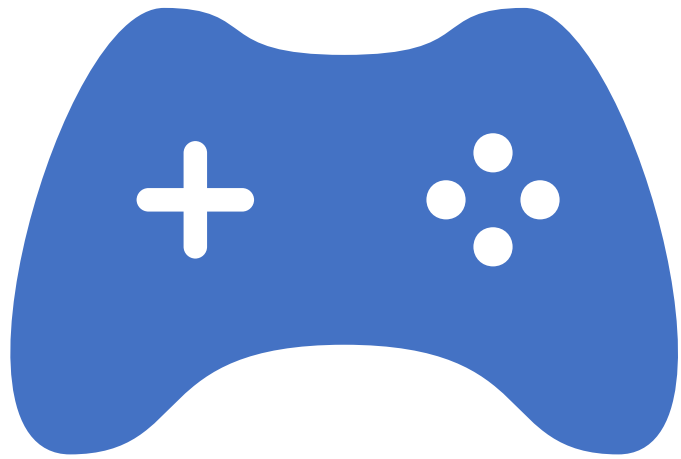# Games Co.

Presentation by : Ashwani Sherawat

Analyzing sales data and insight trends for a game-selling company.

Objectives:

- This brief study focuses on Game Chartz's sales performance and the development of insights within the gaming industry.

- The data provides insights and highlights trends within the gaming industry.

- Goal is to predict future sales opportunities and drive growth in the company.

- Find patterns and customer behaviour for purchases across regions

TOP 5 HIGHEST SELLING PUBLISHER GLOBALLY

- Ubisoft 10%
- Activision 16%
- Sony Computer Entertainment 13%
- Electronic Arts 23%
- Nintendo 38%
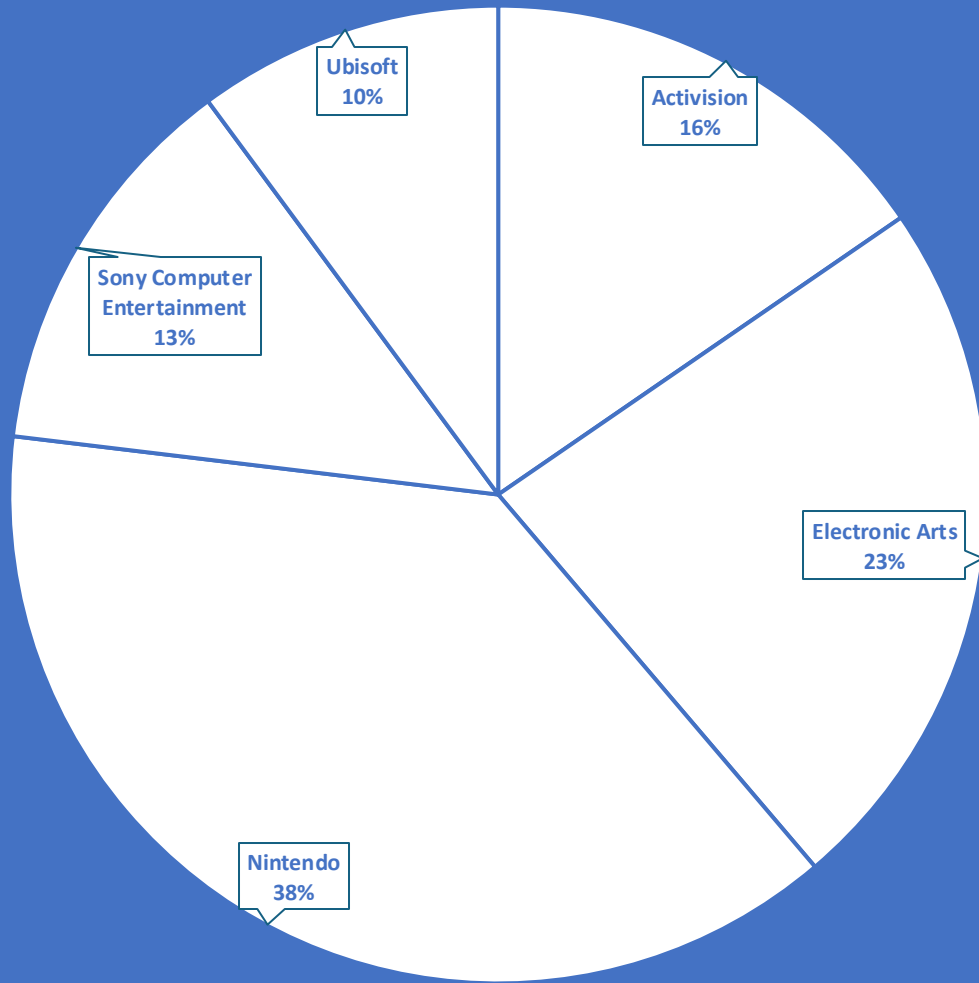
The following data shows top 5 games making companies with EA games and Nintendo showcasing highest market share.

Global sales contibuters

1. Revenue and Sales:

   - EA and Nintendo consistently report high revenue figures driven by popular franchises like FIFA and Mario.

   - Both companies' flagship consoles, like the Nintendo Switch, maintain top sales positions globally.
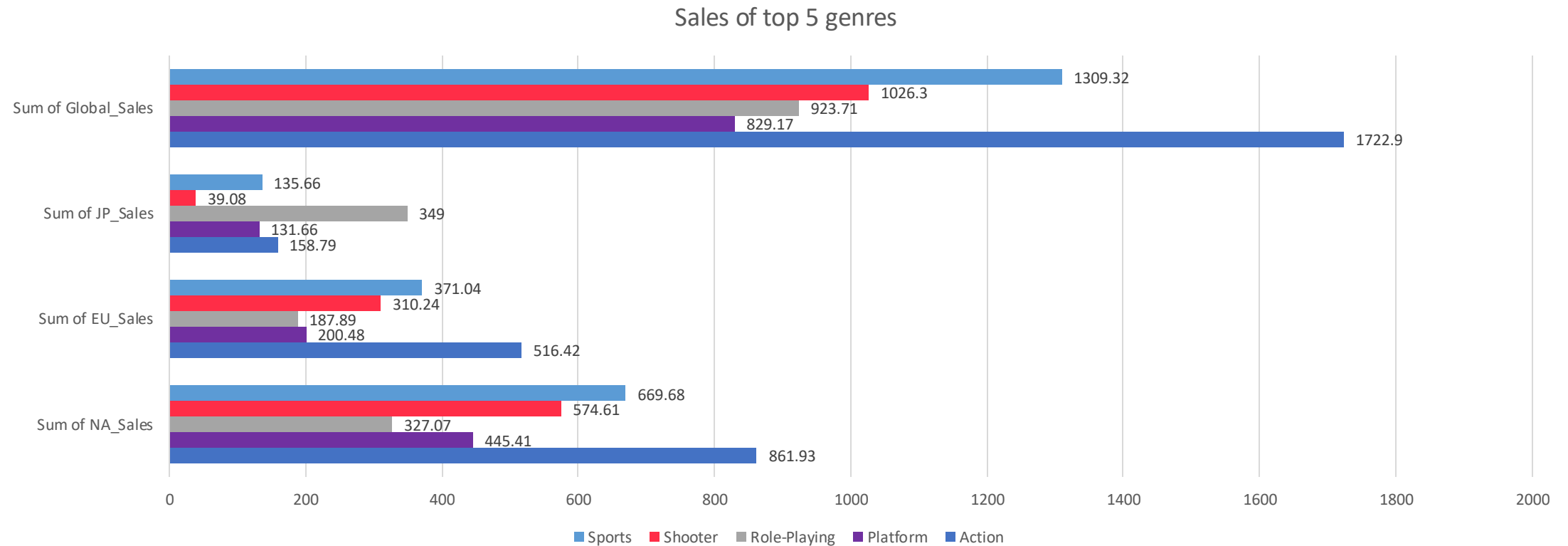
2. Brand Recognition:

   - EA's sports titles and Nintendo's iconic characters ensure strong brand loyalty and recognition.

   - Nintendo's franchises like Mario and Pokémon have become cultural touchstones, contributing to its enduring market presence.

3. Innovation and Expansion:

   - EA expands its portfolio through strategic acquisitions like Respawn Entertainment.

   - Nintendo innovates with unique gaming experiences like the Nintendo Switch and ventures into mobile gaming with titles like Pokémon GO.

Top 5 Genres contirbuting maxmium share global sales and respectiove regions.

Sales of top 5 genres

Sum of Global_Sales
- 1309.32
- 1026.3
- 923.71
- 829.17
- 1722.9

Sum of JP_Sales
- 135.66
- 39.08
- 349
- 131.66
- 158.79

Sum of EU_Sales
- 371.04
- 310.24
- 187.89
- 200.48
- 516.42

Sum of NA_Sales
- 669.68
- 574.61
- 327.07
- 445.41
- 861.93

■ Sports ■ Shooter ■ Role-Playing ■ Platform ■ Action

I After analysing North American sales data from 2006 to 2016:
- In examining entertainment trends across regions, it's evident that role-playing games are particularly popular in Japan, while action and sports genres emerge as top performers in North America
In scrutinizing entertainment inclinations across continents, it's evident that while Japan leans towards role-playing games, North America and Europe exhibit a preference for action and sports genres.
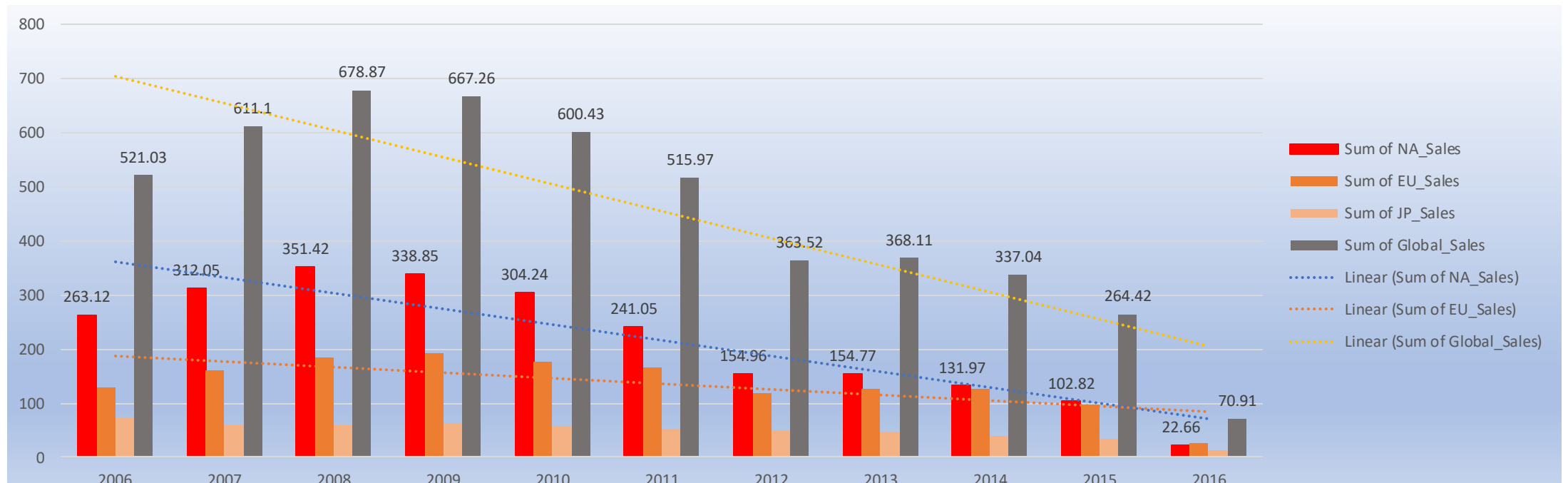Notably, with North America serving as the primary contributor to global sales.

- Action and sports genres emerged as the top two contenders in terms of sales figures. These genres dominated the market, reflecting robust demand for action-packed and sports simulation experiences.
- The findings underline the significance of high-energy gameplay experiences in the North American gaming market.
- Developers and stakeholders should consider these trends to align their strategies with evolving consumer preferences and market dynamics.
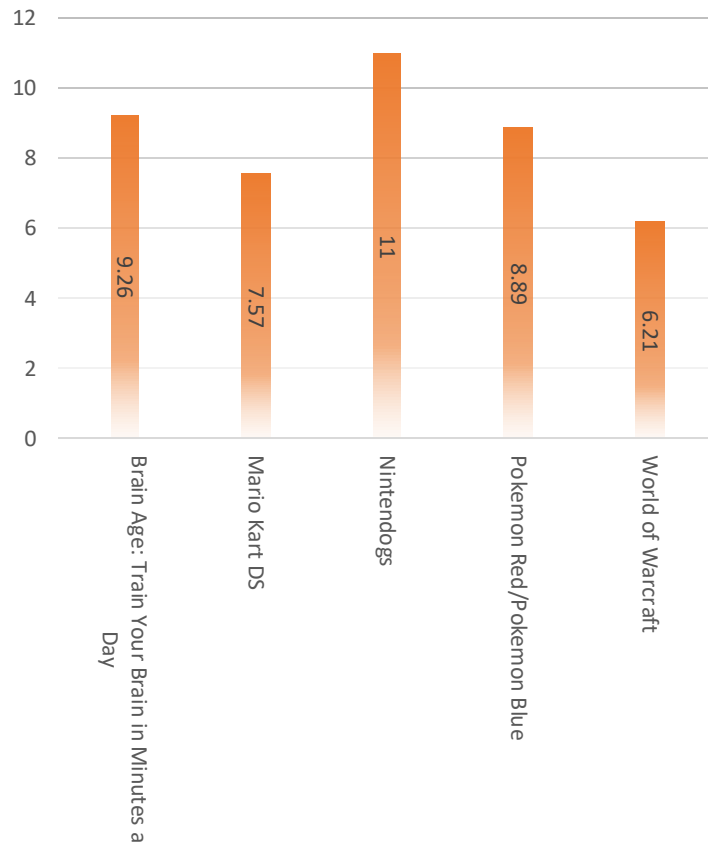
The following trenline shows that there is a steep decline in sales in every region after recording highest growth in 2008.
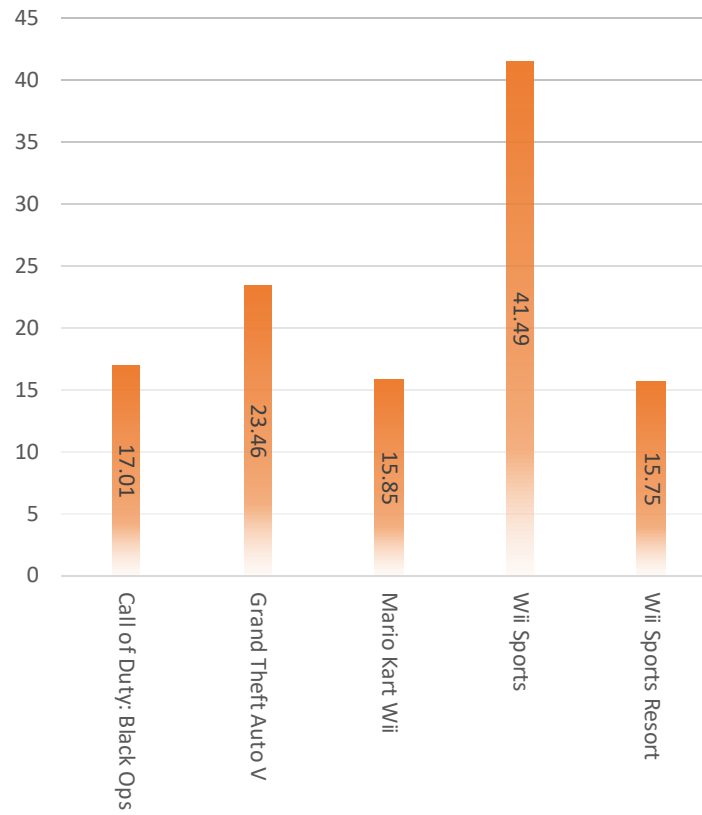
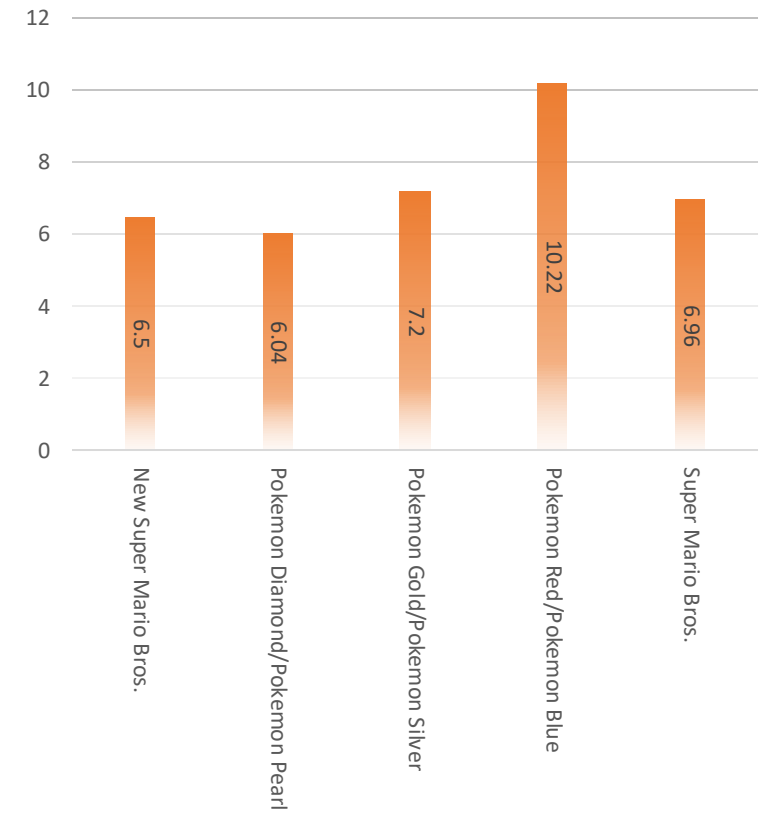# Top 5 best sellers of every Region between 2006 - 2016

EUROPE

- Brain Age: Train Your Brain in Minutes a Day — 9.26
- Mario Kart DS — 7.57
- Nintendogs — 11
- Pokemon Red/Pokemon Blue — 8.89
- World of Warcraft — 6.21

AMERICA

- Call of Duty: Black Ops — 17.01
- Grand Theft Auto V — 23.46
- Mario Kart Wii — 15.85
- Wii Sports — 41.49
- Wii Sports Resort — 15.75

JAPAN

- New Super Mario Bros. — 6.5
- Pokemon Diamond/Pokemon Pearl — 6.04
- Pokemon Gold/Pokemon Silver — 7.2
- Pokemon Red/Pokemon Blue — 10.22
- Super Mario Bros. — 6.96

Top 5 best sellers of every Region between 2006 - 2016

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1. Market Preferences for Console Gaming:

   - American and global markets exhibit a strong affinity for console gaming. This preference is evident in the   consistently high sales numbers for console titles.

   - This can be attributed to factors such as cultural influences, marketing strategies, and the popularity of major console brands like PlayStation and Xbox.

   - The immersive experience, social aspects (like multiplayer gaming), and the availability of exclusive titles contribute to the enduring appeal of console gaming in these regions.

2. Preference for Handheld Consoles in the EU and Japan:

   - In contrast, the European Union (EU) and Japan demonstrate a greater inclination towards handheld consoles.

   - This preference aligns with cultural norms and lifestyle choices in these regions. In densely populated areas with limited space, handheld consoles offer portability and convenience.

   - Additionally, the strong tradition of handheld gaming in Japan, dating back to the popularity of devices like the Game Boy, has cultivated a dedicated market for portable gaming experiences.

3. Strategic Focus on Selling Handheld Titles:

- Understanding these regional preferences provides valuable insights for strategic decision-making in the gaming industry.

- Focusing on developing and marketing titles tailored to handheld consoles can be a lucrative approach, particularly in the EU and Japanese markets.

- By catering to the specific tastes and preferences of consumers in these regions, game developers and publishers can optimize sales and maximize profitability.

- Furthermore, leveraging the unique features of handheld consoles, such as touchscreen controls and augmented reality capabilities, can enhance the   appeal   of titles tailored for these platforms.

4. Diversification of Offerings:

- While acknowledging the popularity of console gaming globally, diversifying product offerings to include a mix of console and handheld titles can help reach a broader audience.

- This strategy enables gaming companies to capitalize on the strengths of each market segment while mitigating risks associated with over-reliance on a single platform or region.

- Investing in market research and consumer insights is essential for identifying emerging trends and adapting product portfolios accordingly.

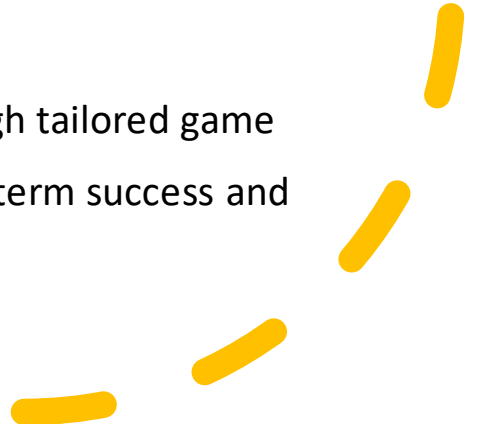Sum of proportion of main regions in comparison with Global sales
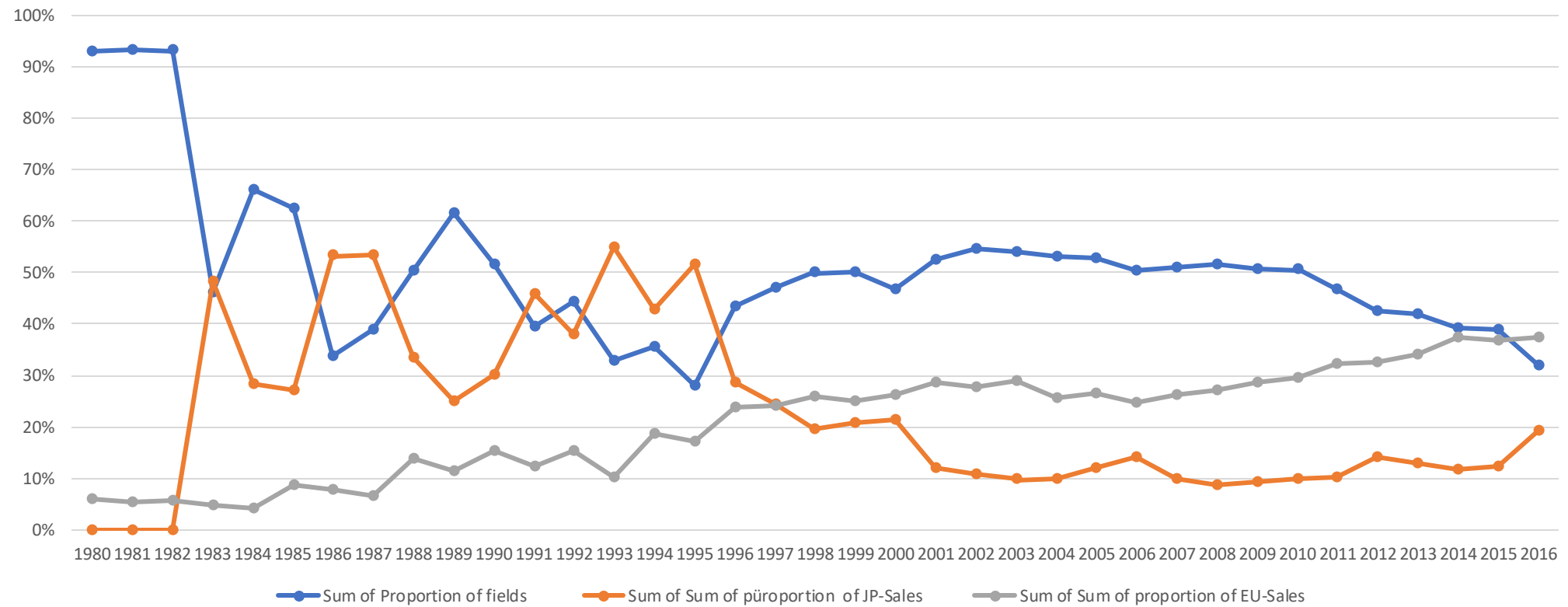
Sum of proportion of main regions in comparison with Global sales

- The sales trends in North America, Japan, and the European Union are expected to exhibit gradual increases over time, yielding positive outcomes when observed through projected graphs. Notably, the sales figures for North America and the European Union have shown remarkable convergence since the end of 2016, suggesting a significant alignment in their numbers. Furthermore, the European Union's sales have exhibited a notable acceleration in growth, indicating a rapid uptick in numbers.

- The EU regions has behaved differently in the graph, if we compare against global sales data.

- After meticulously analyzing the proportion of sales across all markets, it becomes evident that there is a compelling case to allocate more emphasis on the Japanese and EU markets. These two regions exhibit significant untapped potential for growth. However, focusing solely on sales figures may not provide a comprehensive understanding of market dynamics. It is imperative to delve deeper into factors such as customer sentiment and purchasing power within these markets. By integrating these insights into our decision-making process, we can make more informed and strategic choices that will facilitate sustainable growth and success in these key regions.

Summary

- North America favors action and sports genres, while Japan shows a preference for role-playing games, highlighting the importance of understanding regional market dynamics.

- Diversifying product offerings to include both console and handheld titles can cater to the diverse preferences of global audiences and enhance market penetration.

- The Japanese and EU markets exhibit significant growth potential and warrant strategic focus to capitalize on emerging opportunities.

- Utilizing sales trend analysis and market research insights can inform strategic decision-making and facilitate targeted marketing efforts tailored to specific regions.

- Prioritizing customer satisfaction and engagement through tailored game offerings and regular feedback gathering can foster long-term success and brand loyalty.

Recommendations

o   Expand the company's portfolio to include both console and handheld titles, aligning with regional preferences and market demands.

o   Allocate resources and marketing efforts towards the Japanese and EU markets to capitalize on their significant growth potential.

o   Regularly gather insights on consumer preferences, purchasing behavior, and market trends to inform strategic decision-making and product development efforts.

o   Tailor marketing campaigns and localization efforts to resonate with target audiences in different regions, leveraging insights from regional sales data and market analysis.

o   Continuously engage with customers, gather feedback, and enhance product offerings to ensure high levels of customer satisfaction and foster brand loyalty.