EXCERPT

GAMECO

A fictional newcomer to the video game industry deems that sales have been the same over time and is interested to understand the current marketing developments.

OBJECTIVE

Perform a 10-year descriptive analysis to gain insights into the current video game developments for marketing and sales teams' 2017 budget planning.

PROJECT & DATA

- Project Brief
- This mock 1980 to 2016 video game sales data is available here.
- Data sourced from VGChartz.
- VGChartz's data collection methodology is available here.

LIMITATIONS

- Tracks the total number of units sold (*not financial figures*) to the retail stores.
- 2016 is the latest year logged with partial records.

TECHNIQUES APPLIED

- Data Integrity, Quality and Consistency Assessment
- Data Cleaning
- Pivot Tables
  - Data Grouping & Summarizing
  - Calculated Fields
- Descriptive Analysis
- Excel Visualization Results
- PowerPoint Presentation

TOOLS

DATA METHODOLOGY

DATA CLEANING

Preparing data by removal of duplicate and irrelevant values, imputing missing figures with mean values. Normalizing text formats for accessibility (i.e. corrections on typos and names with special characters, and so on).

GROUP & SUMMARIZING DATA

Using excel pivot tables to a group and summarize data with categorical filters enhances customize views.

DESCRIPTIVE ANALYSIS

An application of basic exploratory data analysis measures central tendency, distribution, and outliers.

EXCEL VISUALIZATION CHARTS

Data findings are converted to charts illustrating geographical trends by segment. Suitable graphs are used for the final presentation report.

INITIAL ANALYSIS

ANALYTICAL TOOLS APPLICATION

A **declining pattern** in overall sales **refutes the executives' current business** understanding.

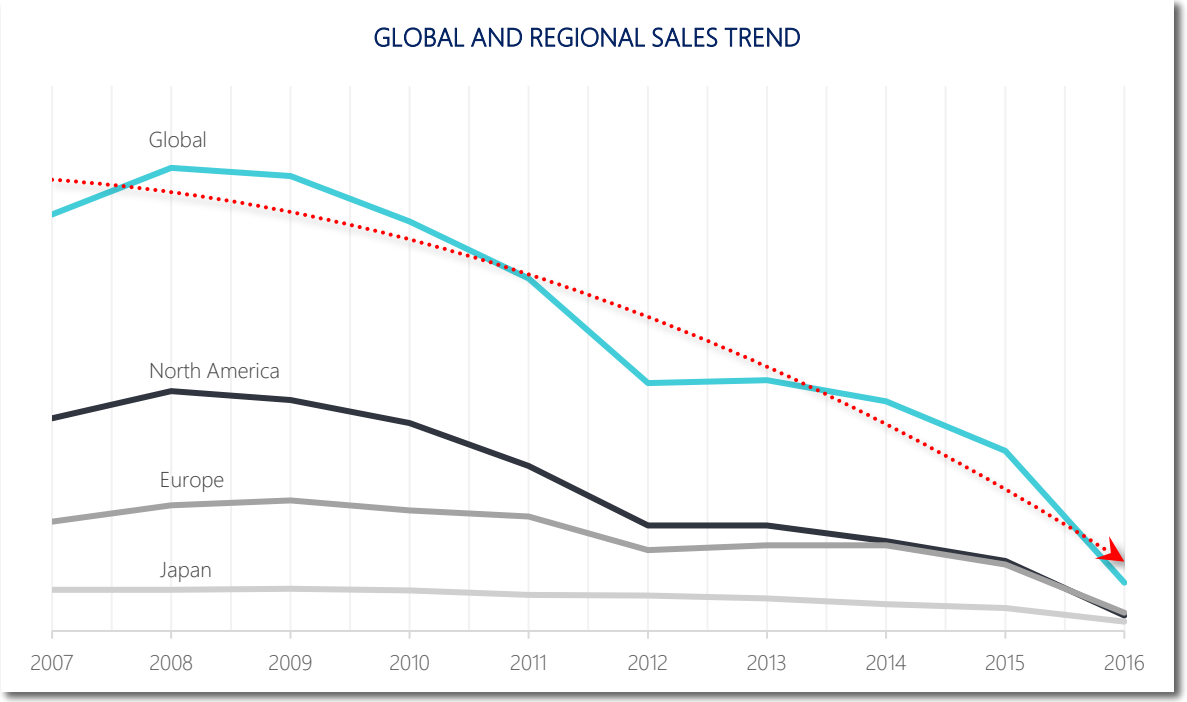

FIG. 1a

- **North America** is the strongest sales performing region suffers the sharpest drop.
- **Europe** 2nd largest market follows similar trend with all other regions.
- **Japan** a single-country market shows minimal impact of the declining development.

The sales ratio molds the **market share trend** demonstrating **distinctive** results of each **regional business growth**.

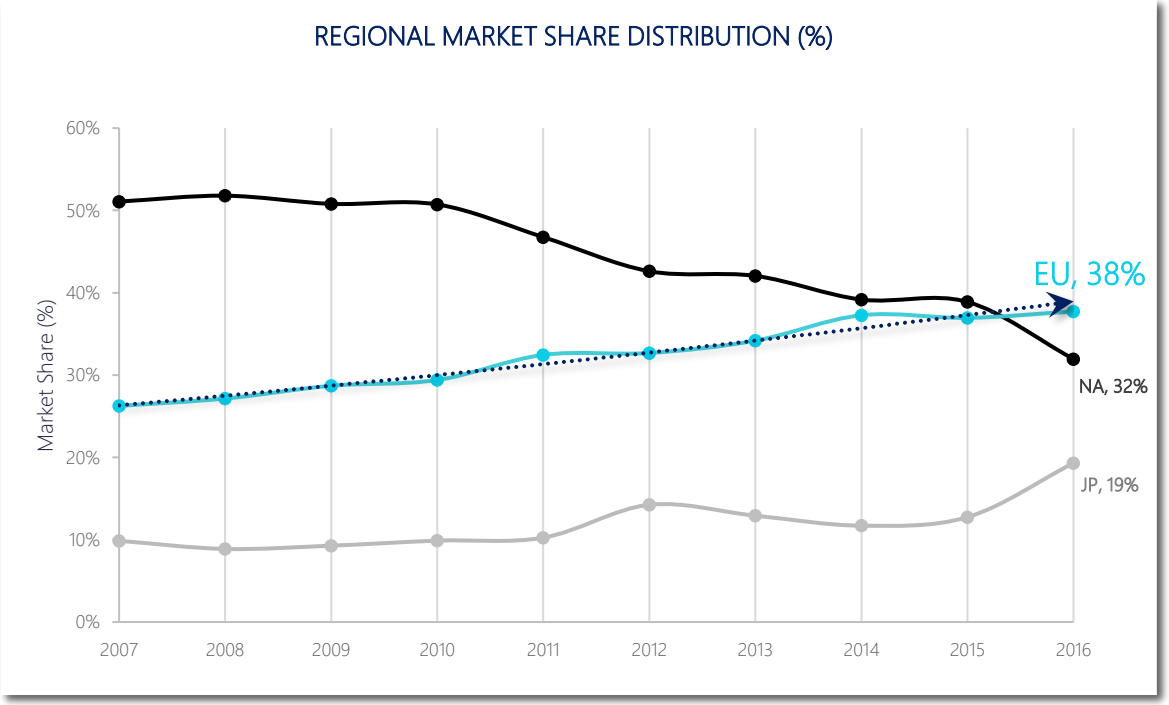

FIG. 1b

- **North America** plummets to the 2nd leading profitable region.
- **Europe** continuously **climbs** taking over the highest market share.
- **Japan's** unstable growths illustrates positive growth from 2014.

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MARKET TREND ANALYSIS

ANALYTICAL TOOL APPLICATION

Genre popularity changes over time suggesting **Action**, **Sports**, **Shooter**, and **Role-Playing** are likely to maintain **video game players' interests** while other categories eventually diminish globally.

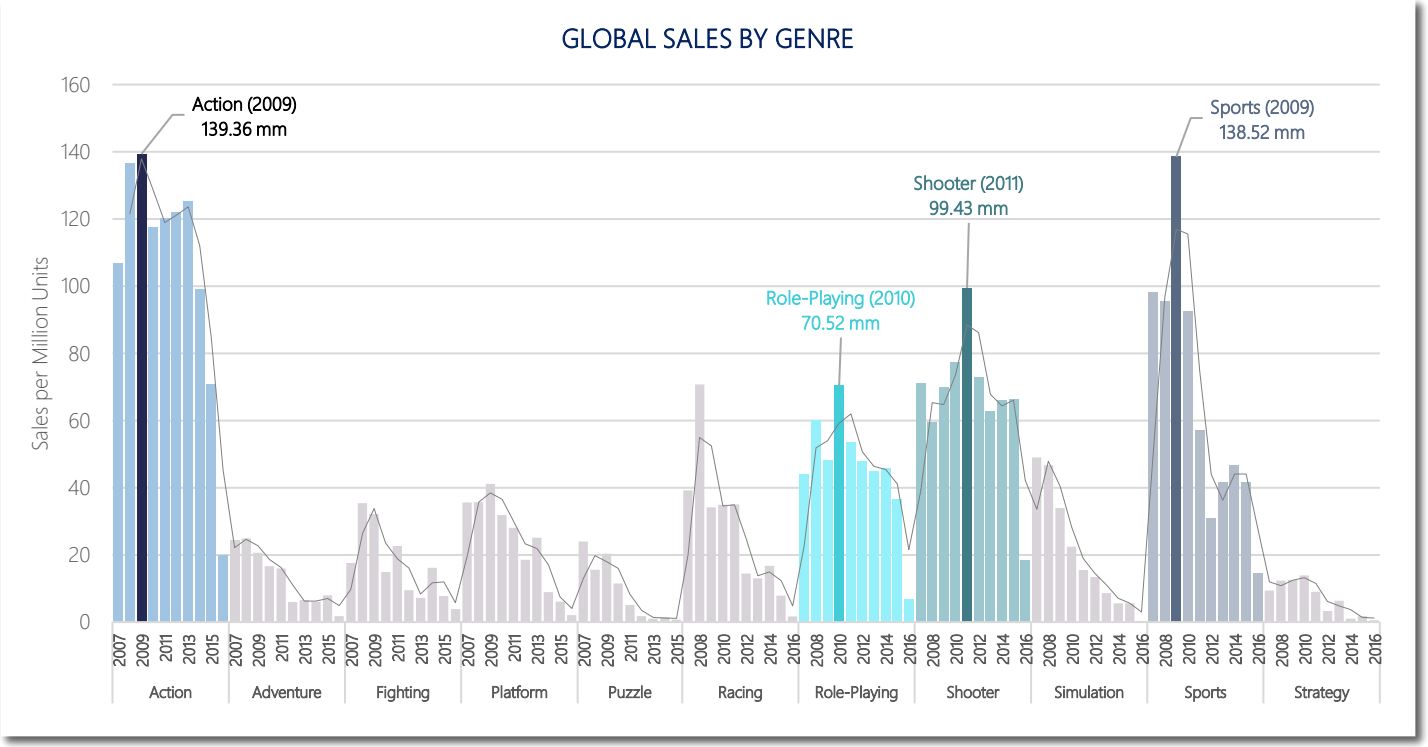

FIG. 1c

Identifying **regional consumer developments** observes **opportunities** leveraging on high-demand game categories adapted to each target market's interests.

TOP-PERFORMING GENRE

*makes up more than **50%** of sales by region.*

RANK	EUROPE	NORTH AMERICA	JAPAN
1	Action	Action	Role-Playing
2	Shooter	Shooter	Action
3	Sports	Sports	

FIG. 1d

TOP-SELLING PLATFORM

*makes up above **69%** of sales in each region.*

RANK	EUROPE	NORTH AMERICA	JAPAN
1	PS3	X360	DS
2	X360	WII	3DS
3	WII	PS3	PS3
4	DS	DS	PSP

FIG. 1e

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RECOMMENDATIONS

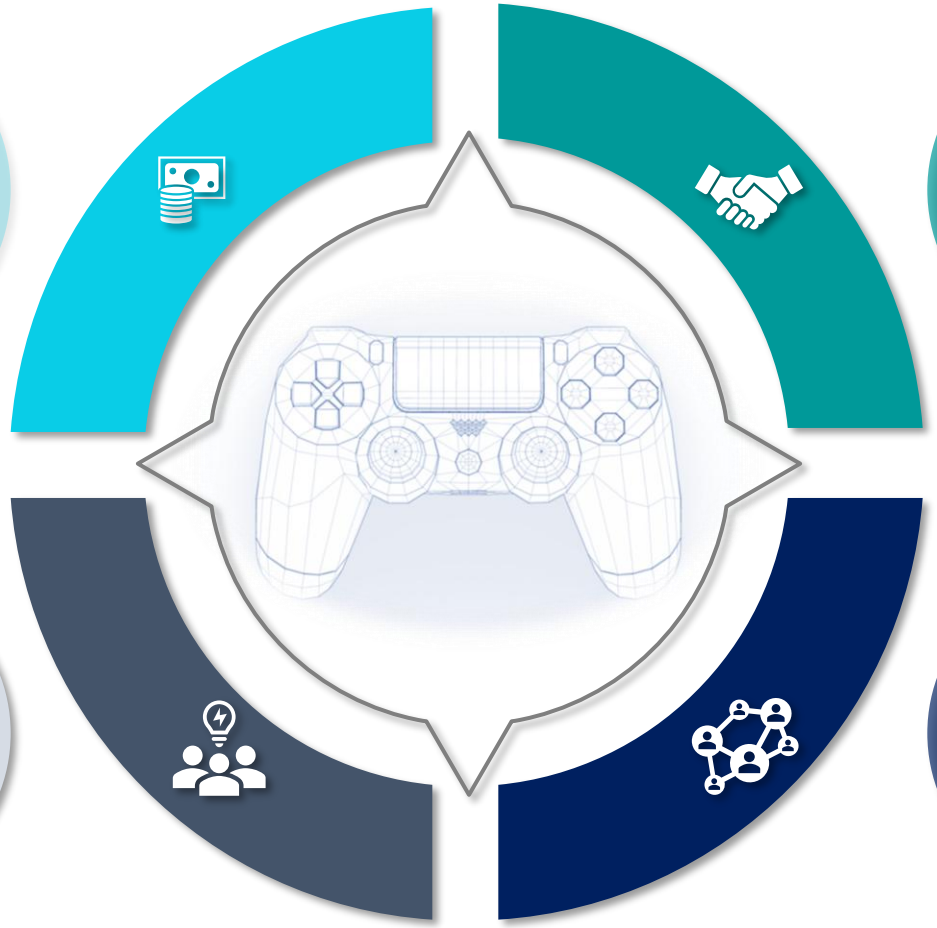
GLOBAL MARKET

BUDGET DISTRIBUTION

Investing 38% of the resources to European market support its the year-to-year stable growth.

SALES DEVELOPMENT

Explore sales channels (*online vs. retail*) and acquire current platform trends used for promoting and selling products.



TARGET MARKET

Implement consumer behavior reports in diagnosing buying and spending habits to disclose detailed facts on product preferences including purchasing power trends.

SCHEMATIC TRADING

Conduct an in-depth marketing analysis on publishers' recent product developments to discover the profitable trends and partnering with new enterprises.

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