

## **Introduction**

After reviewing much of the data throughout this introduction and using it to help develop insight for the year 2016, I believe all three stakeholders will be interested in the information.

My findings help to uncover many of our stakeholders' concerns including which genres tend to be popular, how the competitors in the market interact with each other and understanding how the market fluctuates.

Since GameCo. is trying to build the budget for 2017 I explored data from years 2012 through 2016. I cannot glean enough information from 2016 alone to provide growth and decay of how the gaming industry has performed.

Vice President of Marketing was interested in genre popularity, and I have been able to pinpoint a few top genres and how they have behaved over the last 5 years.

The Chief Financial Officer was keen on understanding where our competitors thrive or struggle. If we look at Publisher's in the gaming industry, we can see which Publishers are more popular within each region.

Finally, Senior Vice President of Sales was concerned with keeping up to date with changes in the market.

Each of these questions can be answered with the data from GameCo.'s data sets.

## **Project Reflections**

To address each stakeholder's concerns, I first decided where to start. I wanted to build a general understanding of how the gaming industry has been impacting each region. I decided to analyze information from year 2012 through 2016. This would give me valuable information and allow for graphs and charts to show changes over time.

I'd like to begin by addressing the interest of the Vice President of Marketing:

"We're always eager to know which genres of games are performing the best so we can allocate our marketing budget efficiently."

These are the interests we will focus on. Taking the data set, I first created a Pivot Table. In this Pivot Table I wanted to organize the information with Years (2012-2016) and Genre in the Rows section. I added the sales for North America, Europe and Japan to the Values section. This allowed me to visually appreciate the highest cost by year for each region.

After going through and analyzing the data, a 100% Stacked Bar Chart was added. The Y-axis represents percentage out of 100, the X-axis holds the Year and Genres. A legend was provided as well as the numerical data over the bars represented by each region. In this chart you can indicate what genre tends to be more popular with each region. For example, North America's top Genre was Action for 3 years before it changed to Shooters the last 2 years. Europe's top Genre

## GameCo. Analytics

was Action for 4 years before changing to Sports. Japan's top Genre was Role-Playing for 3 years before changing to Action the last 2 years.

Overall, Action genres have been very popular but at different times and lengths for each region. They have all since migrated to completely different genres from one another.

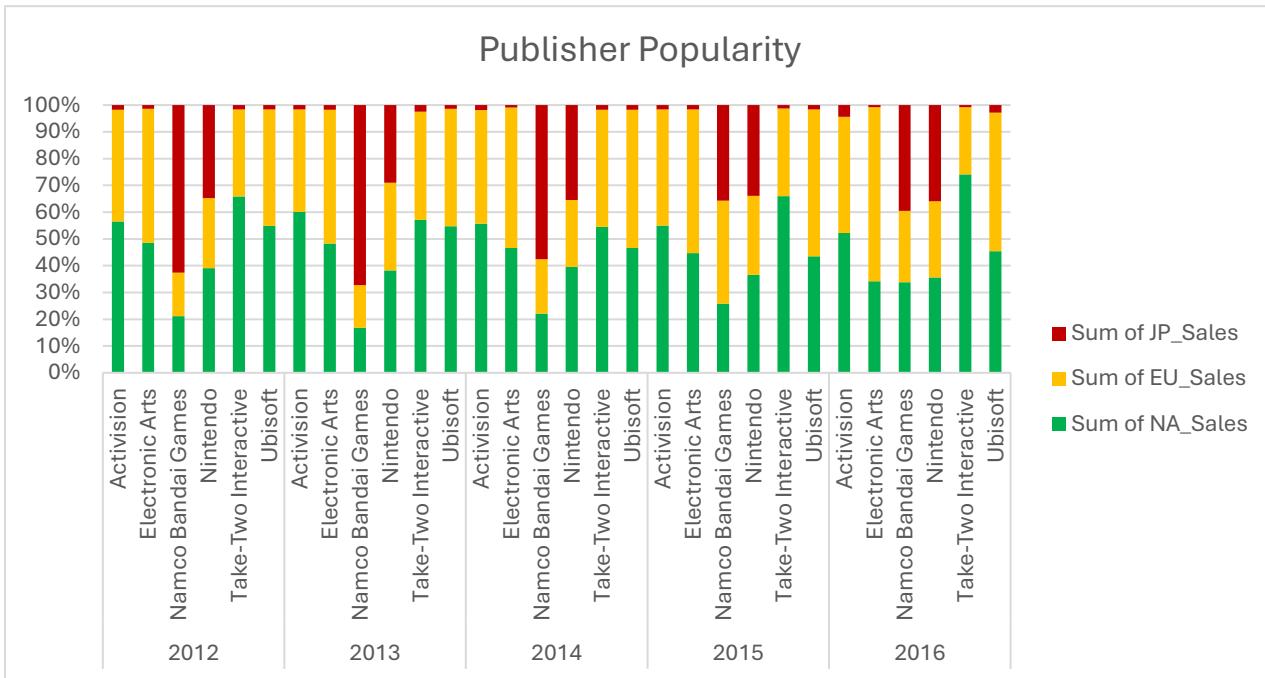


Figure 1: Numerical data not included

Next on the agenda is that of the Chief Financial Officer:

“It’s imperative that we keep tabs on competitors and what share of the market they’re gaining or losing. Part of how we communicate our success to investors is by showing how we’re able to grow our business in an area where a competitor’s business is shrinking.”

In this instance, I'd like to take the knowledge of knowing what Publishers have become popular among other regions. This can assist in understanding where specific publishers are losing gamers and where others could grow.

Another Pivot Table was created with Year and Publisher in Rows and North America, Europe and Japan sales in the Values section. Visually studying the numbers another 100% Stacked Bar Chart was created. The Y-axis represents percentage out of 100, the X-axis holds the Year and Genres. A legend was provided as well as the numerical data over the bars represented by each region.

## GameCo. Analytics

Interestingly, the popularity of each Publisher shifted greatly for North America. North America did not have a consistent Publisher for longer than 2 years and that was Activision in 2012 and 2014. Japan's top Publisher was Nintendo for 4 years changing to Namco Bandai Games in 2016. The most popular Publisher for Europe is Electronic Arts. It shifted to Ubisoft in 2014 but quickly went back to Electronic Arts. This information gives great insight to which Publishers are thriving in Europe and Japan and how North America seems to have an opportunity for growth in all Publications.

Finally, we have our Senior Vice President of Sales:

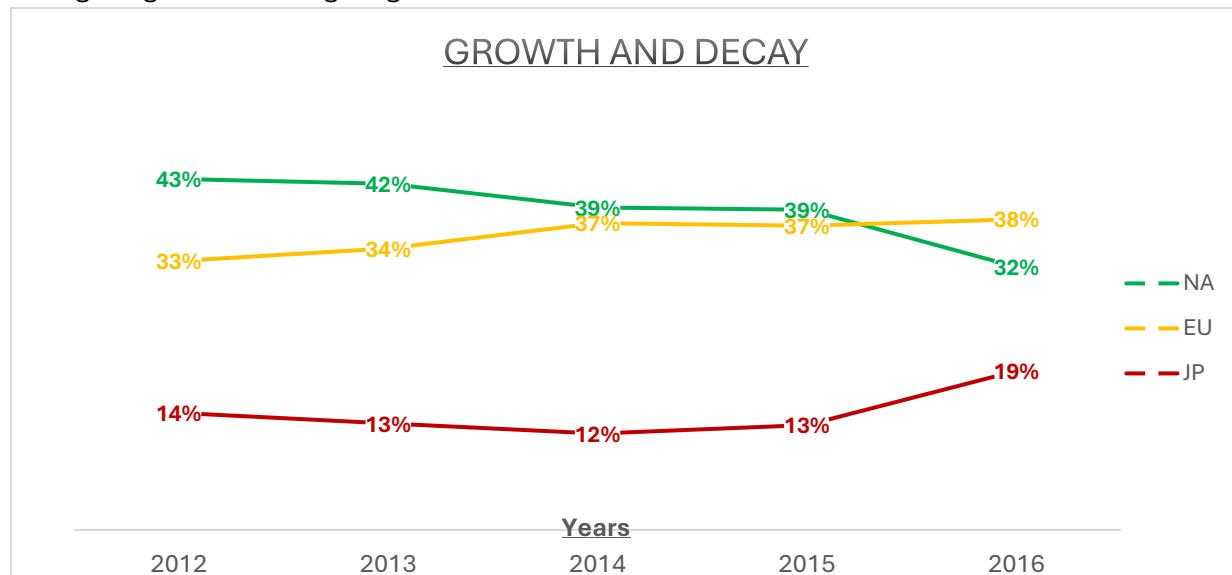
"It's essential that we understand swings in the market. If one market becomes more dominant over time in terms of sales, we'll want to know so we can make sure we have sufficient sales reps serving that market."

When looking for this information I created a variable formula to divide the regional sales by the global sales. This would give me a percentage of what sales those regions provided for the global sales.

I created a Line Chart that indicated the points of growth and decay and what that looked like over the last 5 years.

When examining the line chart, you can see that North America in 2012 started at 43% and has slowly decreased its sales percentages plummeting to 32% in 2016. Europe's sales percentages started steady at 33% in 2012 and grew to their peak at 38% in 2016. Japan's sales percentages started much lower than the other two regions at 14% in 2012. It only grew to 19% by 2016 keeping them the lowest but still having some growth.

This information indicates that over the years North America has been the highest in budget but has been dropping overtime. Europe has been slowly increasing and has surpassed North America in 2016. Japan, although having some growth, hasn't shown much promise to increase enough to gain more budgeting.



## **GameCo. Analytics**

Figure 2: Growth and Decay

To further focus on the budget for 2017, I've taken a closer look into the year 2016. I've created a bar chart that expresses the most popular genres among the regions. It's easy to see that the genres Action, Shooters and Sports are most popular.

I have also created a line chart to indicate which Publishers are most popular among the regions in 2016. This chart paints a quick picture. Europe's most popular publisher is Electronic Arts; North America's most popular publisher is Ubisoft and Japan's most popular publisher is Namco Bandai games.

These two charts differ from the other representations because they solely rely on information from 2016 alone. There are no indications of how these genres and publishers have behaved over time.

I also coupled together genre and publisher to shine a light on how they interacted with each other. In this chart Europe's top genre was sports and that was predominately under the publisher Electronic Arts. Europe runner up was shooter genres that were published by Activision and Ubisoft. North America's top genre in the year 2016 was Sports published by Electronic Arts as well. The second most popular genre in North America was shooters published by Ubisoft. Japan's top genre in 2016 was action published by Nintendo. Japan's second favorite genre was role-playing published by Namco Bandai games.

In this storytelling, my insights are built around interpretations over the last 5 years. Sales in 2016 are significantly less than years prior. There is also data showing who has been spending more money in the gaming industry.

Roughly, North America's spending is decreasing, Europe's spending is increasing and Japan's spending, although increasing, is still the lowest of the three regions. I believe from the information provided there should be special attention for increasing Europe's 2017 budget. They've shown consistency in Sports, Shooters, and Action genres with their top publisher being Electronic Arts.

The next in line for budgeting would be North America. Their sales are decreasing but recognizing their top genres such as Shooters and Action, marketing could focus their strategies on promoting those genres more.

Japan would be at the end of budgeting. Their sales are at the lower end, but there is potential for growth in their top genres Action and Role-Playing for marketing teams to focus on.