

PORTFOLIO PRESENTATION

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P1 - Game Co



Business Challenge

GameCo seeks to leverage data-driven insights to guide new game development and forecast market performance.

Analysis objective

Identify overall sales trends and patterns.

Analyze regional sales variations.

Determine top-performing genres and assess market competition.

Examine changes in game popularity over time.

Visualize key insights to support strategic decision-making.

Data overview

Source: VGChartz — historical video game sales (1980–2016). Sales are spread over 4 regions North America, Japan, Europe, and the rest of the other regions combined

Metric: units sold (in millions).

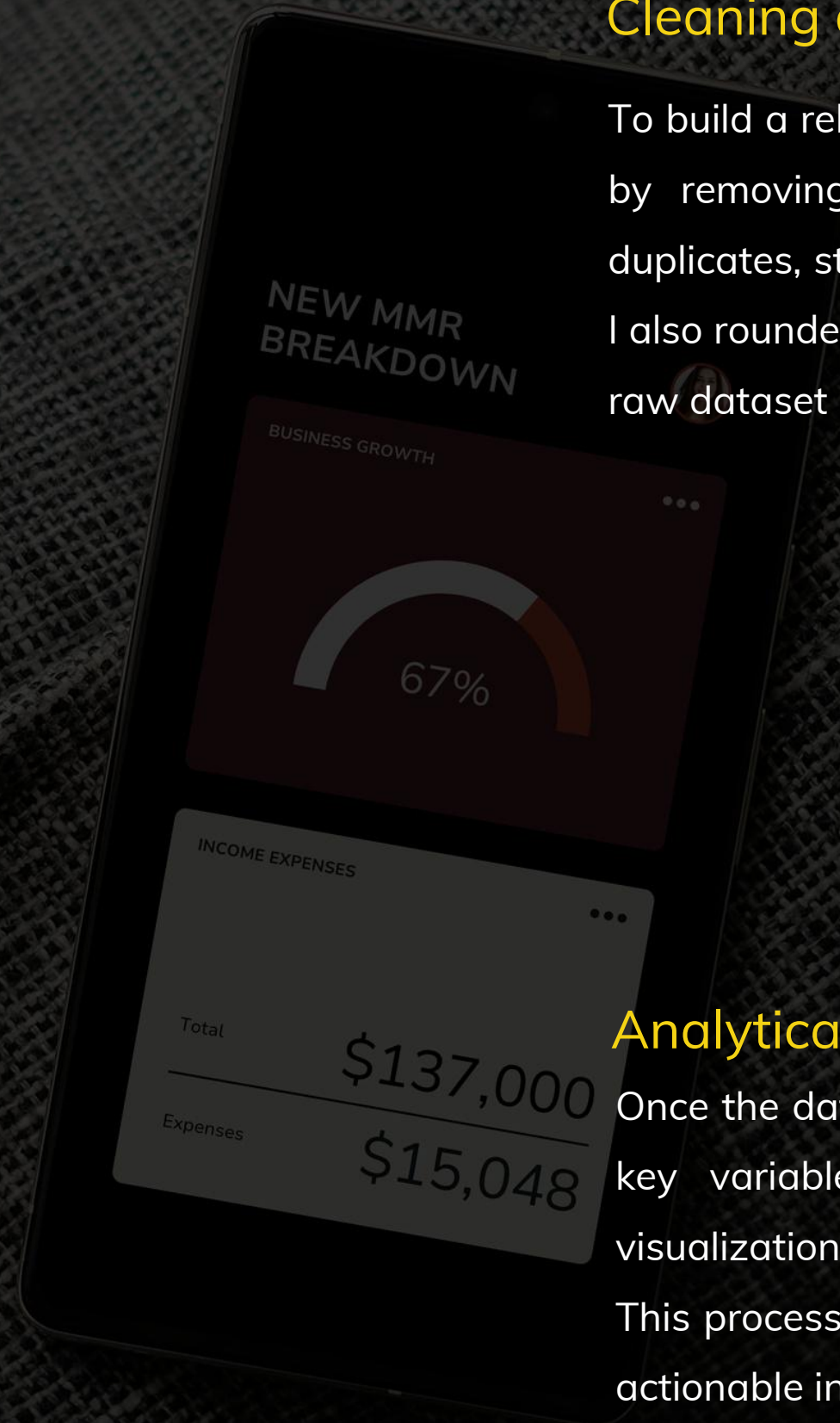
16599 games

Cleaning data

To build a reliable base for analysis, I cleaned the GameCo dataset by removing empty rows, dropping irrelevant columns, fixing duplicates, standardizing game titles, and handling missing values. I also rounded sales figures for consistency. This process turned the raw dataset into a clean and usable source for accurate insights.

Analytical Approach

Once the data was validated, I used descriptive statistics, grouped key variables with Excel and Pivot Tables, and built clear visualizations to highlight trends across genres, regions, and time. This process shows my ability to prepare reliable data and extract actionable insights from complex datasets.

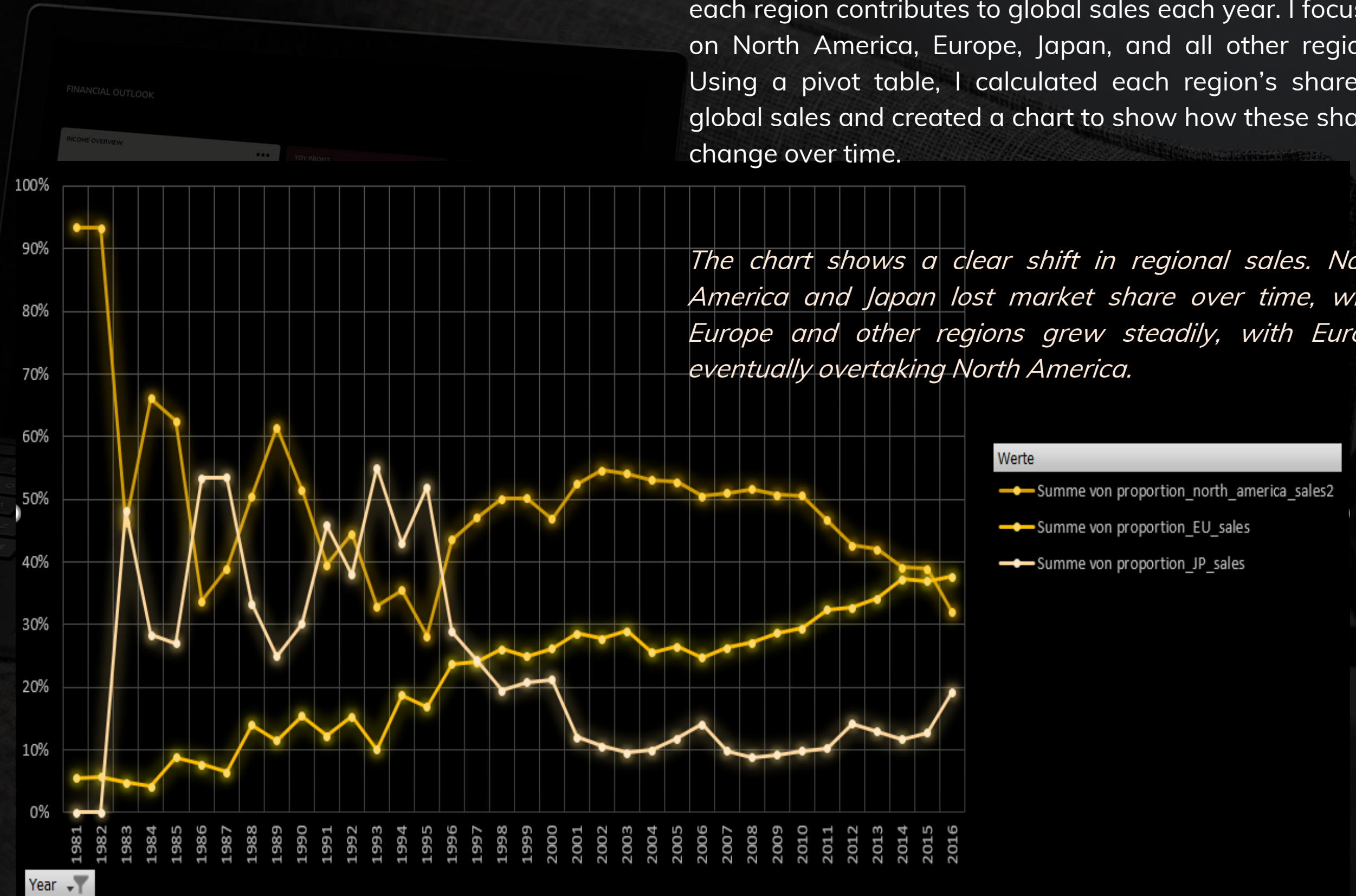


ANALYSIS & METHODS

GameCo assumes that regional video game sales have remained stable over time, with North America consistently leading the market. This perspective supports allocating marketing budgets proportionally across regions.

To validate this assumption, I analyzed global sales trends by year using a pivot table to uncover long-term market shifts. The results contradict the current view: sales stayed relatively stable until 1995, then surged sharply, peaking in 2008 before entering a significant decline.

To support better marketing decisions, I looked at how each region contributes to global sales each year. I focused on North America, Europe, Japan, and all other regions. Using a pivot table, I calculated each region's share of global sales and created a chart to show how these shares change over time.

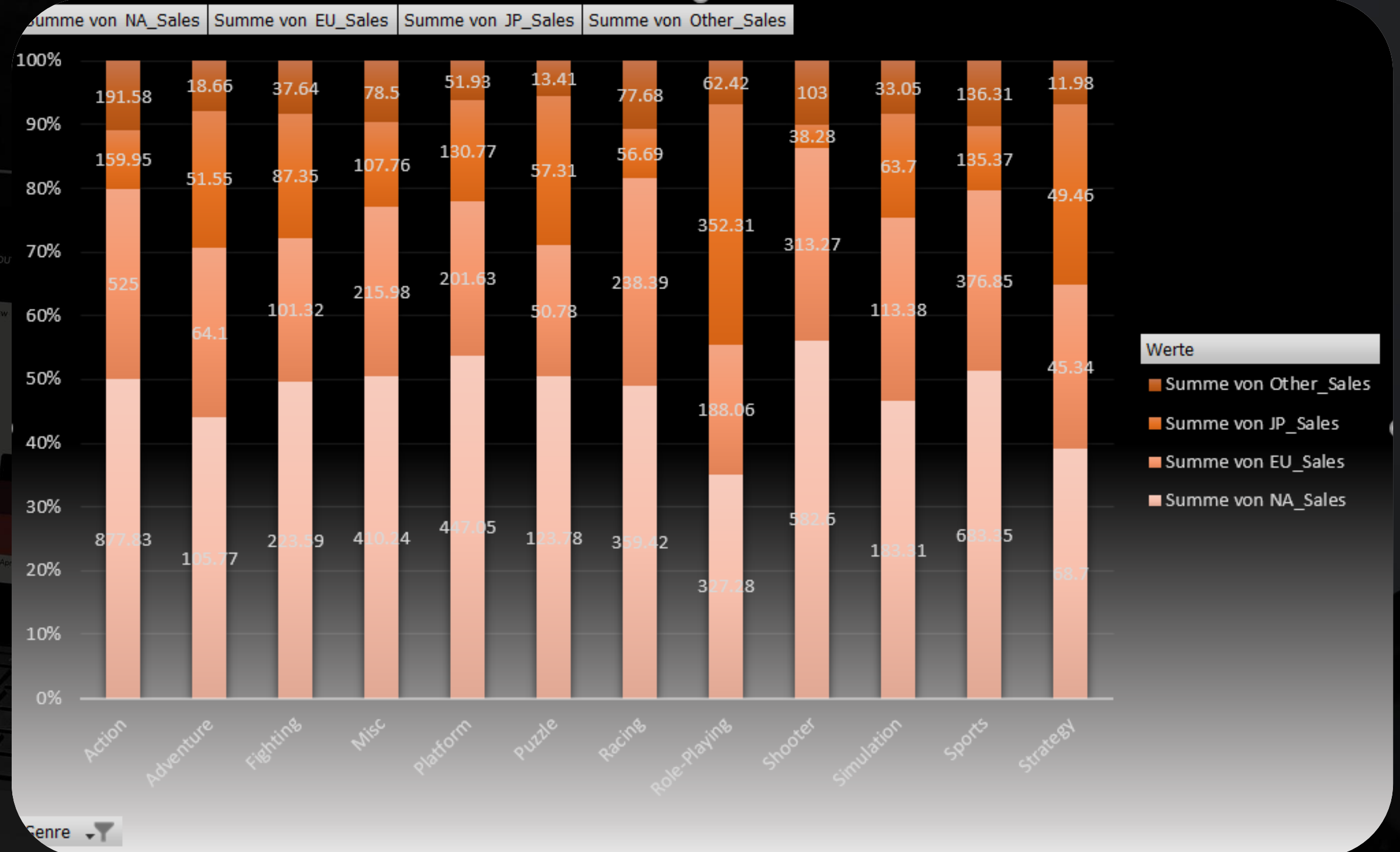


The chart shows a clear shift in regional sales. North America and Japan lost market share over time, while Europe and other regions grew steadily, with Europe eventually overtaking North America.

ANALYSIS & METHODS

To identify the most popular game genres, I analyzed global sales across regions using pivot table.

This breakdown helped reveal regional preferences and genre dominance.



The chart shows that Action leads with 402.76M units sold globally (NA: 191.58M, EU: 129.55M, JP: 54.1M, Other: 27.53M). Role-Playing dominates in Japan with 352.31M units, far surpassing other regions. Sports shows strong performance in NA (136.31M) and Other regions (68.35M). Shooter and Racing genres also perform well in NA and EU, but lag in Japan.

FINDINGS & RECOMMENDATIONS

FINDINGS

Action and Sports titles performed strongly in North America, while Japan showed high interest in Pulse People.

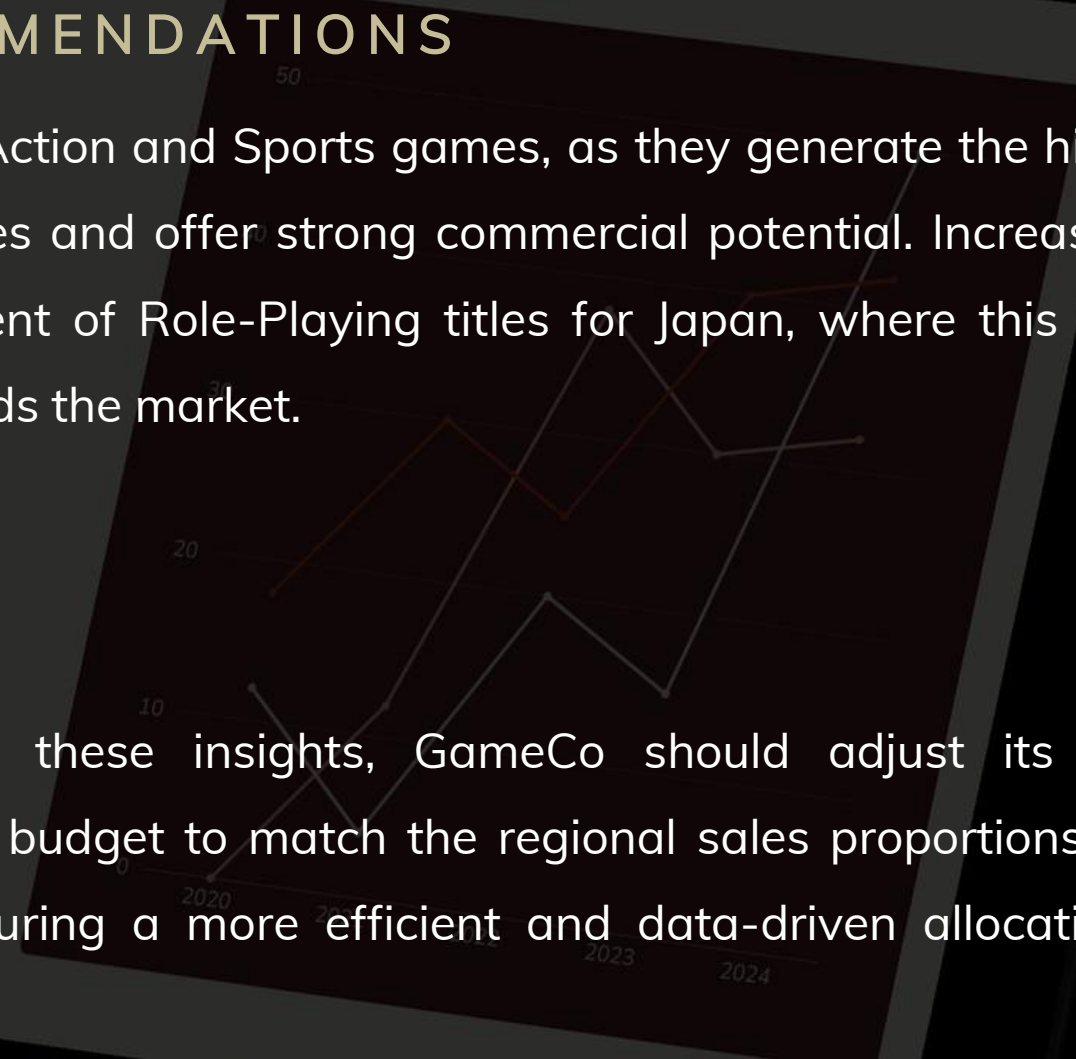
Europe displays a steady upward trend and is on track to surpass other regions, potentially overtaking North America as its share continues to grow.

These insights help clarify how regional markets have shifted over time and highlight emerging trends.

RECOMMENDATIONS

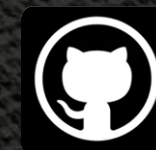
Prioritize Action and Sports games, as they generate the highest global sales and offer strong commercial potential. Increase the development of Role-Playing titles for Japan, where this genre clearly leads the market.

Based on these insights, GameCo should adjust its 2017 marketing budget to match the regional sales proportions from 2016, ensuring a more efficient and data-driven allocation of resources.



WHAT IS THE INDUSTRY'S HISTORY AND WHAT ARE ITS USUAL TRENDS? DO YOU SEE NEW PATTERNS DEVELOPING? GIVE A PREDICTION OR OUTLOOK ABOUT WHERE THE INDUSTRY IS HEADED.

To see more





Strengths Demonstrated

I brought structure to the GameCo dataset thanks to my analytical mindset. Once the cleaning logic was defined, I moved efficiently through the workflow and turned messy data into a solid foundation for insights.



Moment of struggle

Despite my experience with Excel, I faced unexpected complexity when merging and integrating the dataset under time pressure. After testing different approaches and researching best practices, I built a reliable workflow that now feels routine and reinforces my ability to adapt quickly to technical challenges.



INDUSTRY BACKGROUND



What Comes Next

I'm planning to apply advanced analytics such as predictive modeling, time series analysis, and forecasting. I'm curious to see what patterns will emerge



Final Thoughts

I'm truly happy to see the results of such a significant effort. Everything I learned and applied is clearly reflected in this project.