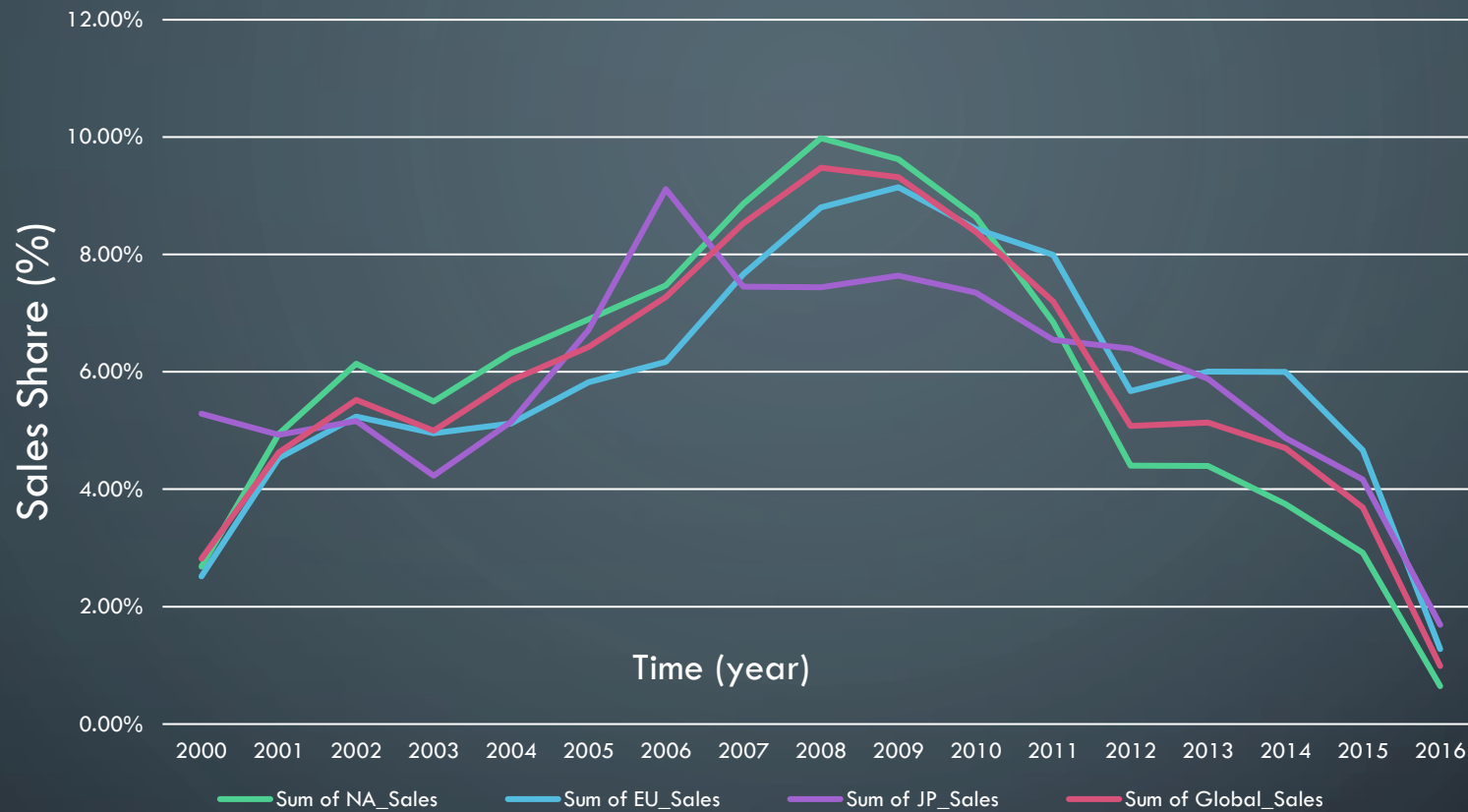
The background is a dark blue gradient. In the corners, there are decorative white line art elements resembling circuit boards or neural networks, with lines and small circles.

GAMECO CURRENT
HYPOTHESIS: SALES FOR
THE VARIOUS
GEOGRAPHIC REGIONS
HAVE STAYED THE SAME
OVER TIME

Sales by regions and global sales throughout the years by %

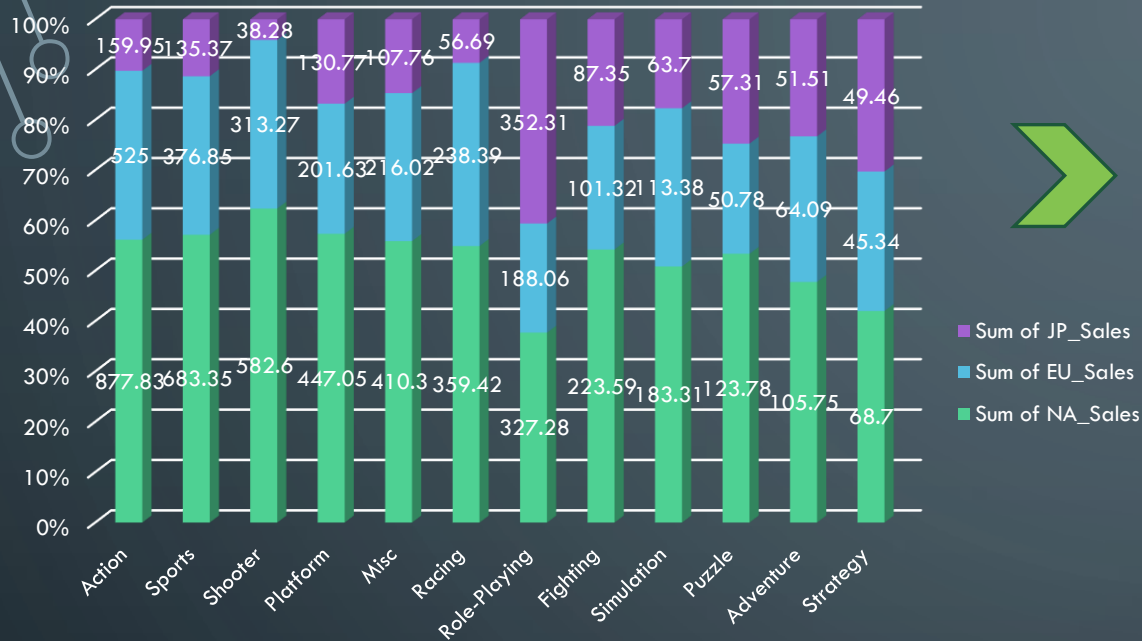


As we can see by the chart that the global sales doesn't stay the same. There was a big increase in global sales. From 2001-2008 there has been an average growth rate at 11.19% followed by NA at 11.06%, EU at 10.33% and Japan at an average growth rate at 8.03%. For average decrease rate from 2008 until 2017, Global sales had a -16.24% rate, followed by NA at -19.17%, EU at -12.48%, and Japan at -12.63% decrease rate.

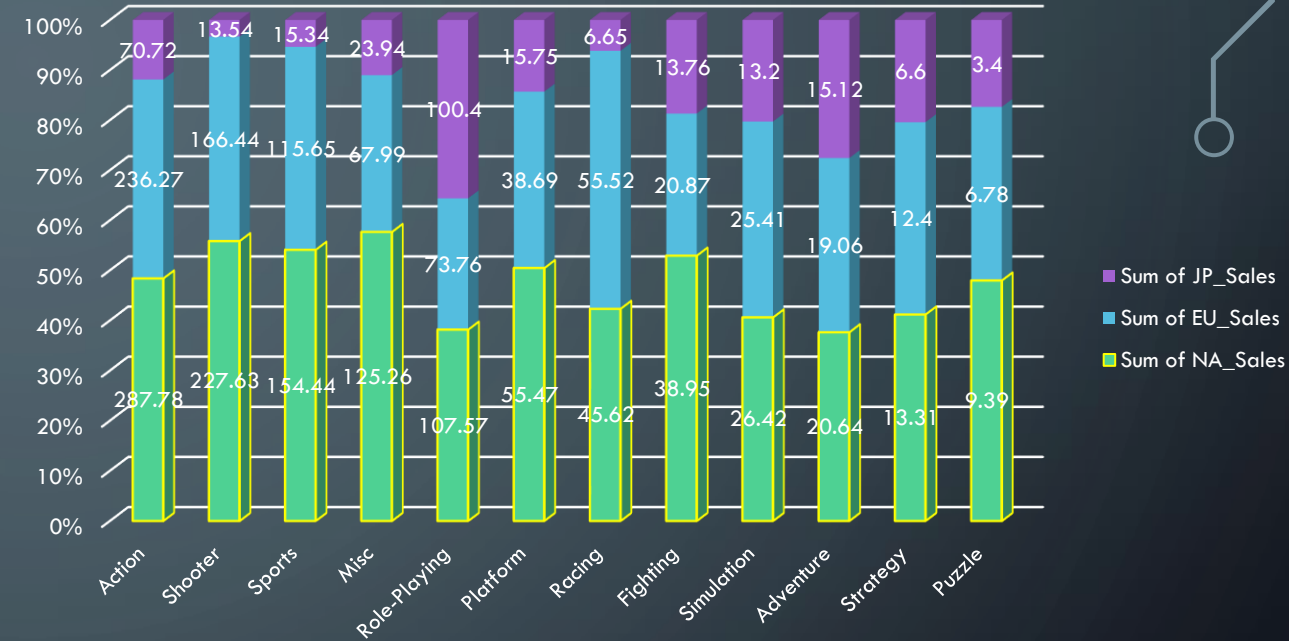
TAKEAWAY

- Based on the analysis provided the original hypothesis has been proven to be false.

Genres from 1980-2016



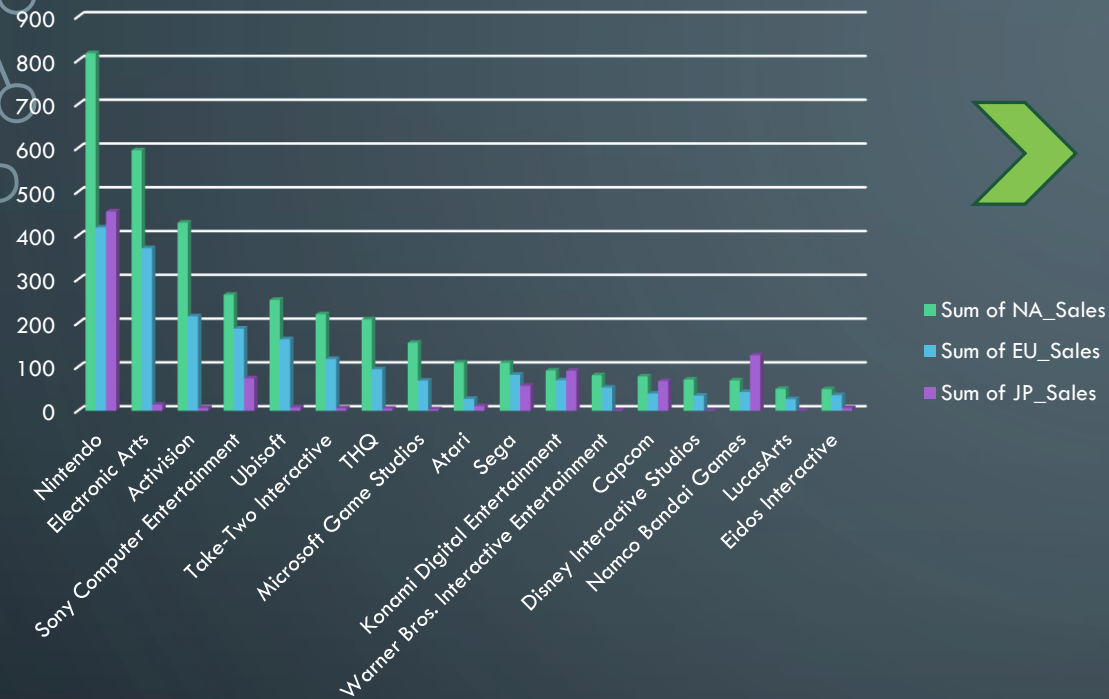
Genres from 2010-2016



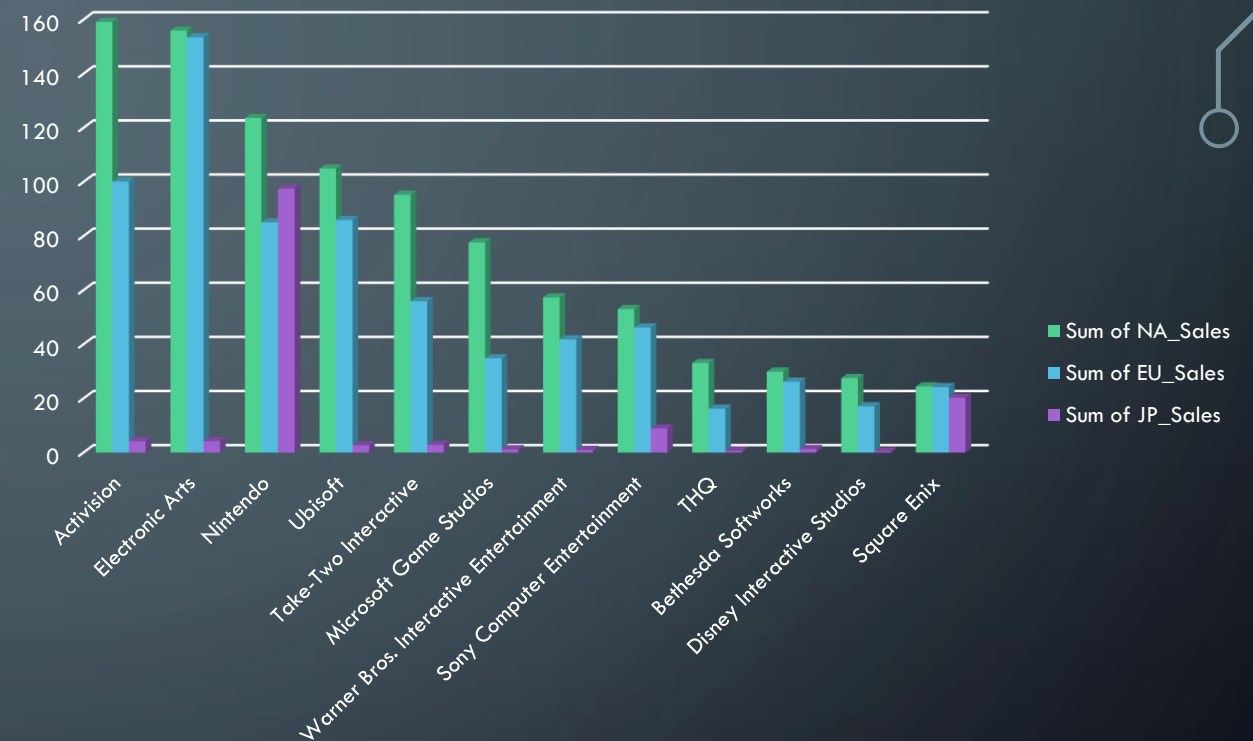
On the left bar chart since 1980s Action, Sports, Shooters, Platform, Misc, have been the most popular genres in North America and Europe since 1980s, while roleplaying has been a big hit in Japan, followed by Sports, Action, and Platform games.

On the right you can see the most recent top 5 has relatively stayed the same except for role playing taking the top 5 spot away from platform.

Sales by publisher 1980-2016

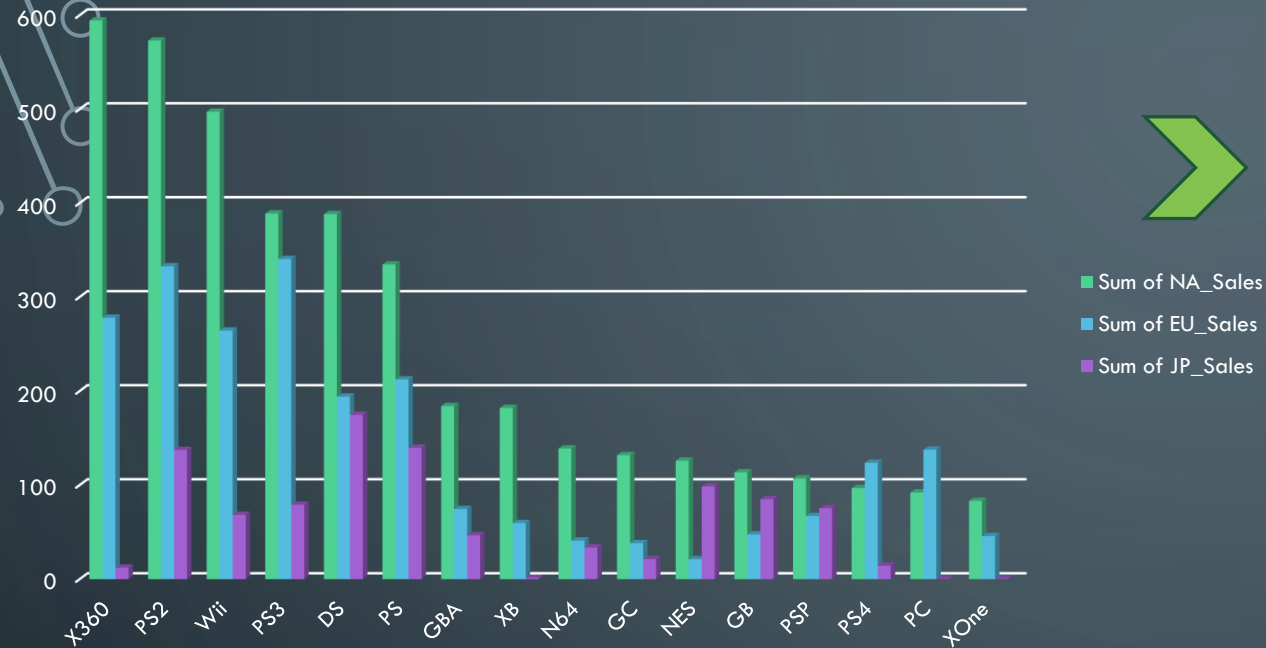


Sales by publisher 2010-2016

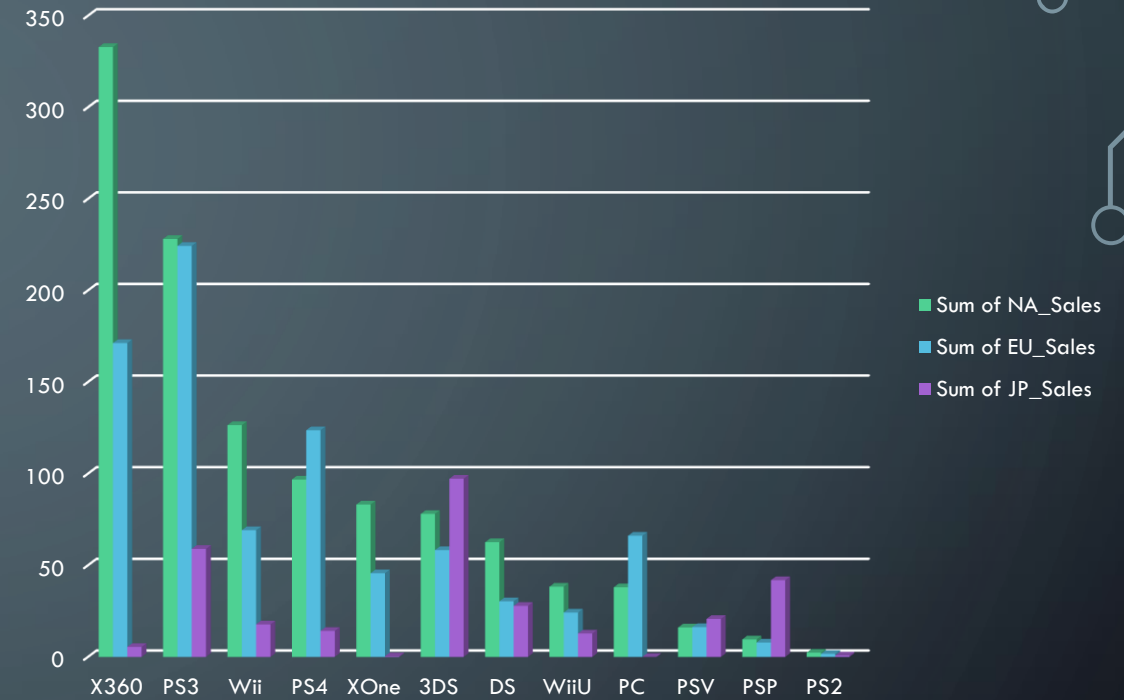


We can see there is a big difference from performance from 1980s and recent sales from the regions of North America, Europe and Japan. From 1980s-2016 we can see top 5 publishers were Nintendo, Electronic Arts, Activision, Sony, and Ubisoft. On the right bar graph is from 2010-2016 and the positions have shifted, now the top 5 publishers in recent years are Activision, Electronic Arts, Nintendo, Ubisoft and Take-Two Interactive.

Sales from 1980s - 2016

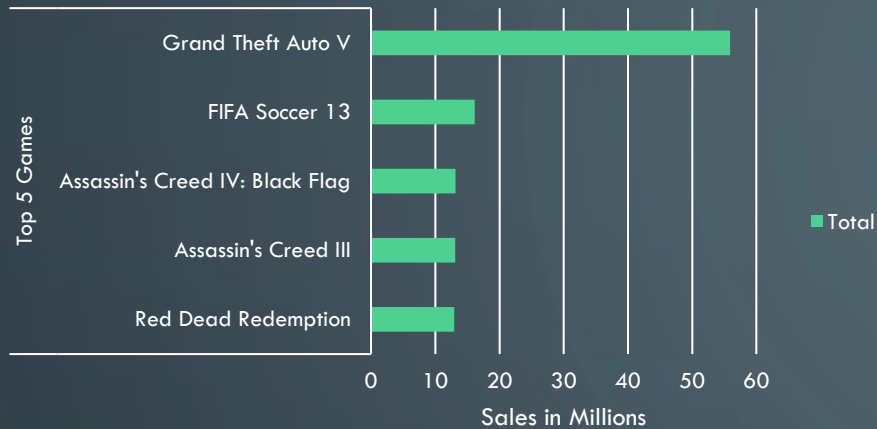


Sales from 2010-2016

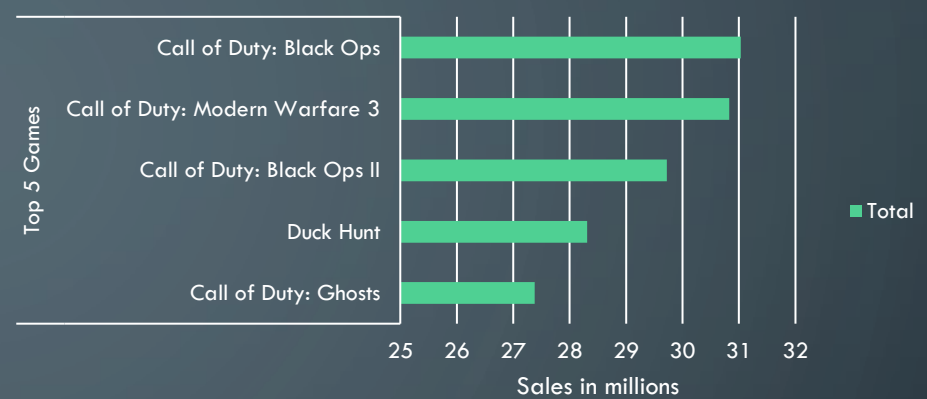


From 1980s until 2016 Xbox 360, PS2, Wii, PS3, DS has been in the lead of sales, however in recent years, Xbox 360, PS3, Wii, PS4, and Xbox One have been the leading performers. Xbox 360, Wii, Ps3 are outdated consoles so we could expect the newer consoles such as Xbox one, Ps5, etc to lead in the platform space.

Action (2010-2016)



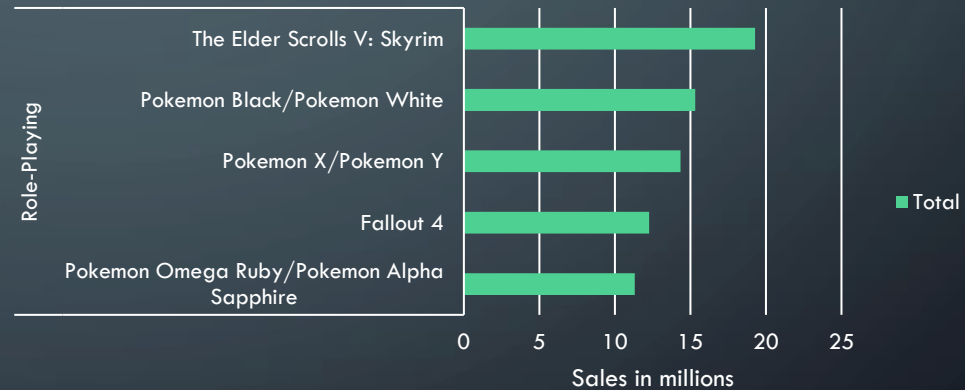
Shooter (2010-2016)



Sports (2010-2016)



Role-Playing (2010-2016)



Grand Theft Auto 5 is the most sold in Action. Call of Duty: Black Ops is the most sold in Shooter. Fifa 15 is the most sold in Sports. Elder Scrolls V: Skyrim is the most sold in Role-Playing. This is based on Global sales data from 2010-2016

CONCLUSION

From the insights I have provided, Gameco should focus on North America and Europe for their targeting regions. And note that the original hypothesis has also been proven to be false based on the slides given in this presentation.

Genres that should be prioritized are Action, Shooter, Sports, Role-Playing and Platforms

Publishers that will help gameco get the most out of their budget are Activision, Electronic Arts, Nintendo, Ubisoft, and Take-Two interactive.

Gameco should also only focus on promoting their budget to the latest consoles to keep up with the gaming industry.

THANK YOU