



GAMECO 2017 MARKETING BUDGET PLAN

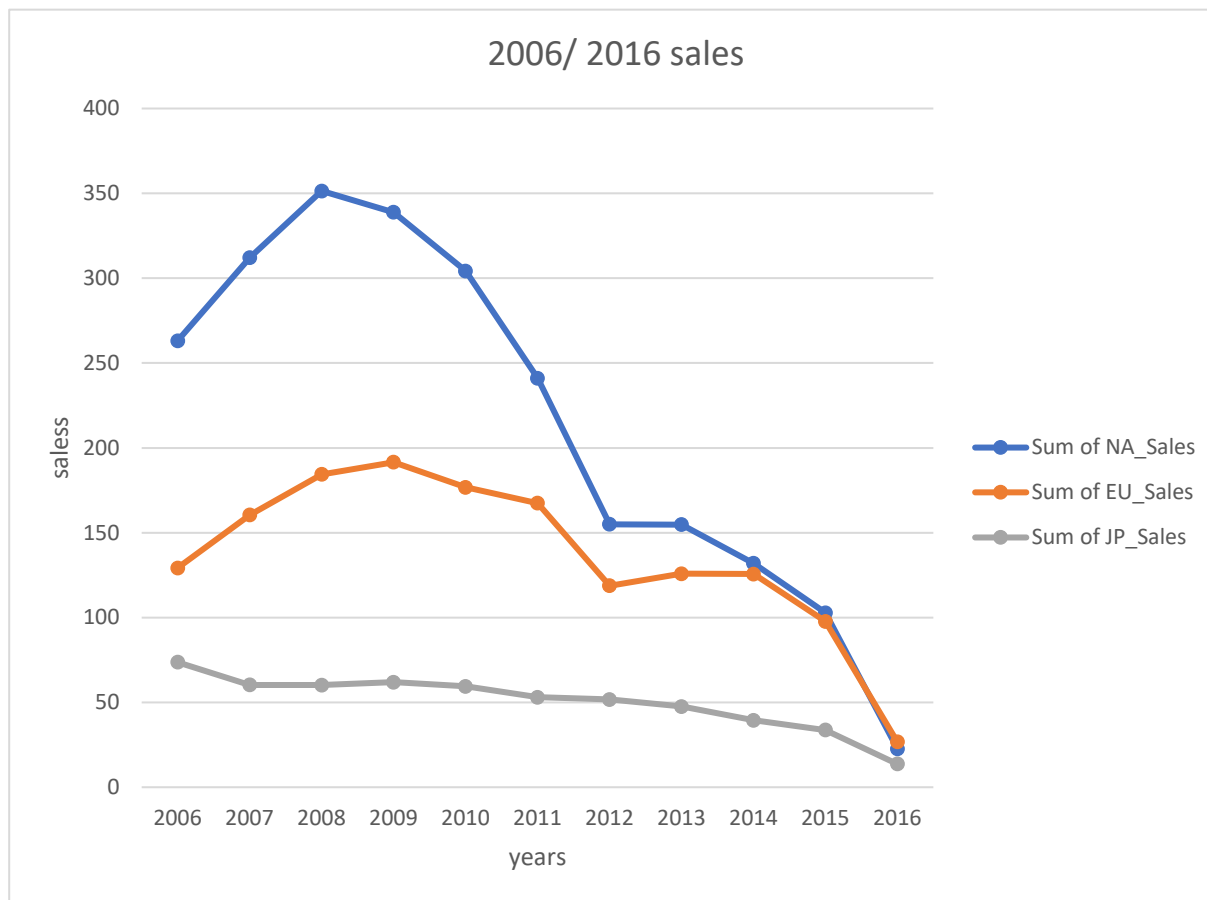
GameCo sales Analysis

Expectation

- GameCo`s executives assumes that sales in geographic regions have remained the same overtime.

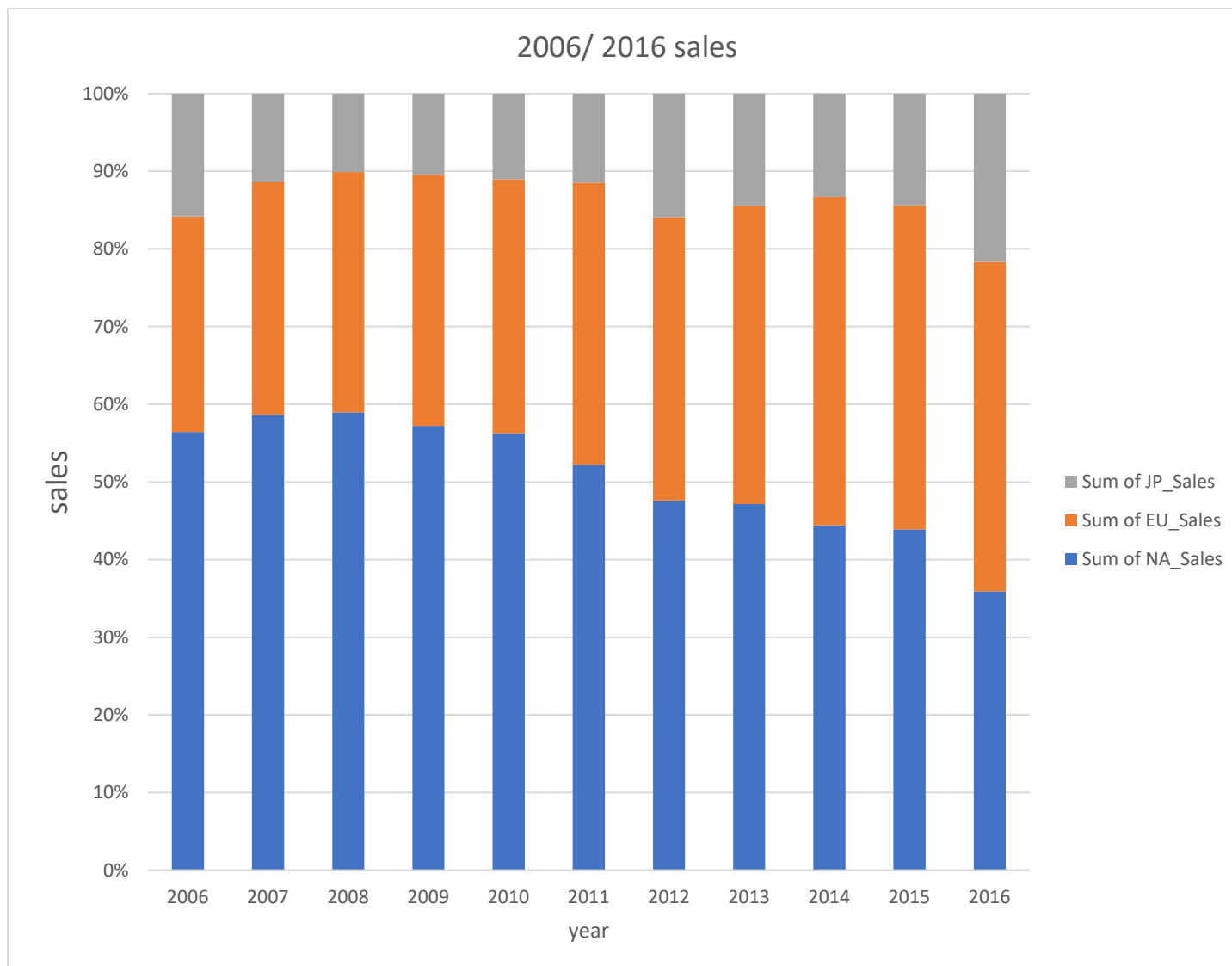
Objectives

- To evaluate executives expectation by conducting a descriptive sales analysis on the three geographic regions in the last 10 years.
- North America
- Europe
- Japanese



Realization

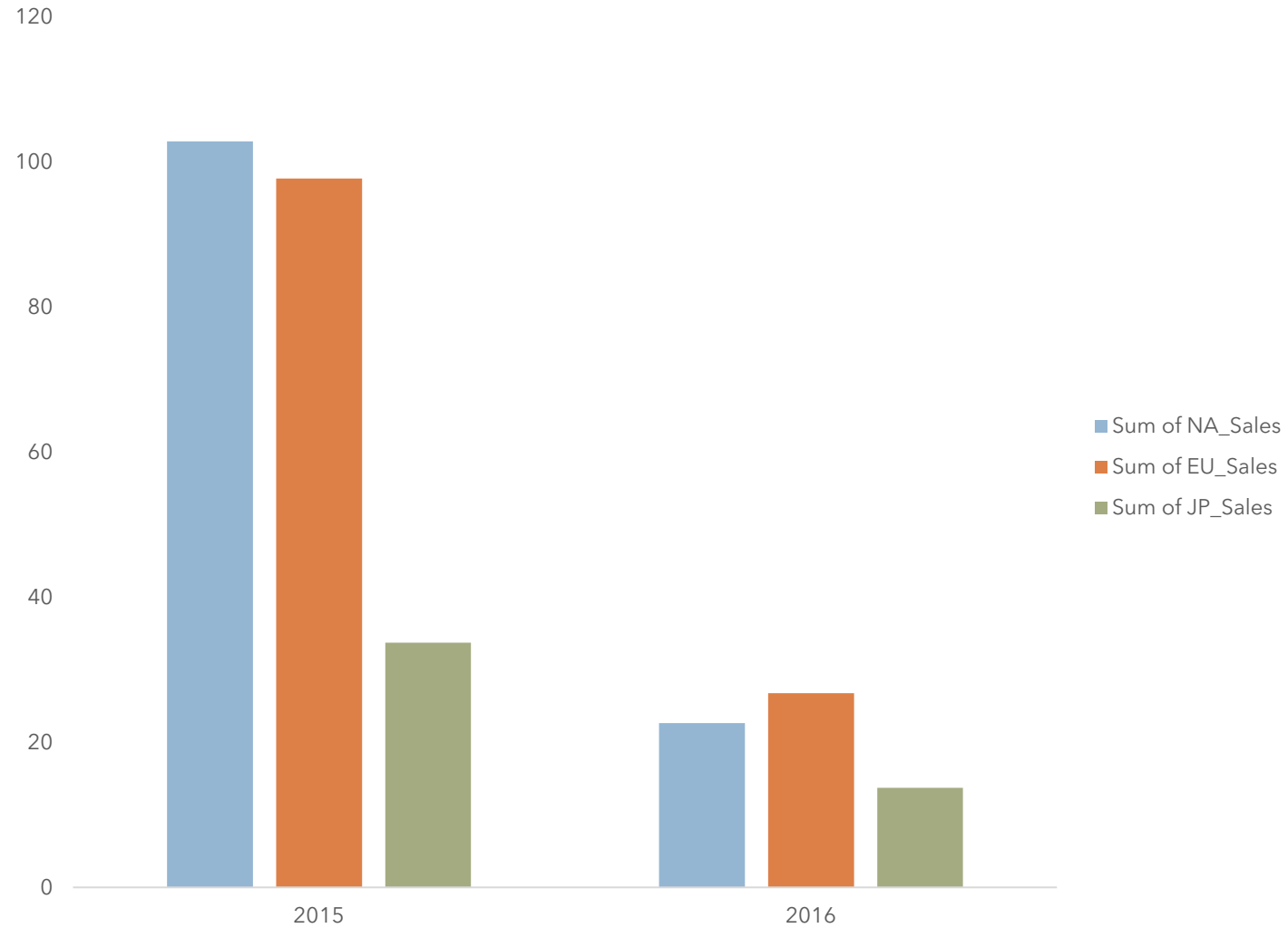
1. Based on this visualization, it is obvious that Gameco's executives expectation have been challenged.
2. The graph shows that there have been drastic decrease in sales over the last 10 years.
3. This means that sales have not remain the same over time.



Insights

1. The chart shows that Gameco's top sales in all three regions is North America region but the sales performance is decreasing. It has decreased in sales by 20% per in the last 10 years
2. European region shows some growth in sales. It has increased by 20% in sales in the last 10 years.
3. Japanese region remain low in sales. But increased by 5% in 2016.

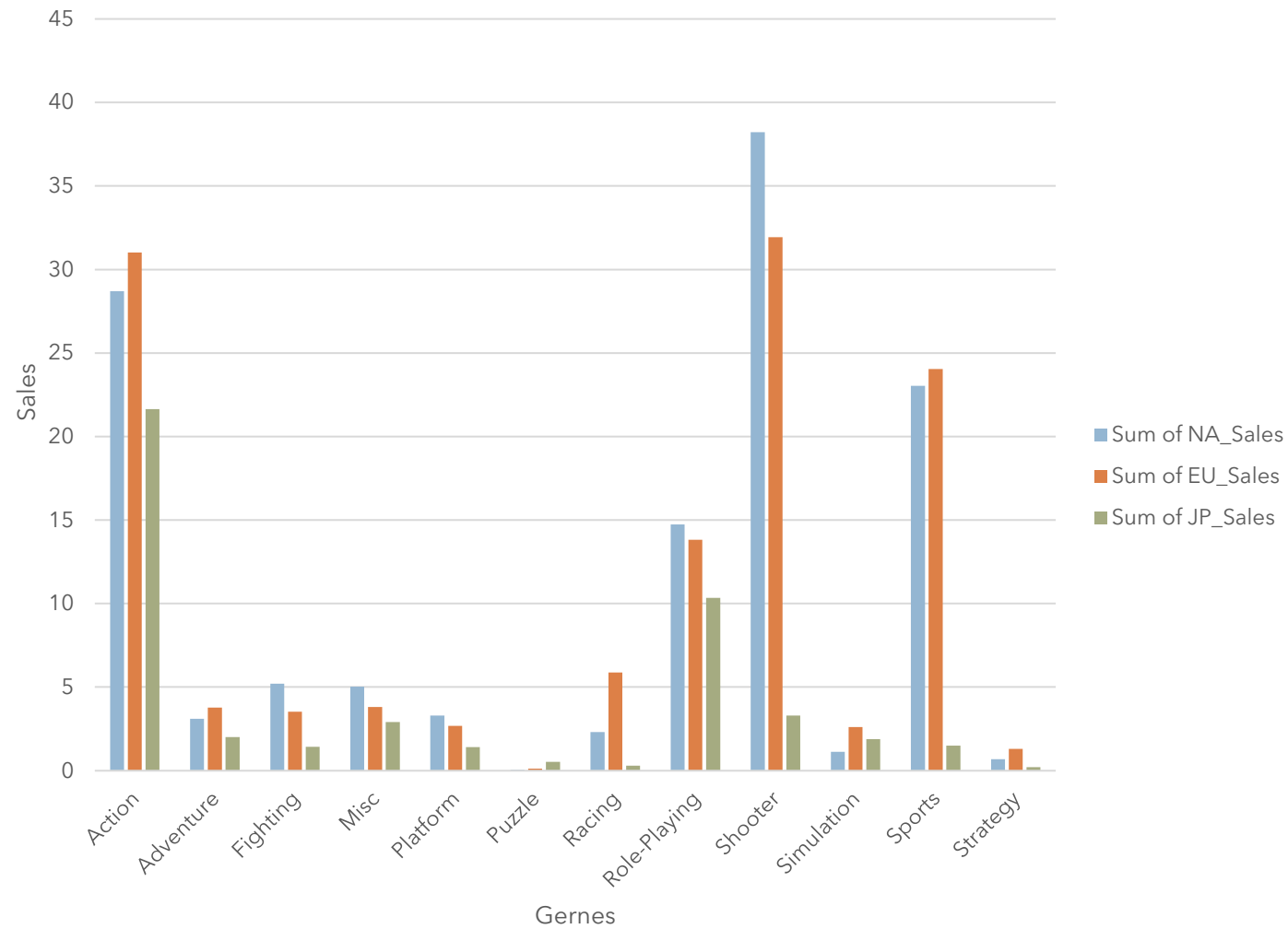
Sales in the last 2 years



Insights

1. In 2 years sales in three geographic regions dropped by more than 50%.
2. In 2016 European sales is higher than North America sales compare to the last years.

2015/ 2016 Regional Gerne Sales

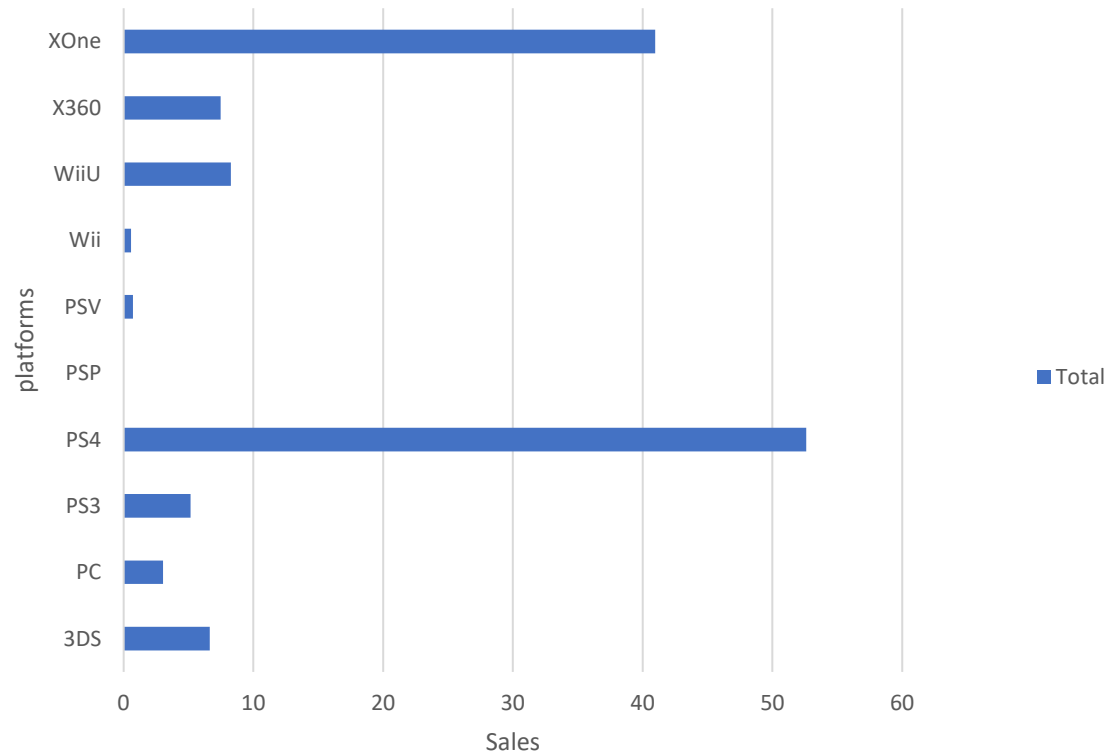


Area of focus

The best selling Gernes in the last two years are:

1. Shooter
2. Action
3. Sports.

2015/ 2016 North America Best selling platforms

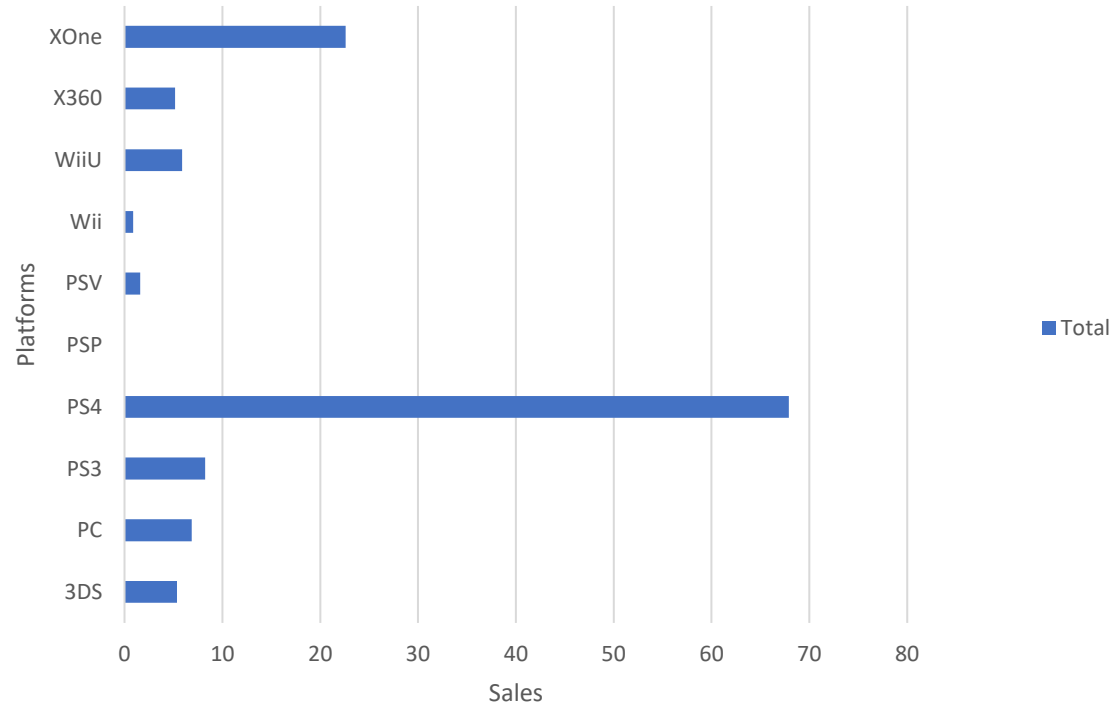


Area of focus

The best selling platform in North America the last two years are:

1. PS4
2. XOne

2015/ 2016 European Best selling platforms

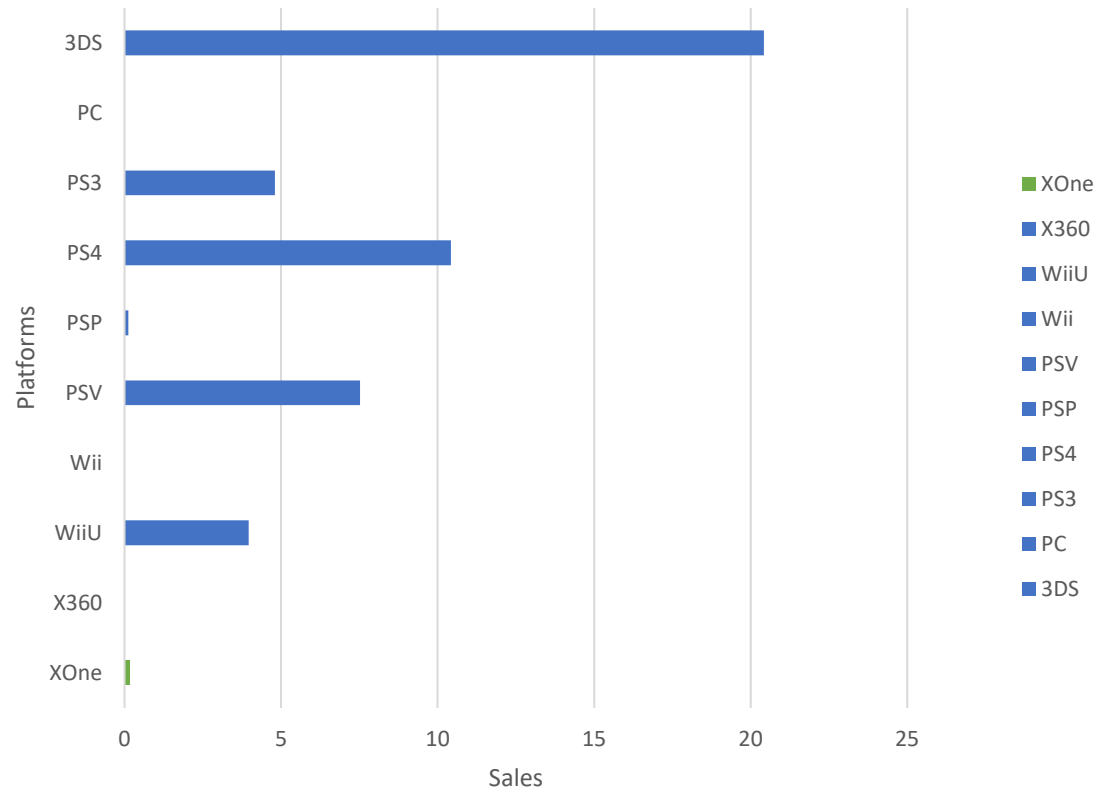


Area of focus

Best selling platform in Europe in the last 2 years are:

1. PS4
2. XOne

2015/ 2016 Japanese Best selling platforms



Area of focus

Best selling platform in Japanese in the last 2 years are:

1. 3DS
2. PS4
3. PSV

Insights

- The Sales Analysis reveals:
- Poor sales performance in the last 10 years,
- Drastic drop in sales in 2016,
- Area of investment focus,
- Further Analysis investigation to be carried out.

Recommendation

- Investigation need to be carried out to find out why North America is declining in sales.
- Urgent investigated must be done to find out why there is drastic drop in sales in 2016. Please refer to slid 6 for insights on this matter.
- **Gernes and Platforms to invest in 2017**
- Gameco can invest in Shooter, Action and Sports as they the top selling Gernes in the three geographic regions.
- **North America region:** PS4, XOne
- **European region:** PS4, XOne
- **Japanes region:** 3DS, PS4, PSV
- Diagnostic analysis should be carried out on the other games that are declining in sales, followed by well organised strategic marketing in order to achieve desirable results.