

GameCo



PROBLEM:

- GameCo intends to develop new games in order to remain competitive in the market. They are looking for market, competitor, and sales insights to make the best use of their resources.

OBJECTIVE:

- Perform a descriptive analysis of a video game data set to inform about the development of GameCo's new games on the market.

SOLUTION:

Two time periods, 1980–2010 and 2011–October 2016 were used to divide the entire dataset. The Analysis compared those two time periods for each market independently.

SKILLS

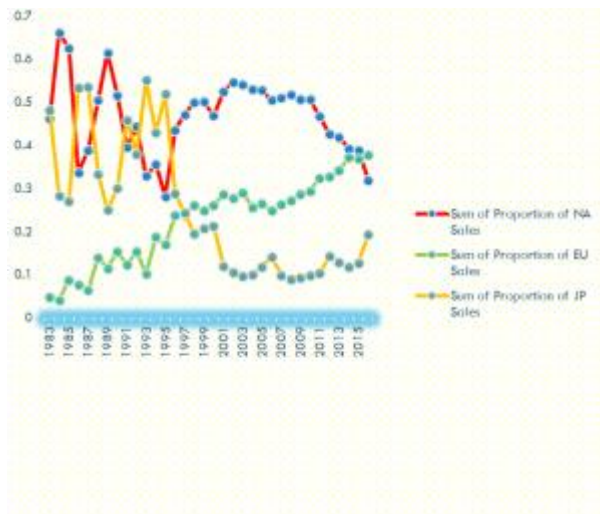
- Descriptive Analysis
- Grouping data
- Summarizing data
- Visualizing and Presenting Results

TOOLS

- Excel
- Powerpoint

GAMECO KEY INSIGHTS

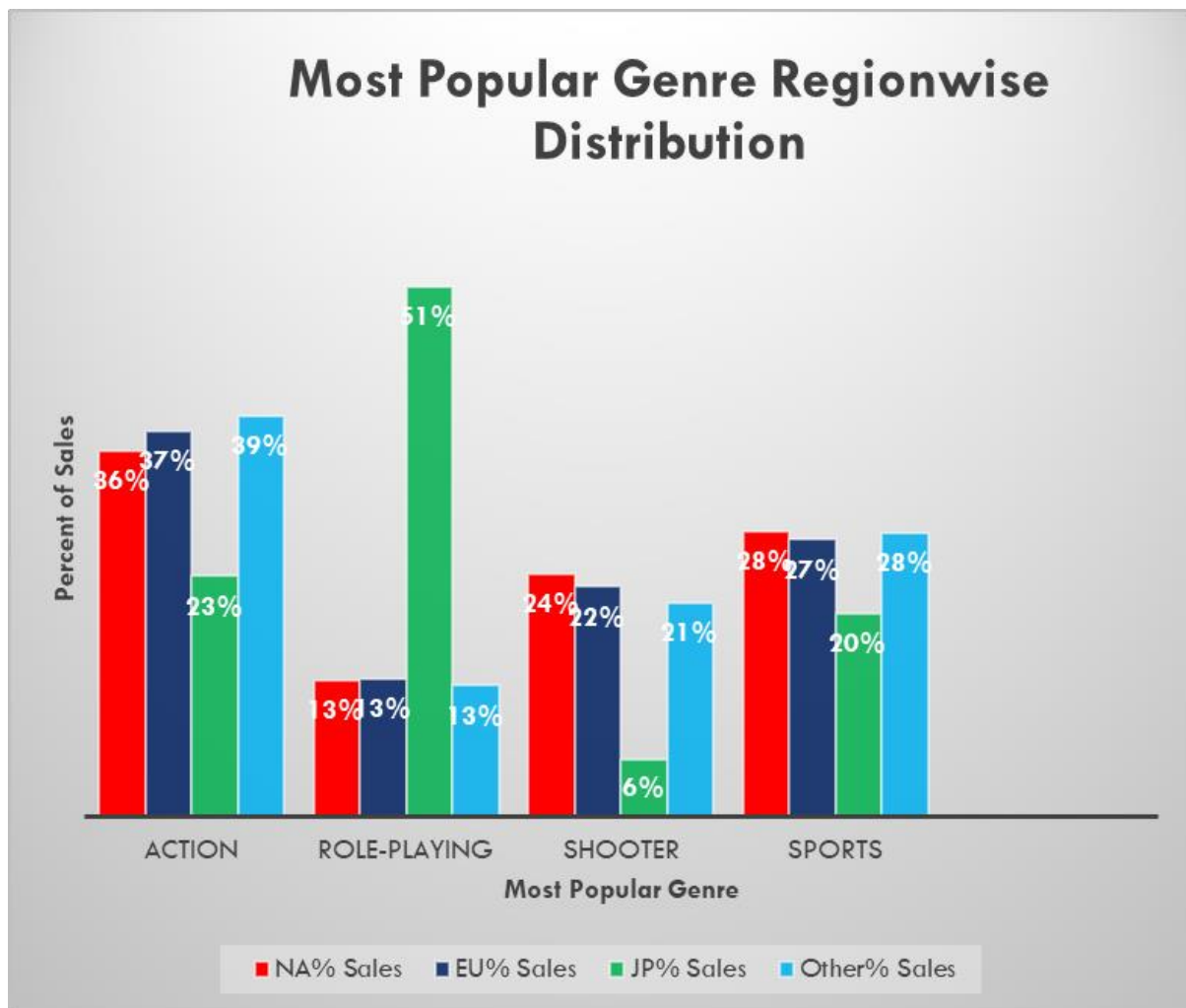
How have sales figures varied between geographic regions over time?



I constructed this line chart using an Excel pivot table to examine whether sales growth varied over time by geographic region.

- The data points to a considerable change in sales over time and across all geographical areas.
- North American sales were the greatest, although all regions' sales have been gradually dropping since 2008.

What is the regional distribution of the popular genres?



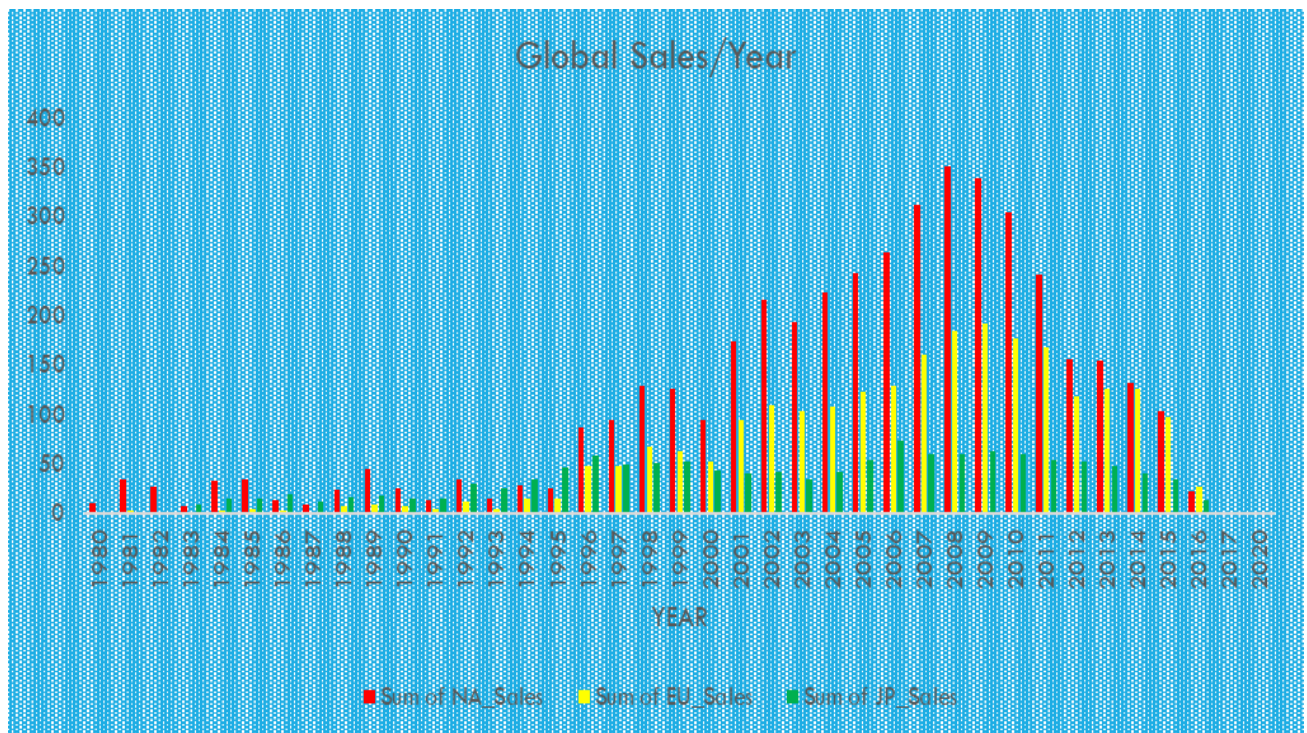
I discovered that

Action is the most popular genre accounting to more than 30% of global sales in all the regions except Japan

Shooter game perform well in all the regions except Japan

Role playing sells very well in Japanese market with nearly 50% of games sold

What are the sales trends?



I discovered that:

Global retail sales of video games reached a peak in 2008 and then started to decline

Europe was consistently the second largest retail market. In 2016, It surpassed North America to be the region with largest market share

North America market share started declining after 2008

Possible reasons for decline in global sales after 2008:

- a) Financial crisis after 2008
- b) Development of mobile phones

Recommendations

Since Europe is the most stable market GameCo should focus their attention in developing EU market and assign more marketing budget there.

GameCo should focus on developing games which appeal to EU market, but at the same time give good attention to North America, as it had the highest market share before 2008

It is recommended that we should assess the reason for decline in sales after 2008, if it is financial crisis or development of mobile phones

Will investigate the reason for decline in sales in North America