



GameCo

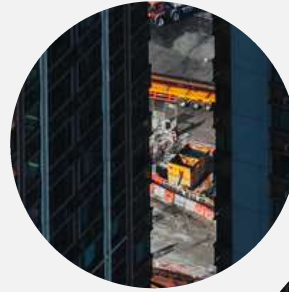
Marketing Campaign 2017

April 16, 2023

Azmat Syed

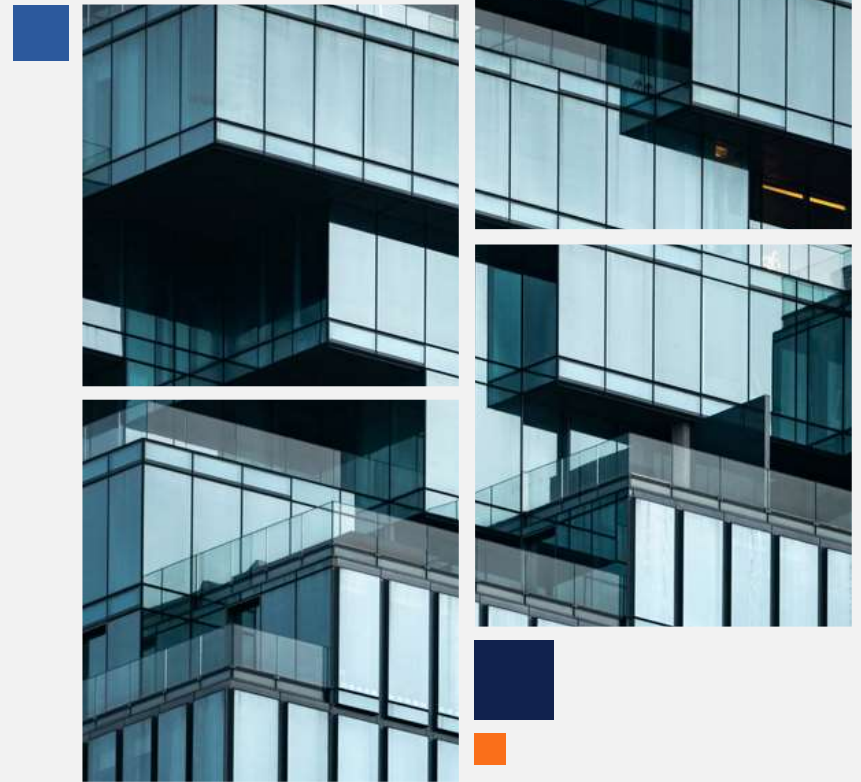
Agenda

- Introduction
- Analysis
- Conclusion
- Recommendations



Introduction

In order to bridge the gap between the current sale trends and future market expectations we have conducted an in-depth analysis of the sales from 1980-2016 based on regions, publishers, and genre.





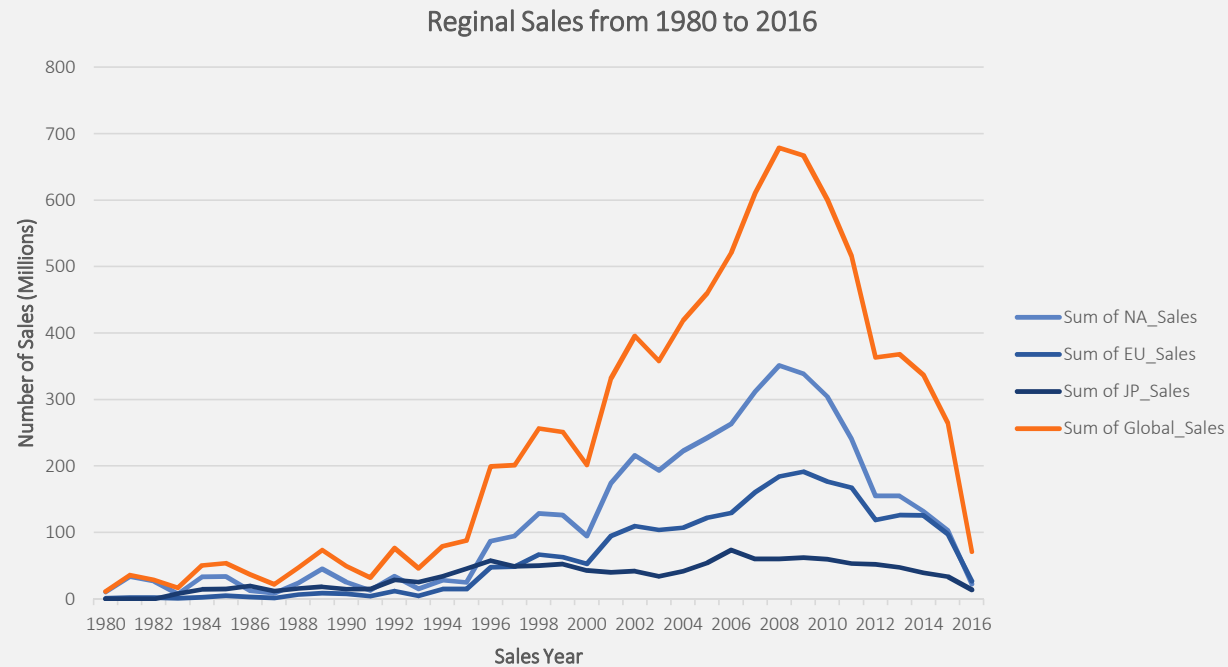
Results from past years

Let's dive in



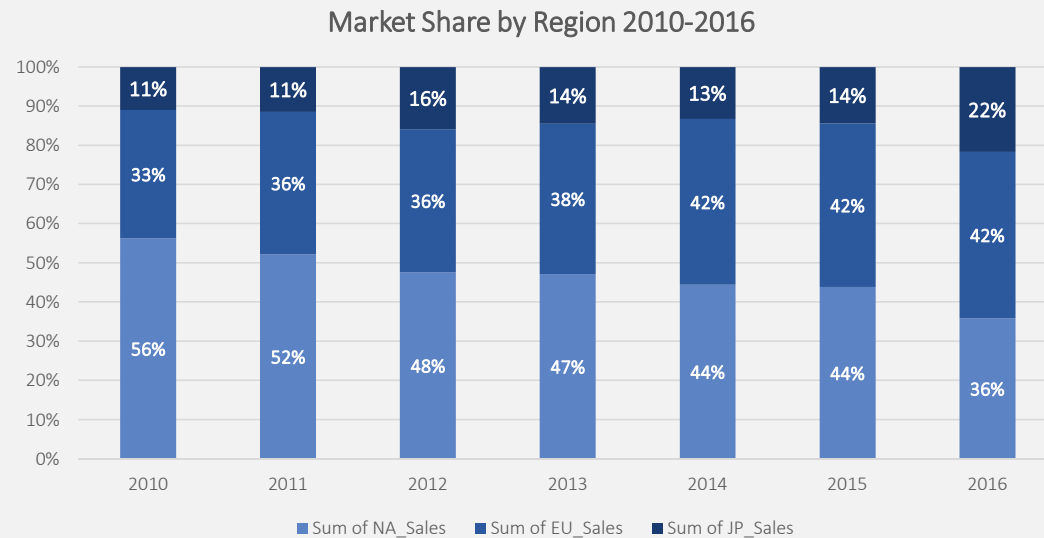
Sales By Region

It can be seen from graph that global sales started to raise drastically from year 1995 and reached in its peak in by 2008. Since 2008 it started declining globally and in all three main regions.



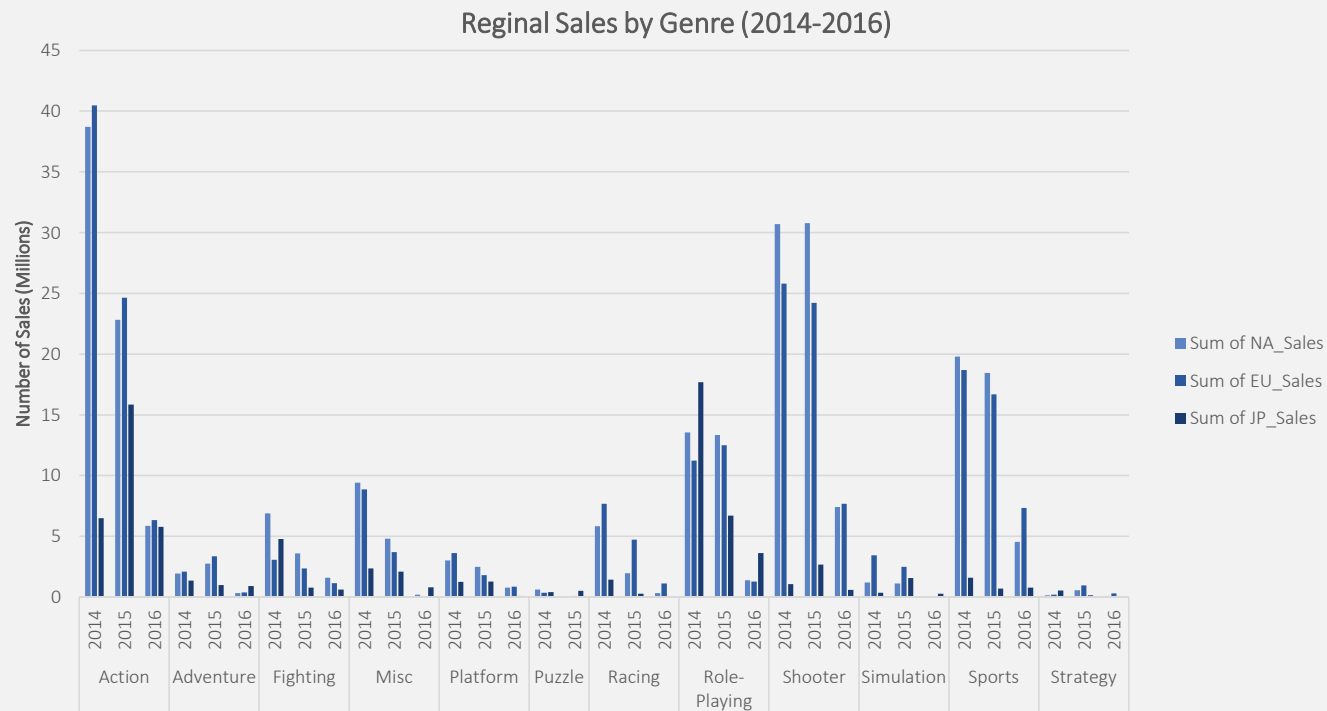
Regional Market Share

After reviewing the market share of 3 highest sales region it can be clearly seen that the trend by region is not consistent over last 6 years. North America market share has declined by 20% although Europe and Japan market share has increased by 9% and 10% simultaneously.



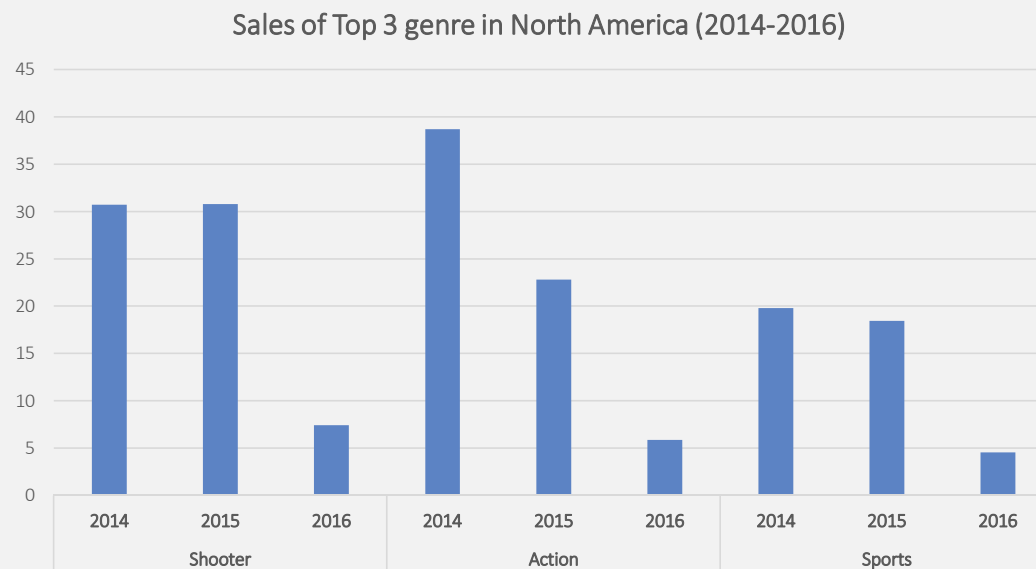
Regional Sales By Genre

As per the genre data of the last three years, action, shooter and sports followed by role-playing were most the popular genre among three highest sales region. Puzzle and strategy games have become the least popular genre over the last three years.



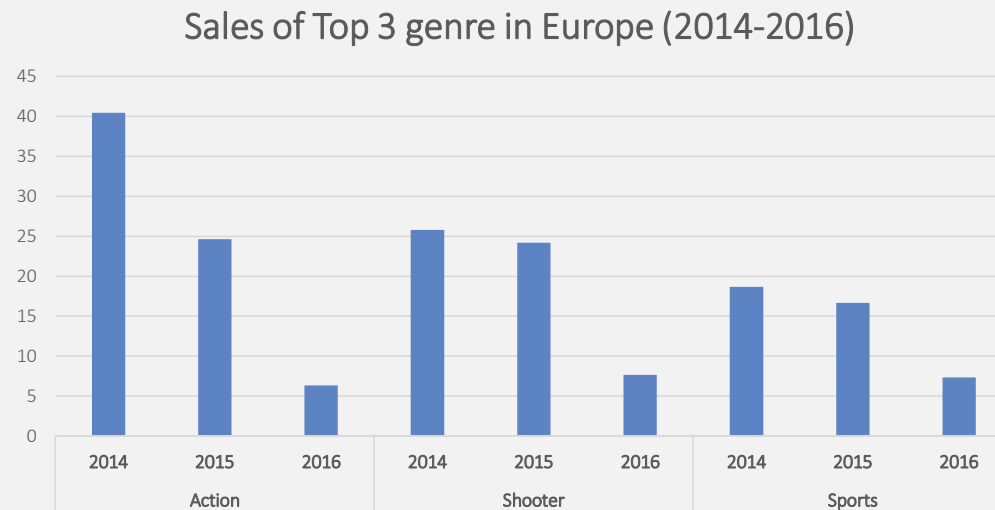
North American Sales By Genre

If we analyze the graph of the top 3 sales genre in North America over the last 3 years, then sales of action and shooting game has declined drastically. Moreover, Sport genre declined gradually in 2015 and then declined dramatically by year 2016.



Europe Sales By Genre

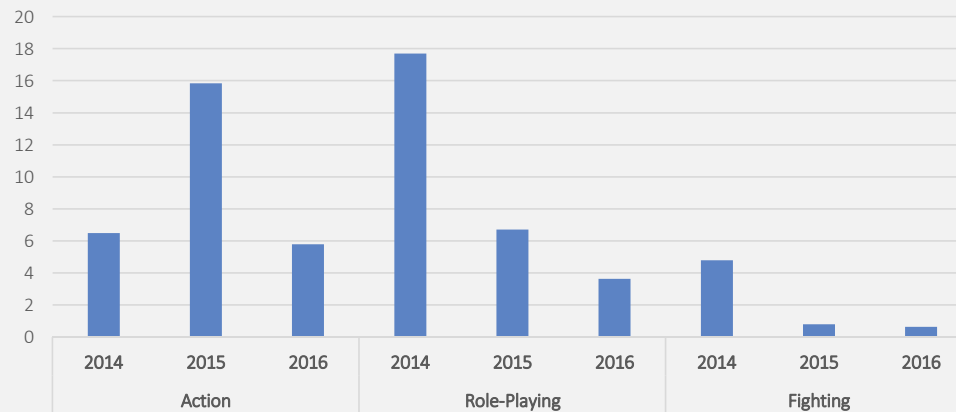
If we analyze the graph of top 3 sales genre in Europe over the last 3 years, then the trend of action game is going down dramatically although sales of shooter and sport genre were a bit stable in year 2015 in comparison to 2014 but has declined drastically by 2016.



Japan Sales By Genre

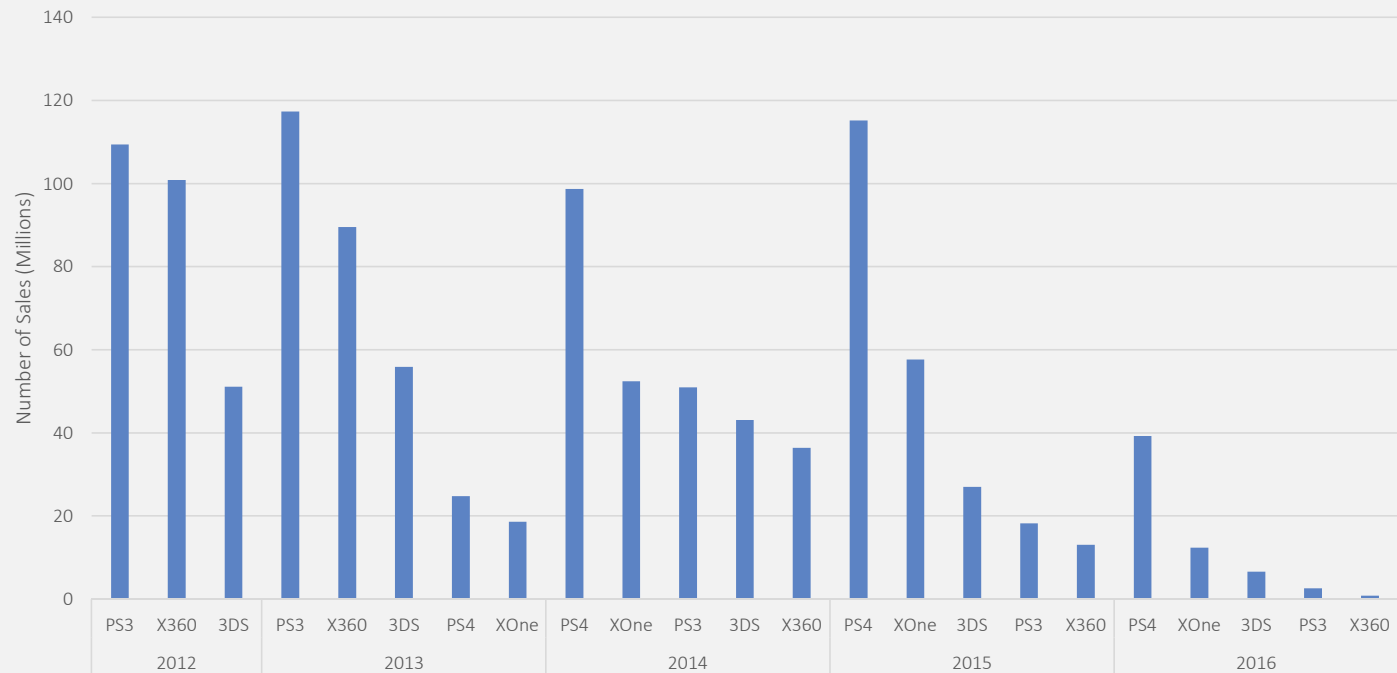
After reviewing the data of Japan, the trend of Japan's market is bit different than North America and Europe in terms of genre popularity and sales trend. The role-playing and fighting game are more popular in Japan apart from action game. If we analyze the graph of the top 3 sales genre in Japan, the sales of action game was higher in 2015 and then got dramatically reduced in 2016. Although the sales of role-playing and fighting genre were high in 2014 and they too started declining drastically after that.

Sales of top 3 genre in Japan (2014-2016)



Top 5 Popular Platform (2012-2016)

If we analyze the graph with the data of the top 5 platforms with highest sales, PS3 was the most popular platform for games in 2012-2013 but from 2014 to 2016 its newly launched series PS4 has gained popularity in gaming.



Conclusion

Global Sales Trend

- From the year 2000 to 2009, the global sales of games were generally on the rise but surprisingly sales started to fall from 2009 and dropped by greater extent.

Reginal Sales Trend

- There is high fluctuation in reginal market sales trend and reginal market share over past few years.
- There is also inconsistency in sales trend and popularity of genre by region.
- PS4 and Xone remains the most popular gamming platform over the past 3 year in all 3 main region.

Expectation vs Analysis

- After in-depth analysis of the last 3 years it has been found that there is clear contradiction in the assumption of GameCo management that the sale pattern will remain the same in 2017.



Recommendations

- As we can see significant fluctuation of sales in 3 big regions over the last 3-6 years, it indicates that there is the possibility of that expectations related to the 2017 campaign can go wrong.
- GameCo should investigate why there was significant decline in sales over the last 3 years and should also research the current market trend in 3 big regions related to genre of game.
- For example they can conduct the research on the demography and target audience in these regions so that the marketing campaign budget for 2017 could be allocated and utilized effectively.





Any Questions?

Thank You

