

GameCo Analysis



GameCo Analysis Objectives

- ▶ Perform a descriptive analysis of video game data set
- ▶ Create a better understanding of video game market
- ▶ Inform the development of new games for GameCo

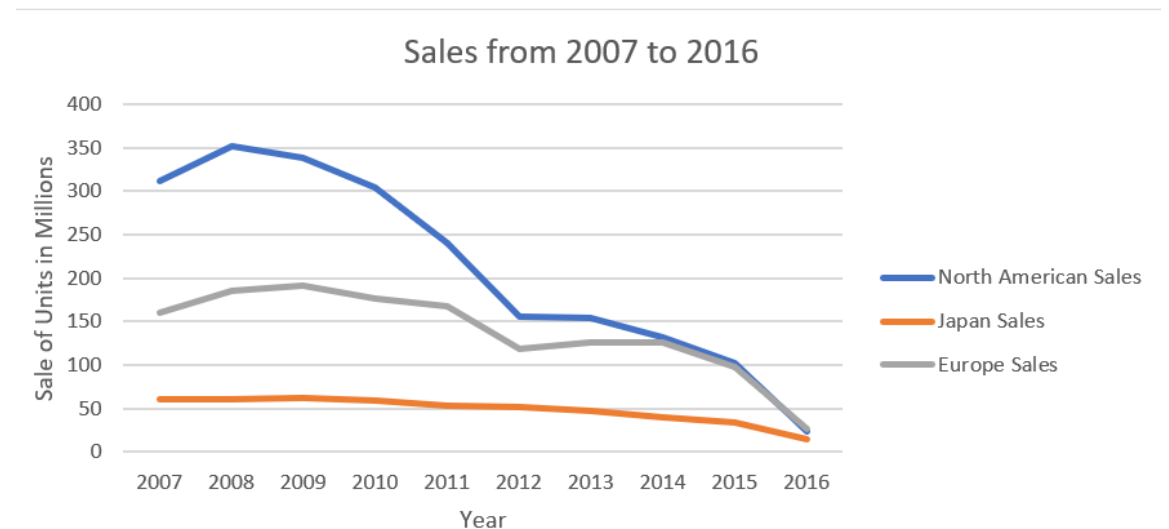
Tools Used:



Key Insight 1

GameCo's current understanding about Global Sales assumes that sales for the various geographic regions have stayed the same over time

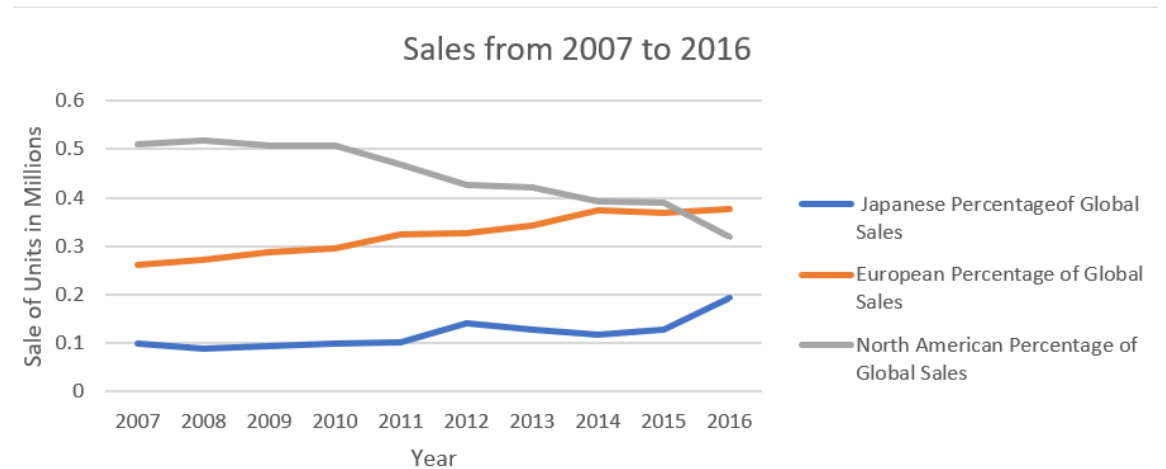
After analyzing the data, it is evident that the sales peaked around 2008 and have been declining after that.



Key Insight 2

GameCo executives have asked about the variation of sales figures between geographic regions over time.

From the below chart for Regional Market share, it is shown that , European market is steadily growing and by 2016 stood highest in proportion of global sales while North American percentage was declining.



Recommendations for GameCo

Owing to its growing sales percentage, Europe region should receive more marketing budget.

Japan has higher sales percentage especially in some popular genres, and this can be profited by including more games in those genres.

Identify why North American Sales are dropping and take necessary steps.

While allocating budgets, it is important to look at popular genres and game platforms in each region to forecast sales.