



GAMECO DATA ANALYSIS



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PROJECT GOAL

To analyze sales data across regions for GameCo to determine if sales trends have changed over time.

This analysis will inform the redistribution of the marketing budget among regions to maximize Return on Investment (ROI) in 2017.





KEY QUESTIONS

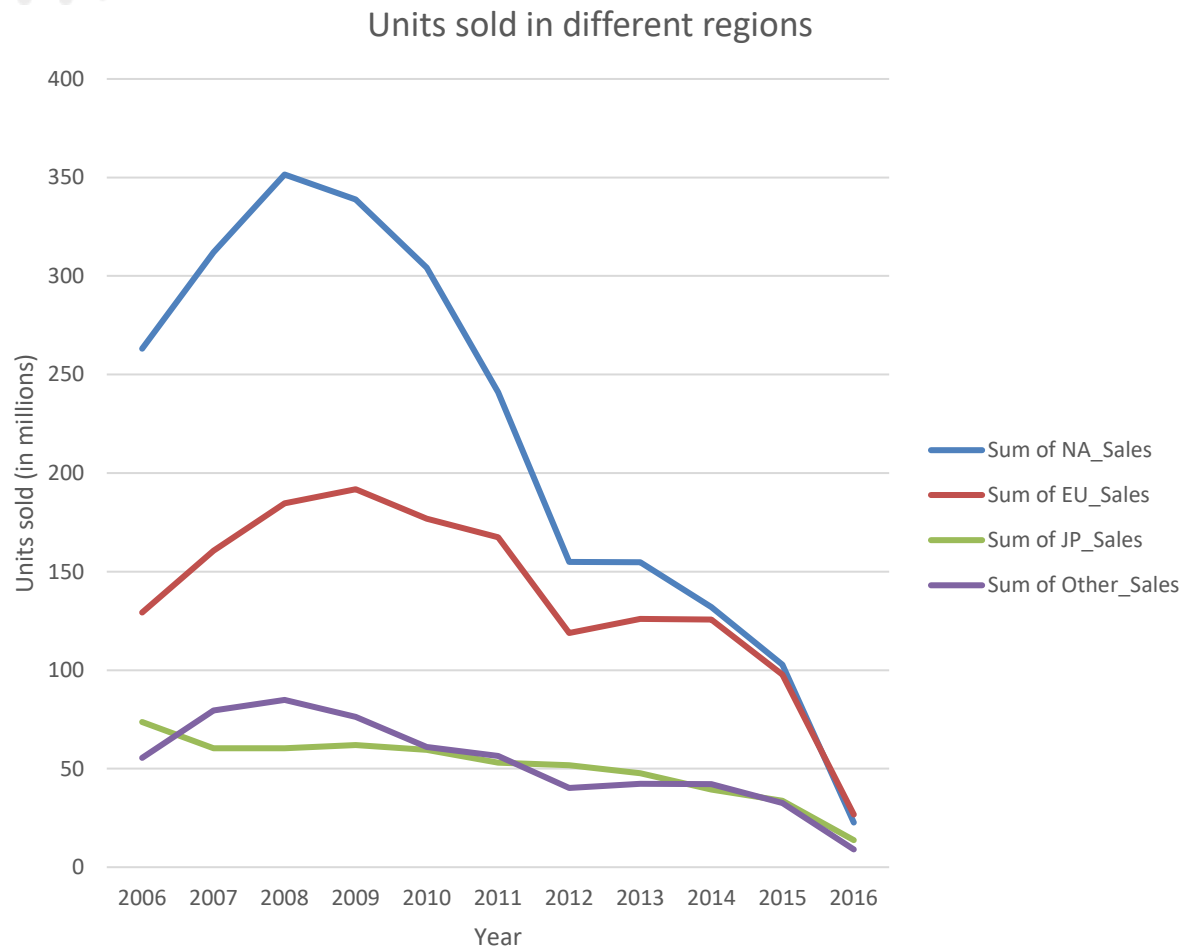


- How has the sales performance varied across different geographic regions over the past several years?
- Can we identify any trends between specific game genres and sales performance in different regions that could inform strategic marketing decisions?
- Which gaming platforms have shown the highest growth in sales over the past years?
- What factors may have contributed to changes in sales trends within specific regions?



FINDINGS & INSIGHTS

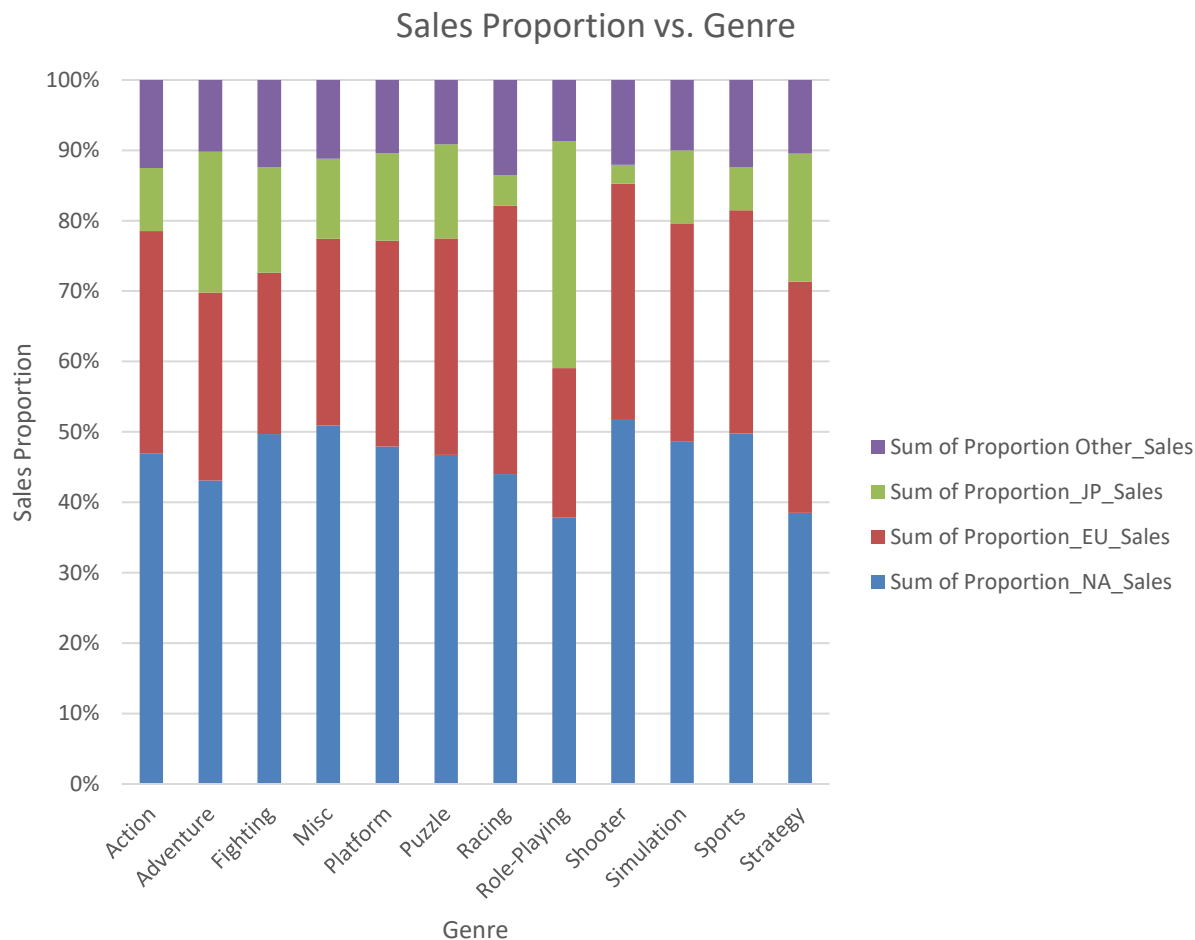
How has the sales performance varied across different geographic regions over the past several years?



Considering the past 10 years of data, we find that:

- **North America (NA):** Sales peaked around 2006 - 2009 but declined afterward, with a notable drop post-2010.
- **Europe (EU):** Experienced consistent growth until 2009, stabilized thereafter with minor fluctuations then dropped in 2016.
- **Japan (JP):** Sales declined steadily with intermittent small peaks and drops throughout the period, with significant drops after 2012.
- **Other Regions:** Followed a pattern similar to Europe until 2009, with a noticeable decline post-2010.

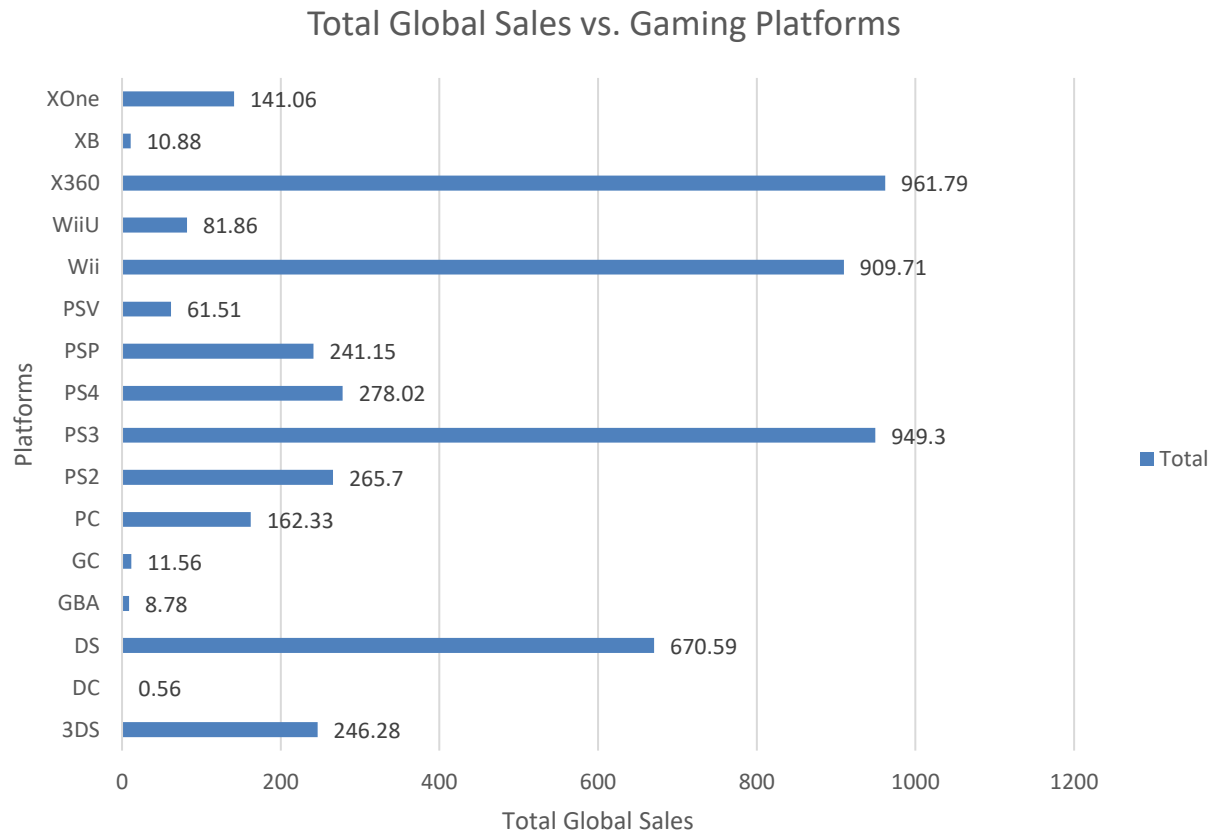
Can we identify any trends between specific game genres and sales performance in different regions that could inform strategic marketing decisions?



Considering the past 10 years of data, we find that:

- **Shooter Genre:** Strong sales in North America (52%) and Europe (33%).
- **Role-Playing Genre:** Significant sales in Japan (32%).
- **Racing Genre:** Higher sales in Europe (38%).
- **Adventure and Strategy Genres:** Balanced sales proportions across regions.

Which gaming platforms have shown the highest growth in sales over the past years?



Considering the past 10 years of data, we find that:


- PS3 (PlayStation 3), X360 (Xbox 360), Wii, and DS (Dual Screen) have historically been strong performers with high cumulative global sales.
- PS4 (PlayStation 4), XOne (Xbox One), and 3DS (Three-Dimensional Dual-Screens) show strong growth potential based on recent sales data.



What factors may have contributed to changes in sales trends within specific regions?

Several factors could have contributed to changes in sales trends within specific regions based on the data:

1. Platform Popularity
 2. Game Releases
 3. Marketing and Promotions
 4. Regional Preferences
 5. Price and Affordability
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What actionable insights can we derive from the data analysis to inform strategic marketing decisions for 2017 and beyond?

Here are some actionable insights derived from the sales data analysis:

1. Identify Sales Trends
 2. Focus Marketing Efforts
 3. Align with Popular Platforms and Genres
 4. Consider Seasonal Sales Patterns
 5. Leverage Digital Marketing
 6. Competitive Analysis
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SUMMARY

SUMMARY OF FINDINGS:

1.Sales Trends:

- Sales declined from 2006 to 2016 across North America, Europe, Japan, and Other regions, with North America consistently leading in sales.

2.Genre Preferences:

- Action, Shooter, and Sports games sell well in North America and Europe, while Role-Playing games are popular in Japan.
- Puzzle and Platform games have steady but slightly lower sales.

3.Platform Performance:

- X360 (Xbox 360), PS3 (PlayStation 3), Wii, and DS (Duel Screen) were top-selling platforms, with PC (Personal Computer) and PS4 (PlayStation 4) also performing strongly.

4.Regional Sales Differences:

- North America leads in sales across genres and platforms, followed by Europe and then Japan with a preference for Role-Playing games.
- Other regions contribute less but follow similar trends to Europe.



ACTIONS & RECOMMENDATIONS

Based on the data, here are recommended actions and strategies for redistributing the marketing budget among regions to maximize Return on Investment (ROI) in 2017:

- **Focus on North America:**

1. Allocate more budget due to consistently high sales.
2. Targeted advertising and influencer partnerships.

- **Strengthen Europe Presence:**

1. Increase marketing efforts for significant sales contribution.
2. Tailor campaigns to local preferences and social media.

- **Target Japan Strategically:**

1. Focus on popular genres like Role-Playing games.
2. Partner with local influencers and sponsor events.

- **Tap into Emerging Markets:**

1. Allocate budget for Other regions' growing importance.
2. Conduct market research and localize marketing.

- **Monitor and Adapt:**

1. Use analytics to track ROI across regions.
2. Adjust budgets based on performance and market trends.



**THANK
YOU**