

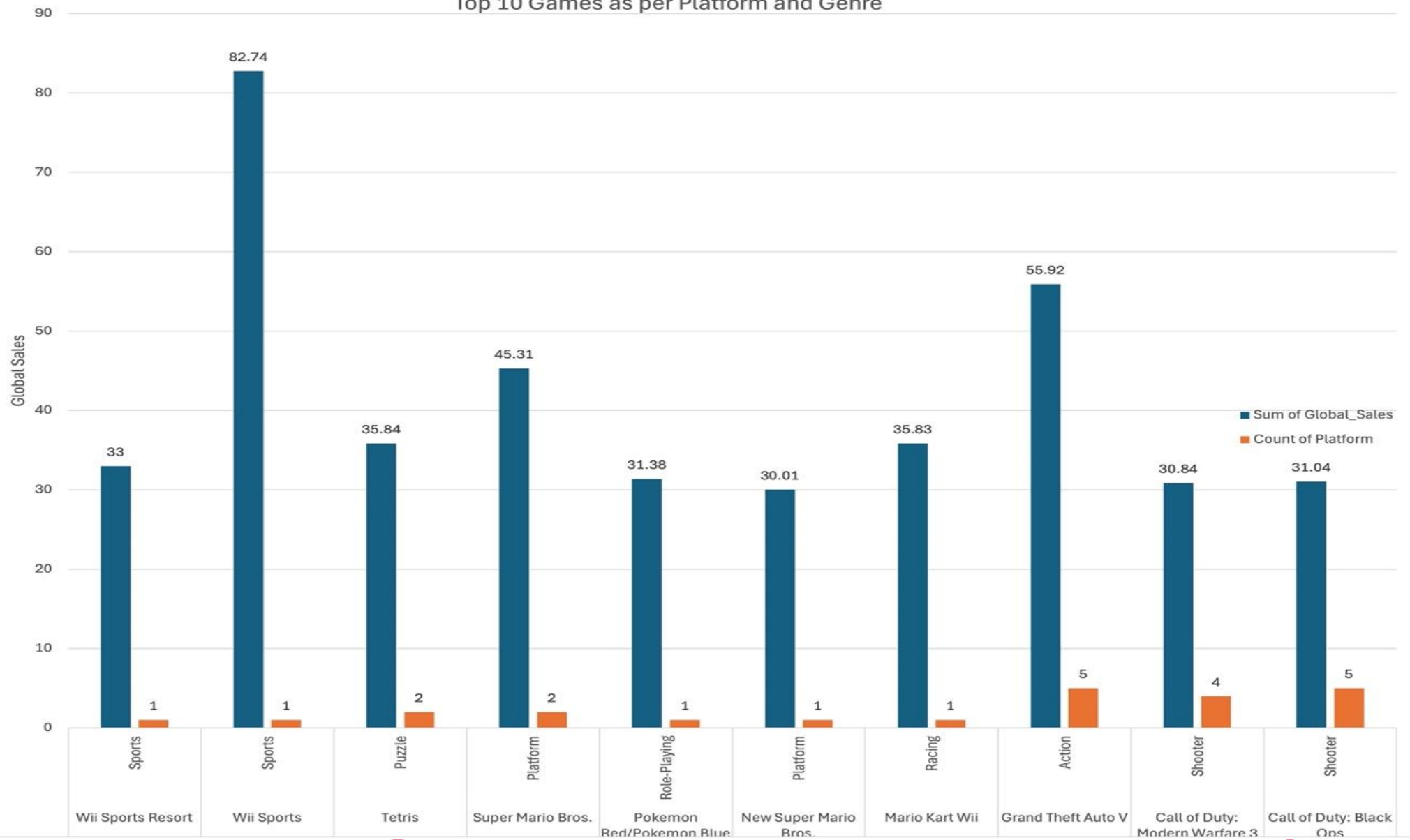
FINAL PROJECT PRESENTATION



CURRENT VIDEO GAME SALES

- NA sales are dominating the market for video games with EU in second place for games and JP sales to be the lowest. NA sales is 1561.18, EU sales is 901.85, Other sales 322.25 and JP sales 295.35.
- Globally, Action games are the most popular, sports in second place with sales for strategy and simulation being the lowest.
- We assume that sales for action games to be the highest, highest number of platform usage and sales for other games like puzzle, racing, role playing to be lowest with poor platform usage too. However, this differs and is depicted in Slide 2.

Top 10 Games as per Platform and Genre



NEW INSIGHT

- However, if we analyze the top 10 games in the market in terms of genre and platform.
- Wii sports (Sporting) scoring the highest 82.74 in sales within the top 10 category with only one platform while Grand theft auto (Action) 55.92 in sales under the action category came in second place with 5 platforms being used.
- Shooting games, puzzle, role playing also showed promising sales with platform usage.
- Super Mario, Pokemon, Call of Duty, Mario Kart showing key interest as emerging games that can generate potential revenue globally.
- This challenges Game co's current understanding that action games generates the highest amount of sales and is the most profitable game.

PLATFORM VS GENRE POPULARITY

- **Single Platform Success:** **Wii Sports** and **Wii Sports Resort** (High success on one platform).
- **Multi-Platform Reach:** **Grand Theft Auto V** (Available on 5 platforms, indicating broad reach).
- **Action and Adventure:** **Grand Theft Auto V** and the **Call of Duty** series represent the action genre, which appears to be highly popular. This genre's success, combined with its presence across multiple platforms, suggests a strong consumer preference for action-packed experiences.
- **Classic and Family-Friendly Games:** Titles like **Tetris**, **Super Mario Bros**, **Pokémon**, and **Mario Kart Wii** span classic and family-friendly genres. These games have demonstrated enduring appeal, likely due to their broad demographic reach and nostalgic value.
- **Emerging Potential:** **Super Mario**, **Pokémon**, **Call of Duty**, and **Mario Kart** are identified as key interests with potential for generating significant revenue. Their continued popularity suggests ongoing consumer engagement and a potential for future releases or expansions to capture more market share.

RECOMMENDATIONS

- **Consider Multi-Platform Releases:** Increase reach by developing games for multiple platforms like Role playing, Shooter and Puzzle.
- **Explore Classic & Family-Friendly Genres:** Develop or enhance games that appeal to broad demographics.
- **Leverage Popular Franchises:** Prioritize investments in emerging and successful franchises.
- **Plan for Sequels and Expansions:** Expand on popular games with sequels, updates, or new content.
- **Monitor Trends:** Regularly review market trends and consumer preferences.
- **Adjust Strategies Accordingly:** Be flexible and adapt strategies based on the latest data and insights.
- **Engage with Developers and Publishers:** Foster collaboration to ensure alignment on platform and genre strategies.