

GameCo. Analysis

Objective:

Conduct a descriptive analysis of historical video game sales data to better understand market patterns and assess the potential success of upcoming GameCo titles.

Project Data:

- Project Overview
- Global Video Game Sales (1980–2016)

Limitations:

- Only includes physical game sales (no digital data)
- Dataset ends in 2016, with no recent figures
- Titles with fewer than 10,000 units sold are excluded

Techniques and Skills:

- Interpreting and navigating large datasets
- Cleaning and organizing sales records
- Summarizing and grouping data trends
- Extracting insights through exploratory analysis
- Creating visual representations of findings
- Building a clear narrative from data



TOOLS USED



Analytical WORKFLOW

- **Data Cleaning**

Reviewed data for accuracy and consistency by identifying mixed data types, missing entries, and duplicate values. Ensured the dataset was reliable before analysis.

- **Descriptive Analysis**

Explored key statistics to identify trends and patterns in the dataset. Applied measures of central tendency and variability to detect outliers and understand distribution.

- **Data Visualization & Reporting**

Transformed insights into clear visuals using Excel. Results were organized and presented in PowerPoint to communicate findings effectively.

- **Grouping and Summarizing**

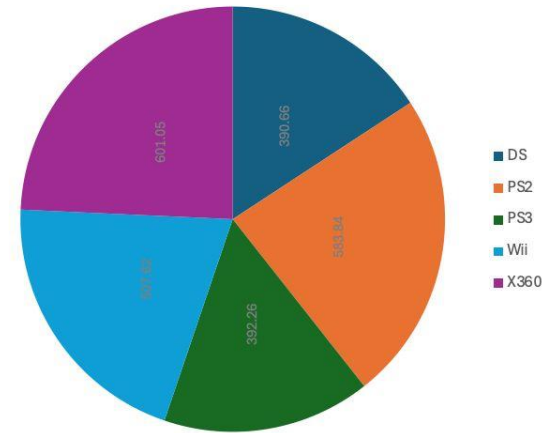
Used Excel pivot tables to organize and summarize data by categories. Helped reveal patterns across different segments and supported trend analysis.



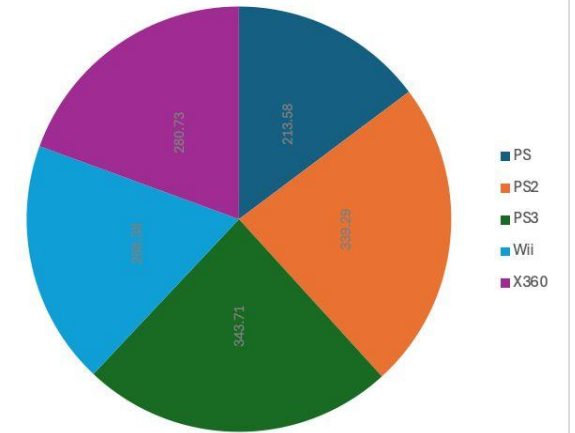
TOP PLATFORMS AND GENRES BY REGIONS



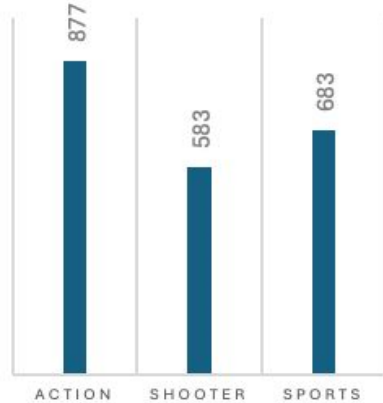
NA TOP PLATFORMS



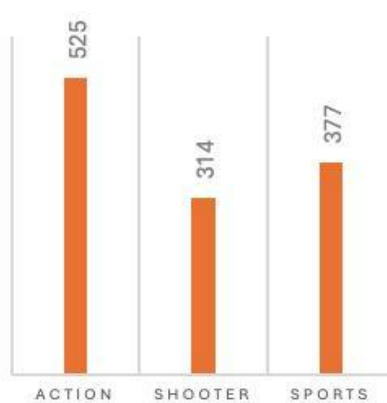
EU TOP PLATFORMS



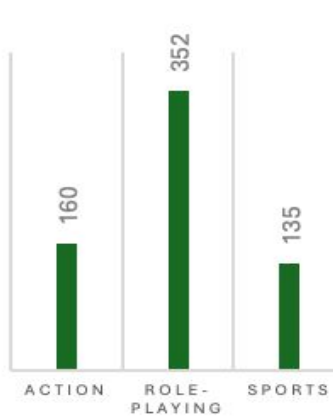
NA TOP 3 GENRE



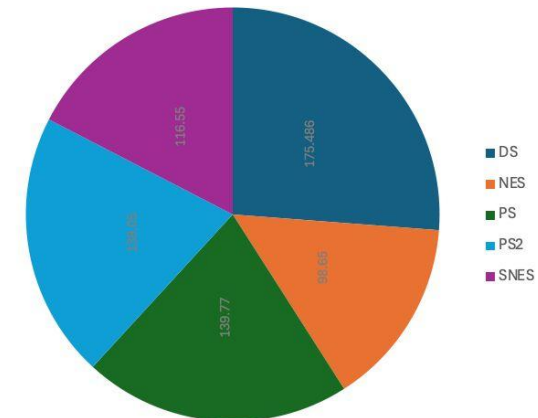
EU TOP 3 GENRE



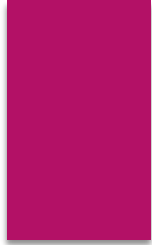
JP TOP 3 GENRE



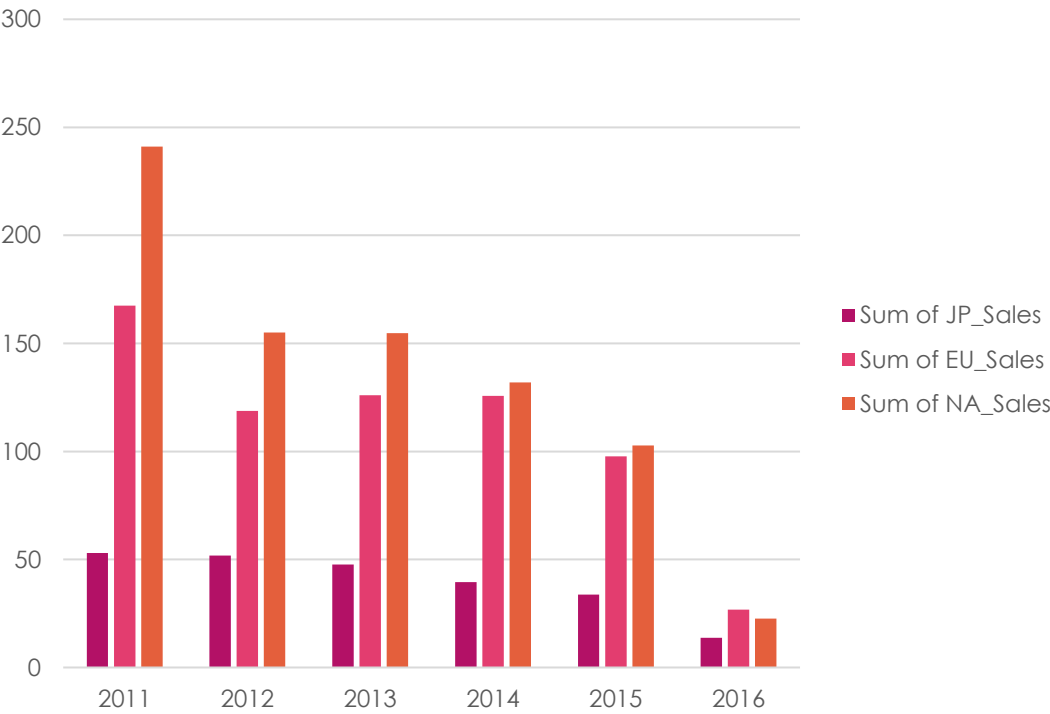
JP TOP PLATFORMS



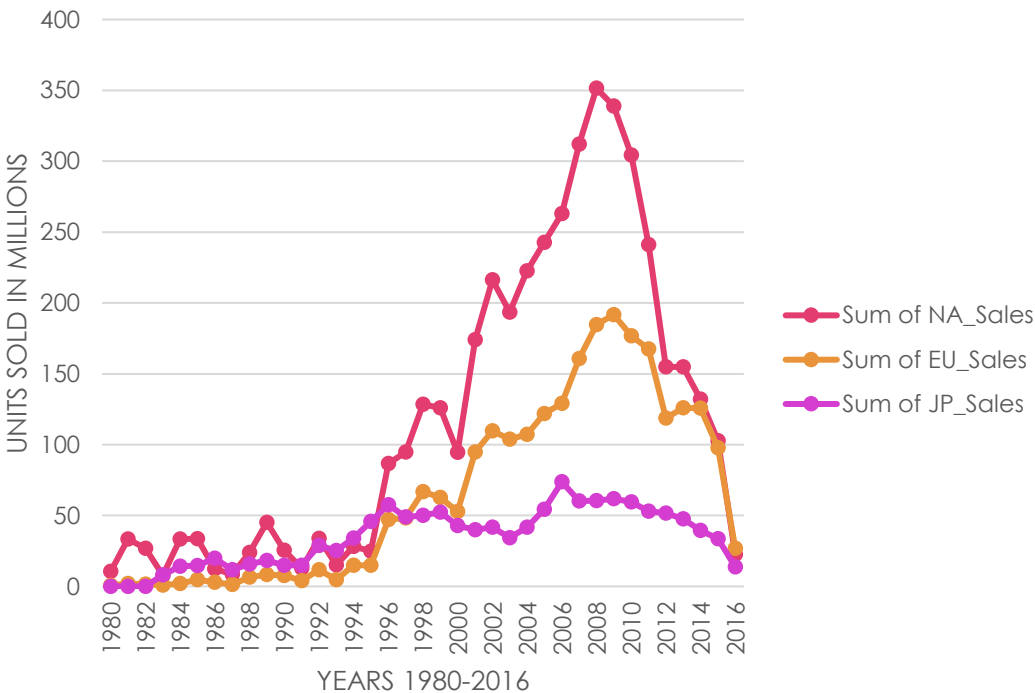
Regional Sales Trends in the Video Game Market



► The bar chart displays regional sales from 2011 to 2016, highlighting a consistent dominance of North American sales over Europe and Japan. While all regions show a decline toward 2016, the gap between them remains steady, with Japan maintaining the lowest volume.



► The line chart illustrates total sales from 1980 to 2016. North America leads overall, peaking in the mid-2000s, followed by Europe. A significant drop is observed after 2009 across all regions, reflecting a global shift in gaming platforms or sales patterns.



Recommendations Based on Insights

► Prioritize NA

GamesCo should continue prioritizing the North American market, as it has consistently led in global sales throughout the years.

► Expand in Europe

Europe has shown steady growth and even surpassed North America in 2016. GamesCo should invest more in this region through targeted marketing and regional adaptations.

► Focus on RPGs in Japan

Role-playing games dominate Japan's market. Allocating a larger marketing budget to this genre can help strengthen GamesCo's position in the region.

► Maintain Action genre support

While RPGs are top performers in Japan, Action remains the second most popular genre. GamesCo should maintain strong offerings in this category as well.

► Invest in Nintendo

Nintendo is the only publisher shared across all three major regions — NA, EU, and JP. Continued investment in Nintendo platforms will support global alignment and reach.

