

Project 1:



Video Game Popularity



PROJECT 1: ANALYZING GLOBAL VIDEO GAME SALES

Overview: This project provided descriptive analysis of a video game data set for GameCo* with the goal of understanding how new games might fare in the market. GameCo executives were interested in what types of games were most popular, how the popularity of these genres changed over time, and if popularity and sales figures vary between geographic regions.



Data

- Video games sales [dataset](#).
- Data drawn from [VGChartz](#).
- Dates from 1980 to 2016



Skills

- Data cleaning
- Grouping data
- Summarizing data
- Descriptive analysis
- Visualizing results in Excel



Tools

- Microsoft Excel

Project 1: Analysis – Total Global Sales

North America

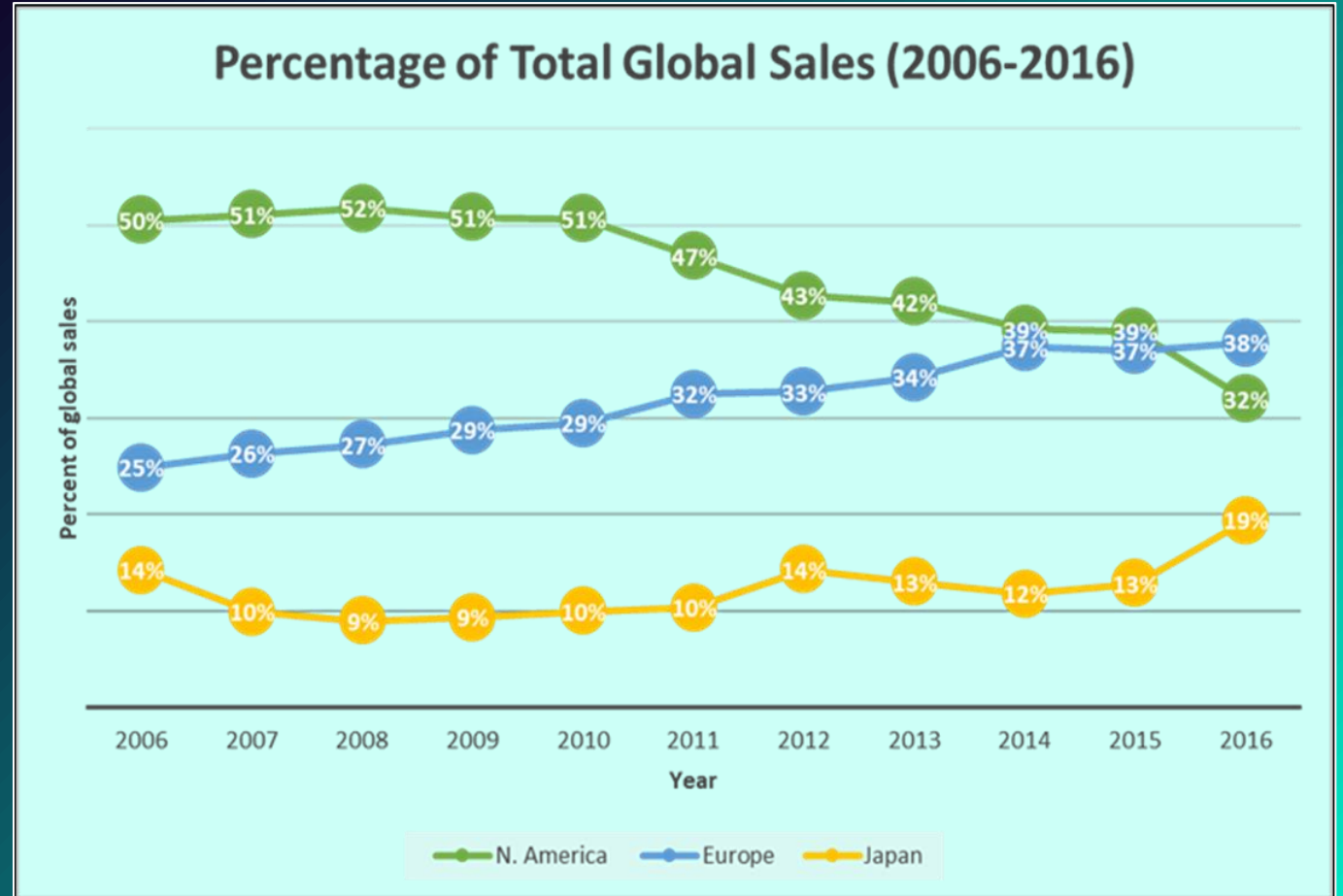
Highest contribution to total sales continuously until 2016. Contribution to global sales has been in decline since 2010.

Europe

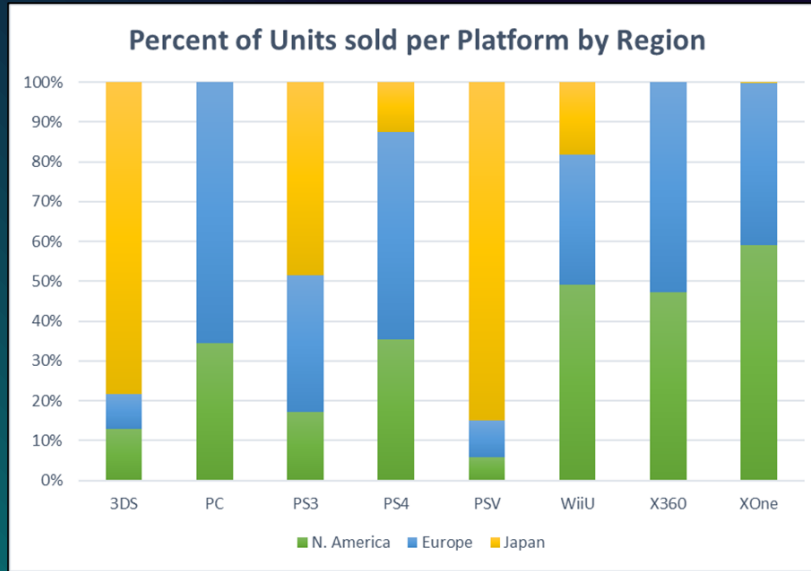
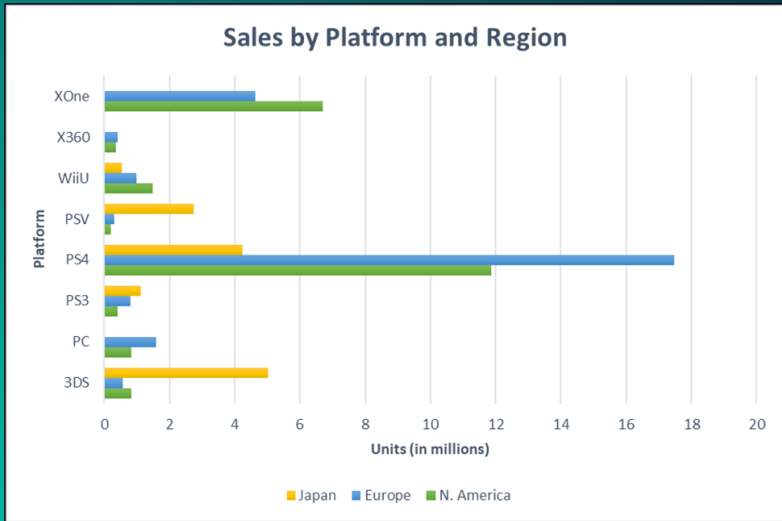
Contribution to total global sales have been slowly decreasing in the last 10 years. Currently the highest contributor

Japan

Historically has had the lowest contribution to global sales, but has been increasing since 2014.



Project 1: Analysis – Sales by Region and Genre

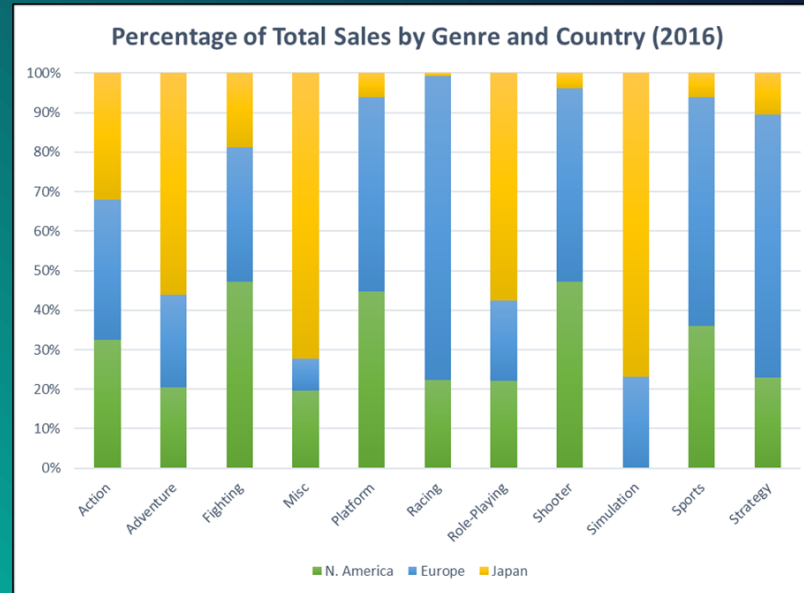
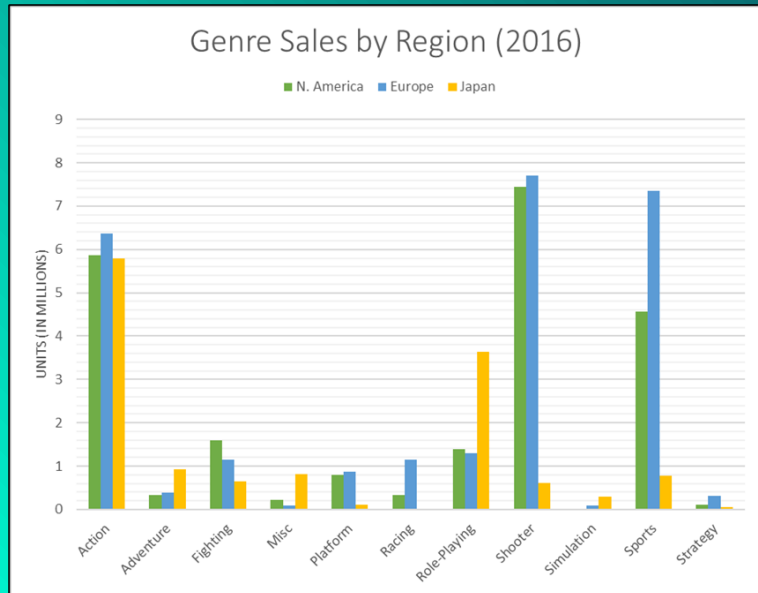


North America & Europe

Shooter games were the most popular genre in 2016, followed by action and sports games. The PS4 had the most sales in 2016, followed by the Xbox One.

Japan

Highest contribution to total sales continuously until 2016. Contribution to global sales has been in decline since 2010.



Global

Highest contribution to total sales continuously until 2016. Contribution to global sales has been in decline since 2010.

PROJECT 1: Conclusions and Suggestions

Since action games are popular across all regions, marketing should focus on those. Likewise, marketing should focus their budget on the PS4, but hand-held platforms should be considered for the Japanese market. Marketing should also anticipate the release of the Nintendo Switch in 2017.



Secondary suggestions by region:



North America

- Shooter Games
- Xbox One
- Wii U



Europe

- Shooter and sports games
- Xbox One
- PC



Japan

- Adventure games
- RPGs
- Hand-held consoles



Complete slide deck

PROJECT 1 TAKEAWAYS

Overall, I found this project to be extremely easy. The dataset was small enough to be cleaned and analyzed in Excel. I did have some issues with assumptions used in the analysis as well as the lack of detail in the dataset.

Project data assumed that sale of units was a proxy for popularity. This is not the best assumption as the original price of the games were not available. Data could have been skewed by factors such as video game rentals (for older games) where the game is purchased once but rented out and played by many people. Data could also be skewed by companies that buy back video games. Often, less popular video games are sold back to these companies in large quantities. Some games are hyped up, bought by many people and sold back if the game does not live up to its hype. This means that unit sold would not be an accurate measure of game popularity.

The data in this set was also very general, by country. While this may be the best dataset available, it could be improved with demographic variables such as age groups and gender which can provide information for more effective marketing strategies.