remained consistent over time and to provide insights that would inform the allocation of the marketing budget for the upcoming year. As a data analyst, my role was to delve into the data, identify key trends and patterns, and present actionable insights to GameCo's executive board. This document will outline the analytical process I undertook, the insights uncovered, and the rationale behind the visualizations chosen for the final presentation.

The Uncovered Insight:

Our analysis reveals unexpected trends in regional sales, particularly in Japan, challenging assumptions about its market performance. Japan has demonstrated strong sales at times, surpassing other regions, suggesting untapped potential. To capitalize on this, the company should revise its sales strategies and delve deeper into the Japanese gaming market for insights. Additionally, Europe's consistent sales growth, surpassing North America in 2016, underscores the need to adapt strategies to emerging market trends. By analyzing regional sales dynamics, the company can refine its approach for sustained growth and competitiveness in the global video game industry. This insight challenges the assumption that sales for the various geographic regions have stayed the same over time, emphasizing the need for a reassessment of our regional sales strategy.

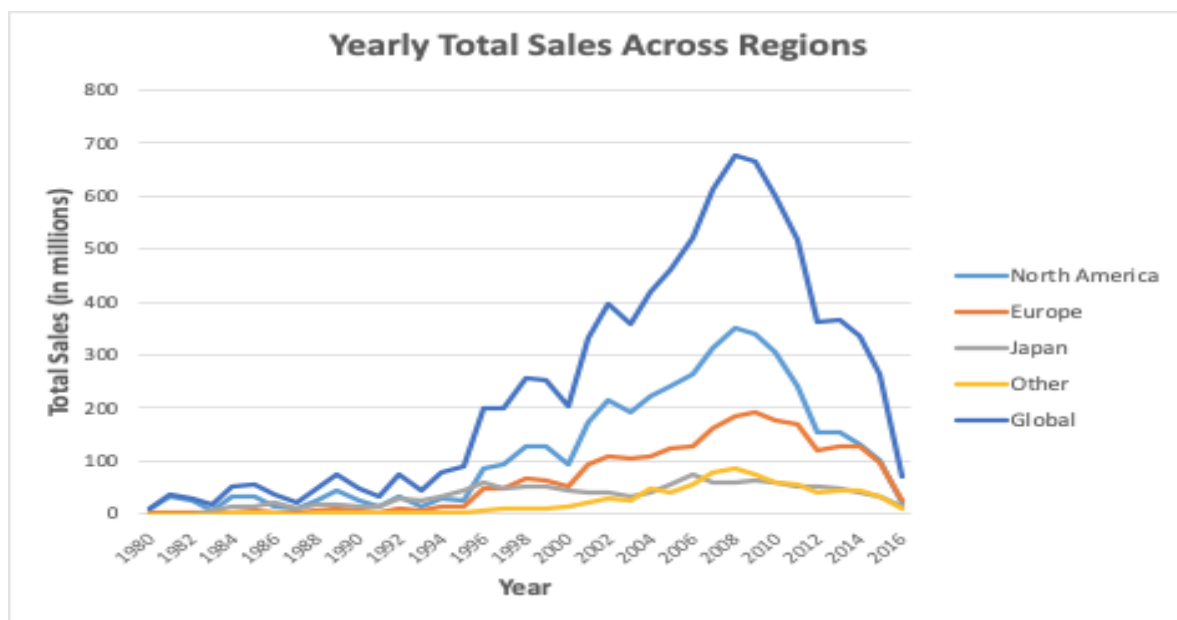
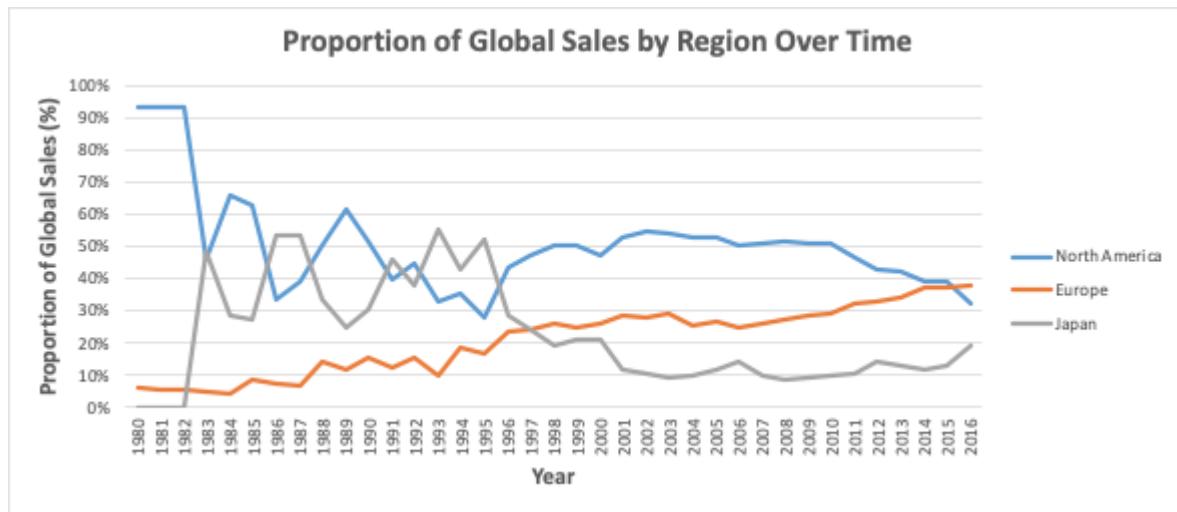
The process that led to the insight began with cleaning the raw sales data to ensure accuracy and consistency. Once the data was cleaned, I proceeded to group and summarize it using a pivot table in Excel. This involved aggregating the total sales figures for each region for every given year, providing a comprehensive overview of regional sales performance over time.

Next, I created three variables representing the proportion of global sales for each region. These variables were calculated by dividing the total sales for each region by the total global sales for the corresponding year. This allowed me to quantify and compare the contribution of each region to the overall global sales.

With the data prepared and variables calculated, I then visualized the trends using line charts. One chart depicted the proportion of global sales contributed by each region over time, while another chart displayed the total number of units sold in each region per year. These visualizations provided clear insights into how each region's sales performance evolved relative to one another and to the global market.

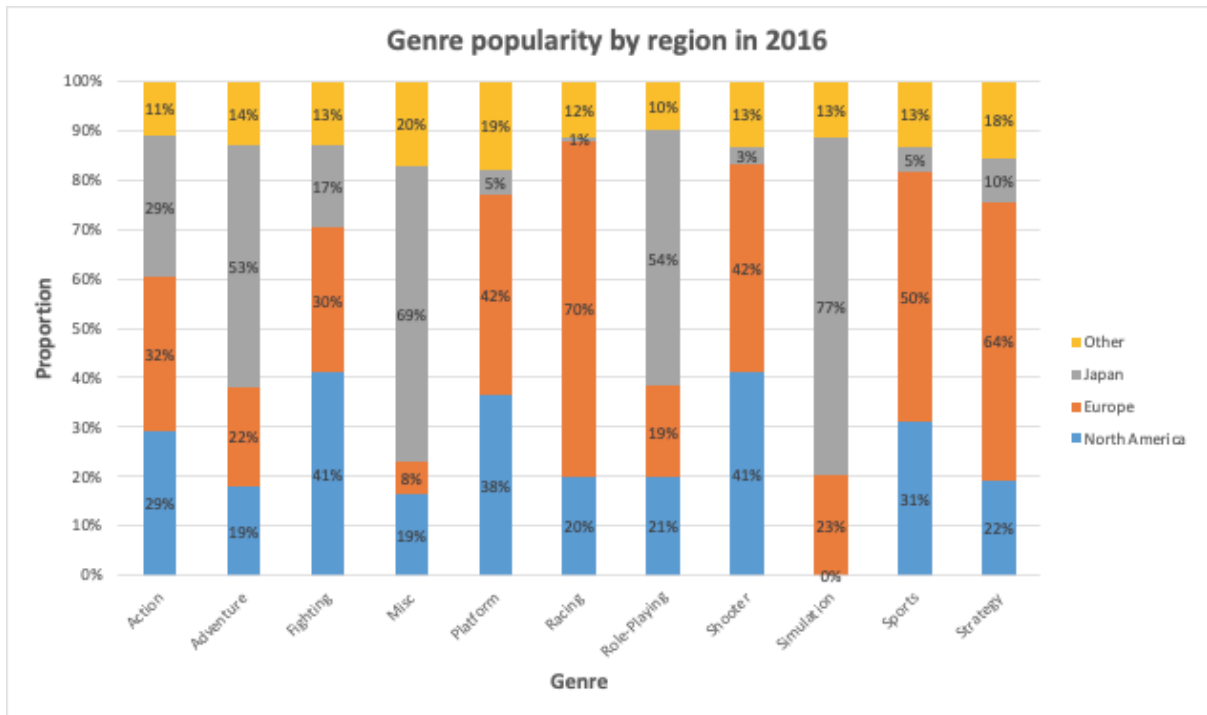
Through this process of data cleaning, summarization, variable creation, and visualization, I was able to uncover unexpected trends in regional sales dynamics, particularly in Japan and Europe. These insights highlighted the need for the company to reassess its sales strategies

and market targeting approaches to adapt to emerging market trends and capitalize on untapped opportunities.



In the second visualization, the peak occurred in 2008, after which sales began to decline. This decline could have been influenced by several factors. One possibility is the global financial crisis that occurred around that time, which led to economic uncertainty and reduced consumer spending on non-essential items like video games. Additionally, the maturation of gaming consoles and the shift towards digital distribution platforms may have altered consumer preferences, impacting sales of physical game copies. Furthermore, changes in demographics or gaming habits among the target audience, such as a shift towards mobile gaming or other forms of entertainment could also contribute to the decline.

To reverse the declining trend, our strategy must target the top-performing genres in each region, relative to others. To achieve this, I've utilized a pivot table to quantify genre popularity across regions for 2016. In our visual representation, 100% stacked column bars effectively illustrate these insights.



These visualizations offer a comprehensive view of sales data, guiding executives in understanding regional preferences, global sales distribution, and trends over time. They provide clear insights relevant to optimizing marketing strategies, making them ideal for guiding decision-making and maximizing business success.